

# AMPC Consultation Framework

## Engaging our communities





# Our role

Australian Meat Processor Corporation (AMPC) is an industry owned company responsible for the direct provision of research, development, adoption, and marketing as well as the ongoing management and investment of funds received from industry levy payers and government for the benefit of the Australian red meat processor sector and the wider public good.

AMPC recognises the need to positively and proactively engage with, listen to and act upon our stakeholders' view to ensure our RD&A and marketing activities and services are relevant, accepted and valuable to our industry and government investors, as well as our broader stakeholders.

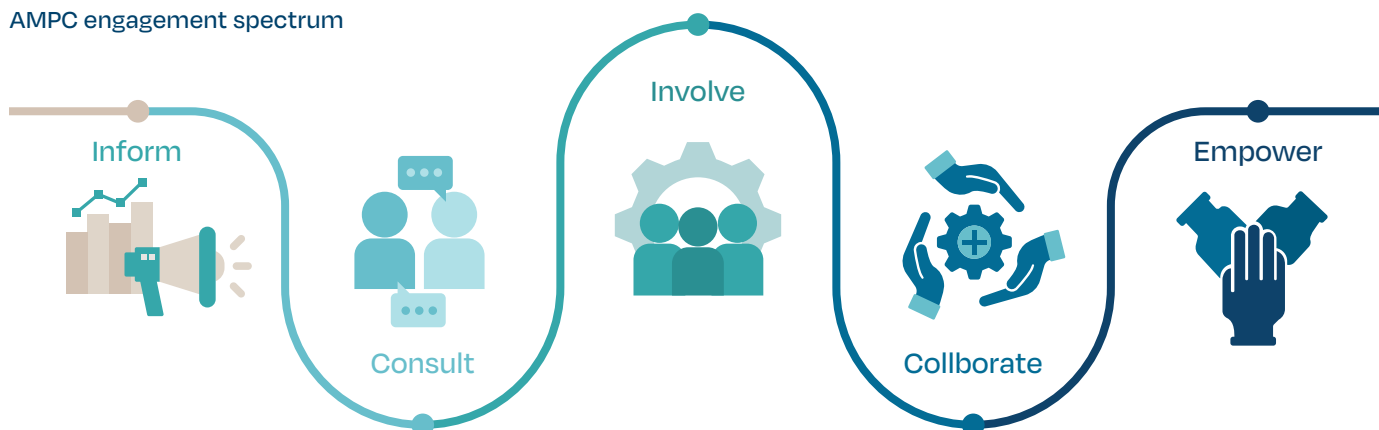
AMPC's stakeholder engagement framework sets out the principles guiding AMPC's engagement processes and recognises different levels of engagement are required for different purposes.

AMPC recognises different levels and types of stakeholder engagement are appropriate for different stakeholders depending on the objective, outcomes, timeframes, resources and levels of concern or interest in a project or activity.

Not all stakeholders will need to be engaged at the same level. The level of engagement we use will be determined by the issue being considered and what we are trying to achieve. In addition, the differences and needs of each stakeholder group to be engaged will need to be considered when determining what engagement activities might be required and at which stage of the project.

AMPC's spectrum outlined below identifies five key levels of stakeholder engagement, beginning with Inform as the lower level of engagement and with Empower as the most important level of stakeholder engagement and participation in the decision making process.

## AMPC engagement spectrum





AMPC's Engagement Framework adopts the International Association for Public Participation IAP2 Public Participation Spectrum framework for stakeholder consultation and engagement which is based on a 5-tier spectrum of engagement which assists it to select the appropriate level of engagement required to achieve its strategic objectives.

The spectrum of engagement beginning with Inform as the lower level of engagement and with Empower as the most important level of stakeholder engagement and participation in decision making processes. The 5-tier spectrum is Inform, Consult, Involve, Collaborate and Empower.

This framework is applied to determine the level of engagement, modes of engagement, and how it is applied for different stakeholders including processors/levy payers, producers, government investors, industry representative bodies, research providers, AMPC staff, other industry organisations and NGOs, other RDCs, Members of Parliaments, key Ministers and local government representatives and communities.

## AMPC levels of engagement goals



Inform	Consult	Involve	Collaborate	Empower
Communicating with our stakeholders so they have balanced, objective, accurate and consistent information when they need it.	Listening to our stakeholders' views, input and feedback to inform decision making and providing feedback on how stakeholder input influenced the decision.	Working directly with our stakeholders throughout the process to ensure their concerns and expectations are reflected in the output and or decision.	Partnering with our stakeholders and/or stakeholder groups to draw on their experience, expertise and innovation to achieve the best results.	Placing all aspects of the process and/of final decision making on a particular issue in the hands of our stakeholders.

## Engagement frameworks

In addition, AMPC has developed three specific engagement frameworks for its key stakeholders:



**1. AMPC and Australian Meat Industry Council (AMIC)** which outlines the proposed guiding principles and establishes shared expectations of how AMPC engages with AMIC. It also sets out how AMPC and AMIC will engage with each other.



**2. AMPC and Meat and Livestock Australia (MLA)** which outlines the proposed guiding principles and establishes shared expectations of how AMPC and MLA engage with each other.



**3. AMPC's Extension and Adoption Manager** liaises with and manages the levy payer relationships across Australia.

## Our consultation approaches

The objectives of AMPC's stakeholder engagement framework are to:

- Foster a consistent and coordinated approach for AMPC Board and staff to engage with AMPC's stakeholders
- Enable AMPC to reach an appropriate breadth of stakeholders and ensure our engagement processes are as inclusive as they can be, depending upon the issue being consulted upon
- Improve our relationships with and responsiveness to stakeholders by enabling them to be informed, have their issues heard and contribute as experts in their field
- Enhance stakeholder confidence in AMPC and our RD&E and marketing outputs by providing opportunities for stakeholders to actively participate in AMPC's RD&E and marketing
- Leverage stakeholder expertise, perspective and potential to drive innovation
- Encourage and empower stakeholders to collaborate, demonstrate initiative and act through informed investment decisions and improve the communication of insights, feedback and decisions gathered through engagement with stakeholders.

## Our consultation methods

AMPC has a wide range of methods and tools that it uses to engage and consult with different stakeholders on our RD&E and marketing activities.

AMPC recognises different types of forums and methods are needed for different stakeholders depending on the objective, outcomes, timeframes, resources and levels of concern or interest in our strategic plan, a specific R&D project, or an activity.

- AMPC consults on individual investment activities through industry steering groups
- AMPC seeks expressions of interest for opportunities to collaborate and on important initiatives that require 'boots on ground' insights to inform decisions
- AMPC collaborates with industry stakeholders through the regional innovation spotlight events
- AMPC gathers stakeholder feedback through its consultation forums, Industry Reference Committees hosted by its peak industry council, webinars, roundtables, and workshops.

AMPC evaluates its consultation and engagement methods and tools through measuring and evaluating:

- The rate of adoption and change across membership and the industry sector
- The economic, social and environmental impacts nationally of its RD&E and marketing work on stakeholders
- Completed projects using the Council of Rural Research and Development Corporations Impact Assessment Program: Guidelines (2018).

If you are interested in becoming more involved in any of our consultation opportunities, please don't hesitate to contact AMPC at [communications@ampc.com.au](mailto:communications@ampc.com.au).

