

Strategic. Targeted. Measureable.

Whether running a business or offering a community service, the ingredients to organisational success are vitally linked to strategic communications with all of your stakeholders – both internal and external.

Onstream offers consulting services in stakeholder engagement – a discipline which combines public relations, marketing communications and market research.

What makes Onstream unique is that we combine these communication tools with our internally-developed stakeholder analysis framework.

Whether you are simply trying to understand your stakeholders, create a brand with longevity, develop a comprehensive communications plan or need a one-off publication or news release, our first step is an analysis which cross references your organisational objectives with your unique set of stakeholders.

What is stakeholder engagement?

At Onstream, we integrate marketing communication tools – with an emphasis on public relations – with market research and a customised stakeholder analysis for optimal business results.

Marketing communication disciplines include:

- Public relations
- Digital communication (internet/web, social media, etc)
- Personal selling
- Direct marketing
- Advertising
- Sales promotion.

Market research includes:

- Desktop analysis – your vital statistics (for example, complaints, letters to the editor, call centre data)
- Quantitative surveys – customised, omnibus or polls
- Qualitative research – interviews, focus groups.

Customised Stakeholder Analysis

Onstream’s consultants have developed a stakeholder analysis framework which can be customised to your organisation. Organisations interested in our services are welcome to see an example.





Four steps to excellent stakeholder engagement

At Onstream, we offer a four-step approach to helping your organisation achieve positive results with stakeholders. But be prepared! Our advice is almost always to engage with all of your stakeholder groups. When it comes to communication, the whole is greater than the sum of the parts.

Step one – Understanding your organisation’s stakeholders

Stakeholders can be any of a myriad of individuals or groups which have an interest in your organisation. Employees, neighbours, customers, impacted communities, interest groups, boards, government, regulators, suppliers... these are examples of the many stakeholder groups which exist. Who they are and what they think is vital – both before and after you communicate with them.

Most communications professionals start with the problem. Before embarking on potentially unnecessary or costly solutions, Onstream starts where it counts: what do people *really* think about you? Our stakeholder analysis framework starts here and gives you an easy-to-understand snapshot of your stakeholders and their impact on your organisation.

Step two – Understanding your communication needs

Whether you tell us what the problems and issues are, or you send us away to work it out, arriving at the heart of the current situation or desired destination is the next vital step. The knowledge and information gathered at this stage is matched with the Stakeholder Analysis. Together, steps one and two underpin the development of a plan.

Step three – The Plan

Whether it’s a high level strategy, a detailed plan or a simple blueprint, the next step is to articulate the solution as a strategic plan of attack. Who, why, what, how, when, where, how to measure it and how much will it cost should be addressed – in detail for complex campaigns or in a short document for one-off activities. Whether implementing tried and true approaches or creative ideas with innovation, Onstream’s plans outline the deliverables and desired outcomes in preparation for client sign-off.

Step four – Stakeholder relations

While analysis and planning is essential to a successful campaign, the execution of your stakeholder relations program needs to be delivered on brand, on time and on cost.

Our experienced consultants can deliver the plan for you or help your organisation’s management implement the plan. This requires the expertise Onstream has: we are design-savvy, stakeholder-aware wordsmiths interested in achieving results and influencing corporate outcomes. We’re also interested in measurement and demonstrating the value we’ve achieved for our clients. That means that every stakeholder relations program we plan and implement ends with a debriefing and report, backed by research.

For Stakeholder Engagement advice, please contact us.



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