

A male doctor in green scrubs with a stethoscope around his neck is smiling and gesturing with his hands while talking to a female patient lying in a hospital bed. The patient is wearing a white hospital gown and looking up at the doctor. The room has light green walls, a purple shelf, and a large window showing a cityscape.

**BUILT
FOR
CBR**

Northside Hospital Project

Acknowledgement of Country

We acknowledge the Ngunnawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region.

We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.



Communications and Stakeholder Engagement Strategy



Overarching C&E strategy developed (supported by various action plans)



Leverages where we are now and the work that has been done



Cascading key messages, linking community and consumers to the project and the ACT Health system

Communications and Stakeholder Engagement Strategy

10

A decade of 'opportunity' ahead



Using the key communication and engagement learnings from CHE



Focus on governance



ACT
Government
Infrastructure Canberra

Strategy Objectives

Build confidence and transparency: Establish a clear governance framework with consistent, transparent messaging to build trust among stakeholders and the community.

Engage and communicate proactively: Identify key stakeholders, encourage proactive communication, manage expectations, and ensure effective information flow to mitigate risks and misinformation.

Commit to meaningful engagement: Set an achievable commitment for regular, transparent engagement, listening to feedback, investigating suggestions, and responding every time.

Leverage past experience: Use skills and insights from previous major projects to enhance planning and delivery.

Strategy Framework

Background	Key Messages	Approach	Stakeholders	Governance
Project summary Project history Timeframes	The project narrative	Objectives Principles	Stakeholder cohorts Areas of interest & influence	Team structure Role responsibilities & accountabilities Protocols

Internal Engagement Plan		External Engagement Plan	
Clinicians & staff Detailed key messages Detailed stakeholder analysis	Engagement objectives Engagement program Collateral & activities	Stakeholder cohorts Areas of interest & influence Negotiable & non-negotiables Team structure	Collateral & activities Channels Campaigns

Communications Plan		Evaluation Plan
Branding Collateral Signage Wayfinding	Digital Events Announcements	Monitoring KPIs Research Reporting

Governance

ACTHD: Overall management of the Territory-wide Health Infrastructure CRG (HICRG) and the overarching health infrastructure narrative.

Infrastructure Canberra: Will design and manage all consultation and feedback loops. Will be the first point of contact for all communication and engagement related to the project.

CHS: Delivery of the CSP components and engagement, workforce, change management, service delivery. Clinical engagement.

HCCA: Manage in partnership the HICRG, support ongoing community and consumer engagement opportunities.

Consumer Groups: Provide feedback through workshops and events, test and trial options, represent special interest groups, take information to and gather information from stakeholders.

Approach to CRG

Engage at each stage of the project lifecycle: Start early and set forward a program of activity and expectations. Right people at the right time and provide a proper induction.

Capture and close out all feedback: Capture and close out all feedback. Balance consumer and clinical input as part of this feedback process. Set the expectation on how feedback is evaluated and utilised.

Inclusivity: Ensure regions, marginalised communities, youth are included as well as managing competing feedback from within consumer groups.

Timing: For meetings, for feedback and providing alternate options such as online or recorded sessions.

Communications and Stakeholder Engagement Stages

Plan and design

Develop

Deliver



Plan and design

Clinical Services Plan (2024 – 2025)

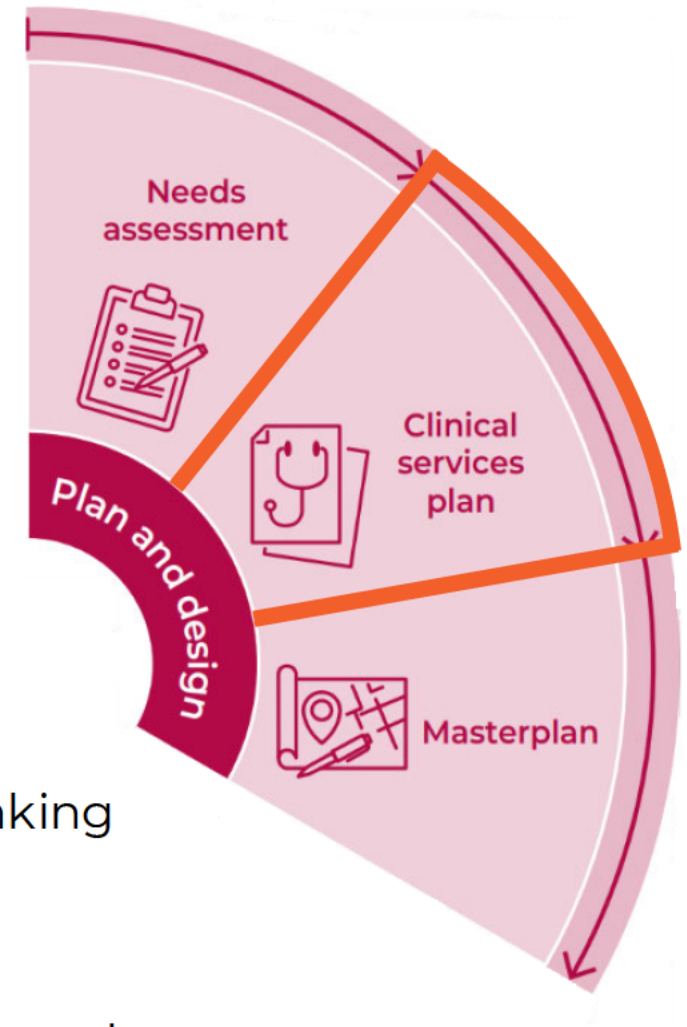
Defines the hospital's service requirements and infrastructure recommendations to meet the community's health needs for a ten-year period

Developed with clinicians, staff and consumers

Consumer Reference Group opportunities

Future Services Framework Consultation – Feb 2025

- Provide recent/relevant consumers to guide this long-term thinking
- Cross section of consumers
- 1-2 in-person meetings (2 hours)
- Responding to service needs
- Must have recent experience with the service in the past 12-18 months



Plan and design

Masterplan (2024 – 2025)

Where the new infrastructure is located on the site, as well as surrounding facilities and neighbourhood plans

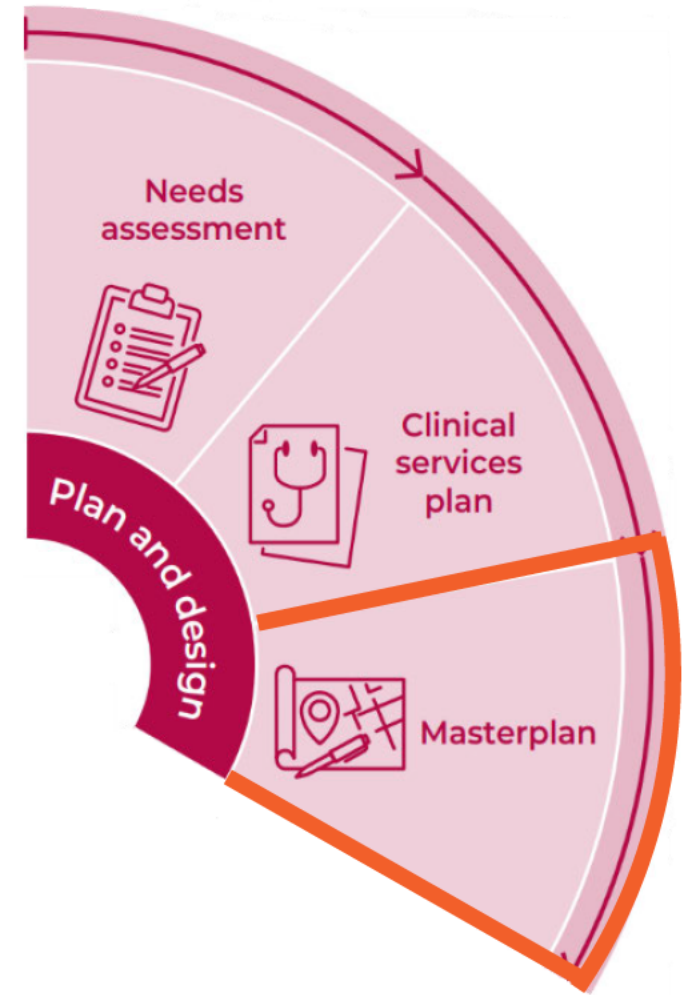
Clinical connections and networks working together

Transport, utilities, environment, safety and parking

Consumer Reference Group opportunities

Provide feedback on the draft master plan

Masterplan presentation with Consumer Reference Group



Develop

Concept design (2025)

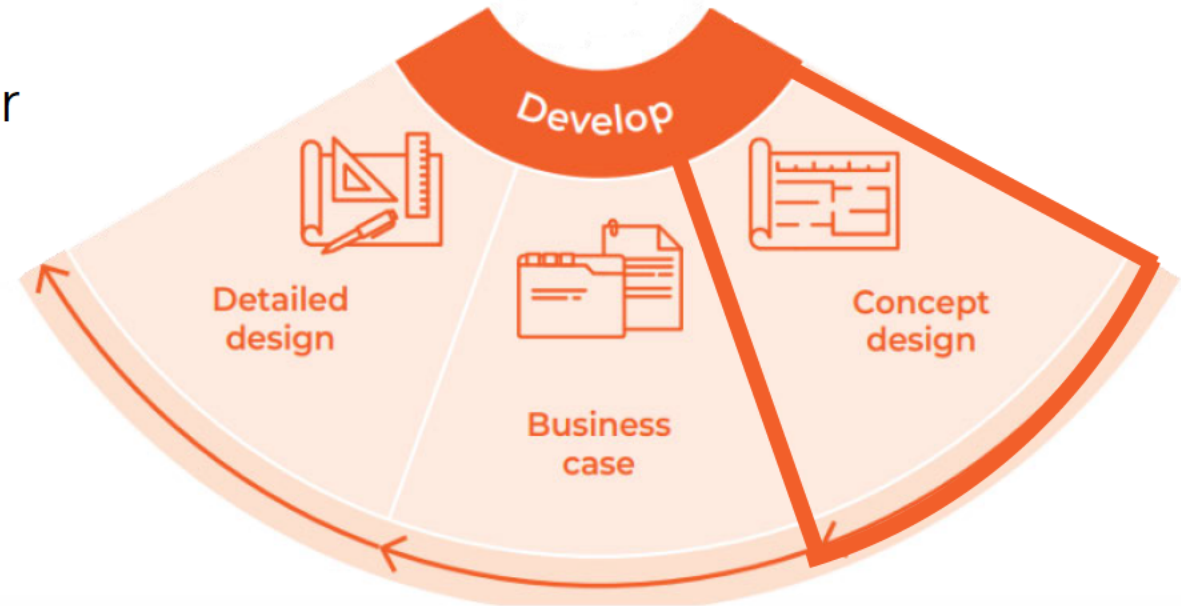
Shows size, scale, departments and early floor plans and locations of facilities across levels

Consumer Reference Group opportunities

Highly involved during this phase

Provide feedback on repeatable rooms and department layouts

Presentation / workshops with Consumer Reference Group



Develop

Detailed design (2026)

Detailed room designs, including specifications for furniture, fixtures, equipment, and layout

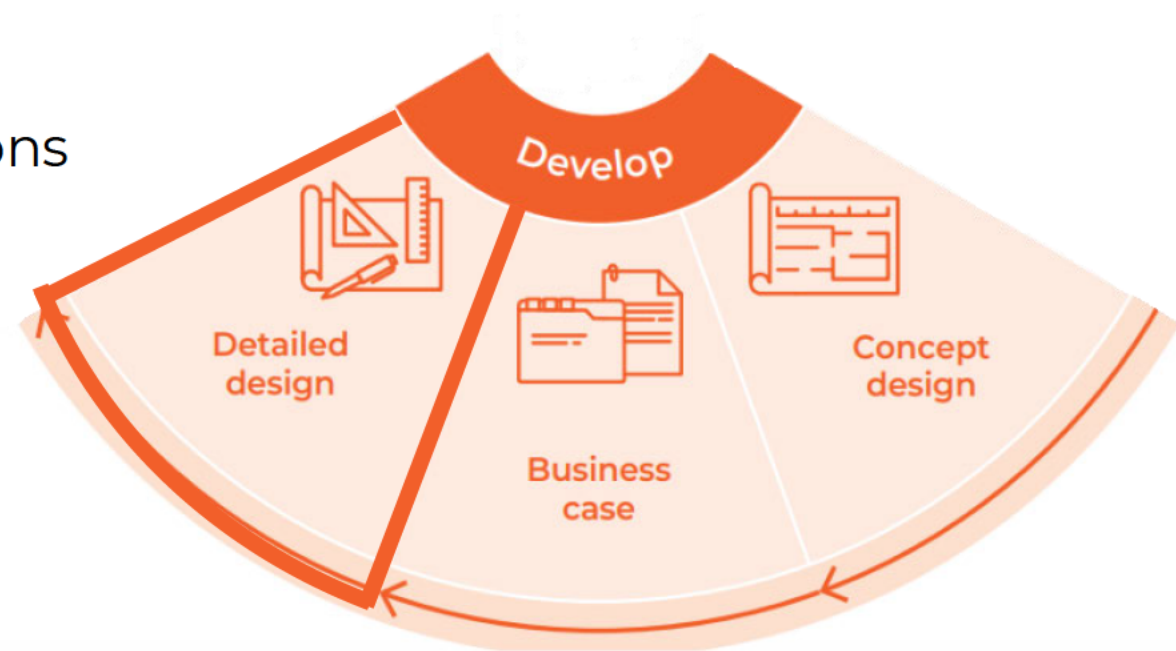
Considerations for patient flow, routing, and accessibility

Facade aesthetics, color schemes and environmental innovations

Consumer Reference Group opportunities

- Room layouts
- Furniture, fixtures, equipment (FFE)
- Interior strategy
- Landscape and public amenity
- Art strategy development

Presentation / workshops with Consumer Reference Group



Deliver

Construction (2026 – 2030)

Early works

Demolition of structures

Construction

Decanting/relocating staff and services

Consumer Reference Group opportunities

Feedback on hospital operations

Art strategy

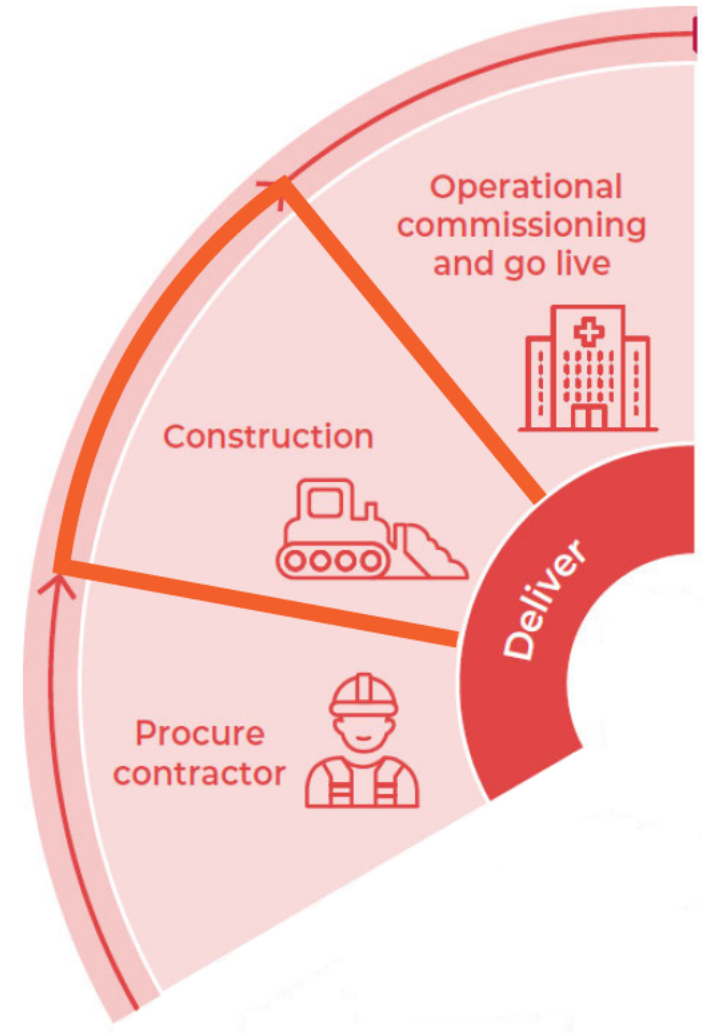
Briefings

Presentations

Landscaping

Project updates

Site tours



Community Engagement

Inform	Social media	EDMs	Media	Website	Advertising
	• Milestone posts • Sharing videos • Promoting Have Your Say	• Emails to subscriber lists e.g. project updates / surveys	• Good news stories • Reactive stories • Ministerial event/ announcements	• Regular updates • Single source of truth for project status	• Promoting Have Your Say • Pre-go live campaign
	Digital	Signage	Collateral	Our Canberra	Displays
	• Photos • Videos • Maps • Infographics	• Construction hoarding • Wayfinding signs around site / NCH	• Printed project updates / materials / flyers	• Printed newsletters • Online • EDM	• Screens at NCH • Screens at TCH • Shopping centre displays
Consult	Have Your Say consultations		Face-to-face		Direct correspondence
	• Pre-Development Application community consultation • Name the Crane • Community Reference Group (TBC)		• Pop-up information stalls • Drop-in sessions • Planned events • Shopfront at NCH • Shopping centre stall		• Replying to emails received by NHP project inbox • Responding to ministerials • Responding to calls • Responding to social media

Contact Us

For more information visit our website at
[New northside hospital project - Built for CBR \(act.gov.au\)](https://act.gov.au)

We will continue to keep you informed,
however if you have any questions at any
time, please email us at
info.northsidehospitalproject@act.gov.au

