



STAKEHOLDER ENGAGEMENT FRAMEWORK

November 2024



STAKEHOLDER ENGAGEMENT

FRAMEWORK

GRDC's Stakeholder Engagement Framework aligns with the [Research, Development and Extension Plan \(RD&E Plan\) 2023-28](#).

The framework's purpose is to enhance and direct how GRDC interacts and engages with its key stakeholders to deliver on its core purpose – *to invest in RD&E to create enduring profitability for Australian grain growers*.

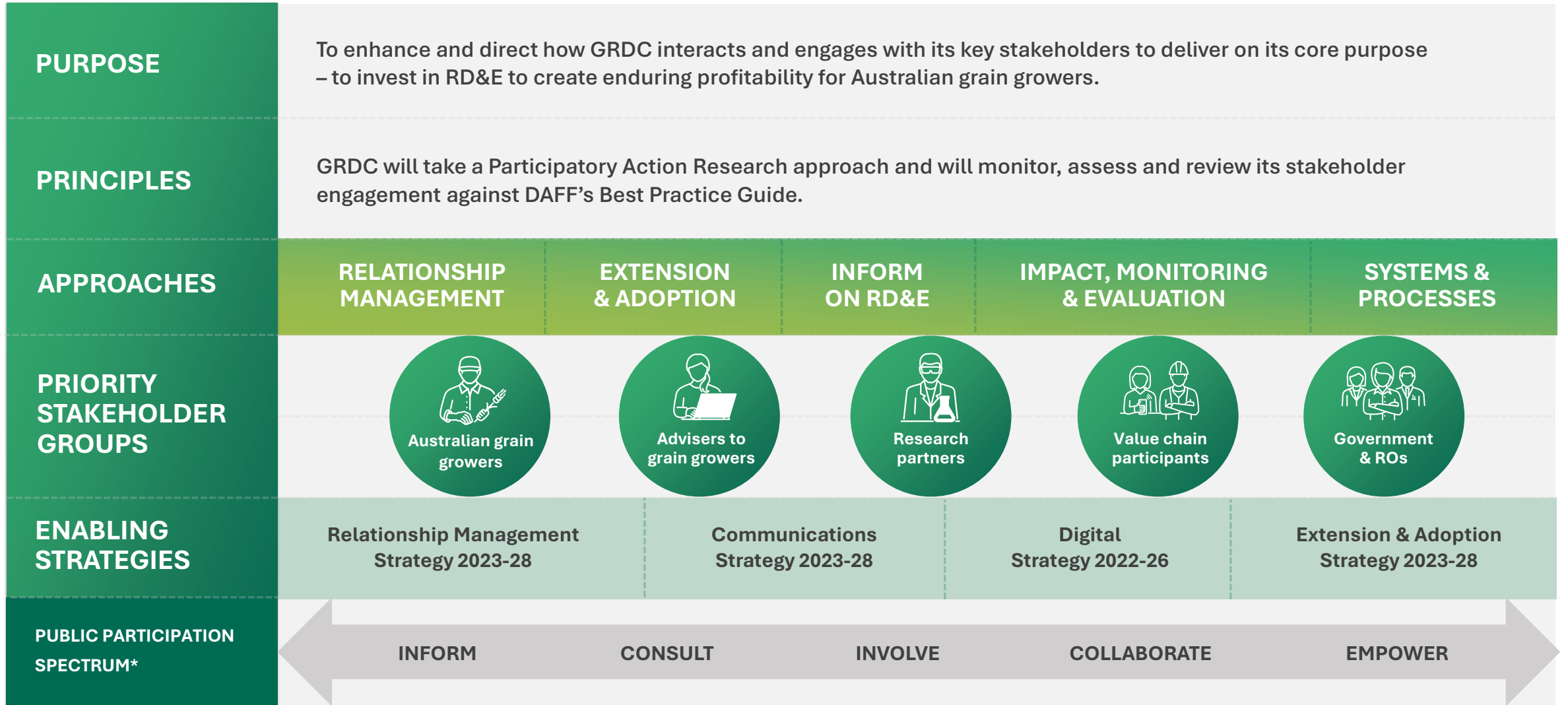
Effective communication and engagement with stakeholders enables GRDC to:

1. identify and understand the opportunities and constraints growers face;
2. invest in RD&E that addresses these issues; and
3. deliver outputs that support best practice and the adoption of new practices and technologies.

The framework's principles outline GRDC's commitment to a participatory action research (PAR) approach, as well as our commitment to monitor, assess and review our stakeholder engagement against the Australian government Department of Agriculture, Forestry and Fisheries (DAFF) [Best Practice Guide \(BPG\)](#).

STAKEHOLDER ENGAGEMENT

MODEL








* Based on the International Association for Public Participation (IAP2) spectrum.

STAKEHOLDER ENGAGEMENT

FRAMEWORK

APPROACHES

PRIORITY STAKEHOLDER GROUPS

	RELATIONSHIP MANAGEMENT	EXTENSION & ADOPTION	INFORM ON RD&E	IMPACT, MONITORING & EVALUATION	SYSTEMS & PROCESSES
GRAIN GROWERS 	<ul style="list-style-type: none"> ✓ Grower & capacity scholarships + Key account management (KAM) approach (NEW) + Segmentation & mapping of priority stakeholder groups (NEW) 	<ul style="list-style-type: none"> ✓ National Grower Network ✓ National Variety Trials ✓ Embedded E&A ✓ Paddock practices ✓ Webinars ✓ Field days ✓ Hands on workshops ✓ Grower study tours + Capacity & Extension Mgr (NEW) + MyGRDC (NEW) 	<ul style="list-style-type: none"> ✓ Grains Research Updates ✓ Farm Business Updates ✓ GroundCover ✓ Video & podcast ✓ Publications ✓ Social media ✓ Regional newsletters ✓ GroundCover online + MyGRDC (NEW) 	<ul style="list-style-type: none"> ✓ Grower survey ✓ Farm practices survey ✓ Impact case studies + Benefits Realisation Plan (NEW) 	<ul style="list-style-type: none"> ✓ IMF Optimisation Program ✓ Regional panels ✓ Reputation management + Stakeholder engagement catalogue (NEW) + SRM system (NEW) + Content governance framework (NEW) + Benefits Realisation Plan in IMS (NEW)
ADVISERS 	<ul style="list-style-type: none"> + Segmentation & mapping of priority stakeholder groups (NEW) + KAM approach (NEW) 	<ul style="list-style-type: none"> ✓ National Grower Network ✓ National Variety Trials ✓ Paddock practices ✓ Webinars ✓ Adviser workshops ✓ Adviser study tours + Adviser partnerships (NEW) + MyGRDC (NEW) 	<ul style="list-style-type: none"> ✓ Grains Research Updates ✓ Farm Business Updates ✓ Update papers + MyGRDC (NEW) 	<ul style="list-style-type: none"> ✓ Farm practices survey 	<ul style="list-style-type: none"> ✓ Regional panels + SRM system (NEW)
RESEARCH PARTNERS 	<ul style="list-style-type: none"> ✓ Panel awards ✓ Grains Research Scholarships + Segmentation & mapping of priority stakeholder groups (NEW) + KAM approach (NEW) 	<ul style="list-style-type: none"> ✓ National Grower Network ✓ Cross RDC extension & communication + Upskill RD&E partners in E&A (NEW) + MyGRDC (NEW) 	<ul style="list-style-type: none"> ✓ Open tenders ✓ RD&E Plan ✓ GroundCover ✓ Update papers ✓ Sponsored events + MyGRDC (NEW) 	<ul style="list-style-type: none"> ✓ Research partner survey + Upskill RD&E partners in M&E (NEW) 	<ul style="list-style-type: none"> ✓ Regional Panels + Brand toolkit (NEW) + Integrated comms tool (NEW) + ADOPT tool (RENEWED) + SRM system (NEW)
VALUE CHAIN PARTICIPANTS 	<ul style="list-style-type: none"> ✓ National Variety Trials ✓ Grains Australia + KAM approach (NEW) 	<ul style="list-style-type: none"> ✓ National Grower Network 	<ul style="list-style-type: none"> ✓ RD&E Plan 2023-28 ✓ Sponsored events ✓ Media releases 		<ul style="list-style-type: none"> ✓ Reputation management ✓ Regional panels
GOVERNMENT & ROS 	<ul style="list-style-type: none"> ✓ RO informal meetings ✓ RO consultations ✓ DAFF informal meetings ✓ DAFF consultations 		<ul style="list-style-type: none"> ✓ RD&E Plan 2023-28 ✓ Research for policy 	<ul style="list-style-type: none"> ✓ Annual Report ✓ Ministerial announcements ✓ Annual Operations Plan + Benefits Realisation Plan (NEW) 	<ul style="list-style-type: none"> ✓ Reputation management ✓ Senate estimates briefs + Benefits Realisation Plan in IMS (NEW)