



ENGAGEMENTHUB



The only global integrated SaaS citizen engagement and stakeholder management end-to-end solution. Trusted by all levels of government, leading corporations and the not-for-profit sector.



RESPONSIVE

Built for all browsers and operating systems, including Mobile.



100% CLOUD BASED

No software downloads & accessible 24/7 from wherever you may be! Latest cybersecurity, privacy and accessibility compliant.



RAPID DEPLOYMENT

Instantly create your **own portal** and start engaging today! 30 day free trial to explore the features! Our team to



INTUITIVE DASHBOARD

Our unique client dashboard is super easy to navigate if you can use Microsoft Office, you can master Engagement Hub!



2019 Global Finalist in 4 Categories. Winners announced September 2019

A business unit of the stakeholder engagement consultancy and software development company, My Business App Pty. Ltd



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The only online citizen engagement and stakeholder management software designed by stakeholder engagement experts.



ABOUT ENGAGEMENT HUB

Leading organisations choose Engagement Hub for the ease of use, security, cost effectiveness and unequivocal tools and features which enable them to achieve high participation rates, whilst streamlining administration and reporting processes.

Engagement Hub is like no other software on the planet, as it offers the only integrated community engagement and stakeholder management toolbox and is driven by stakeholder engagement strategists who work closely with our amazing software development team and clients, providing the only end-to-end solution.

Engagement Hub is an enterprise level, secure proprietary SaaS adopting the latest in cybersecurity technologies and is legislation and accessibility compliant.

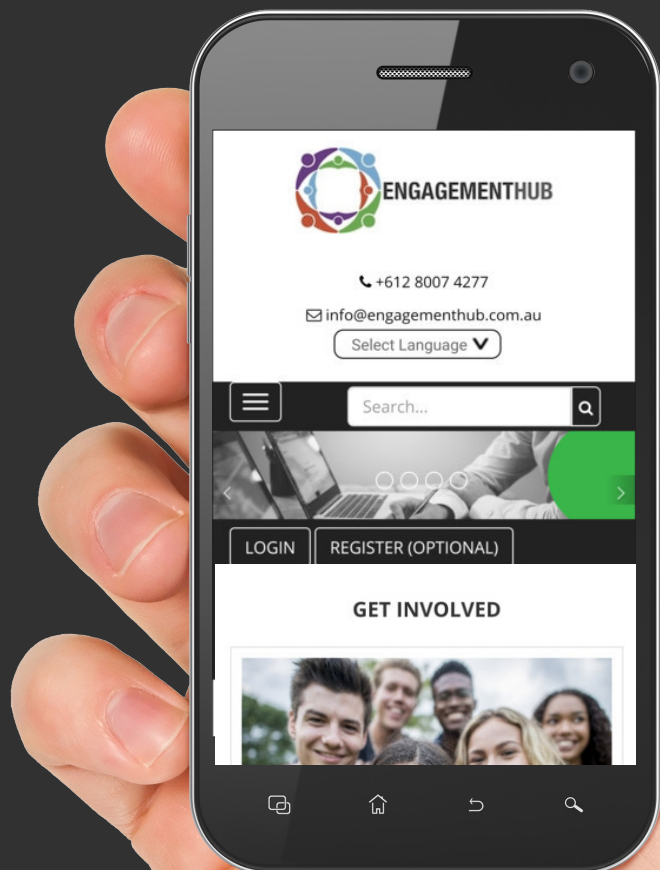
The quality of Engagement Hub and the added value in service and support is evidenced by the number of leading organisations who have embraced Engagement Hub within the first three years since its launch. Current clients include all levels of Australian Government, Global Organisations, Construction, Community Services, Private Sector, Consultants, Membership Organisations, Education, Health, Research, Not-For-Profit and many more.

1,000,000+

ENGAGED STAKEHOLDERS
ACTIVELY PARTICIPATING ON
CLIENT SITES

3,200,000+

CONTRIBUTIONS SUBMITTED AND
COLLABORATIONS SHARED ON
CLIENT SITES





ENGAGEMENT HUB SOFTWARE OVERVIEW

The power of a centralised, integrated and secure single point of truth for engaging, managing and reporting

LAUNCH YOUR OWN ENGAGEMENT WEBSITE TODAY!

- Try it for free for 30 days
- Fully customisable to your corporate branding
- Utilise your own URL eg: engage.mydomain.com or instantly start populating your engagement hub using the engagementhub.com.au URL
- expand audience reach through social sharing
- easy to use web builder with multiple options
- one-off project licences, limited consultations or annual unlimited consultations enterprise licences

INTUITIVE ONLINE CONSULTATION AND ENGAGEMENT SOFTWARE

*effective participation, conversation
and collaboration.*

A digital toolbox of twenty-three custom widget tools can be enabled or disabled to meet specific project needs. One centralised hub to promote your consultation, share information, gather feedback, facilitate meaningful discussions and generate ideas. Designed for both public and private consultations.

SIMPLE REPORTS AND DEEP INSIGHT REPORTING

*a variety of valuable reports instantly at
the push of a button*

Offering a quick project snapshot to assess how your consultation is progressing, this helps to swiftly identify both issues and trends. Quickly tag feedback to track issues and trends across your platform and by individual projects. Engagement Hub also delivers detailed platform and project reports to reduce your administration burden.

VALUABLE STAKEHOLDER RELATIONSHIP MANAGEMENT IS BUILT-IN

*comprehensive stakeholder
management system*

The centralised management system allows you to manage and segment your stakeholders while also providing a full audit trail of your platform and project activity – both online and offline. It delivers individual stakeholder profiles and enables you to respond and inform your stakeholders through the built-in email and newsletter feature.

EXTENSIVE SUPPORT AND SERVICING

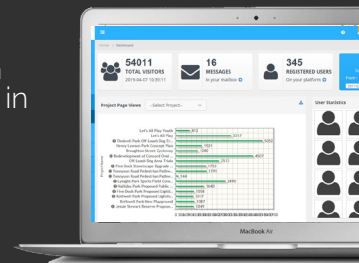
*24/7 technical support and expert-led
advice*

Every Engagement Hub Licence Subscription is accompanied by a comprehensive support package, including access to our 24/7 Help Desk, a dedicated Stakeholder Engagement Specialist, virtual training; and, detailed documentation and instructional videos. A range of optional services are also available.

PEACE OF MIND

Australian Owned Proprietary Software
Enterprise level, secure proprietary software adopting latest security practices and technology. SSL encryption is installed on your client platforms. All data is hosted and stored at our secure data centre in Sydney, Australia.

- Complies with privacy and data protection legislation and regulation from across the world
- Accessibility Compliant: Tested for WCAG 2.0 Level AA and language translator built in
- Daily backups to our centralised backup system for storage.



QUICK SOFTWARE OVERVIEW

YOUR STAKEHOLDERS' EXPERIENCE IS PARAMOUNT TO DRIVE ENGAGEMENT



100% RESPONSIVE

Built for all devices, browsers and operating systems.



100% SECURITY AND PRIVACY COMPLIANT

Complies with privacy and data protection legislation and regulation



100% ACCESSIBLE

Accessibility Compliant: Tested for WCAG 2.0 Level AA



LANGUAGE TRANSLATOR

Built-In Language Translator featuring over 100 languages



USER DASHBOARD

Every stakeholder can access their own dashboard to edit their profile, unsubscribe and view their activity



ENGAGING TOOLS

23 informative and collaborative tools to engage with diverse groups and projects



COMMUNITY BUILDING

Optional to enable your stakeholders to follow one another



USER EXPERIENCE

Option to enable account approval on email verification and disable moderation on project/tool/item level

PEACE OF MIND FOR YOUR IT DEPARTMENT



100% SECURITY AND PRIVACY COMPLIANT

Our team adopt the latest in cybersecurity technologies.

- Secure Data Centre located in Sydney, Australia
- 100% cloud-based solution - no software downloads required
- SSL and TLS are installed on our server so client's sites are encrypted.
- Data is encrypted end to end with TLS1.2 at the transport layer.
- Uptime: We are committed to providing reliable cloud-based software backed by a 99.99% uptime guarantee. The software is monitored 24/7.
- Backups occur daily to a centralised backup system for storage

CORPORATE IDENTITY EMBEDDED



VISUAL IDENTITY

Your logo and imagery throughout your EHub site



CORPORATE PALETTE

Determine the colour scheme to be displayed throughout your site



CORPORATE FONT

Display your corporate font by default throughout your site



EXTERNAL LINKS

Promote your principal website, partner websites and social profiles

MANAGE AND COMMUNICATE WITH YOUR STAKEHOLDERS



STAKEHOLDER RELATIONSHIP SYSTEM (CRM)

Integrated CRM to manage /view stakeholders and their online activity. Add offline activity/notes to individuals and groups



IMPORT DATABASES

Import existing stakeholders into the system and quickly invite them to register to participate



EMAIL / NEWSLETTERS

Email individual or groups of stakeholders directly through the system. Including based on demographics, segmentation and by activity undertaken or not undertaken



SEGMENTATION

Add bespoke segmentations to group stakeholders. Optional to include in the registration form.

USER PERMISSION LEVELS



1. Super Admin - This level has complete access to the backend of the portal and control of your Engagement Hub site.
2. Project Admin - This level has access to projects, stakeholders and reporting on projects which the Super Admin has assigned them. Unlimited project administrators
3. Registered Users - These are your stakeholders and they only have access to view and participate. Each Registered User has access to their own dashboard where they can edit their profile, unsubscribe and view their recent activity. Unlimited registered users.
4. Non-Registered Users (Visitors) - This level of user can view all activity on Public Consultations (Published and Closed), however can also participate in Quick Polls, Surveys and vote on Extended Ideas Walls without registering. Unlimited visitors

DEEP REPORTING AND ANALYSIS



MULTI-LEVEL REPORTING

Quickly understand how much traction (visitation, awareness and engagement) there is across your site and by individual projects



RICH INSIGHTS REPORTING

Delve deep to uncover trends, hot topics and issues across your site and by projects. Find out who your most committed users are and the most influential



FULL HISTORY REPORTS

View and download a full history of every action taken by super and project administrators, online users and visitors

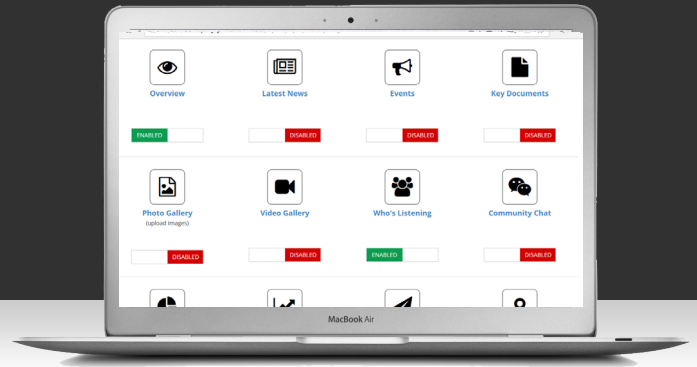


ONE-CLICK COMPREHENSIVE REPORTS

Download a comprehensive Microsoft Word report ready for your modifications

THE COMPLETE ONLINE STAKEHOLDER CONSULTATION AND ENGAGEMENT TOOLBOX

With 23 customisable tools, exclusive to each project, which can be enabled and disabled on a needs basis and at any stage of the consultation cycle. On a project basis rename and re-position widgets to appeal to your stakeholders. Engagement Hub is the most flexible, scalable and refined platform on the market and includes the ability to duplicate and schedule consultations and individual widgets.



14 INFORMATIVE TOOLS TO ENSURE YOUR STAKEHOLDERS UNDERSTAND WHAT YOU ARE CONSULTING ON



Project Overview Tool
Provide a summary of what the consultation is all about. Determine if it is public (viewable by all) or private (invitation only).



Project Background Tool
Provide your stakeholders with the background/history of the project/program you are engaging on – embed anything to support the project



Latest News / Blog Tool
Keep your stakeholders and community informed with updates and media releases.



Document Library Tool
Include relevant plans, documents, spreadsheets and presentations in a well laid out folder system.



FAQ Tool
Frequently Asked Questions on a project/consultation basis – includes categories.



Image Gallery Tool
Upload photos and images.



Video Gallery Tool
Embed YouTube, Vimeo and Animoto videos.



Who's Listening Tool
Humanise - show that 'real people' are listening to the conversation.



Project Timeline Tool
Publicly display the steps within your engagement process and other key dates to the project



Project Links Tool
Create links to external urls on a project basis.



Content Dock Tool x 2
Two flexible rich content areas for adding further information.



Project Banner Tool
Display unique banners and sliders for each project.



Embed Anything Tool
Embed source code and/or iframes for Twitter, Facebook, Slideshare, Prezi etc

9 FEEDBACK AND COLLABORATIVE TOOLS TO RECEIVE COMMUNITY CONTRIBUTIONS AND OPENING UP THE COMPLETE DIALOGUE WITH YOUR STAKEHOLDERS



Survey Tool
Our flexible survey tool enables surveys with a 11 question types and various report options.



Quick Polls Tool
Make it easy for the community to assist you in prioritising options with text, image and video polls.



Interactive Mapping Tool
Enable the community to pin by category and respond to comments on an interactive map! Others can like, dislike and respond.



Events Registration Tool
Notify and encourage your community to attend workshops, forums and events. This is a complete event registration system!



Forum / Q&A Tool
Get a conversation going with our online forum.



Ideas and Story Wall Tools x 2
Creative tools for stakeholders to pitch ideas and share their stories and have them voted on



Interactive PDF / Image Tool
Upload your concept plan and have your stakeholders pin comments directly onto it!



Submission Tool
Anyone can quickly complete an online submission, including attachments.



SUPPORT SERVICES

Passionate and dedicated to ensure our clients' consultations and engagement programs are effective

What support is provided with an Engagement Hub Licence?

Our Comprehensive Standard Support Package includes:

- ✓ 24/7 Help Desk Team for technical assistance
- ✓ A dedicated Stakeholder Engagement Specialist who is there to provide strategic advice via phone and email during business hours (up to 1 hour per month)
- ✓ Two Hour Tailored Online Training to assist your team in getting started
- ✓ Strategic Review of your first projects Communications and Engagement Plan
- ✓ Pre-launch Platform Review
- ✓ Ongoing collaboration of new features and functionality
- ✓ Updated Super and Project Admin User Manuals which reflect recent deployments
- ✓ Access to our online resource centre
- ✓ Ongoing access to one hour of virtual training per month

Contact us to find out about our premium White Glove package.

Are there additional support and service options?

The Engagement Hub Team recognise that our clients do not always have the time or resources to deliver engagement excellence. Our expert stakeholder engagement team, provide the following services at affordable rates:

- ✓ Platform and Project Set Up
- ✓ Five Day Fast Track Implementation and launch
- ✓ Full Platform Management
- ✓ 24/7 Third Party Moderation
- ✓ Full Community Engagement Consultancy Services

Implementing Engagement Hub in your organisation

Engagement Hub is designed to be rapidly implemented so your organisation can start engaging asap!

1. Start your free 30 day trial by visiting engagementhub.com.au.
2. All the information and support options will be emailed to you within four hours
3. Use your own unique URL eg: engagement.mydomain.com or a subdomain of engagementhub.com.au
4. Customise your platform and projects
5. Straight-forward one off project or subscription licence fees

WE WOULD LOVE TO UNDERSTAND ABOUT YOUR NEEDS

Contact our team to arrange a 30 minute appraisal.



SUCCEEDING WITH ONLINE ENGAGEMENT

Governments and organisations are increasingly recognising the importance of online stakeholder engagement and management in enabling more stakeholders to participate in deliberative dialogue and improving efficiencies, resulting in more accountability and better outcomes.

A cloud based online engagement platform is an enabler to deliver online engagement opportunities and as such strong engagement from your stakeholders will only result from a well planned communications and engagement strategy which focuses on sound methodology, tactics. A vital key to this is developing a sound 'business case' and undertaking stakeholder analysis and identifying how to reach each stakeholder group effectively.

What does authentic engagement look like?

Ultimately, authentic stakeholder engagement (on the IPA2 spectrum, consult to empower) needs to be an opportunity for conversation and deliberation, where stakeholders have a level of influence over the outcomes, not a public relations exercise to justify decisions that have already been made.

15 CRITICAL QUESTIONS TO ASK WHEN SELECTING AN ONLINE ENGAGEMENT PLATFORM

Security and Data Security

1. How robust are the security infrastructure and practices put in place?
2. Who has access to your user data and how is it encrypted?
3. Is your platform hosted in a secure data centre in Australia?
4. Is the installation of SSL/TLS Encryption included within your licence fee?

Compliance and Accessibility

5. Is the platform compliant with government privacy legislation and regulation?
6. Does the platform comply the global web accessibility protocol WCAG 2.0?
7. To enable participation by all stakeholders, is a language translator built in?

Support and Advice

8. What level of support is included with your software licence?
9. Does the business provide additional expert stakeholder engagement services?

Functionality and Features

10. Does the platform meet your objectives?
11. Are there an array of versatile tools available to suit different types of consultations?
12. Is a stakeholder management tool built-in?
13. How collaboratively does the business work with clients to develop new features? And request the development changelog
14. How frequently are new features deployed?

Value for Money

15. Does the platform provide value for money?

BEING ENGAGEMENT READY

The level of engagement appropriate for each situation can range from a one-way transfer of information (providing and/or receiving information) through to dynamic collaboration, actively involving or empowering stakeholders in the decision making process.

Therefore prior to launching any engagement activity, we strongly recommend that clients have adopted an organisational Stakeholder Engagement Framework.

PREPARING FOR SUCCESSFUL ENGAGEMENT THROUGH DEFINED PLANNING

1. Start planning early!
2. Clarify the consultation objectives
3. Undertake Stakeholder Identification and Analysis including levels of influence on the engagement process, the dynamics of decision making, and levels of fairness and equability
4. Develop a sound Communications Plan to ensure all stakeholders are aware of the consultation opportunities
5. Prepare key messages and anticipate what the frequently asked questions will be
6. Develop the content and collateral
7. Define your engagement strategies: how does the program enable or discourage different opportunities for participation: Integrate online consultation with traditional methods
8. Implementation of the agreed engagement strategies
9. Undertake rigorous quantitative, qualitative analysis
10. Develop a Stakeholder Engagement Outcomes Report
11. Formally and individually acknowledge all stakeholders
12. Reflect and Learn