

# DTF Stakeholder Strategy

2008-2011

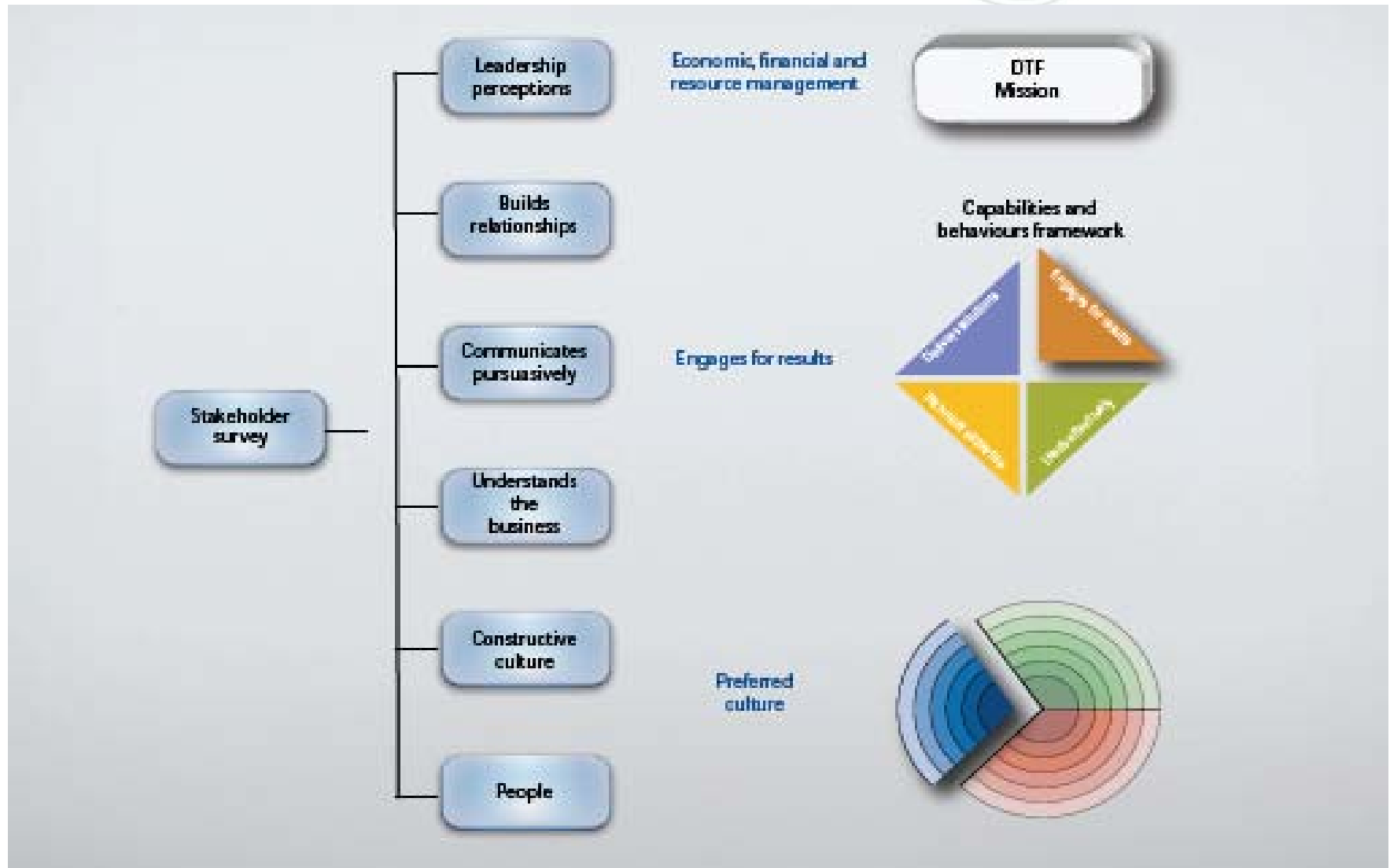
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# Defining stakeholders

What is a stakeholder?

*“The individuals and groups who affect or are directly affected by DTF achieving its goals.”*

# How we measure relationship effectiveness



# DTF Stakeholder Strategy – Aims

By 2009:

- Evaluate current relationship management capability
- Identify areas that deliver best improvement opportunities
- Develop and start implementing initiatives to improve capabilities in these areas

By 2010:

- Implement improvements to processes and systems to support the way we do business with stakeholders
- Engage stakeholders more effectively for better work outcomes

By 2010:

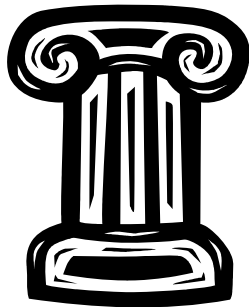
- Staff excel in engaging and influencing stakeholders
- Systems, processes and frameworks effectively support staff to manage relationships
- Information readily shared about stakeholders improving our understanding and delivering more integrated approach to our interactions.

# Strategy Overview

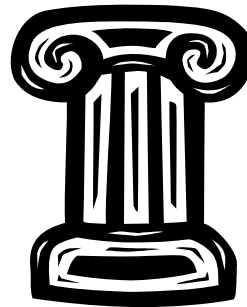


*"Improve our capability to build effective relationships with stakeholders."*

Stakeholder  
focus



People and  
leadership



Systems and  
processes



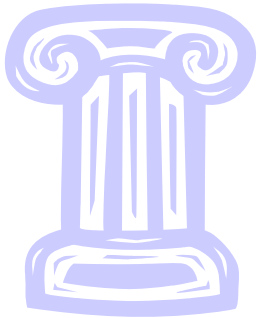
## 2008 – 2011 Strategic Priorities for DTF Stakeholder Relationship Capability Building

Incorporate stakeholder centric approach to relationship management, including improved knowledge sharing practices

Culture & Leadership: modelling effective relationship behaviours

More integrated and efficient systems and processes related to stakeholders

## Stakeholder focus



### *Stakeholder relationship initiatives*

- + Build and improve on quarterly stakeholder reviews by Treasury and Finance Board with DTF relationship managers with focus on key relationship matters
- + Improve input and access to stakeholder management portfolio plans and develop more comprehensive stakeholder profiles.
- + Build internal and external awareness of current relationship managers within DTF.
- + Develop guidelines and provide support for improved stakeholder analysis practices that use relevant data and expertise available in DTF.

### ***Related DTF Strategies and Projects***

- + DTF Knowledge Management Strategy
- + Rock Solid Advice Strategy
- + BFM's Budget and Performance Analysis (previously DRMA) team's portfolio plans

## People and leadership capability

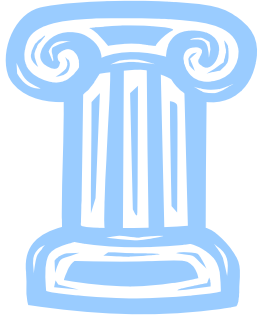


### ***Stakeholder relationship initiatives***

- + Introduce stakeholder DTF reward and recognition program in Divisional reward programs.
- + Guidelines for development measures to incorporate in Performance Plans using the existing capabilities and behaviours “engaging for results” framework.
- + Review existing relationship training programs to ensure targeting development needs for DTF.

### ***Related DTF Strategies and Projects***

- + DTF People and Culture Strategy (including leadership)
- + DTF reward and recognition programs



### *Stakeholder relationship initiatives*

- + Implement customer relationship management system (CRM) to improve knowledge capture and sharing
- + Maintain register of past and ongoing stakeholder research activities.
- + Improve handover and induction processes
- + Review DTF stakeholder consultation processes.

### *Related DTF Strategies and Projects*

- + DTF Theme Team meetings
- + DTF research coordination and management
- + Rock Solid Advice Strategy