

Consumer Engagement for consumers - at every opportunity

We define consumers as the people who are using or thinking about using Helping Hand's services, and carers are the family, friends and others who care about, look after or in other ways support people who use Helping Hand's services.

What is consumer engagement?

Consumer engagement is an active process of participation and partnership. It refers to the wide range of strategies in which consumers are involved in the planning, service delivery and evaluation of their care and the services provided by Helping Hand.

Why do we do it?

Consumer engagement leads to better outcomes. It ensures we listen to a range of voices and respond to help meet our Mission: *We create communities and experiences to enable older people to live their best lives.*

Consumer engagement improves decision making, increases community satisfaction with services, is part of balanced decision-making, and brings into focus issues relevant to consumers that might not otherwise be heard.

Consumer engagement supports Helping Hand in meeting significant areas of four of the eight Quality Standards:

Standard 6 – Feedback and Complaints

Standard 1 – Consumer Dignity and Choice

Standard 7 – Human Resources

Standard 8 – Organisational Governance

Consumer Engagement is evident in many of the tools we use to enhance customer experience



How do we do consumer engagement?

Our organisation will be open to facilitating consumer engagement at every possible interaction, truly listening and responding, and holding ourselves accountable for partnering with consumers in the delivery of safe quality care and supporting consumers to live their best lives.

We will foster an environment where consumer engagement becomes a mindset. It will be something we look forward to participating in, and we will enjoy the outcomes we contribute to as a result of it.

Consumer engagement takes many forms and can be delivered in a range of ways. We will choose the most appropriate form of engagement for each activity to ensure we are respecting the dignity of those involved, creating safe spaces and ways to engage, and to encourage the highest possible levels of engagement.

The Consumer Engagement team will:

- Help to create a culture where the entire workforce embraces consumer engagement as a fundamental, accessible and enjoyable part of their daily work
- Develop tools and processes that enable meaningful and accessible engagement
- Support managers and other staff to design and deliver engagement activities
- Lead the delivery of consumer engagement programs such as Turn Up Your Voice.

We are guided by the [Consumer Engagement Policy](#) in the design and delivery of our work.

What does this mean for you?

Have you been meaningfully engaged by our staff about your needs, preferences and ideas?

If a new project is starting and it impacts you: have you been asked about what you want and need in relation to the project?

When you have been engaged, has the information been shared back with you?

Have you noticed a difference in your life as a result of the engagement?

Do you need to ask the Consumer Engagement team for some support?
If you do, email MarketingDept@helpinghand.org.au