

# Engagement, Evolved: IAP2 Australasia Rebrands as The Engagement Institute

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**Australia | 2 June 2025** – To better reflect the growing evolution of engagement as a recognised professional discipline, IAP2 Australasia is delighted to announce its official rebrand to the **Engagement Institute**, effective June 2025.

The new name captures the essence of what the organisation represents today – a leader in building capability, setting standards, and championing the role of **community and stakeholder engagement** in shaping better decisions and outcomes across Australia and New Zealand.

“We’ve listened deeply to our members and the broader community. This new name gives us the clarity and confidence to better reflect the practice we represent,” said Marion Short, CEO of the Engagement Institute.

“When we began as the Australasian affiliate of the International Association for Public Participation in the late 90’s, the term ‘public participation’ was then the descriptor. But language evolves – and so has the profession. In Australia and New Zealand, it’s clear that ‘engagement’ is the term our members use, understand, and champion and it is the term more widely understood by our elected officials, decision-makers and communities.”

Recent research by the organisation showed that **a majority of our members prefer the term “community and stakeholder engagement”** to describe their work – a sentiment echoed in consultation sessions and ongoing feedback.

“Aligning our name with our purpose strengthens our ability to advocate for engagement, influence decision-makers, and grow recognition of its critical role in shaping better futures and delivering better outcomes,” Short added.

The shift to the Engagement Institute marks a new chapter for the respected organisation, but **key elements remain unchanged**. The training courses, Certificate of Engagement, and practitioner-led delivery will continue

uninterrupted, and the Engagement Institute remains firmly connected to the **global IAP2 network**.

**What's staying the same:**

- Existing training and certificates remain valid and recognised.
- Training courses continue to be delivered by expert engagement practitioners.
- Ongoing membership with the international IAP2 community, and exclusive partner for the IAP2 certificates and courses in Australasia.
- A commitment to advancing meaningful engagement practices through advocacy initiatives.

**What's new:**

- A name that resonates more clearly with local professionals and sectors.
- A new, stronger visual identity aligned with the organisation's purpose and ambition.

"We are proud to evolve into the Engagement Institute. This is more than a name change – it's a reflection of how far we've come, and a signal of where we're heading," said Short.

"Our community can be confident that we'll continue to elevate the profession, honour our roots, and lead the conversation on what good engagement looks like."

For more information, visit [www.engagementinstitute.org.au](http://www.engagementinstitute.org.au)

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