

# Capability Statement

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*Credibility. Clarity. Convergence.*



*Introducing*

**Aha!**  
**CONSULTING**

Aha! Consulting specialises in transforming possibility into action. For more than two decades, we've brought people together to unlock opportunity, shape shared futures, & create alignment around what matters most to them. Whether you're setting a unifying vision, navigating complexity, or building consensus on challenging issues - we create the conditions for breakthrough conversations & decisions people can stand behind.

### TRUSTED

*With a track record as a safe pair of hands for important relationships & conversations, organisations trust us to design & lead best practice in facilitation, engagement & training.*

### EXCELLENCE

*Led by Western Australia's first IAP2 (Engagement Institute) trainer, we've set the standard for engagement excellence, delivering processes that build trust & result in defensible, stakeholder-backed decisions.*

# Quality decisions start with quality conversations

Proudly Western Australian, yet active nationally and across the Asia-Pacific. From local neighbourhood consultations to country level engagement for the UN, we bring global best practice to every project.

*We create spaces that deepen understanding & lead to robust insight and practical outcomes.*



Aha! Consulting goes beyond knowing what engagement method to use.

**WE :** **UNLOCK POSSIBILITY**  
Elevate conversations beyond constraints to what could be

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**DEEPEN UNDERSTANDING**  
Create spaces for genuine learning & two way exchange.

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**NAVIGATE COMPLEXITY**  
Make information accessible without losing nuance.

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**UNLOCK THINKING**  
Move beyond existing paradigms to discover new possibilities

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**BUILD BRIDGES**  
Find common ground across diverse perspectives

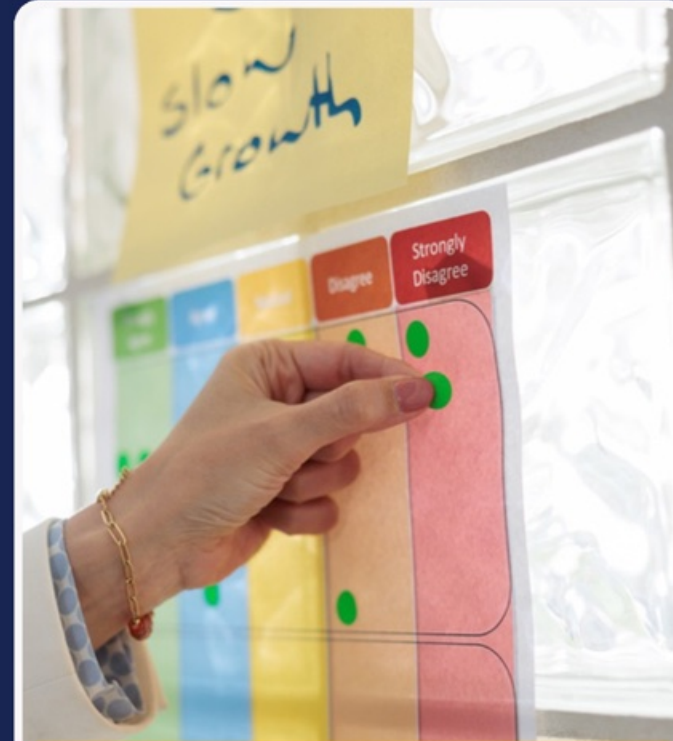
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**ENABLE CONFIDENT DECISIONS**  
Equip leaders with robust insights and supported directions.



# Core Services

*From complexity to clarity.  
From conversation to consensus.*



STAKEHOLDER  
& COMMUNITY ENGAGEMENT



STRATEGY & CHANGE



FACILITATION



RESEARCH & DATA ANALYTICS



STRATEGIC COMMUNICATIONS



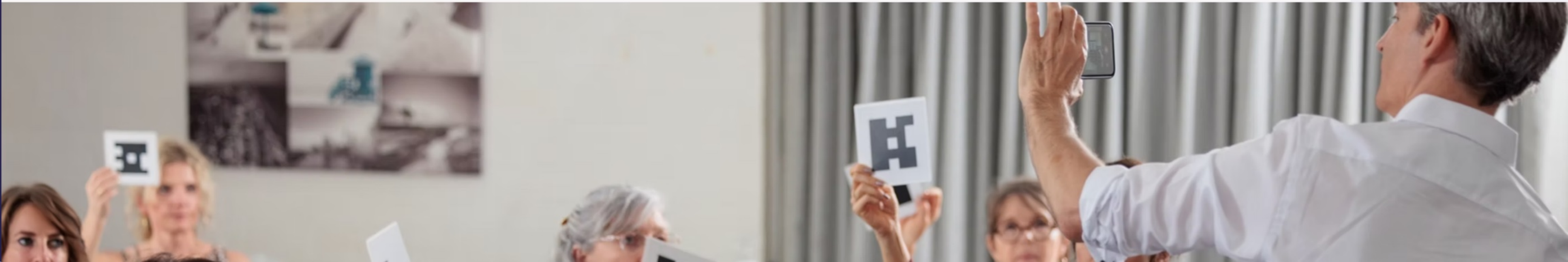
TRAINING

# Stakeholder & Community Engagement

*Building social licence and empowerment through meaningful engagement*

When decisions impact people and communities, poor engagement creates risk. We design & deliver engagement that creates genuine understanding, navigates complexity, delivers actionable insights, builds relationship, & supports project progression.

- Multi-method Engagement Design & Delivery
- Award-winning Deliberative Processes
- Culturally Responsive & Inclusive Engagement
- Engagement Policy & Framework Development
- Digital & Online Engagement
- Evaluation



# Strategy & Change

*Guiding organisations through transformation  
& strategic renewal*

Change happens through people. We work with leadership, teams & stakeholders to explore possible strategic directions, build the commitment to change, & develop the capabilities needed to make transformation real.



- Strategic Planning & Visioning
- Change Management & Implementation
- Organisational Culture & Design
- Leadership Alignment & Capability Building
- Stakeholder Engagement for Strategic Initiatives



# Facilitation

*Expert facilitation for your most important conversations*

Whether you're setting an inspiring vision, building alignment, or working through difficult conversations - world-class facilitation unlocks the collective intelligence in the room.

We bring deep expertise across all settings & scales-from boards, advisory committees, leadership teams to large-scale forums of 400 people, we work in-person, online or through hybrid methodologies.

As your neutral facilitator, we create the conditions for genuine dialogue, shared understanding, & decisions people can stand behind.



- Strategic Planning & Visioning Sessions
- Multi-Stakeholder Forums & Consensus-Building
- Deliberative Processes & Citizens' Juries
- Team Development & Alignment
- In-Room, Hybrid, Online & Large-Scale Event Facilitation





# Training

*Leading the way in engagement training*

Our training courses are built on over 20 years of professional experience working with communities, organisations and governments.

Two training pathways offer comprehensive skills & certifications in engagement, facilitation and change management.

- IAP2 Certified Training
- Stakeholder Engagement
- Handling Conflict & Outrage
- Facilitation Training
- Change Management





# Strategic Communications

*Authentic, meaningful, strategic*

Great communications cut through the noise & speak to what matters. Whether you're sharing a bold vision, engaging communities, or navigating complexity - we design strategies that connect with your audiences & build confidence in your process.

- Engagement Communications Planning
- Messaging & Narrative Development
- Campaign Development & Project Branding
- Visual Storytelling & Information Design
- Communications Strategy & Risk Management





# Research & Data Analytics

*Turning stakeholder voices into strategic intelligence*

Engagement generates data. Great engagement generates insight. We transform community feedback, survey responses, & stakeholder input into clear, defensible evidence that directly informs decision-making & demonstrates genuine impact.

- Community & Stakeholder Engagement
- Qualitative & Quantitative Data Analysis
- Evidence-based Reporting
- Insights generation & Visualisation
- Independent Analysis of Engagement Data



*Why Choose*

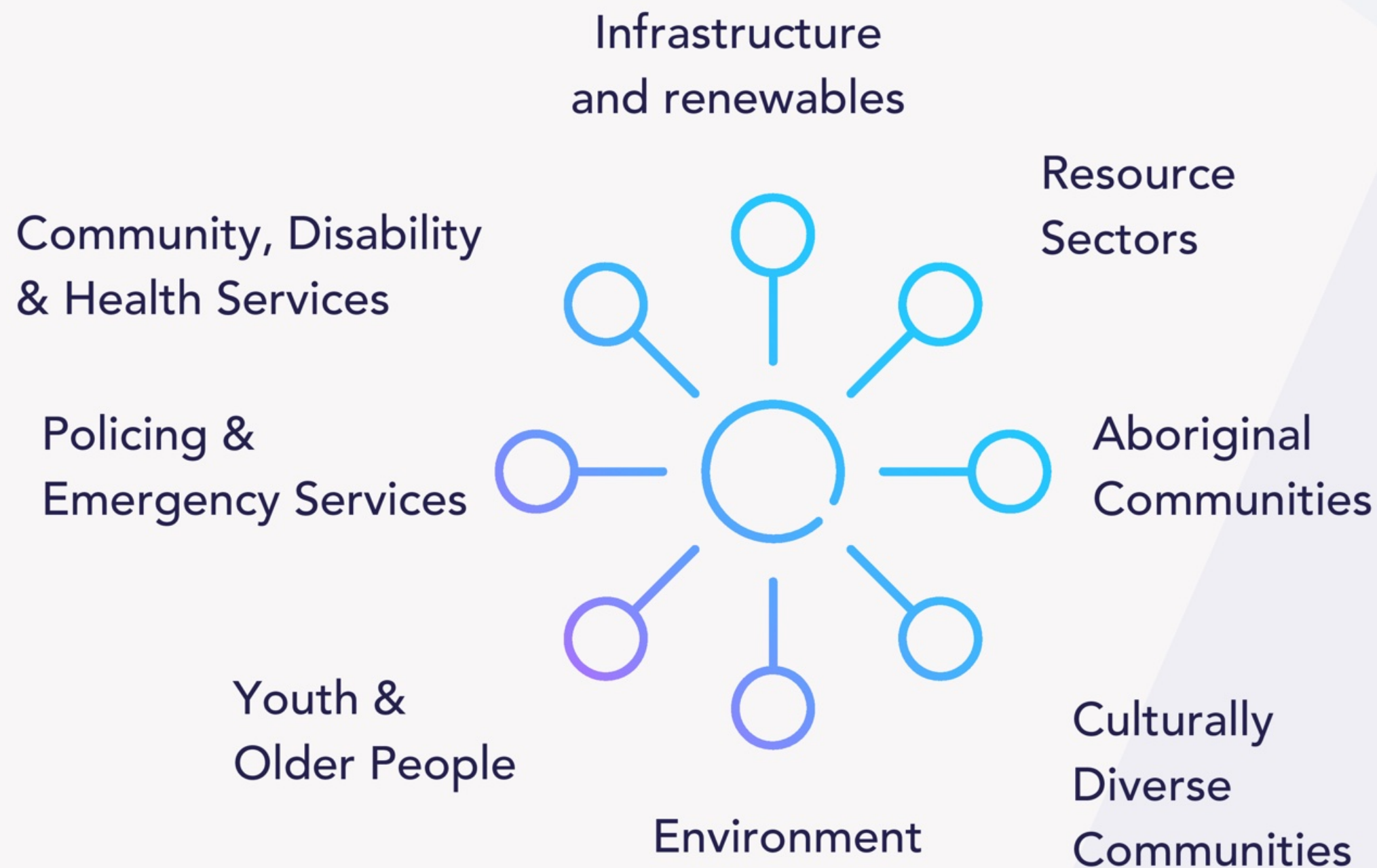


*Trusted expertise for conversations that matter*

# Sectoral Breadth

As process specialists we work across all sectors to guide & lead their engagement. You bring the content & context; & we'll bring the right process to match.

*Working across Private Sectors, Not for Profit, Local, State, Federal government*



# Complexity Specialists

*Your most difficult conversations are our expertise*

In environments where people, culture, diversity, & competing expectations diverge, engagement cannot be a tick box activity.

We most people run away from divergent opinions, our methodologies lean in to the conversations that need to be had by simplifying complexity, exploring alignment and building consensus.





# Values-Led Practice

## *Respect, transparency, genuine dialogue*

We believe it the environment and context that either block or harnesses people's intelligence.

Our approach acknowledges different forms of expertise & lived experience to creates spaces where authentic conversation flourish. Our approach is grounded in transparency, integrity and a commitment to having the 'real' conversation in a safe and respectful way.



# Data-Driven Insights

*From evidence to strategic direction*

Our data analytics capabilities transform engagement feedback into strategic insights that directly inform decision-making, ensuring community voices meaningfully shape outcomes.



# Methodology

*Flexible, Fit-for-Purpose, Evidence-Based*

People and organisations come in all shapes and sizes. Engagement need to do the same.

Every project is custom-designed to match your context, timeline, stakeholders & goals. From pop-ups or surveys to test ideas or facilitating reference groups or deliberative process - we bring rigour, creativity & responsiveness.



## IN-PERSON ENGAGEMENT

- Facilitated workshops & forums
- Pop-up engagement & community drop ins
- Deliberative processes & citizens' juries
- Community reference groups & advisory panels

## DIGITAL & HYBRID

- Online facilitation & webinars
- Digital consultation platforms
- Interactive surveys & polling
- Virtual collaboration tools

## RESEARCH & INSIGHTS

- Surveys (online, phone, intercept)
- Focus groups & interviews
- Stakeholder mapping & analysis
- Data analytics & visualisation
- Literature & policy reviews



# Team Biographies

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# Joel Levin

## *Managing Director*

Joel brings 30 years of expertise in facilitation, stakeholder engagement and strategic planning across business, not for profit and all tiers of government. With a background in leadership and management in government and the NFP sector, Joel's approach centres on bringing diverse groups together to build awareness, shared understanding and sustainable outcomes.

Joel led the establishment of IAP2 in Western Australia and as a licensed trainer, he has contributed to setting best practice standards across Australia and internationally. He has delivering award-winning deliberative processes and built engagement process that navigated complex and at times competing interest to a shared outcome.



# Janelle Easthope

## *Senior Consultant*

Janelle brings more than 20 years of Western Australian experience, with specialised expertise in community engagement, place management and community development. Her leadership roles in local government have seen her design and deliver engagement strategies for strategic land use and recreation facility planning, infrastructure development and place activation, participatory budgeting and community strategy development, and internal engagement practice and organisational change.

Janelle centres community voice in strategic decision-making, drawing on extensive local



# Kura Perkins

## *Senior Consultant – Communications*

Kura brings extensive international and Australian experience in strategic communications and community engagement. Her leadership of communications for major urban revitalisation projects in London, including the Olympic Village, Borough Market revitalisation and the £2 billion Elephant and Castle regeneration, demonstrates her capability in complex, community-focused planning initiatives.

Kura specialises in stakeholder communication across complex projects requiring community buy-in for change, translating technical concepts into accessible communications, creating place-based strategies that honour local heritage and character, and developing compelling narratives and strategic messaging that engage diverse audiences.



# Jemma Moon

## *Senior Consultant*

Jemma brings extensive community development and engagement expertise to strategic planning and organisational leadership. Her experience includes developing and implementing comprehensive community development strategies that translate community needs into actionable frameworks across local government, health services and community organisations.



# Nicole Sjardin

## *Business Manager*

Nicole is the operational backbone of Aha! Consulting, ensuring seamless project delivery and client satisfaction. With a background in sales, account management and customer services, she maintains the systems and processes that support complex engagement projects and community interactions.



# Dr Hector Palada

## *Data Analyst (Subcontractor)*

Hector brings specialised expertise in research methodology, data analysis and visualisation to support evidence-based decision-making. With a background in psychology and cognitive science, including a PhD from the University of Queensland on mathematical models in decision-making, he has worked across defence, aviation, healthcare and government sectors.