

# Model of Consumer Engagement

Consumers play an important role in assisting researchers, clinicians and educators better understand the lived-experience of cancer. Defining the differing levels of engagement help to tailor communication, education and skill development.



Levels of engagement	How consumers can participate
Informing	<ul style="list-style-type: none"> <li>&gt; Participate as an audience member in symposia and other events.</li> <li>&gt; Receive health information and research news through newsletters, emails and other media.</li> </ul>
Consulting	<ul style="list-style-type: none"> <li>&gt; Participate in consultation activities such as surveys, focus groups, consultative workshops and interviews.</li> <li>&gt; Storytelling to support communications, program development or delivery: interviews, writing, video-based.</li> </ul>
Involving	<ul style="list-style-type: none"> <li>&gt; Speaking engagements/panel member at events on behalf of an organisation.</li> <li>&gt; Reviewer roles in research, education, training and communications (or other areas where there are materials to be reviewed with a consumer lens).</li> </ul>
Partnership	<ul style="list-style-type: none"> <li>&gt; Represent the consumer perspective on steering committees, working groups and interview panels.</li> <li>&gt; Program and project involvement via liaison, advisor, team member, project governance.</li> </ul>
Consumer-led	<ul style="list-style-type: none"> <li>&gt; Engagement in governance, strategy, policy and evaluation.</li> <li>&gt; Advocacy, leadership, evaluation and continuous improvement of consumer engagement practice.</li> <li>&gt; Provision of strategic advice on consumer engagement and on consumer-led education and research priorities/initiatives to organisational leadership team.</li> <li>&gt; Drive a program of consumer-led consultation to build relationships and knowledge base in the diversity of experiences and needs.</li> <li>&gt; Foster networking, information sharing, two-way communications and collaboration.</li> </ul>

## 2026 VCCC Alliance cost model for consumer sitting fees and hourly rate remuneration\*

Level of engagement	Remuneration type	Mechanisms of engagement	Committee Chair**	Committee Member	Participation
Consumer-led	Sitting fee <sup>±</sup>	<ul style="list-style-type: none"> <li>Consumer engagement in VCCC governance, strategy, policy and evaluation.</li> <li>Advocacy, leadership, evaluation and continuous improvement of consumer engagement practice.</li> <li>Provision of strategic advice on consumer engagement and consumer-led education and research priorities/initiatives to VCCC leadership team.</li> <li>Drive a program of consumer-led consultation processes to build relationships and the knowledge base of VCCC.</li> </ul>	\$302 (≥ 4h) <sup>1</sup> \$151 (< 4h)	\$260 (≥ 4 h) <sup>1</sup> \$130 (< 4h)	
Partnership	Sitting fee <sup>±</sup>	<ul style="list-style-type: none"> <li>Represent the consumer perspective on Steering Committees, Working Groups and interview panels.</li> <li>Program and project involvement – liaison, advisor, team member, project governance.</li> </ul>	\$260 (≥ 4h) <sup>2</sup> \$130 (< 4h)	\$224 (≥ 4h) <sup>2</sup> \$112 (< 4h)	
Involving	Hourly rate	<ul style="list-style-type: none"> <li>Speaking engagements/panel member at VCCC events.</li> <li>Reviewer roles in research, education, training and communications.</li> </ul>			\$55/h
Consulting	Hourly rate	<ul style="list-style-type: none"> <li>Participate in consultation activities such as focus groups, consultative workshops and interviews<sup>+</sup>.</li> <li>Storytelling to support communications, program development or delivery: interviews, writing, video-based.</li> </ul>			\$45/h
Informing	N/A	<ul style="list-style-type: none"> <li>Consumers who receive VCCC communications and may participate as an audience member in VCCC symposia and other events.</li> </ul>			\$0

\* 2026 VCCC Alliance cost model draft v6 dated 05/02/2026. This resource is part of the VCCC Alliance Consumer Engagement Toolkit at [viccompncancerctr.org/consumer-engagement](http://viccompncancerctr.org/consumer-engagement)

\*\* There is no separate sitting fee for a Deputy Chair. If a Deputy Chair is appointed, payment is at the member's rate. If the Deputy Chair assumes the role of the Chair the Chair's fee will be payable for the period of the acting role.

± Sitting fees have been segmented into 4 hour blocks, with maximum payment capped at the full day rate.

+ No hourly rate remuneration for participation in surveys.

<sup>1</sup> Amounts determined by the Department of Premier and Cabinet Appointment and remuneration guidelines (2025). Schedule C: Group C organisations (Section 3a). The upper limit used for sitting fees to acknowledge the additional time required in preparation and follow-up actions. The Committee Member rate is 86% of the Chair rate.

<sup>2</sup> Amounts apportioned for comparative complexity of consumer contribution to align with VCCC Alliance model of consumer engagement. The Chair rate is the same as the member rate for *Consumer-led* activities, and the member rate is 86% of the *Partnership* Chair rate.