

**Two-day conference and workshops:  
9 - 11 April, 2008, Rydges World Square, Sydney**

**Book before  
7 March 2008**  
to receive your  
early bird discount

# Engaging the Community in Public Sector Projects

## COLLABORATING WITH THE COMMUNITY TO ACHIEVE IMPROVED SERVICE DELIVERY AND SUSTAINED DEVELOPMENT

This conference will provide opportunities to hear examples from other public sector agencies, highlighting how to:

- Engage with specific community groups
- Achieve an institutional cultural change towards community engagement
- Respond adequately to post-election issues and policies
- Employ new techniques and technologies

**Post-conference workshops: Friday, 11 April 2008**

**Workshop A: Mutual gains approach in public sector projects**

*Facilitated by: John Dengate, Senior Consultant, Twyford Consulting*

**Workshop B: Presentation: "The link between community engagement and business continuity planning"**

**Practical exercise: "Testing your risk identification, crisis management and stakeholder relationship skills".**

*Facilitated by: Nikki Accomero, General Manager Community Engagement Team, Rowland*

Explore  
the  
opportunities of  
Web 2.0 services  
in community  
engagement

Participate  
in an  
interactive  
discussion on how to  
plan and streamline  
community  
consultation

**Hear from:**

Department of Families,  
Community Services and  
Indigenous Affairs (FaCSIA)  
International Association for  
Public Participation (IAP2)  
NSW Department of Housing  
Gold Coast City Council  
Department of Child Safety QLD  
University of Queensland  
Latrobe City Council  
Smart Services Queensland  
Department of Immigration and Citizenship  
Bayside City Council  
Department of Communities QLD  
The Centre for Volunteering  
Department of Defence  
City of Melbourne

**Hear a corporate case study  
presented by:**

Vodafone Australia

Supported by:



International Association  
for Public Participation  
AUSTRALASIA

Produced by:



[www.arkgroupaustralia.com.au](http://www.arkgroupaustralia.com.au)

# Engaging the Community in Public Sector Projects

## COLLABORATING WITH THE COMMUNITY TO ACHIEVE IMPROVED SERVICE DELIVERY AND SUSTAINED DEVELOPMENT

Nowadays the importance of community engagement is widely recognised by politicians and management in the public sector. The majority of local, state and federal agencies are involved in community engagement with the purpose to improve public service delivery and develop communities in a more sustainable way.

However, many organisations are still unaware of exactly how to go about embedding community engagement in their policies and projects, effectively planning the community engagement process and achieving high levels of democratic governance. In addition, organisations are left with many challenges related to engaging with different target groups, utilising and tailoring consultation protocols and techniques, and managing conflict and crisis and situations. As a result, the potential mutual benefits of community engagement are often not reached.

This conference will allow you to hear practical case studies from professionals who share your experience of working with community engagement within the public sector. The conference presentations will arm you with techniques to:

- Effectively incorporate community engagement in policies and programs
- Build partnerships with and empower the community in the decision making process
- Engage with different audiences
- Choose the appropriate consultation tools and techniques
- Respond adequately to feedback and build consensus
- Plan and collaborate in and between agencies

## Post-conference workshops: Friday, 11 April 2008

Post-conference workshop A

### Mutual gains approach in public sector projects

#### Facilitated by:

*John Dengate, Director and Senior Consultant, Twyford Consulting*

Registration: 9.00am

Workshop starts: 9.30am

Workshop ends: 12.30pm

**About the workshop:** Learn how to apply simple steps to your current projects to deliver mutually developed policy, program or infrastructure solutions with the public. Understand how these steps of effective engagement can create solutions that reach well beyond the initial expectations of the stakeholders.

The workshop will address:

- Getting clear definition of the problem
- Assessing of the needs of all stakeholders
- Deciding and planning the appropriate approach
- Building the relationships required for collaborative problem solving
- Facilitating group problem solving
- Reaching agreement
- Holding parties to commitments
- Implementing the solution

#### About our workshop leader:

John Dengate is a Director and Senior Consultant at Twyford Consulting, with over 20 years experience in engaging people, both in industry and Government. John is also a Board Member of the International Association for Public Participation (IAP2), and is passionate in his belief in getting better outcomes from working collaboratively with all stakeholders.

In addition to his experience in collaboratively developing innovative solutions for both Government and industry clients, John has also worked extensively in integrating cultural changes within such organisations to value and more effectively use public input.

#### Who should attend?

Community Engagement Officers, Community Engagement Managers, Stakeholder Engagement Managers, Community Relations Managers, Community Development Managers, Community Support Managers, Public Affairs Officers, Public Participation Managers, Community Services Officers, Public Relations Officers, Communication Managers, Marketing Managers, Media Relations Managers, Policy Developers and Community Builders.

Post-conference workshop B

### Presentation: "The link between community engagement and business continuity planning"

### Practical exercise: "Testing your risk identification, crisis management and stakeholder relationship skills"

#### Facilitated by:

*Nikki Accornero, General Manager Community Engagement Team, Rowland and Jim Bourbouras, Director Business Continuity, Rowland*

Registration: 1.00pm

Workshop starts: 1.30pm

Workshop ends: 4.30pm

**About the workshop:** Nikki Accornero from Rowland will facilitate this three hour workshop covering two sessions:

**Session One:** A comprehensive presentation titled "The link between community engagement and business continuity planning". This presentation will cover:

- The importance of risk identification in the early project stages: covering political, reputational and stakeholder risks
- The link between business continuity planning and stakeholder engagement
- Strategies and activities to identify, manage and mitigate risk
- Recent case studies of major infrastructure projects that have incorporated business continuity and crisis planning in the early stages.

**Session Two:** A practical exercise to test your risk identification, crisis management and stakeholder relationship skills.

Have you ever wanted to see how you would truly react to a true crisis on your project? This is your chance. Using Rowland's Shockwave© activity, Participants will be placed in a realistic crisis scenario involving a major infrastructure project. The game will give participants first-hand experience in managing a crisis in just two hours. Working in teams of six to eight, participants will be given a real-life scenario to work through. As the crisis unfolds, the teams will be continually challenged with new developments, unexpected problems and issues coming out of left field. Participants must work through the issues together, develop responses and maintain control. Although challenging, the game will have an element of fun.

#### About your workshop leader:

Nikki Accornero is General Manager at Rowland and has over 14 years experience in the communication and consultation industry. Her infrastructure expertise covers various industries including traffic and transport, rail, water, mining, property and urban planning. Most recently Nikki has overseen the community engagement and consultation elements on some of the largest infrastructure projects in Australia.

## DAY ONE – Wednesday, 9 April 2008

### 8.45 Registration and refreshments

#### 9.15 Chairperson's opening remarks

John Dengate, Board Member, International Association for Public Participation (IAP2); Director and Senior Consultant, Twyford Consulting

### Embedding Community Engagement in the Organisation

#### 9.30 Understanding the mutual benefits of community engagement

- Defining community engagement
- Assessing the risks and benefits
- Informing and consulting the public to accomplish mutual understanding and support
- Involving and empowering the community in the decision making process

Kathryn Mandla, Executive Director, Policy and Programs Division, Department of Child Safety

#### 10.15 Infecting the organisation

- Getting the organisation to think engagement
  - Getting the organisation to do engagement
  - Keeping them infected
  - A case study and toolkit will be shared
- Deb Ganderton, Communications Manager, Bayside City Council and Kerryn Stewart-Uden, Business Coordinator Business Performance Unit, City of Melbourne

### 11.00 Morning refreshments and networking

#### 11.30 Establishing an organisational cultural change

- Incorporating community engagement in policies and operations
  - Developing the right protocols and systems within the organisation
  - Obtaining resource allocation and staff training
  - Ensuring ongoing organisation wide commitment
- Associate Professor Michael Cuthill, Director, UQ Boilerhouse Community Engagement Centre, University of Queensland

#### 12.15 Working towards democratic governance

- Ascertaining long term community participation and partnerships
  - Giving participants the capacity to influence the outcomes and gain benefits
  - Empowering the community in the decision making process
  - Achieving sustainable development and service delivery
- Bernie Coates, Director Community Building, Strategic Projects, NSW Department of Housing

### 1.00 Networking lunch

### Operating in Crisis and Conflict Situations

#### 2.00 Managing dispute and crisis situations effectively

- Communicating openly and transparently
- Responding adequately to complaints and conflicts and building consensus
- Delineating fact from emotion
- Building trust and confidence
- Dealing with media and negative publicity

Sandi Logan, National Communications Manager, Department of Immigration and Citizenship

### Exploring Collaboration Opportunities

#### 2.45 Interactive session: Community engagement at local, state and federal levels

Community engagement is undertaken at all levels and sectors of government. This session will allow attendees to engage in discussion and knowledge sharing about how to:

- Engage the community in a planned and appropriate way
- Avoid over-consultation and encourage ongoing participation
- Identify differences and commonalities in community engagement across agencies
- Streamline community consultation and break silos between different agencies

Facilitated by: John Dengate, Board Member, International Association for Public Participation (IAP2); Director and Senior Consultant, Twyford Consulting

### 3.30 Afternoon refreshments and networking

#### 4.00 The politics of community engagement

Exploring the full spectrum of community engagement from non-existent to authentic:

- Three models of intentional community engagement failure
- Committed to consultation but lacking capacity
- The genuine alternative!

Cr Janet Rice, City of Maribyrnong, Vice President Victorian Local Governance Association and Director, Janet Rice Facilitation and Community Engagement

### 4.45 Chairperson's closing remarks and end of day one

## DAY TWO – Thursday, 10 April 2008

### 8.30 Registration and refreshments

#### 9.15 Chairperson's opening remarks

John Dengate, Board Member, International Association for Public Participation (IAP2); Director and Senior Consultant, Twyford Consulting

### Tailoring Community Engagement Strategies and Methods

#### 9.30 The Navy Community Engagement Strategy

- Why does the Navy need to engage the community?
  - What outcomes are required of a community engagement strategy?
  - How is the Navy community engagement organisation set up?
  - Are Navy issues any different from those of other organisations?
- Commander Henry Finnis, National Manager; Lieutenant Commander Bill Cannna, National Co-ordinator Navy Community Engagement Strategy, Royal Australian Naval Reserve, Department of Defence

#### 10.15 Communicating and engaging with target groups

- Identifying different stakeholder groups
  - Understanding what different people and groups find engaging
  - Speaking the language of specific community groups: tailoring communication
  - Adapting to the cultural preferences of different audiences
  - Dealing with lobby groups
- Dr Melisah Feeney, Section Manager, Longitudinal Study of Indigenous Children, Department of Families, Community Services and Indigenous Affairs (FaCSIA)

### 11.00 Morning refreshments and networking

#### 11.30 Evaluating the community engagement process

- Reviewing the chosen application tactics and techniques
- Measuring the costs and benefits of community engagement
- Reporting on both project and community engagement performance
- Applying lessons learnt to future projects

Heather Farley, Coordinator Community Development, Latrobe City Council

### Working Together to Develop the Community

#### 12.15 Developing the community through collaborative projects

- Defining community capacity building and community development
  - Responding to and supporting local community initiatives
  - Building infrastructure and networks in the community and organising, planning and implementing projects together
  - Keeping people engaged and encouraging volunteering
- Lynne Dalton, Chief Executive Officer, The Centre for Volunteering

### 1.00 Networking lunch

#### 2.00 Corporate case study: Developing business e-management with the community

- Recognising corporate social responsibilities
  - Moving beyond sponsorships: getting actively involved in the community
  - Enhancing partnership between businesses and the community
  - Creating new corporate and community opportunities
  - Mutual obligations: sharing resources, benefits and learnings
- Ramana James, Head of Vodafone Australia Foundation, Vodafone Australia

### Utilising Innovative Tools and Technologies

#### 2.45 Engagement with a purpose ...It's more than just a conversation

- Communities partnering with Government can create a new future
  - Engaging in a way that is inclusive and strategic
  - Developing an enduring legacy that can be measured and evaluated
- Damian Ferrie, Executive Director Community Programs, Department of Planning and Community Development

### 3.30 Afternoon refreshments and networking

#### 4.00 Employing Web 2.0 technologies in consulting the community

- What is Web 2.0?
  - YouTube, MySpace and Second Life for community engagement
  - Understanding the opportunities and challenges that Web 2.0 provides in community engagement
  - Engaging the community with online social networks and virtual worlds
- Damian Lewis, Principal Project Officer Online Services Unit, Smart Services Queensland

### 4.45 Chairperson's closing remarks and end of conference





Fax back this form on  
+61 1300 550 663



Tel: +61 1300 550 662

4 ways to book



aga@arkgroupasia.com  
www.ark-group.com



Ark Group Australia Pty Ltd  
Main level, 83 Walker Street,  
North Sydney, NSW 2060

# Engaging the Community in Public Sector Projects

9 - 11 April, 2008, Rydges World Square, Sydney

MM-Web

	Conference + 2 Workshops	Conference + 1 Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	Conference only	Workshop <input type="checkbox"/> A or <input type="checkbox"/> B
Standard Pricing	<input type="checkbox"/> Save \$200 \$3885 + GST = \$4273.50	<input type="checkbox"/> Save \$100 \$3290 + GST = \$3619	<input type="checkbox"/> \$2695 + GST = \$2964.50	<input type="checkbox"/> \$695 + GST = \$764.50
Early Bird exp: 07/03/08 <small>Not valid with any other offer</small>	<input type="checkbox"/> Save \$400 \$3685 + GST = \$4053.50	<input type="checkbox"/> Save \$350 \$3040 + GST = \$3344	<input type="checkbox"/> Save \$250 \$2445 + GST = \$2689.50	<input type="checkbox"/> Save \$60 \$635 + GST = \$698.50
Member Discount exp: 07/03/08 <small>I am a member of IAP2. Not valid with any other offer</small>	<input type="checkbox"/> Save \$500 \$3585 + GST = \$3943.50	<input type="checkbox"/> Save \$450 \$2940 + GST = \$3234	<input type="checkbox"/> Save \$350 \$2345 + GST = \$2579.50	<input type="checkbox"/> Save \$100 \$595 + GST = \$654.50

Organisation Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Name	Job Title	Email Address
------	-----------	---------------

Delegate 1 \_\_\_\_\_

Delegate 2 \_\_\_\_\_

Delegate 3 \_\_\_\_\_

Delegate 4 - FREE \_\_\_\_\_

Signature

I have read and accepted the booking conditions

**Please note: Payment must be received in full prior to the event to guarantee your place**

Mastercard  Visa  American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

**Payment enclosed** (Cheques should be made payable to Ark Group Australia Pty Ltd)

**Please invoice me**

#### Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.  
In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
  - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
  - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
  - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest.  
If you do not wish to receive this service, please tick this box

#### Event venue and accommodation

Preferential rates are available at the Rydges World Square, Sydney. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

#### Rydges World Square, Sydney

389 Pitt Street

Sydney NSW 2000

Tel: +61 2 8268 1888

Book online at: [www.rydges.com/cwp/arkgroup](http://www.rydges.com/cwp/arkgroup)

#### Group Discount

**When you bring a team of three, you can bring a 4th delegate for free!**

#### Can't make the event?

#### Conference CD is available!

If you can't take full advantage of this event, the conference CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

Contact: Aimee Rootes on 1 300 550 662

Email: [arootes@arkgroupasia.com](mailto:arootes@arkgroupasia.com)

#### Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact:  
Michael Moorcraft on 1 300 550 662  
Email: [m Moorcraft@arkgroupasia.com](mailto:m Moorcraft@arkgroupasia.com)

C006