

Two-day connected forum plus workshop
3 -5 March 2010, Mercure Hotel Melbourne

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Pursuing Innovative Community Engagement for the Public Sector

AUD \$1895 + GST
(Saving \$800, if you register before 5 Feb 2010)

Advancing public participation and awareness by diversifying opportunities for engagement

**Post-forum workshop
Friday, 5 March 2010**

Workshop: A 'Brain Stampede' towards improved sustainability through community engagement

Facilitated by: *Tom Haynes, Innovator and Futurist, Create Innovation*

Hear from speakers representing:

- IAP2 Australasia
- Australian Broadcasting Corporation (ABC)
- Victorian Bushfire Reconstruction and Recovery Authority
- City of Melbourne
- Collingwood Public Housing Estate, Neighborhood Renewal Project
- City of Canada Bay
- Institute for Social Research, Swinburne University
- Citipower and Powercor
- Martin Butcher Consulting
- Department of Planning and Community Development
- Department of Defence (Navy)
- Murray Darling Basin Authority
- Twyford Consulting
- South East Water
- City of Boroondara
- Operacy
- Headspace

*This is a highly interactive event so please be prepared to raise any community engagement questions you want answered.

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Pursuing Innovative Community Engagement for the Public Sector

Advancing public participation and awareness by diversifying opportunities for engagement

The field of community engagement is experiencing rapid movement and change, particularly within the public sector. Increased use of social media to reach the community, recognition of the need to incorporate community members in the process and risk management are all important considerations in the development of any community engagement initiative.

One of the biggest challenges facing practitioners today is positioning themselves as effective mediums between the public sector organisations they represent and the communities they serve.

Cultivating these relationships successfully often hinges on knowing the needs and requirements of both parties, cutting through the spin and tailoring the message and the medium to each individual situation.

This two-day connected forum will aid this process by highlighting the new opportunities and challenges facing those looking at community engagement, public participation and social inclusion within all three tiers of government. You will learn how to:

- Craft projects that meet the needs of a diverse range of constituents, both internally and externally
- Encourage your community to take a greater role in the services provided by government
- Harness the potential of new tools for engagement, particularly social media
- Look at community projects from a different angle to derive maximum benefit for all parties
- Plan for the future and increase public confidence and organisational buy in through improved techniques

Who should attend?

Directors, Managers and other Professionals responsible for:

- Community Engagement
- Stakeholder Engagement
- Community Building
- Community Strengthening
- Community Development
- Community Support
- Public Participation
- Social Inclusion
- Corporate Communication
- Communication
- Public Relations
- Public Affairs
- Media Relations
- Policy Development

Post forum workshop: Friday, 5th March 2010

Workshop: A 'Brain Stampede' towards improved sustainability through community engagement

Registration: 1.30 pm
Workshop starts: 2.00 pm
Workshop ends: 5.00 pm

Facilitated by: *Tom Haynes, Innovator and Futurist, Create Innovation*

About the workshop:

This highly interactive workshop provides an opportunity to understand the essence of collaborative community, stakeholder and supply chain engagement. It then takes this understanding and applies it into a dynamic action forum for a hands-on experience; which will allow you to:

- **Understand** the key elements of the business case for community sustainability
- **Establish** the basis of shared social, environmental and financial benefits
- **Review** processes for stakeholder engagement, collaboration and cultural change
- **Explore** potential applications from social and community development to infrastructure and built environment projects

This training is based on leading asset management principles implemented successfully in local governments around Australia and includes practical exercises.

About your workshop leader:

Tom Haynes is a strategic innovator with an extensive research and development focus, and experience in the community development and built environment industry. Tom is a specialist in the 'business case for sustainability', and has presented nationally and internationally. He is currently leading a national program for supporting leadership in sustainable community development projects with the University of Melbourne, Bond University and Deakin University; the Urban Development Institute of Australia, and the Royal Australian Institute of Architects.

DAY ONE – Wednesday, 3 March 2010

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Alan Kennedy, Director, Operacy

Laying the groundwork to grow innovative projects

9.15 Recognising the benefits of effective community engagement

Interact with other delegates and put forward your opinions about what constitutes effective community engagement. This appreciative narrative session will provide an opportunity for all delegates to share their observations and experiences, focusing upon:

- Examples of where community engagement has contributed to greatly improving decision-making, policies or outcomes
- The key elements or ingredients that enable excellent practice

Facilitated by: Max Hardy, Senior Consultant, Twyford Consulting



Improving engagement channels and approaches

10.15 Using internal engagement to trial new approaches

- Recognising the value of internal engagement
- Gaining honest feedback from within the organisation
- Harnessing collective knowledge to identify new approaches

Kathryn Franklin, Manager Environmental Affairs and Sustainability Reporting, Citipower and Powercor

11.00 Morning refreshments and networking

11.30 A new model for public relations practice in government

In June 2008 the City of Boroondara changed its public relations department into a communications and engagement directorate. This session will explore:

- Why a new direction was sought and how it was implemented
- What is the community outcome?
- What has worked and what hasn't
- The next few years

Deb Ganderton, Executive Manager Communications & Engagement, City of Boroondara

12.15 Increasing public participation in government initiatives

- Identifying programs that improve insight into government functionality and decision making processes
- Developing citizen councils and parliaments to put respondents in a decision making role
- Improving opportunities for self-advocacy

Denise Meredith, Deputy Director, Institute for Social Research, Swinburne University

1.00 Networking lunch

2.00 Re-building communities and planning new ones

- Engaging to plan and design sustainable communities for the future
- Engaging to empower, hear the voices and local solutions from communities
- Engaging to mobilise cross sector resources and investment for communities

Damian Ferrie, Executive Director, Community Programs, Department of Planning and Community Development

2.45 Citizen action: increasing resident pride and civic participation

Hear from the residents of the Collingwood Public Housing Estate themselves, who will describe how the Neighborhood Renewal project has improved their ability to participate in community determination through initiatives such as residents panels, a community information centre and the community contact service community enterprise.

Collingwood Neighbourhood Advisory Team, Collingwood Public Housing Estate Neighborhood Renewal Project

3.30 Afternoon refreshments and networking

4.00 Taking an integrated approach to community engagement

- Applying an integrated approach to grass roots program development
- Linking an integrated approach to community development and engagement
- The integrated approach and asset based community development: bringing the community on board

Lisa Wilson Whatley, Community Project Officer, City of Canada Bay
Winner of Local Government Award for Innovation in Community Engagement

4.45 Chairperson's closing remarks and end of day one

DAY TWO – Thursday, 4 March 2010

8.50 Registration and refreshments

9.00 Chairperson's opening remarks

Alan Kennedy, Director, Operacy

Issues management and assessment

9.15 Basing contentious issues engagement within a risk management framework

- Viewing situations through a risk management lens
- Using a risk management approach to identify negative issues early
- Generating solutions and counterpoints

Deb Symons, Community Engagement; Victorian Bushfire Reconstruction and Recovery Authority

10.00 Community engagement planning

The most successful way to manage community engagement issues is to have a plan in place that prepares your team and your organisation for any problems that might occur, while also looking at potential opportunities. This highly interactive session will look at ways to:

- Enable effective engagement by taking a planned approach
- Link project parameters to engagement processes
- Reflect and learn before making the mistakes

Facilitated by: Martin Butcher, Martin Butcher Consulting



10.45 Morning refreshments and networking

11.15 Negating the fallout from outraged communities

- Using risk management to reduce the likelihood of hostile situations and community outrage
- People reading at the coalface and dealing with negative feedback
- Preparing decision makers not to panic when community angst appears
- Responding to the aftermath of a hostile situation, rescuing the process and rebuilding trust

Kylie Watson, Director, Engagement, Secretariat and Communications, Murray Darling Basin Authority

12.00 The Navy Community Engagement Program: an overview

- Knowing your audience: recognising the cultural differences, skill sets & challenges of different community groups
- Working in conjunction with other government departments and community service providers
- Examples of recent Navy projects involving remote indigenous communities, schools and local enterprises

Commander Henry Finnis, Director, Navy Community Engagement, Department of Defence (Navy)

12.45 Networking lunch

1.45 Taking a proactive approach in measuring the performance of community engagement

- Developing a performance measurement framework
- Making performance and evaluation a priority throughout the business delivery process
- Enabling organisational change to support community engagement
- Aiming for excellence and continuous improvement

Vivian Garde, Manager Community and Stakeholder Engagement, South East Water; Victorian Coordinator, IAP2 Australasia; Barbara Ferry-Smith, Manager Stakeholder and Community Engagement, Utility Services, South East Water

Examining new approaches and future possibilities

2.30 Building a local government framework: make it strong

- Anchor it: to core business
- Flex it: so it gives when pushed
- Reinforce it: so that it lasts the distance

Desley Renton, Manager, Community Engagement, City of Melbourne

3.15 Afternoon refreshments and networking

3.45 Interactive social media session: Using social media to craft a community relations strategy

Improve your knowledge of social media in this session designed to highlight the role social media can play community engagement strategy.

- Fad and fiction: removing the hype around social media to discover the benefits
- Facebook, Twitter, MySpace, YouTube: which is the best fit?
- Working around the firewall or breaking it down altogether!

Facilitated by: Karalee Evans, Communication and Partnerships Manager, Headspace

4.30 Targeting youth engagement through social media: a success story

- Engaging young people in an environment where they are most comfortable
- Providing a platform to share stories and build relationships
- Translating online success to real world interaction

Bryce Ives, Executive Director, Regional and Rural Youth Initiatives, Australian Broadcasting Corporation

5.15 Chairperson's closing remarks and end of connected forum



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3 - 5 March 2010, Mercure Hotel Melbourne

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