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EARLY BIRD (Save \$200)  
Before 21 October 2011

# Creating Cooperative Community Engagement

Latest best practice for proactive community participation

One-day connected forum and workshops

24-25 November 2011

Mercure, Brisbane, Australia

Hear from our expert panel of speakers:

Snowy Hydro Ltd  
Gold Coast City Council  
Leighton Contractors  
Bang the Table  
QR National  
Redland City Council  
Synecticsedge  
Yarra Valley Water  
Inguides.com.au

## **ENCOURAGING TEAM ATTENDANCE - AFTER THE SECOND DELEGATE IT IS ONLY \$500 FOR EACH DELEGATE (FORUM ONLY)**

After you register the first two delegates it will only be \$500 plus gst (forum only) for every additional person that registers from your organisation.

## Pre-forum workshops: Thursday, 24 November 2011

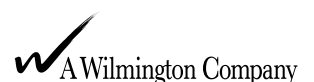
**A** Workshop A: Broadening your audience for controversial projects: building a business case for engaging online  
Facilitated by: *Crispin Butteriss, Director; Tracey Gobey, Relationship Manager, Bang the Table*

**B** Workshop B: A step by step guide to planning, implementing and evaluating engagement programs  
Facilitated by: *Roberta Ryan, Director, Urbis*

Supported by:



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## Pre-forum workshops – Thursday, 24 November 2011

### A Broadening your audience for controversial projects: building a business case for engaging online

Registration: 9.00 am

Workshop time: 9.30 am - 12:30pm

Facilitated by: *Crispin Butteriss, Director*; *Tracey Gobey, Relationship Manager*, *Bang the Table*

#### About the workshop:

As communications and community engagement professionals we are all too aware that profound change can sometimes lead to controversy and even outrage in some sections of the community. New policies such as carbon pricing, new technologies such as coal seam gas and major projects such as roads, rail and airports are prime examples. It is critical for the sake of good decision making that communications teams, policy writers and decision makers need to place this often very vocally expressed sentiment in a broader community context. Poor quality and narrowly targeted community engagement places major projects at significant risk.

Online community engagement strategies provide an opportunity to broaden the audience to get a more balanced and rounded view of community opinion, values, ideas and concerns for both the social impact assessment process and ongoing issues management.

This workshop presents examples of successful online strategies. Using a facilitated process, workshop participants will be walked through the process of building the business case for incorporating online methods into their community engagement strategies.

#### About the workshop leaders:



**Dr Crispin Butteriss** is a Founding Director of Bang the Table, Australia's premier supplier of online community engagement software and services to the public sector. Crispin has a background in engaging communities through traditional face-to-face methods for the development of public policy and a specialist doctorate qualification in the application of adult and organisation learning methods to community engagement.



**Tracey Gobey** has created, developed, enhanced and protected the reputations of a number of businesses across the sport, resources, energy and infrastructure industries. She brings a wealth of knowledge and skills having owned her own consultancy business specialising in digital strategy and traditional and online marketing and communication services. She also has extensive experience in the resources and energy sector, having worked for some of Australia's largest infrastructure, mining and electricity companies. Raised in Zimbabwe, with a PR degree from the University of Alabama, and a generous helping of experience in marketing, communications and stakeholder engagement, Tracey knows the needs, language and culture of big and small organisations and has a keen mind for the creative aspect of projects and a passion for social engagement and new media.

### B A step by step guide to planning, implementing and evaluating engagement programs

Registration: 1.00 pm

Workshop time: 1.30 pm - 4:30pm

Facilitated by: *Roberta Ryan, Director*, *Urbis*

#### About the workshop:

This workshop is designed for those who need to conduct, manage or commission consultation or public participation programs for their organisations; those who need to understand the processes of consultation, engagement and participation; and those who work in planning, policy or service delivery.

The workshop offers:

- an understanding of the context of community engagement and public participation
- a step by step guide to planning, implementing and evaluating engagement programs
- an overview of techniques – the usual and the innovative
- handy tips for success
- strategies for dealing with difficulties

This will be conducted by modelling different techniques using highly interactive processes.

#### About the workshop leader:



**Roberta Ryan** is Director of Urbis and is a leading social policy and planning analyst with over 25 years' experience in Australia and internationally. Roberta has extensive experience in the design, development and facilitation of complex social and community planning processes for major commercial and residential developers in Australia and internationally. Roberta has also provided strategic advice and facilitation services to planning agencies regarding a range of government land use and planning initiatives.

She has facilitated projects ranging from large scale public meetings and an innovative Community Panel process, to high level strategic organisational development focused workshops. Roberta has extensive experience in the design, development and facilitation of complex community engagement processes for government agencies.

Roberta has particular expertise in the development of innovative methodologies that deliver key strategic outcomes for clients. Roberta has a demonstrated capacity to manage complex projects in sensitive environments where there are significant stakeholder interests to deliver timely outcomes for clients.

# Connected Forum– Friday, 25 November 2011

In today's society it is imperative that both public sector and private organisations are committed to giving the community a voice in decisions and projects that affect them. By proactively engaging with the community emotional responses, project delays and community backlash can be avoided.

However, some organisations still do not see community engagement as a priority. Many community engagement practitioners struggle with obtaining resources and getting organisational buy-in. They also face challenges in engaging across multiple community groups, getting the most out of social media and making their content relevant.

This connected forum will address topics relating to:

- Building effective community engagement strategies for two-way conversations
- Integrating new technologies and communication platforms to existing community engagement tools and methods
- Tailoring your messages to various community groups
- Gaining internal and external support for community engagement projects
- Dealing effectively with difficult members of the community

## 8:45 Registration and refreshments

9:15



**Chairpersons' opening remarks**  
*Crispin Butteriss, Director, Tracey Gobey, Relationship Manager, [Bang the Table](#)*



## 9:30 Utilising social media for effective community engagement

- The recent proliferation in the use of social media
- The benefits and drawbacks of using social media for community consultation
- Using the right social media in the right way to connect with the right audience
- Looking towards the future of social media



*Colin Russo, Coordinator, Community Consultation, [Gold Coast City Council](#)*

## 10:15 Developing strategies for successful community engagement: Gateway Upgrade project case study

- Mapping your stakeholders and identifying their needs and constraints
- Balancing conflicting needs of your organisation and the community
- Creating a proactive communication strategy to ensure two-way communication



*Kim Hilliard, Stakeholder and Community Relations Manager, Northern Region, [Leighton Contractors](#)*

## 11:00 Morning refreshments and networking

## 11:30 Maximising engagement: start internal by breaking down the silos

- Gaining internal support for the engagement strategy
- Generating internal heroes that drive the engagement approach
- Developing a cross functional approach to solution finding
- Accessing talent from within to create the momentum needed externally



*Glen Barber, General Manager, [Synecticsedge](#), Manager Innovation, [QR National](#)*

## 12:15 Managing and tailoring content for communities: a Snowy Hydro case study

- Ensuring consistent brand messages across your digital platforms
- Customising content for your communities and recognising the best delivery methods
- Utilising internal platforms to identify additional content to share with your community



*Joe Millward, Digital Communications Specialist, [Snowy Hydro Ltd.](#)*

## 1:00 Networking lunch

## 2:00 Dealing with difficult communities: a case study of engagement for the Southern Moreton Bay Islands integrated local transport plan

- Engaging on a complex plan with many stakeholders
- Dealing with a history of change, challenges and discontent
- Gaining commitment: building trust and getting buy in, internally and externally
- Plans and activities for protestors to become participants



*Kim Price, Community Engagement Officer, Bernard Houston, Community Engagement Advisor, [Redland City Council](#)*

## 2:45 Engaging with Indigenous communities: a case study

- Tailoring your messages to maximise participation of Indigenous groups
- Ensuring the right channels for conversation
- Creating meaningful and respectful relationships with elders



*Steven Pelham, Co-Founder, [Inguides.com.au](#)*

*As a Co-Founder of [Inguides.com.au](#), an Indigenous business service directory, Steven has worked for the past 15 years in remote and rural Aboriginal and Torres Strait Islander communities with a key focus on using historical communication methods and technology integration in community engagement. Steven is a member of the Kuku Yalanji and Kaurareg community.*

## 3:30 Afternoon refreshments and networking

## 4:00 Interactive discussion: Measuring and evaluating community engagement efforts

*After a short introduction from the facilitator you will get the opportunity to participate in the discussion and gain a better understanding of the topic!*

- Defining the value of community engagement efforts
- Interpreting qualitative and quantitative responses in a meaningful and accurate way
- Measuring beyond numbers for long term results



*Facilitated by: Toni Meek, Manager Community Engagement, [Yarra Valley Water](#)*

## 4:45 Chairpersons' closing remarks and end of connected forum

# 5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

**PHONE:** +61 1300 550 662  
+61 (02) 8913 4000

**FAX:** +61 1300 550 663  
+61 (02) 8913 4099

**EMAIL:** aga@arkgroupasia.com  
**WEB:** www.arkgroupaustralia.com.au

**POST:** Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

## Creating Cooperative Community Engagement 24-25 November 2011 Mercure, Brisbane, Australia

AB-WEB

**PUT YOUR DETAILS HERE (PLEASE PRINT):**

ORGANISATION NAME

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	Connected forum + workshops	Connected forum + workshop <input type="checkbox"/> A <input type="checkbox"/> B	Connected forum only	Pre-forum workshops <input type="checkbox"/> A <input type="checkbox"/> B
<b>Standard pricing</b>	<input type="checkbox"/> Save \$300 \$2785 + GST = \$3063.50	<input type="checkbox"/> Save \$200 \$2190 + GST = \$2409	<input type="checkbox"/> \$1695 + GST = \$1864.50	<input type="checkbox"/> \$695 + GST = \$764.50
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Delegate	Name	Job title	Email address
1st			
2nd			
3rd - \$500 FORUM ONLY			
4th - \$500 FORUM ONLY			

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

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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

**D093**

#### Event venue and accommodation

Preferential rates are available at the Mercure, Brisbane. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

#### Mercure, Brisbane

85-87 North Quay

Brisbane QLD 4000

(07) 3237 2300

www.mercurebrisbane.com.au

#### Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Bhuwan Rai

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Email: aga@arkgroupasia.com