Two-day conference and workshops
9-11 December 2008, Rydges World Square, Sydney

Community Engagement
Developing successful initiatives to enhance community consultation and public participation

Learn from the experience of others and leave this conference with an improved understanding of how to:
- Engage internal and external stakeholders effectively
- Identify and target communities most appropriate to your initiatives
- Implement tools and techniques that create improved engagement opportunities
- Provide a strong platform for advancing the role of community engagement within your organisation and beyond

Post-conference workshops: Thursday, 11 December 2008

Workshop A: Building the corporate community investment strategy and match making to establish the perfect partnership
Facilitated By: Karina O’Meara, Corporate Communication Consulting and Contracting, Wordplay Enterprises Pty Ltd; and Indhira Gail Charles, Community Strategy Consultant

Workshop B: Consultation and strategic communication
Facilitated By: Elton Consulting

Hear case studies from:
- National Australia Bank
- Parsons Brinckerhoff
- Origin Energy
- Parramatta City Council
- Maunsell Australia
- Bang the Table Pty Ltd
- National Breast Cancer Foundation
- Sydney South West Area Health Service
- ACT Department of Territory and Municipal Services
- Alcohol Advisory Council (NZ)
- National Parks and Wildlife Service
- ATPPlanning P/L
- Department of Main Roads (Qld)
- Ergon Energy
- Vodafone

See specific examples of community engagement in action

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Community Engagement
Developing successful initiatives to enhance community consultation and public...

Any organisation, be it a corporation, government department or not for profit, is dependent on community support in some form or another to get their initiatives over the line.

Community engagement plans are now commonplace in most organisations, but there is increased recognition that real success lies not only in engagement, but in effecting real change and making sure all stakeholders, both internal and external, have a stronger voice throughout all stages of the process.

This two-day conference will examine a range of strategies and techniques designed to improve your community engagement credentials and provide solutions on how to:

- Develop an engagement plan that satisfies both community and organisational needs
- Embed your engagement policy in the project lifecycle
- Improve opportunities for community involvement
- Develop hybrid partnerships and programs
- Provide a platform to generate improved engagement with a range of stakeholders User-Centred Designers

Post-conference workshops: Thursday, 11 December 2008

Workshop A: Building the corporate community investment strategy and match making to establish the perfect partnership

Registration: 9.00am
Workshop starts: 9.30am
Workshop ends: 12.30pm

Facilitated By: Karina O’Meara, Corporate Communication Consulting and Contracting, Wordplay Enterprises Pty Ltd, and Indhira Gail Charles, Community Strategy Consultant

About the workshop: This interactive workshop will cover the crucial first steps in establishing an effective community investment program for your organisation. Firstly, how to create a strategic and comprehensive community program, and secondly, how to find your perfect match and build a mutually beneficial relationship.

Participants will learn how to approach the strategy and partnership selection (or review existing strategies), they will receive framework and guideline tools, and will have the opportunity to workshop the creation of (or review of) their community investment strategy.

About your workshop leaders:
Karina O’Meara: With 18 years of corporate experience, Karina has developed broad and deep expertise in corporate communication. She has established, leveraged and refined corporate community strategies for more than 10 years. In 2008 she established her own consulting and contracting enterprise, consulting to corporates as well as the social entrepreneurship cause, SIFE Australia. Before this she worked for Hill & Knowlton, BHP Telstra and Cadbury Schweppes, culminating in the role of Asia Pacific Director of Corporate Communication, based in Singapore.

Indhira Gail Charles: Indhira has 21 years of experience working in the corporate sector. She has managed complex and diverse programs across several countries and has spent six years specialising in developing strategic corporate community partnerships with Cadbury Schweppes. She sits on several community boards and advisory groups as a recognised expert in the field of corporate community partnerships. She has recently branched out to establish her own consultancy in community investment strategies.

Who should attend?
Managers, Directors and other professionals responsible for:
- Community Engagement
- Stakeholder Engagement
- Community Relations
- Community Development
- Community Support
- Public Participation
- Community Services
- Public Relations
- Public Affairs
- Corporate Affairs
- Corporate Social Responsibility
- Sustainability
- Issues Management
- Corporate Communication
- Marketing
- Media Relations
- Policy Advisors
- Community Building
DAY ONE – Tuesday, 9 December 2008

8.30 Registration and refreshments

9.00 Chairperson’s opening remarks
Rosemary Turner, Director, ATPlanning P/L

Managing Strategy and Stakeholders

9.15 Developing an effective engagement strategy
- Setting achievable objectives and timetables for community consultation
- Selecting the appropriate method of consultation for your project
- Putting action plans into practice
Debbie Vidaic, Manager Community Engagement and Publications Team, ACT Department of Territory and Municipal Services

10.00 Embedding community engagement into the project lifecycle
- Recognising the value of engagement at all stages of project development
- Selling the value of community support and contribution from the project’s genesis to completion
- Creating sustainable frameworks
Andrew Fox, Corporate Communication Manager, Ergon Energy

10.45 Morning refreshments and networking

11.15 Learning from past mistakes to improve engagement
- Identifying poor examples of community engagement
- Building on the positive outcomes of failed projects
- Using these examples to drive further investment in community engagement
Debbie Vidaic, Manager Community Engagement and Publications Team, ACT Department of Territory and Municipal Services

12.00 A healthcare approach to community engagement
- What is community participation in health?
- Encouraging the community to have a greater say in their health service
- Working across departments, agencies and community groups
Lynda Johnston, Area Manager, Community Participation, Sydney South West Area Health Service

12.45 Networking lunch

1.45 Defining and engaging relevant community groups
- Why would Origin support The Big Issue?
- How does the partnership support the interface between Origin and the community?
- Leveraging and growing the relationship for more effective value
Sarah Clarke, Manager, Community Investment, Origin Energy

2.30 Changing the way organisations perceive the role of community engagement
- Identifying the benefits of a coordinated approach to community engagement across multiple projects in a confined geographic area
- Fostering collaboration between diverse project teams in the private and public sectors
- Implementing innovative community engagement tools

3.15 Afternoon refreshments and networking

Exploiting other engagement avenues

3.45 Furthering community development through micro-finance initiatives
- How NAB is backing people, not just banking them
- Giving back to customers through corporate community development
- Providing initiatives to assist groups largely excluded from mainstream financial services
Corinne Prosko, Community Finance and Development Manager, National Australia Bank

4.30 Capitalising on online engagement opportunities
- The value of online tools for collaborative learning, discussion and debate
- Using online approaches to reach a greater number of stakeholders
- Providing an additional avenue for feedback and consultation
Dr Crispin Buttress, Director, Bang the Table Pty Ltd

5.15 Chairperson’s closing remarks and end of day one

DAY TWO – Wednesday, 10 December 2008

8.45 Registration and refreshments

9.15 Chairperson’s opening remarks
Rosemary Turner, Director, ATPlanning P/L

Issues and industry management

9.30 Securing support for potentially contentious issues
- Identifying the issues or projects that are likely to cause protest
- Taking time to hear community concerns and suggestions
- Planning for the backlash and developing realistic solutions
Jane Davies, Community Engagement Principal, Maunsell Australia

10.15 Interactive panel session: Engaging niche segments of the community
Hear each of our panelists describe how they interact with particular segments of the community, then have the opportunity to pose your questions!
Lynda Johnston, Area Manager, Community Participation, Sydney South West Area Health Service; Jodie Robertson, Projects Manager, ACLC, Alcohol Advisory Council (NZ); Paul Dodd, CEO - Director of WICEEDO, Director, Carbonculcha and Co-Founder of EAT IT WILD

11.00 Morning refreshments and networking

11.30 Dealing with government constraints and processes
- Understanding the government requirements for community engagement
- Cutting through bureaucracy to give citizens a stronger voice
- Community engagement in national parks planning: overcoming (lack of) resource barriers
Susan Luscombe, Senior Ranger, Neighborhood and Community Relations, National Parks and Wildlife Service

12.15 Community engagement for large infrastructure/corporate projects
- Understanding the specific processes and consultation involved
- Conducting robust social impact assessments
- Looking beyond those immediately affected to find community allies
Leisa Prowse, National Technical Executive - Stakeholder Engagement, Parsons Brickerhoff

12.45 Networking lunch

2.00 Securing community engagement with limited resources
- Winning the battle for hearts and minds through community awareness and promotion
- Using a worthwhile cause as a platform for improved engagement
- Realising the potential of cause-related marketing
Leonie Walton, Head of Marketing & Corporate Partnerships, National Breast Cancer Foundation

Planning for future success and enhancement

2.45 Community engagement and consultation in creating social change
- Promoting community action and consultation around the topical issue of alcohol in the community
- Empowering misunderstood and misrepresented community groups
- Tools and techniques used by the advisory council to push for social change
Jodie Robertson, Projects Manager, ACLC, Alcohol Advisory Council (NZ)

3.30 Afternoon refreshments and networking

4.00 Engagement using deliberative techniques
- The value of deliberative processes
- Addressing issues of representativeness, breadth verses depth on engagement, decision making, and moving from specific to general interest
- When can deliberative processes be useful: and when not...
- What are some of the criteria which might be applied when deciding?
Roberta Ryan, Director of Social Planning and Research, Urbis

4.30 Promoting community empowerment and social assessment
- Drawing in the community to contribute their ideas
- Giving communities a greater voice in decision making
- Selling the value of community empowerment to the organisation
Sarah Whittington, Community Relations and Reputation Manager, Vodafone

5.15 Chairperson’s closing remarks and end of conference
Community Engagement
9-11 December 2008, Rydges World Square, Sydney

Event venue and accommodation
Preferential rates are available at the Rydges World Square. Please contact the hotel directly to make your reservation, quoting ‘Ark Group Australia’ as your reference.

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For more information contact Aimee Rootes
Phone: 1300 550 662
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Booking conditions

1. 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.

2. Payment must be received in full prior to the course.

3. All speakers are correct at the time of printing, but are subject to variation without notice.

4. If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:

   • 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 will incur a cancellation fee.

   • 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.

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   • Cancellations notified between 30 and 14 days prior to the event will incur a 50% cancellation fee.

   • Cancellations notified between 14 and 7 days prior to the event will incur a 75% cancellation fee.

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