

LG Communicate

LGMA NSW Conference for Marketing, PR and Community Engagement Professionals

16-17 September 2013
Novotel Sydney Brighton Beach



ABOUT THE CONFERENCE

LG Communicate

This conference focuses on three areas: marketing, public relations and community engagement.

A new event on the LGMA NSW calendar, LG Communicate is the essential conference for marketing, public relations and community engagement practitioners working in local government in NSW. This event will be held over two days and includes informative guest speakers, local government case studies and networking opportunities.

The role of marketing in council traditionally has been under resourced and under developed. With emphasis now on stronger community engagement, the role of marketing, PR and community consultation is becoming far more critical to council.

The objective of this conference is to shift the focus to build greater community engagement through clear messaging and branding which reflects the essence of the community and the council.

Our goal is to help councils share their story and do it better!

Our Sponsor

LGMA NSW would like to thank YMCA for their support of this event.

The YMCA is a vibrant, self-funding, not-for-profit charity delivering contemporary programs focused on family, healthy living, developing young people and those less fortunate.

The Y's ability to positively impact people's lives, strengthen communities and respond proactively to many of today's biggest social challenges is significant, with its diverse programs and services generating more than four million visits every year across more than 130 communities in NSW.

Across NSW the Y is the local governments partner of choice in aquatic, leisure and recreation management with more than twenty LGAs working with the Y to strengthen their local communities.



YMCA

For further information regarding this event please contact:

Nicky Leadley

Events Producer

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PROGRAMME

MONDAY 16 SEPTEMBER 2013

9.30am - 10.00am

Registration

Morning tea will be available for conference delegates

10.00am - 10.15am

Conference Welcome

10.15am - 11.00am

Changes in the Planning Requirements

Presented by Brooke Endycott, Manager, Community Development and Merryn Howell, Team Leader, Community Development, Auburn City Council.

In this session we will look at the community engagement strategy, what it is, designed to do, why marketers, PR professionals and customer service officers need to be across the over arching community engagement strategy.

11.00am - 11.45am

Community Engagement as a Branding Tool

Presented by Brooke Endycott, Manager, Community Development and Merryn Howell, Team Leader, Community Development, Auburn City Council.

This session will explore the best tools to engage your community. We will look at setting the tone, how to build your brand and leverage it to reflect your community.

11.45am - 12.15pm

Council Showcase

Presented by Jacki Parish, City Information Services Supervisor, Dubbo City Council.

This council showcase will show how Dubbo City Council have leveraged off tourism branding to engage with their community.

12.15pm - 1.15pm

Lunch

1.15pm - 1.45pm

LGMA NSW Update

1.45pm - 2.30pm

Online Engagement Strategies

Presented by Sonja Ceri, Founder & Chief Editor, Media Bootcamp.

This session will look at how councils can use their website and social media platforms to engage with the community. Demystifying the dos and don'ts of the virtual world.

2.30pm - 3.15pm

Is Your Council Smart Device Savvy?

Presented by John Anderton, CEO, Butterfly.

With the explosion in popularity of smart devices such as smart phones and tablets you need to consider whether your online presence is keeping pace with today's technology. Does your website render on these devices? Would a mobile app work for your council? What could be done more efficiently using this technology? (Paying rates, dog registration, event tickets, parking fines all from your mobile app). Using apps for community engagement and consultation – surveys, polls etc.

3.15pm - 3.30pm

Afternoon Tea

3.30pm - 4.00pm

Council Showcase

Presented by Julie Williams, Manager, Strategy and Communications Branch, Hornsby Shire Council.

This council showcase will show how Hornsby Shire Council have successfully engaged with their community through the use of online technology.

4.00pm - 5.00pm

Happy Hour



PROGRAMME

TUESDAY 17 SEPTEMBER 2013

9.00am - 9.30am

Registration

Morning tea will be available for conference delegates

9.30am - 10.00am

Council Showcase

Presented by Paul Page, City Marketing Supervisor, Penrith City Council.

This council showcase will show how Penrith City Council used their 'Penrith is Here' campaign to market their council and raise their profile within the community.

10.00am - 10.45am

Marketing in the Local Government Environment

Presented by Geoffrey Holt, CEO, Leonard Holt Robb.

The challenge for local government is to integrate all elements of council business into one holistic marketing approach. Is one approach best or should different facets of the business be marketed in a way specific to its function?

10.45am - 11.30am

Writing For Different Mediums

Presented by Melinda Leyshon, WriteCopy.

We are now communicating through more mediums than ever before. This session will look at how councils communicate through different mediums such as letters, emails, newsletters, website, social media and press releases with a focus on understanding different writing techniques for the different mediums.

11.30am - 12.00pm

Sponsor Presentation: YMCA

12.00pm - 1.00pm

Lunch

1.00pm - 1.45pm

Managing Your Customer Data

Presented by Leilani Burra, Sales and Marketing Director, .id the population experts.

This session will look at how you manage your customer data to ensure you are sending the right message to the right people. We will explore the use of up to date demographic data to assist in the identification of specific groups in the community.

1.45pm - 2.30pm

Social Media Risk and Social Media in the Workplace

Presented by Joshua Keech, Manager Organisational Staff Services, Randwick City Council.

Given the increasingly blurred boundary between personal and professional social media presence, councils need to ensure their risk management and social media policies are up to date. This session will look at the concept of professionalism, respect and responsibility and how this links to the council social media policy.

2.30pm - 3.00pm

Council Showcase

Presented by Christine White, Manager Communications & IT, Warrumbungle Shire Council.

This council showcase will show how Warrumbungle Shire Council have effectively managed a crisis through various media channels.

3.00pm - 3.30pm

Afternoon Tea

3.30pm - 4.15pm

Media Crisis Management

Presented by Terri-Helen Gaynor, National President, Public Relations Institute of Australia.

When things go wrong in the media how do you say sorry without damaging your brand. This session will give you some tools and tips for crisis management and leveraging from bad press. This session looks at how to apologise properly when you cause offence in social media.

4.15pm - 5.00pm

Using the Media to Exploit the Good News Story

Presented by Rebecca Grasso, Manager City Culture, Tourism and Recreation, Parramatta City Council.

Often good news isn't newsworthy enough. This session will give you some tools and tips for on how to share good news, and maximise the exposure for council.

5.00pm

Conference Close

Drafting a Social Media Policy

A social media policy can be a council's first line of defence to mitigate risk for both employer and employee. You may already have a confidentiality agreement in place at your council, however this may not be enough to protect your council in all instances. This workshop will provide council employees an introduction to the policies and procedures necessary to adapt or implement a social media policy in local government.

THIS WORKSHOP WILL



Highlight the need to be authentic and transparent



Train staff to ensure adequate resources are available



Offer a framework to develop policies and procedures



Provide a guide to meet the demands of monitoring, responding, and measuring conversations



Show how social media is different to traditional communication channels



Engage with permanent social media conversations

DATES AND LOCATIONS

4 OCT

SYDNEY



9 OCT

DUBBO



18 OCT

ALBURY



WORKSHOP FACILITATOR

Keith Whelan presently works with all sectors for the community both public and private sector, sourcing grants and funding. Keith has consulted with local, state and federal government in Australia as well as a number of not for profit organisations, charities, sporting clubs, universities, environmental groups, businesses and indigenous groups across the country. He presently teaches grant writing workshops at the University of Sydney and Australian National University, Canberra.

WORKSHOP FEES

LGMA NSW Member
\$440.00

LGMA NSW Non-member
\$550.00

All prices are GST inclusive.

For more information please contact Jessica Brown, Programmes & Events Coordinator
P: 02 8297 1201 E: programmes@lgmansw.com.au W: www.lgmansw.com.au



ABOUT OUR SPEAKERS

John Anderton

CEO, Butterfly

John grew up in Perth, and first went to university in Melbourne, studying Aerospace Engineering at RMIT University. This is where John first developed websites, but realised that his passions were in business, not engineering, so he returned to his hometown of Perth and completed a Bachelor of Economics at the University of Western Australia. In his final semester, he studied on exchange at Pennsylvania State University and earned a place on the Dean's List. John's first role was as an economist with PricewaterhouseCoopers. After advising a number of businesses he left the corporate world and went into business. After owning and advising a number of different business in a wide range of industries, including in the web space, John decided to start a new business in the rapidly growing website development industry with a focus on open source and excellent customer service, and so Butterfly was born. John has grown Butterfly from start-up to a team of 30 employees, winning a place on the 2012 BRW Fast 100 list. With offices in Sydney and Melbourne, Butterfly's capabilities include design, development, online marketing, account management and helpdesk. Butterfly's clients include medium to large organisations across Australia such as QVB, not-for-profits like Diabetes Australia and YMCA NSW and state, local and federal government agencies and departments.

Lailani Burra

Sales and Marketing Director, .id the population experts

Lailani has spent over fifteen years learning about the information requirements of different industries in the UK, NZ and Australia. Before joining .id in 2004, she worked extensively in client management and marketing roles in IT and analytical industries including for IBM and SPSS in the UK. Her belief is that a consistent base of information about the nature of the community and the economy forms the basis for evidence-based decision making in government. This paves the way to create fairer and more sustainable communities. However, the way in which information is presented and communicated is as important as the information itself, if we are to encourage people to actively use it in decision making.

Sonja Ceri

Chief Editor, Media Bootcamp

First computer: 1989. First time connected to the internet: 1998. Sonja is part of a generation that can proudly call themselves digital natives. Holding a Master of Economic Geography from RWTH Aachen, Sonja pursued a career as a professional journalist in Germany, working for the Chamber of Industry and Commerce as well as for newspapers and magazines. In the early 2000s, when print media moved progressively online, Sonja was at the forefront of developing online communities for governmental entities, media outlets and brands. As the Founder and Chief-Editor of the Media Bootcamp (a boutique media and communications firm), Sonja is working closely with local councils to educate and empower small business owners in their respective local community to gain the media-based expertise they need for their own skills security as well as the competencies to reshape their organisations into more connected, savvy, 21st century enterprises.

Brooke Endycott

Manager, Community Development, Auburn City Council

Brooke Endycott holds a double degree in Communications (Social Inquiry) and International Studies from the University of Technology, Sydney. Prior to her employment at council, Brooke was employed in various roles in the children's, youth and settlement services sectors in Western Sydney and had worked on community development initiatives abroad. Brooke joined Auburn City Council in 2005. Over the past eight years she has been appointed into four distinct positions and in 2010 she was appointed as the Community Development Manager overseeing community development, children's services and healthy communities initiatives. In 2011, Brooke was awarded LGMA NSW Young Achiever of the Year. Brooke has seen a variety of minor and major projects come to fruition including council wide strategic projects, including large scale community engagement initiatives.

Terri-Helen Gaynor, MPRIA

National President, Public Relations Institute of Australia (PRIA)

Terri-Helen is the National President of PRIA and the Managing Director of Reputation Pty Ltd which recently celebrated its tenth anniversary. Terri-Helen has over 25 years' experience developing and implementing integrated communication and community engagement strategies for both government and private sector clients in Australia, North America and Asia. Terri-Helen has worked for federal, state and local governments and for several government Ministers both in Australia and in Hong Kong. As the MSL Group affiliate in Australia Terri-Helen sits on several MSL Global committees and is a team member and leader on a number of MSL global accounts. Terri-Helen has been a PRIA NSW council member since 2010 and member of the mentoring committee for four years.



ABOUT OUR SPEAKERS

Rebecca Grasso

Manager City Culture, Tourism and Recreation, City of Parramatta

Rebecca Grasso was the inaugural appointee to the position of Manager City Culture, Tourism and Recreation for the City of Parramatta. Rebecca has been instrumental in creating a culture focused on transforming people's perceptions of and experiences with the City of Parramatta through a cross-functional partnership approach. In the past six years, Rebecca has successfully repositioned councils major events strategy to focus on achieving clearly-articulated high-level strategic outcomes, including the development of a number of high-performing and mutually beneficial partnerships; she has established a city animation program and service area; and most recently re-visioned visitor services and cultural heritage teams into innovative and customer-focussed services.

Geoff Holt

CEO, Leonard Holt Robb

Geoff Holt is CEO of Leonards- a diverse and successful media house which has developed innovative approaches to all phases of local government communications being a preferred LGP Contractor on LGP406-2.

Josh Keech

Manager Organisational Staff Services, Randwick City Council

Josh is the Manager Organisational Staff Services at Randwick City Council. This role oversees human resources, learning, safety, workers compensation and operational risk across council's 750 staff. As a result, Josh has played an integral part in ensuring that social media policies and procedures are relevant to Randwick City Council, and that staff are fully aware of their obligations when engaging in social media activities. Prior to working for council in 2010, Josh was an employment law solicitor with Local Government NSW. He has several tertiary degrees, including a Bachelor of International Business (Management) and a Bachelor of Laws, and was admitted as a solicitor to the Supreme Court of NSW in 2008. When he is not working, Josh enjoys volunteering within his community, travelling and taking his dog, Dash, for walks.

Merryn Howell

Team Leader, Community Development, Auburn City Council

Merryn holds a degree in Business Information Technology and a Masters of International Social Development from the University of NSW. Merryn has over 14 years' experience working in the community sector in Australia, Africa and Scandinavia with extensive experience working with migrants and refugees from diverse cultural and linguistic backgrounds. Merryn has also worked as a consultant for a number of public and private sector organisations and joined Auburn City Council in 2006. Over the last seven years she has been involved in developing and implementing a range of innovative community programs, services and facilities as well as undertaking strategic planning and community engagement.

Melinda Leyshon

Creative Director, WriteCopy

Melinda works with small and corporate businesses to ensure their communication is streamlined and professional. She assists them in defining their business goals before developing communication solutions that are line with their planning and branding strategies, and meet the needs of their target audience. She has over 15 years' experience in corporate and small business communication, with a particular focus on the publishing industry.

Chris White

Manager of Communications and Community Services, Warrumbungle Shire Council

Warrumbungle Shire Council is located on the cusp of central west and northern NSW. A shire that extends over 12,000 square kilometres, and encompasses six small country towns and a number of villages, the area is well known for the beautiful scenery of the Coolah Tops and the Warrumbungle National Parks and for its agriculture commerce. Having lived in the area for over twenty years, Chris has forged a career in agribusiness and communications, and moved recently into local government to take on a communications role. As with all smaller regional councils, staff need to wear many hats, and Chris has taken on management in communications, IT and also community services. Working with staff from across the council, the communications role aims to strengthen community engagement – a colourful task for rural communities spread across a wide geographic area.

Julie Williams (BA MPPP)

Manager, Strategy and Communications, Hornsby Shire Council

Julie is the Manager of Strategy and Communications at Hornsby Shire Council. She has worked in local government for the past 17 years, starting her career as a corporate planner at Warringah Council, then moving to Hurstville City Council, and eight years ago joined Hornsby Shire Council, still in a corporate planning role. Julie was appointed the strategy and communications manager at Hornsby two years ago. Julie holds a master degree in politics and public policy.



Contact Us

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