COMMUNICATION AND COMMUNITY CONSULTATION

This one-day program will be delivered by communication experts who specialise in the property and development sector. It will address community consultation, media management, government relations, market research and social media.

This seminar will teach you the fundamentals of how to successfully communicate your development project in the public arena from design through to development approval. It will take you through the key steps of how to put in place a communication strategy to proactively manage community and stakeholders’ expectations, and to successfully report outcomes to a consent authority.

DO I NEED TO ATTEND THIS SEMINAR?
Take a few moments to consider the following scenarios:

- Are you chasing approvals for a project in New South Wales but find it impossible to navigate community, media and Government opposition?
- Do you ever feel that you have had a perfectly valid project that has been hijacked by noisy opponents and vocal minorities?
- Have you spent a fortune on legal advice hoping that your project will make it over the line only to find yourself in the Land and Environment Court?
- Have you faced and struggled to recover from negative media coverage?
- Have you ever thought ‘I should have worked harder to communicate the benefits of my project?’
- Are you wondering how to manage the proposed community engagement structure in the recently released ‘A New Planning System For NSW’ White Paper?
- Will your next project leave behind a positive legacy?

If you answered “Yes” to any of the above, then this one-day Communication and Community Engagement course is for you.

Attending will give you the tools to talk confidentially about your developments to local communities, consent authorities, elected representatives, the media and special interest groups.

The old approach of ‘flying under the radar, staying low and saying little’ simply doesn’t work anymore. If this has been your mantra and you don’t know where or how to build a proactive communication strategy for your next planning or development project, then this seminar will give you the essentials for getting started.

COURSE DURATION
Communication and Community Consultation is a one-day course commencing at 9am and concluding with a question and answer panel discussion between 4 - 5pm.

CONTINUING PROFESSIONAL DEVELOPMENT POINTS
UDIA NSW assigns two CPD points per one hour of learning for professional development courses. Communication and Community Consultation attracts 12 CPD points.

COURSE WRITERS AND PRESENTERS
This course has been developed by the industry’s top communication professionals, who specialise in communicating urban design, planning, development and infrastructure projects and who understand the planning and regulatory environment.

BELINDA BARNETT, BTP (HONS) CERT MKTG (UTS) MPIA
Belinda is the Director of Urban Concepts, a go-to planning communications consultancy. With highly sought after qualifications and experience in communications and town planning, Belinda Barnett has helped countless clients over her 25 year career, Belinda is an active member of the Urban Development Institute of Australia (UDIA NSW), the Planning Institute, the NSW Consulting Planners, PIA Social Planning Chapter, and a founding member of the National Association of Women in Construction.

MATTHEW WATSON, BA COMM, MPRIA
Matthew is the Director of Repute Communications & Associates and one of Australia’s foremost communications practitioners in media, government and corporate settings. Matthew helps clients ‘tell their story’ to the media, the government, the public and other audiences. He has handled some of the most high profile and difficult communications briefs in Australia. He has a background working as a senior adviser to a Cabinet Minister in the planning portfolio and is a former journalist at one of Australia’s most prominent news outlets. He finished his communications degree with High Distinction and has won seven awards for communications management from the Public Relations Institute of Australia.

JODI LAWTON, BA ARTS SCA USYD MA DESIGN UTS
Jodi is Director of Lawton Design Pty Ltd, a multi-award winning Graphic design company, and a casual academic for over 10 years at UNSW. Jodi has more than 26 years' experience in the graphic design, interactive, social media, environmental design, publishing and advertising industries.

GEORGE KATOS
George is the Director of Katos Holdings. Katos Holdings is a qualitative and quantitative research agency. A key specialty of the agency is engaging with diverse communities and stakeholders in accurately capturing their attitudes and opinions experience towards products, services and public and private infrastructure projects. George has 27 years of market research industry experience and has an intimate knowledge of which methodologies work best for community engagement projects based on the objectives, target audiences and timeframes.
THE BENEFITS OF PROACTIVE COMMUNICATION

> Do you understand your proposal well enough to articulate it to others?
> Getting your messages right – what is it you really need to be saying?
> Identifying and managing noisy opponents.
> How to manage media interest proactively and take control of the media cycle.
> Controlling rumour and misinformation to avoid the approval process being disabled.
> Losing control to third parties – how to stop opponent hijacking.
> Developing a project or product brand – how will you stand out in a reputable manner?
> Social media – understanding the ‘not-so-new kid on the block’.
> What will be your project legacy?

THE COMMUNICATION PLAN

This section will take you through the methodology for preparing a successful communication plan and why it is the starting point to a successful and proactive communication strategy. Points covered include:

> You are destined to fail without a good plan.
> A good plan is supported by key stakeholders and covers all scenarios.
> A good plan puts you in control and on the front foot for managing what people are seeing and hearing about your project.
> A good plan enables you to minimise and neutralise negative sentiment by responding quickly.
> A good plan builds transparency of process and integrity to the process.

DEVELOPING A SUCCESSFUL MEDIA APPROACH

In this session, we will arm you with the skills to avoid common media mishaps and mistakes. Points covered include:

> It only takes one serial complainant to turn the tide.
> Going to the media is often better than the media coming to you.
> First impressions count – it’s hard to recover from a bad story and you don’t often get a second chance.
> The importance of educating the media.
> The importance of front footing with facts and figures.
> The importance of ‘owning the negatives’.
> Selecting and training the right spokesperson.
> Identifying and using third party support.
> Learning how to tell your story.

ESTABLISHING AN EFFECTIVE COMMUNICATION BRAND

In this session we will take you through how to develop a brand for your communication strategy and explain why this is important to the overall success of your project. Points covered include:

> Developing your communication brand to build excitement, not apprehension and fear.
> Your brand can establish your overarching vision and establish a long term legacy.

INCORPORATING SOCIAL MEDIA INTO YOUR COMMUNICATION STRATEGY

In this session, we examine what social media tools are available to utilise, the pros and cons of each, and what works best. We will also examine the importance of a project website and the essentials for building a site that attracts high visitation and fosters stakeholder understanding. Points covered include:

> The role of social media collateral - is there an elephant in the room?

YES MINISTER - HOW YOU GO ABOUT MAKING AN APPROACH TO GOVERNMENT

In this session, we will give you an introductory lesson on how to approach to elected representatives and government agencies. This will include identifying who you need to talk to and how to go about it. Points covered include:

> How do I make my conversation count?
> Can I talk to an elected representative one-on-one?
> Is this lobbying, and are there risks?
> Do I talk to all parties, or just the government of the day?
> Should my government interactions be on the public record?

HOW TO MAKE MARKET RESEARCH COUNT

In this session we walk you through how you build a market research strategy that will deliver meaningful results to accurately gauge community attitudes towards your project, and propel your project forward. Points covered include:

> How to tap into stakeholder and community thought, and sentiment.
> How to understand fact versus fiction.
> Methodologies available – when and where to use them.
> The pitfalls of designing surveys.
> How many people must I talk to, to be statistically relevant.
> Does polling work?
STAGING CONSULTATION EVENTS THAT WORK
In this session, we will share with you how to stage consultation events that are thought provoking, educational and enjoyable to attend. Points covered include:

> Don’t assume that participants can interpret plans or conceptualise developments.
> Nobody understands an area better than a person that works or lives in the area.
> Explain your project in the field – walk the walk and talk the talk.
> Maximise the reach of your events using social media.
> If you don’t record and report outcomes, you’re not consulting.

ISSUES AND CRISIS MANAGEMENT - WHEN TO DIAL 000
This session prepares you for those times when you take an unforeseen turn for the worse. It’s a time for planned response – not panic. Points covered include:

> Issues and crisis management are the first cousins of media management.
> Speculate about what could go wrong – life is stranger than fiction.
> Have the confidence to respond quickly.
> Have a crisis communications plan.
> Practice your response.
> Rise to the challenge.

QUESTION AND ANSWER SESSION WITH THE PANEL
> Matthew Watson, Repute Communications.
> Jodi Lawton, Lawton Design.
> George Katos, Katos Holdings.

COURSE DETAILS
Date: 11 June 2013
Time: 9:00am - 5:00pm
RSVP date: 6 June 2013
Course fees: $825 UDIA NSW member
$1075 non-member
Venue: Colin Biggers & Paisley, Level 42, 2 Park Street, Sydney
Course inclusions: Lunch, morning and afternoon refreshments and course materials.

HOW TO ENROL
Registrations can be received online at www.udiansw.com.au or by returning the registration form to:
UDIA NSW
PO Box Q402
QVB Post Office NSW 1230
F: +61 2 9262 1218
E: pd@udia-nsw.com.au

ENQUIRIES
For course enquiries, please phone UDIA NSW on +61 2 9262 1214.
REGISTRATION FORM

COMMUNICATION AND COMMUNITY CONSULTATION

Tuesday 11 June 2013

Attendee 1 details
First name: ____________________________ Last name: ____________________________ Company: ____________________________
Job title: ____________________________ Email: ____________________________
Postal address: ____________________________ Suburb: ____________________________
State: ____________________________ Postcode: _______ Phone: ____________________________ Dietary requirements: ____________________________

How did you hear about the course? ____________________________

Attendee 2 details
First name: ____________________________ Last name: ____________________________ Company: ____________________________
Job title: ____________________________ Email: ____________________________
Phone: ____________________________ Dietary requirements: ____________________________

Attendee 3 details
First name: ____________________________ Last name: ____________________________ Company: ____________________________
Job title: ____________________________ Email: ____________________________
Phone: ____________________________ Dietary requirements: ____________________________

Payment details
Course fees UDIA NSW Member $825 Non member $1075 Total: ________________

Payment enclosed: (please circle) Cheque (Please fax a copy of your registration to UDIA NSW before posting a cheque)
Please debit my: (please circle) Mastercard Visa Amex Diners (Extra charges will be incurred if using AMEX 3% or Diners 4%)

Name of cardholder: ____________________________ Exp: ____________________________
Card No: ____________________________ Signature: ____________________________

This form will be a tax invoice on receipt of payment. ABN 43 001 172 363.

Transfer / Cancellation Policy: If the transfer is made less than 7 working days prior to the enrolled course/module then the following fees will apply: Transfer of course to another date = $200. The full course fee will be charged for cancellations received less than seven (7) working days prior to the commencement of the program. A full refund will be made for cancellation made prior to seven (7) working days before the commencement of the program. UDIA NSW reserves the right to alter, amend or cancel all or any of the arrangements in the course. These courses are intended to educate and inform only and do not constitute the provision of financial or legal advice.

I agree to the above transfer/cancellation policy ☐ I agree

Please send your registration form to the UDIA NSW office to:
Fax: (02) 9262 1218 Email: pd@udia-nsw.com.au Post: PO Box Q402, QVB Post Office, NSW 1230

Privacy policy: The collection of these details is so that we can register you and your colleagues for this event. The information will be stored on the UDIA NSW database and may be used for future marketing of UDIA NSW events. If you do not wish to receive further marketing information from UDIA NSW please email udia@udia-nsw.com.au.