



Local Government Professionals Tasmania in partnership with OurSay is please to present

# **ENGAGING COMMUNITIES IN LOCAL GOVERNMENT SERIES 2017**

Facilitated Workshops and Masterclasses for Local Government professionals to develop strategies and skills for engaging with their residents and communities.



## ABOUT THE SERIES



With smartphones in the hands of people everywhere; nearly 90% of Australians accessing the internet on a daily basis; local newspapers losing their reach; and social media ingrained in our lives, it is fair to say: the 'rules of engagement' have changed. Technology, community expectations, and resource constraints mean adapting to online communication and engagement is no longer optional for local government professionals.

The workshops and masterclasses presented by OurSay will focus on expanding your skills in communicating and engaging with residents and communities online. The series will include how best to share the valuable story of local government, communicating on social media, through to more advanced engagement design for strategic decision making, and responding to community feedback. Build your capacity through these programs to ensure you stay at the forefront of engagement practice.

These interactive workshops have been designed to help people working in Local Government to better understand . . .

Key trends in social media and online engagement  
Principles of online engagement and use of social media

Community development in an online context  
Strategies for engaging their community in considered and effective ways

 Participants will gain practical insights that support Local Government Transition to Online Engagement.

 The workshop is informed by IAP2 frameworks and risk communication strategies applied to critical engagement across business, government and media sectors.

To register your attendance at any of these events online, please click here

**REGISTER NOW**

Alternatively, please complete the registration form at the back of this brochure and email it to [eo@lgprofessionalstas.org.au](mailto:eo@lgprofessionalstas.org.au) one week prior to the event date.



# FACILITATED WORKSHOPS (3 HOURS)

## WORKSHOP #1:

### Engaging Citizens in Local Government: Communicating the Value of the Local Government Cause

This interactive workshop has been designed to help people working in Local Government to better understand:

- The key trends in social media and online engagement
- The principles of online engagement and the use of social media
- Community development in an online context
- Strategies for engaging your community in considered and effective ways

#### WHO SHOULD ATTEND?



Practitioners



Managers



Team Leaders

#### Date

Devonport  
27th March 2017

#### Time

9:30 am – 12:30 pm

#### Venue

Quality Hotel Gateway  
16 Fenton Street, Devonport

OR

#### Date

Hobart  
28th March 2017

#### Time

9:30 am – 12:30 pm

#### Venue

Skills Centre at Mornington  
9 Takari Place Mornington

## WORKSHOP #2:

### Going from Opinion to Ownership: Designing Online engagement for decision making

This interactive workshop has been designed to help people working in Local Government to better understand:

- Identifying consultation scope and purpose
- Framing the issue, framing the question
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- Framing the issue, framing the question

#### WHO SHOULD ATTEND?



Practitioners



Managers



Team Leaders

#### Date

Devonport  
27th March 2017

#### Time

1:30 pm – 4:30 pm

#### Venue

Quality Hotel Gateway  
16 Fenton Street,  
Devonport

#### Date

Hobart  
28th March 2017

#### Time

1:30 pm – 4:30 pm

#### Venue

Skills Centre at  
Mornington  
9 Takari Place  
Mornington



# MASTER CLASSES (4 HOURS)

## MASTERCLASS 1:

### Responding to Community Feedback: The Art of Risk Communication

#### ABOUT THE PROGRAM:

This master class has been designed to help people working in local government to better understand

- Measuring and assessing public perceptions of risk
- Responding to non-technical, emotional cues from the community
- Strategies for outrage management and crisis communications
- Changing behaviours through precautionary advocacy
- A case study will be presented for analysis

#### WHO SHOULD ATTEND?

- Directors & GM's
- Communications Managers
- PR & Media advisors

Date	Time	Venue
10th April 2017	10:00 am – 3:00 pm	The Tramsheds Function Centre 4 Invermay Road Inveresk

## MASTERCLASS 2:

### Content is King: Creating Interesting and Relevant Content to Communicate your Core Messages

#### ABOUT THE PROGRAM:

This masterclass has been designed to help people working in local government to better understand

- Finding your 'purpose message
- Defining your audience
- Busting the myth of a 'viral' campaign
- Designing an Online community engagement campaign
- A case study will be presented for analysis

#### WHO SHOULD ATTEND?

- Directors & GM's
- Communications Managers
- PR & Media advisors

Date	Time	Venue
8th June 2017	10:00 am– 3:00 pm	The Tramsheds Function Centre 4 Invermay Road, Inveresk





## ABOUT THE FACILITATORS:

### About Matthew Gordon

Matthew Gordon is the cofounder and Operations Director of OurSay. As a public-servant-turned-social-entrepreneur, he draws on his background in leading land-use planning policy at EPA Victoria and studies in environmental science and political philosophy. Matthew delivers digital engagement training to local and state governments and regularly speaks at industry and government events on the topics of community engagement, public policy, startups, and social change.

### About Eyal Halamish

Eyal Halamish is the cofounder and CEO of OurSay. Eyal has gained a breadth of experience through his former roles as an activist, lobbyist, political staffer, management consultant and social entrepreneur. Eyal combines human-centred design principles and public engagement to ensure businesses, governments and NGOs he works with have shared visions with their communities. Eyal is an engaging presenter, seen regularly at government and industry conferences, and leading classes at The School of Life Melbourne.

### About OurSay

OurSay provides governments and organisations with a trusted platform for online community engagement. The easy to use platform equips engagement professionals with the best tools to bring projects to life and learn from industry leading analytics. OurSay ensures your engagement projects are seen by the community, and their voices heard, quickly and easily.

# REGISTRATION FORM



**TAX INVOICE** ABN: 48 014 914 743

## ENGAGING COMMUNITIES IN LOCAL GOVERNMENT SERIES 2017

**NAME:** \_\_\_\_\_

**COUNCIL:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**SPECIAL OR DIETARY REQUIREMENTS:** \_\_\_\_\_

### I WOULD LIKE TO REGISTER TO ATTEND THE FOLLOWING EVENTS:

Including GST

<b>Workshop 1 – 3 hours</b> Engaging Citizens in Local Government: communicating the value of the local government cause	<input type="checkbox"/> 27 March 2017 <input type="checkbox"/> 28 March 2017	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member	\$231 \$275
<b>Workshop 2 – 3 hours</b> Going from Opinion to Ownership: Designing online engagement for decision making	<input type="checkbox"/> 27 March 2017 <input type="checkbox"/> 28 March 2017	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member	\$231 \$275
Full Day Both Workshops Discount + Free Lunch	<input type="checkbox"/> 27 March 2017 <input type="checkbox"/> 28 March 2017	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member	\$440 \$528
<b>Master Class 1 – 4 hours + Lunch</b> Responding to Community Feedback: The Art of Risk Communication	<input type="checkbox"/> 10 April 2017	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member	\$264 \$308
<b>Master Class 2 – 4 hours + Lunch</b> Content is King: Creating interesting and relevant content to communicate your core messages	<input type="checkbox"/> 8 June 2017	<input type="checkbox"/> Member <input type="checkbox"/> Non-Member	\$264 \$308

**Date:** \_\_\_\_\_ **Amount:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Card No** \_\_\_\_\_

**Expiry:** \_\_\_\_\_ **CCV:** \_\_\_\_\_

**Signature** \_\_\_\_\_

☐ I will pay via direct deposit, please generate an invoice Direct Deposit Details  
BSB: 067 026 Account Number: 28007 466

● Registration is not confirmed until full payment has been received

● All cancellations are subject to the LG Professionals Tasmania Changes and Cancellations to events Policy. This policy is found on the website at [www.lgprofessionalstas.org.au](http://www.lgprofessionalstas.org.au)

● These events may have photos and media captured for use in future publications. Please indicate below if you do not give consent to use images of you.

☐ I do not give consent





Local Government  
**Professionals**  
AUSTRALIA TAS

01 9521 1111  
01 9521 1112

01 9521 1113

01 9521 1114

01 9521 1115