

Engaging community in remote and regional areas

Giving you the skills to obtain buy-in for your project

1st & 2nd September 2011
:: Wagga Wagga

20th & 21st September 2011
:: Townsville

2nd & 3rd November 2011
:: Perth

YOUR COURSE DIRECTOR:



Carla Rogers, *Principal, Evolve Communities*

Carla Rogers is internationally recognised for her work in involving communities in rural and regional development in ways that are innovative, practical and that yield results. She is Principal of EVOLVE Communities, leading a passionate team who help organisations and influential leaders build relationships of credibility and trust with their communities.

Carla undertook a Churchill Fellowship in 2002 researching best practice community engagement, in Australia, New Zealand, Canada and the United States. Since then, Carla has developed both an innovative model (the Engaged Community Model™) and workshop approach (the Meeting Marketplace™) that provides a simple and step by step approach, managing risks and avoiding pitfalls, and that celebrates and enables the expression of diversity - in background, culture, age, literacy, gender, preferred learning and communication styles. Carla has authored two workbooks on these approaches that are used widely in Government agencies.

In 2008, Carla established a partner business, NoMad Meetings, where people can learn to collaborate and engage with anyone wherever they are, in a way that is easy and natural. Carla was on the board of the International Association of Facilitators for seven years where she developed guidelines and workbooks for facilitation and community engagement. Carla has qualifications in urban and regional planning, coaching, facilitation, community engagement and management. Prior to establishing Evolve in 2004, Carla had a range of senior management positions in State and Local Government.

There is a growing body of evidence to show that community engagement, when done well, improves the quality of Government decisions, increases the legitimacy of decisions in the eyes of those affected by them, and saves money and time for Government agencies. It also plays a critical role in improving the quality of long term relationships between Government agencies and its clients.

Through relevant, grounded and practical strategies, this course will show you how to develop relationships of credibility and trust between your agency and its stakeholders; increasing the relevance and support of your services and outcomes. You will see how practitioners, with the right tools and strategies, have turned around high stake situations, where emotions are high and trust is low, to sustained relationships of integrity, credibility and trust, often within tight time constraints and budgets. Is this you?

- When working with your clients, the issues are complex, there are numerous players
- The following complaints sound familiar: community engagement and large meetings are inefficient, waste precious time and resources, create false expectations, and are irrational and elitist
- You wish to reach beyond the usual suspects and have a diversity of people that you need to connect with
- Community and stakeholder support is critical to the delivery of your services

If so, attend Tonkin Academy's **Community engagement in rural and regional service delivery** to provide you with necessary assistance on how to increase the relevance and support of your services and outcomes. in regional and rural areas.

Who Should Attend?

Managers, Heads of and staff involved in service delivery across all sectors including health, law enforcement, education, human services, local government, mining and gas, infrastructure, urban and regional planning:

- Customer delivery
- Community services
- Community engagement
- Shared services
- Community consultation
- Indigenous policy
- Indigenous service delivery



Researched by:



COURSE OUTLINE

8:30 Registration - 9:00 Start

DAY ONE

MORNING SESSIONS

Setting up the plan and understanding the basic principles of engagement

- Defining what you want to achieve and setting up a campaign for long-term value creation
- Estimating the time and resources it will take to carry out proper engagement
- Fostering understanding and 'buy-in' from internal decision makers so that community engagement occurs before critical decisions are made
- Managing expectations; both internal and external
- Defining what is negotiable and what is non-negotiable
- What challenges are anticipated and how can these challenges be overcome?

Knowing who will be affected and tailoring your engagement plan to them

- Identifying who you need to engage with, their needs and deliver a campaign that will enable and encourage their involvement
- Engaging a hostile community and overcoming apathy or engagement fatigue and cynicism
- Dealing with divisions within communities when engaging communities
- Managing internal dynamics and establishing an effective community engagement project team

AFTERNOON SESSIONS

Planning for maximum impact

- Knowing the appropriate level of community engagement, and articulating your commitment to the community
- Managing expectations to ensure that you do not over promise and under deliver
- Choosing the right approach for the circumstance, including innovative and 'tried and true' methods
- Building understanding within the community of the constraints, challenges and opportunities fostering community buy-in and support
- Leveraging networks and community groups to increase the impact of your engagement
- Examining different techniques and tools which will enable stakeholders to engage
- Selecting the technologies to use in different situations, including online strategies

5:00pm Close Of Day One

9:00 Start

DAY TWO

MORNING SESSIONS

The next stage: Effective stakeholder engagement in practice

- Pulling it all together and implementing your Community Engagement Plan that you can take away and implement immediately
- Maintaining effective communication with community groups at all stages of the consultation period
- Cost effectively managing the consultation while gaining the most return on investment
- Knowing what communication needs to be done face-to-face and what can be done at a distance or on-line

Risk management: Know what can go wrong

- Understanding the risks associated with engagement in different projects
- Identify common engagement pitfalls and how to recognise and avoid them
- Managing competing interests and resolving conflict when it arises
- Exploring relevant case studies and examples

AFTERNOON SESSIONS

Measuring and evaluating the success of your campaign

- How do you know if your campaign has been successful?
- Evaluating the engagement plan along the way and adapting to new approaches and strategies when necessary
- Create on-going Community of Practice, so that you are supported when back in your office and out in the field
- Fostering and engaging the community after the period of engagement

5:00pm Close Of Training Course

Lunch, Morning and Afternoon Tea will be provided

REGISTRATION FORM:

Tonkin's **COMMUNITY ENGAGEMENT IN RURAL AND REGIONAL SERVICE DELIVERY - GOV37**

VIP Code

REGISTER BY:

Phone: 61 2 9224 6055 **Fax:** 61 2 9224 6066 **Email:** capricornia@TonkinCorporation.com **Online:** www.TonkinCorporation.com

Mail: Tonkin Corporation Pty Limited, Level 12, 70 Pitt Street, SYDNEY NSW 2000 AUSTRALIA

VENUES AND DATES (Please tick your selection)

- WAGGA WAGGA** 1st & 2nd September 2011 Country Comfort Hotel
- TOWNSVILLE** 20th & 21st September 2011 Southbank Hotel
- PERTH** 2nd & 3rd November 2011 Medina Grand

YOUR INVESTMENT (expressed in Australian dollars and including gst)

EARLY BIRD DISCOUNTS

Register and pay by:

STANDARD RATE

	10 Jun 2011	24 Jun 2011	8 Jul 2011	29 Jul 2011	19 Aug 2011	
<input type="checkbox"/> 2 Day Training Course	\$2,418.90	\$2,528.90	\$2,638.90	\$2,748.90	\$2,858.90	\$2,968.90

Special rates for Shire councils, not-for-profit and indigenous organisations

<input type="checkbox"/> 2 Day Training Course	\$1,611.50	\$1,685.20	\$1,758.90	\$1,831.50	\$1,905.20	\$1,978.90
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Please Indicate Your Selection: **WAGGA WAGGA** **TOWNSVILLE** **PERTH**

YES, please register me for the above conference. To register multiple delegates please photocopy this form. Today's date

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Name:

Job Title:

Company:

Postal Address:

City: State: Postcode:

Telephone: Facsimile:

Email:

PAYMENT METHODS

ABN 72 092 933 894

- EFT: Transfer your payments to Tonkin Corporation Pty Limited at Commonwealth Bank of Australia BSB 062 000 Account No. 1180 6356.
- CHEQUE: Please make out cheque to Tonkin Corporation Pty Limited. Please quote **GOV37** on the cheque or the eft.
- CREDIT CARD: Please charge my VISA DINERS* MASTERCARD AMEX*
* A credit card fee of 2.5% will apply for Diners or Amex

in the amount of \$ _____

Expiry Date:

Card No:

Cardholder's Name:

Signature :

Cancellation Policy: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively a full refund, less a \$200 service charge (including GST), will be made for cancellations received in writing up to 21 days prior to the event. Regrettably no refunds can be made less than 21 days prior to the event.