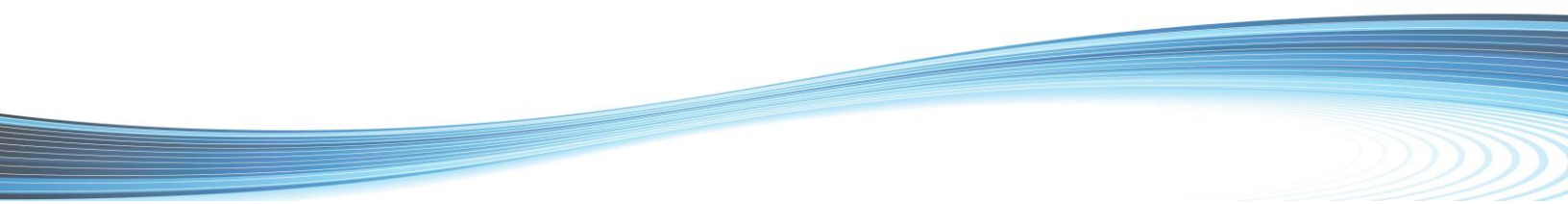


SYDNEY COASTAL COUNCILS GROUP INC.  
councils caring for the coastal environment



**ART OF COMMUNICATION FORUM**  
CUSTOMS HOUSE, SYDNEY  
THURSDAY 1 AUGUST 2013



# ART OF COMMUNICATION

Thursday 1 August 2013 The Barnet Long Room, Customs House, 31 Alfred St, Circular Quay

## Introduction

To get your message across you need to communicate well. This is an essential skill for Councils and government authorities, who, with their multiple and varied management responsibilities, are called upon to deliver important messages daily.

But what is communication? We aim to answer this question and your other 'comms' questions at this exciting and informative event. With an agenda packed with experts, we will review the elements of good communication and address other issues specifically requested by Member Councils including how to develop and implement communications strategies, creating behavioural change, communicating complexity and the most effective way to structure and market information. This event will utilise a participatory approach to share experiences and develop skills.

## Themes

The day will be split into four sessions:

### Session 1 Please Explain

We will review what communication is, the theory behind it and essential elements for effective delivery.

### Session 2 Tools of the Trade

Focusing on the strategy behind effective communication, this session will explore why we use communication strategies and how they are structured. It will touch on how to communicate to specific audiences and what are the appropriate media platforms to use.

### Session 3 Information is Beautiful: Marketing your Message

Techniques to effectively communicate with the media and market your message will be discussed. This session will include a City of Sydney Council case study demonstrating successful methods of community engagement.

### Session 4 Communication Conundrums

This session will demonstrate techniques to translate and package elaborate information, such as the effects of climate change, law reform and the methodology of citizen science.

## Workshops

Workshops embedded throughout the program will demonstrate the application of lessons learnt in practice, facilitate the sharing of knowledge and build relationships between participants.

The first workshop will increase awareness of successful communication techniques as well as processes to avoid. This will increase capacity to deliver excellent communications and facilitate networking across Councils and agencies.

The second workshop will focus on assisting participants develop the skills to write and implement an effective communications strategy.

The third workshop will address how to create content for uptake by print and online media.

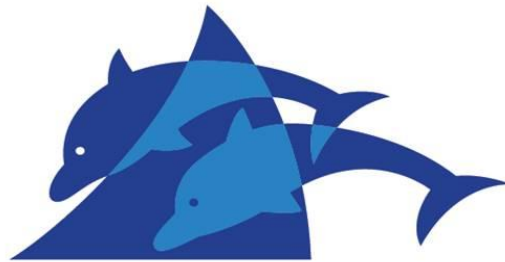
**We would like to thank the City of Sydney for kindly providing Customs House as the venue for this event**

# AGENDA

Thursday 1 August 2013

THE BARNET LONG ROOM, CUSTOMS HOUSE LEVEL 1, 31 ALFRED ST, CIRCULAR QUAY, SYDNEY

<b>REGISTRATION</b>	<b>8:30 - 9:00</b>	
<b>SESSION 1 PLEASE EXPLAIN</b>	<b>9:10 - 9:30</b>	<b>ACKNOWLEDGEMENT OF COUNTRY &amp; WELCOME</b> <b>Cr Cathy Griffin</b> , SCCG Chairperson
	<b>9:30 - 9:50</b>	<b>WHAT YOU WILL LEARN</b> <b>Mr. Geoff Withycombe</b> , Executive Officer SCCG
	<b>9:50 - 10:15</b>	<b>KEYNOTE</b> <b>Ms. Wendy Harmer</b> , Author, Comedian and Journalist
	<b>10:15 - 10:50</b>	<b>WHAT IS COMMUNICATION? A REVIEW</b> <b>Dr. Clare Mann</b> , Psychologist and Communication expert Communication 31
<b>MORNING TEA</b>	<b>10:50 - 11:20</b>	
<b>SESSION 2 TOOLS OF THE TRADE</b>	<b>11:20 - 13:00</b>	<b>HITTING THE MARK: YOUR AUDIENCE AND YOUR MESSAGE HOW TO CREATE AND IMPLEMENT A COMMUNICATIONS STRATEGY</b> <b>Ms. Anne Howard</b> , Director Howard Partners
<b>LUNCH</b>	<b>13:00 - 13:45</b>	
<b>SESSION 3 INFORMATION IS BEAUTIFUL: MARKETING YOUR MESSAGE</b>	<b>13:45 - 14:15</b>	<b>JAZZING UP YOUR MESSAGE</b> <b>Mr. Galvin Scott-Davis</b> Entrepreneur, Designer, Published Author, Director Protein One
	<b>14:15 - 14:45</b>	<b>USING THE MEDIA STRATEGICALLY: AN INSIDER'S PERSPECTIVE</b> <b>Mr. Matthew Moore</b> , Media Specialist City of Sydney
	<b>14:45 - 15:15</b>	<b>HOW DO COUNCILS CONNECT WITH THEIR COMMUNITIES?</b> <b>Ms. Yvette Andrews</b> , Strategic Communication Consultation Manager, City of Sydney
<b>AFTERNOON TEA</b>	<b>15:15 - 15:30</b>	
<b>SESSION 4 COMMUNICATION CONUNDRUMS</b>	<b>15:30 - 16:00</b>	<b>COMMUNICATING SCIENCE TO THE PUBLIC</b> <b>Ms. Liese Coulter</b> , Knowledge Communication Manager, Griffith University
	<b>16:00 - 16:30</b>	<b>COMMUNICATING LAW AND POLICY TO THE PUBLIC</b> <b>Dr. Rob Stokes MP</b> Liberal Member for Pittwater Parliamentary Secretary for Renewable Energy
	<b>16:30 - 17:00</b>	<b>CREATING A DIALOGUE WITH COMMUNITIES: THE TWO-WAY CONVERSATION OF CITIZEN SCIENCE</b> <b>Dr. Neil Lazarow</b> , Senior Research Scientist, Science into Society Group, CSIRO
<b>FORUM CLOSE</b>		



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**SCCG  
Capacity  
Building  
Program**

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