

The National Public Sector Communication Officers' Conference 2010

Practical Engagement Tools and Strategic Frameworks for
Communication Officers at All Levels of Government

Liquid Learning is delighted to announce that it is hosting the National Public Sector Communication Officers' Conference 2010 - the premier information, professional development and networking opportunity for communication officers. This highly interactive conference will provide practical value through case studies from experienced communication experts and public sector leaders. This unique and engaging format provides the ideal platform for debate and networking.

FEATURED SPEAKERS



Brigadier Alison Creagh CSC Director General Public Affairs
Department of Defence



Mary Balzary Senior Assistant Commissioner, Community
Engagement
Australian Taxation Office



Peter Cox Principal
Cox Media



Alan Kohler Journalist, Founder and Publisher
Business Spectator



Wendy Stamp Executive Director, Policy, Governance and
Communications
Industry and Investment, New South Wales



Kim Chambers Corporate Affairs Manager
Ministry of Social Development, New Zealand



Katherine Sainty Director
Sainty Law



Allan Briggs Manager, Media and Public Relations
State Emergency Service (SES), Victoria



Luella Paine Web Manager, youthcentral - Office for Youth
Department of Planning and Community Development,
Victoria

CMDR Elizabeth Mulder Director, Navy Reputation Management
Royal Australian Navy

Fiona McLean Director, Communications
AusAID

Professor Yoshi Kashima Deputy Head, Department of
Psychology
The University of Melbourne

Craig Thomler Online Communications Director, Health Reform
Taskforce
Department of Health and Ageing

Patricia Duffy National Marketing Manager
Defence Force Recruiting

SUPPORTER



23 & 24 February 2010
Rydges Lakeside, Canberra

EXPLORE

- Practical Tools for
Communication in the Rapidly
Changing Environment
- Leveraging Community and
Stakeholder Engagement
- Embracing Collaborative
Communications
- The Evolution of Public Sector
Communication Strategy

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Day One 23 February 2010

8.30 - 8.55 **Registration and Morning Coffee**

8.55 - 9.00 **Official Welcome and Opening Remarks from the Chair**

9.00 - 9.40 **OPENING EXPERT COMMENTARY**

Communication: The New Frontier - Leveraging the Changing Media Landscape for Increased Public Engagement

Some areas of the public sector struggle to understand how they can effectively and safely diversify their communication strategies to engage stakeholders. Peter will offer practical insight into how the shifting media landscape is evolving communications. Explore:

- How the financial crisis, structural changes and corporate leveraging are damaging traditional media
- The opportunities and threats of the digital revolution, the Internet and social media
- The challenges for the public sector in adopting social media as a communication platform

Peter Cox Principal
Cox Media

9.40 - 9.50 **Questions and Discussion**

9.50 - 10.30 **KEYNOTE CASE STUDY**

Community Engagement with the System

The Australian Taxation Office has successfully adopted a customer focus approach to encourage compliance by individual taxpayers and businesses. By engaging the community, educating taxpayers and providing easier access to services, the ATO has continued to maintain high standards of service and good relationships with the community. Share:

- Communication and community engagement strategies that reach diverse audiences
- Utilising innovative communication strategies to increase community understanding of the system

Mary Balzary Senior Assistant Commissioner,
Community Engagement
Australian Taxation Office

10.30 - 10.40 **Questions and Discussion**

10.40 - 11.00 **Morning Tea**

11.00 - 11.40 **CASE STUDY**

The Evolution of Media and Reputation Management within the Navy

Central to the Navy's positive reputation success is the ability to highlight how this is an attractive and exciting career opportunity for young people. Working with Defence Force Recruiting, the organisation is exploring the use of online and social media to engage its audience in new and innovative ways. Explore:

- The evolution of the Navy's media and reputation strategy
- Positioning the Navy as an exciting and rewarding career - Linking reputation management activities with recruitment

- New directions and the importance of social media in engaging an audience in 2010

CMDR Elizabeth Mulder Director, Navy Reputation Management

Royal Australian Navy

Patricia Duffy National Marketing Manager
Defence Force Recruiting

11.40 - 11.50 **Questions and Discussion**

11.50 - 12.30 **CASE STUDY**

Empowering Citizen Engagement through Online Platforms

yourHealth (yourhealth.gov.au) is an online platform for Australians to share their views, opinions and suggestions as part of the National Health Reform consultation. This public consultation uses an integrated and multi-layered online consultation approach, employing Web 2.0 principles. Discuss:

- Empowering the public to inform policy and service developments
- Providing a ladder of participation to broaden the reach of public consultations
- Building consultation and engagement platforms for the future - A win-win situation for the government and the community

Craig Thomler Online Communications Director,
Health Reform Taskforce
Department of Health and Ageing

12.30 - 12.40 **Questions and Discussion**

12.40 - 1.40 **Networking Lunch**

1.40 - 2.20 **CASE STUDY**

Media Crisis Communication - The Platform for Positive Citizen Response

The 2009 Victorian Bushfires were devastating for all of Australia. Seconded to the Media Team during the Bushfires, Allan will share how the team responded to the multitude of events and implemented innovative communication strategies to manage the crisis. Explore:

- Internal and external communication management - Being adaptive in an unpredictable crisis
- Leveraging social media strategy and a grassroots audience
- Working with victims during and post crisis
- Lessons learned - Developing communication initiatives post 'Black Saturday'

Allan Briggs Manager, Media and Public Relations
State Emergency Service (SES), Victoria

2.20 - 2.30 **Questions and Discussion**

2.30 - 3.10 **CASE STUDY**

Evaluating Media Communication Initiatives - An Integrated and Experimental Approach

youthcentral is the Victorian Government's online initiative connecting young people with their peers, their local communities and government. Luella will discuss their participatory approach towards interactive media and engagement tools. She will delve into their experimental

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strategy to implement and evaluate new media initiatives. Share:

- Setting goals and identifying desired results - What do you want to track and why?
- Implementing pilots and exploring ways to evaluate them
- In the pipeline - Future developments and evaluation methods

Luella Paine Web Manager, youthcentral - Office for Youth

Department of Planning and Community Development, Victoria

3.10 - 3.20 **Questions and Discussion**

3.20 - 3.40 **Afternoon Tea**

3.40 - 4.20 **INTERACTIVE EXPERT COMMENTARY**

Legal Implications of Reforms for Government Communication

Current Freedom of Information and privacy reforms will have an impact on an organisation's communication policies and practices. Katherine is a pre-eminent corporate and regulatory lawyer specialising in communication and media. Drawing on her extensive experience and knowledge, she will advise on the legal direction of communications in an open and accessible government. Explore:

- Freedom of Information reform to 'open' government - Raising questions for communications
- Privacy - Communications in the digital era, deciding what and what not to share
- Procurement and regulation of 'free' Web 2.0 technology

Katherine Sainty Director
Sainty Law

4.20 - 4.30 **Questions and Discussion**

4.30 **Concluding Remarks from Chair**

4.30 - 5.30 **Networking Reception**

8.30 - 8.55 **Morning Coffee**

8.55 - 9.00 **Opening Remarks from the Chair**

9.00 - 9.40 **OPENING KEYNOTE CASE STUDY**

Current Climate Uncertainty - A Networked and Flexible Approach to Communications

The Department of Defence is renowned for its strategic and networked communication strategies. This has been guided and supported by the development of the White Paper (Strategic Reform Program), the thorough analysis of the Department with input from the Navy, Army, Air Force, and the general public. Discuss:

- Communicating with a diverse and integrated workforce
- People Strategy - Attracting and retaining a high calibre workforce
- Public engagement and consultation in the White Paper process

Brigadier Alison Creagh CSC Director General Public Affairs

Department of Defence

9.40 - 9.50 **Questions and Discussion**

9.50 - 10.30 **CASE STUDY**

Internal and External Communication - The Total Strategy

Industry and Investment NSW brings together a number of partner agencies who together support innovative and sustainable industries that create employment and facilitate investment in urban and regional NSW. Share:

- Mastering tactics for internal communication during periods of uncertainty and transition
- Establishing the NSW Department of Primary Industries identity and then the transition to Industry and Investment NSW
- Ensuring communication supports corporate strategy
- Monitoring your total communication approach - Getting your return on investment

Wendy Stamp Executive Director, Policy, Governance and Communications
Industry and Investment, New South Wales

10.30 - 10.40 **Questions and Discussion**

10.40 - 11.00 **Morning Tea**

11.00 - 11.40 **CASE STUDY**

Evidence Based Communication - Utilising Social Research to Understand What Your Audience Thinks and Feels

Australia spends a significant amount of money on overseas disaster relief, and even more on longer-term initiatives. Media coverage of disaster aftermaths is plentiful; it is more difficult to maintain positive coverage on longer-term developments. AusAID conducted market research to gain an understanding of the reasons behind community reaction to short term disaster assistance

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Embracing a Collaborative Approach in the Digital Era

and why longer-term development initiatives are frequently overlooked. Explore:

- Focusing media attention on longer-term developments
- Establishing the newsworthiness of competing humanitarian assistance issues
- Aligning media and community interests

Fiona McLean Director, Communications
AusAID

11.40 - 11.50 Questions and Discussion

11.50 - 12.30 KEYNOTE COMMENTARY

Leveraging Media from a Media Perspective

Utilisation of the media is vital in government communication delivery with stakeholders. It is imperative to understand this relationship from a media perspective to identify the 'pull' factors that influence the media's decision making and reporting processes. Discuss:

- Leveraging media - What does the media look for?
- How to develop beneficial public sector publicity
- Understanding the development and key challenges of the media relationship with an open, accessible government

Alan Kohler Journalist, Founder and Publisher
Business Spectator

12.30 - 12.40 Questions and Discussion

12.40 - 1.40 Networking Lunch

1.40 - 2.20 EXPERT COMMENTARY

The Psychology Behind Citizen Engagement - Understanding the Cultural Dynamics of Socially Transformative Ideas

Media communication reflects advancing technologies and social values that leverage key psychological elements to captivate its audience. Understanding the psychology behind what makes people select and consume messages will help identify how to maximise on those behaviours in government initiatives. Share:

- How mass media communication interacts with social network dynamics to form and transform public culture
- Developing psychologically based communication strategies - Identifying and fostering the vital elements that motivate people to be active engagers of media communications

Professor Yoshi Kashima Deputy Head,
Department of Psychology
The University of Melbourne

2.20 - 2.30 Questions and Discussion

2.30 - 3.10 CASE STUDY

Establishing Networks and Mastering Relationship Management

The Ministry of Social Development works closely with numerous public sector agencies, non-government organisations, groups and communities. Relationship management and establishing networks is essential in order to leverage mutually beneficial opportunities and increase visibility. As the public sector is continually shifting, it is vital

to stay connected. Kim will discuss strategies to leverage your position and ensure career longevity.

Kim Chambers Corporate Affairs Manager
Ministry of Social Development, New Zealand

3.10 - 3.20 Questions and Discussion

3.20 - 3.35 Afternoon Tea

3.35 - 4.15 CLOSING INTERACTIVE THINK TANK

Communication for Citizen Engagement

In the digital era, it is imperative that the public sector develops communication delivery strategies that engage their citizens. This invaluable and highly interactive session will lead delegates through a summary of what they have learnt throughout the conference. Participants will have the opportunity to reflect on issues and address key questions.

Explore:

- Imminent challenges for communication officers in 2010
- New media adding value in government initiatives
- Successful social media strategies in the communication mix

This discussion will feature a facilitator and draws on the collective wisdom and experiences of the group.

4.15 Closing Remarks and Conclusion of Forum

WHO WILL ATTEND

- Communication Officers
- Communication Managers
- Media Advisors
- Public Affairs Officers / Managers
- External Relations
- Public Relations
- Marketing
- Media Officers / Advisors / Liaisons
- Communication Project Officers

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9.00 - 12.30 WORKSHOP A

Next Generation Communication Strategy

The digital economy is fast-paced and continually evolving. Communication officers must have the practical knowledge and skills to implement the next generation communication strategies which include new tools as well as tried and true methods. This workshop looks at practical tools and strategies to move your current approach into the new media age. Explore:

- The right innovative technologies for your communication strategies
- Convincing the boss and getting management buy-in for the new communication era
- Developing a new media policy for your organisation
- Adapting to changing audiences and shifting environments
- Engaging stakeholders
- New public activism in government
- Getting comfortable with social media tools
- Remembering the fundamentals as you move into new innovative frameworks

Expert Facilitator: Bob Crawshaw Director

Maine Street Marketing

Bob began his communications career as the Australian Army's first Director of Public Affairs and has 16 years PR and marketing experience. He runs Maine Street Marketing, a niche agency which has generated around 10 000 media items for clients during the past decade. Providing campaign communications, Maine Street helped one small business client generate \$1m sales in 12 weeks. Bob remains ahead of industry trends through professional memberships, reviewing the latest communications titles, being active online and talking at marketing, PR and communications gatherings throughout Australia. He blogs at <http://mainestreet1.blogspot.com/>

12.30 - 1.30 NETWORKING LUNCH

1.30 - 5.00 WORKSHOP B

Responsive Crisis Communication Development in 2010

The media communication environment is rapidly changing making it an uncertain arena to operate in. How then, do communication officers create and implement strategic communication plans? How are we meant to know where we are going if the landscape is continually shifting? To adapt to this environment, strategic crisis communication must be developed. This workshop will address responsive, strategic crisis communication development in 2010 and provide proactive tools to apply in practical and powerful ways. Discuss:

- Understanding a responsive crisis communications strategy - What is it and how does it work?
- Media selection strategies - Making the media work for you as a part of your responsive approach
- Recovery and getting back to business
- Brainstorming ways to overcome crisis communication obstacles
- Evaluation of your responsive crisis strategy - How is this done?

Expert Facilitator: Ross Campbell Principal

Ross Campbell & Associates


Ross Campbell has provided preparation techniques and responsive solutions to global crises situations for corporations for over 15 years. He is Principal of Ross Campbell & Associates, a company that specialises in response strategies and pre-crisis training. He has lectured in crisis management at RMIT, Deakin University, Monash University and the WA University Graduate School of Management. Ross advises and counsels some of Australia's largest corporations and government, and has prepared hundreds of crisis management plans and exercises throughout Australia and internationally. He is also the author of 'Crisis Control - Preventing and Managing Corporate Crises', which was published by Penguin.

Ross has presented at numerous local and overseas conferences, including the PRIA Conference in Brisbane, the Safety Conference in Sydney, Business Continuity Summit 2008 in Sydney, Managing Crises conference in Bangkok, Jakarta and Kuala Lumpur, and the Australian Society for Healthcare Risk Management (AuSHRM) conference in Melbourne.

ABOUT THE EVENT

Digital communications are an increasingly dominant and strategic aspect of modern government. The National Public Sector Communication Officers' Conference is a specialist event for those working in communication, public relations and media roles. This conference aims to provide practical insight into how communication professionals can adapt and become more effective in their roles in 2010. Bringing together speakers and participants from a range of government departments, the National Public Sector Communication Officers' Conference 2010 will provide the premier professional development and networking platform offering a practical toolkit for communication officers at all levels of government.

This conference will feature case study based presentations from experienced communication experts and public sector leaders. Presenters will draw on their extensive knowledge and experience to provide practical strategies on the evolving nature of responsive communication for 2010 and beyond.

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