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Trading as Common Cause ABN 141 459 19 325

CV

Les Robinson, Director, Enabling Change

Les is an independent strategist, trainer and facilitator working in the fields of population behaviour change, social marketing, community development and social change.

His clients include councils and government agencies responsible for sustainability, natural resource management, health and emergency services.

Les's approach combines social science with rigorous planning processes and tools.

Over 1000 educators and project managers have attended Les's *Enabling Change* training: a master class in the design and evaluation of community change programs. The Enabling Change methodology integrates social and motivational psychology with a rigorous step-by-step planning process to create a systematic framework for project design that's suited to practically any scale and context.

Les's *Proactive Community Engagement* training is a popular training course for councils and agencies looking for more positive and productive strategies for community involvement in plan-making.

Les's *CoCreate* is a powerful approach to engaging stakeholders in collaborative planning where high levels of buy-in are required (it's based on lessons from the Victorian EPA's Neighbourhood Environment Improvement Program).

Les's website www.enablingchange.com.au has a more detail on his approaches and recent work, including a wealth of practical resources.

Les is the author of:

CoCreate: a manual for facilitators of multi-stakeholder processes

Enabling Eco-Action: a popular guide to involving the public in conservation;

Get Read: a guide to making reader-friendly publications

Working the Media: a guide to media management

Field Guide to the Native Plants of Sydney: the standard identification guide to Sydney's native flora.

Les was formerly the social marketing director at Social Change Media in Sydney where spent over 10 years creating and implementing social marketing, education and public involvement programs for government agencies, councils, and community organisations.

Recent consultancies include:

Devising a 'Solutions Workshop' and training AI Gore's Australian presenters in facilitation skills

Helped devise an original, facilitated public workshop for Climate Change advocacy and trained The Climate Project presenters in how to do it.
Client: Australian Conservation Foundation

Arabic anti-Smoking campaign

Mentoring and advice to the team developing an anti-smoking program for Arabic-speaking people in western Sydney. The outcome was a unique approach to an anti-tobacco campaign with a focus on 'empowering conversations'.
Client: Sydney South West Area Health Service.

Natural Resource Management (NRM) Practice Change

Intensive study of four NRM regions around Australia, using video interviews. The outcome included a series recommendations to Australian Government to maximise the effectiveness of NRM regions as agents of 'people change'.
Clients: Australian Government, Land and Water Australia

Recent training includes:

The Enabling Change course

Clients:
The Behaviour Change Network, Melbourne
Hunter Councils, NSW
Merri Creek Management Committee, Vic

Border Rivers and Gwydir Catchment Management Authority, NSW
Hunter and Central Rivers Catchment Management Authority, NSW
Goulburn Broken Catchment Management Authority, Vic
Southern Rivers Catchment Management Authority, NSW
Gippsland Integrated Natural Resources Forum, Vic
Swan Catchment Centre, WA
Roads and Traffic Authority, NSW
Department of Community Services, NSW

How to run a 'Solutions Workshop'

Client: The Climate Project, Australian Conservation Foundation

Proactive community engagement

Clients:

Bayside Council, Vic
Cardinia Shire Council, Vic
Barwon Water, Vic
The Department of Defence
Fire and Emergency Services Authority, WA
Central West Catchment Management Authority, NSW

Evaluation (program logic)

Clients:

Department of Environment and Conservation, WA
Victorian Litter Action Alliance
Tasmanian NRM facilitators

CoCreate facilitation skills course

Clients:

Swan Catchment Council, WA
Department of Environment and Climate Change, NSW
The Sustainability Trust, Wellington, NZ

Dealing with difficult customers

Client: North East Catchment Management Authority, Vic

National workshop series on advocacy

Client: Young People and the Arts Australia

Recent facilitation includes:

Community partners forum

Client: Sydney Metropolitan Catchment Management Authority, NSW

Serrated Tussock Summit

Client: Department of Primary Industry, NSW

Annual Threatened Species Network forum

Client: World Wildlife Fund

Local Government Forum

Client: Southern Rivers Catchment Management Authority, NSW

Landcare network consultation

Client: Hunter and Central Rivers Catchment Management Authority,
NSW

EcoSchools Conference

Client: Department of Environment and Climate Change, NSW

Road Safety Conference

Client: Professional Association of Road Safety Officers, NSW