

# Proactive Community Engagement

Use this workshop  
to develop a great plan  
your next community  
consultation project

**This 1.5 day skills-based workshop will give you the tools and knowledge you need to:**

Ensure positive public participation in planning forums and hands-on projects

Motivate public involvement in environmental management, urban design, water conservation, and other issues

Proactively respond to potential planning conflicts

**Sydney** Thurs 26 – Fri 27 February  
The Rex Centre, 58A Macleay St,  
Potts Point

**Melbourne** Tues 17 – Wed 18 February  
Mission to Seafarers, 717 Flinders st,  
Docklands

**Perth** Thurs 12 – Fri 13 March  
Perth Zoo, 20 Labouchere Rd,  
South Perth

**Cost:** \$695 Numbers strictly limited

**For planners, engineers, councillors, educators, and community facilitators**

This workshop will equip you to:

- ▶ Design effective public consultations
- ▶ Understand the success factors and build them into your next project.

You'll get:

- ▶ Easy-to-use planning tools and checklists
- ▶ A step-by-step planning template.

“Vital to anyone required to engage with others and get it right.”

- Local Government  
Planner, Victoria

To enquire or book a place, email [workshops@enablingchange.com.au](mailto:workshops@enablingchange.com.au)

# What the workshop covers

This intensive workshop is based on a suite of planning tools which are taken away by participants to be used as part of their routine planning activities.

Click [here](#) to see the DECC booklet based on this workshop.

Here's the agenda for the 1.5 day workshop:

---DAY 1---

**1) Core concepts:** IAP2 Spectrum of public participation

**2) Case studies of successful projects:** Effective education projects, consultation processes, participative forums, citizen juries, and collaborative decision-making processes.

**3) Understanding the success factors:** What makes engagement work? Bringing together experience from international and local case studies.

**4) Good facilitation:** A core resource for community engagement

**5) The benefits of participation:** Risk management, technical competence, impact, credibility and trust.

**6) Form teams** to work on self-chosen 'engagement challenges' for the remainder of the workshop

**7) The step-by-step template** for designing engagement projects

**8) Formative research:** "Starting where people are at"

**9) Framing your "inclusive purpose"** for engagement.

**10) Who to engage:** Understanding your public, mapping the right players, ensuring representativeness

---DAY 2--- (Ends at 1.00pm)

**11) Choosing the right depth** of community engagement: using practical decision tools, understanding the resource implications of different approaches

**12) Setting ground rules** to manage conflict and maximise participation.

**13) Evaluation:** Collecting and demonstrating evidence

**14) Creating persuasive messages,** the core "invitation" of you project.

Dear participant,

Please consider bringing along an issue you would like to develop into a community engagement project.

This is a unique opportunity to build an innovative, rigorous strategy in an enjoyable, collaborative atmosphere.

## What participants say:

"Really good. I can see what my organisation and I have been doing wrong and how we can improve our community consultation processes and get the best out of them.

- Local Government Planner, Victoria

"Extremely stimulating and invigorating."

- Water Utility Manager, Victoria

"Great substance – great presenter! Thank you Les for sharing your expertise in such a palatable way."

- Emergency Services Manager, Perth

"Very informative, I feel more comfortable about engaging the community and involving them in a project."

- Water Services Manager, NSW Council



## About the presenter

Les Robinson, author of *CoCreate – A Facilitator's Guide* was Social Marketing Director at Social Change Media for 10 years.

He is one of Australia's most innovative and stimulating communication trainers and facilitators.

Les's approach distills a wealth of practical project experience together with in-depth research into social psychology and social marketing, combined with global research into good practice in the design and evaluation of engagement programs.

The workshop has been refined through testing with over 500 staff in councils and state agencies throughout Australia.

## Organisations whose staff have attended recent courses include:

- Australian Department of Defence
- Sydney Catchment Authority
- Dept of Environment and Conservation (WA)
- Lachlan CMA (NSW)
- Victorian Litter Action Alliance
- Randwick Council (NSW)
- Willoughby Council (NSW)
- City of Mandurah (WA)
- Dept of Health (WA)
- Office of Crime Prevention (WA)
- City of Subiaco (WA)
- Nthn Agricultural Catchments Council (WA)

## The training workbook - a fantastic resource

All participants receive the complete 120 page book of course notes. It includes all the tools used in the training, including the "participant mapping technique" and "negotiables" tool. An invaluable resource you'll use for ever.



**Don't forget, Proactive Community Engagement training can be delivered in-house in your organisation.**

Agencies that have hosted this training in-house for their staff include:

Bayside City Council (Vic)

Cardinia Shire Council (Vic)

Barwon Water (Vic)

Goulburn Mulwaree Council (NSW)

Fire and Emergency Services Authority (WA)

**To enquire or book a course, email:**

[workshops@enablingchange.com.au](mailto:workshops@enablingchange.com.au)

For more on this course, click on: [www.enablingchange.com.au](http://www.enablingchange.com.au)

or phone Les Robinson on 0414 674 676

or email [workshops@enablingchange.com.au](mailto:workshops@enablingchange.com.au)

Note: This course was originally developed for the NSW Department of Environment and Climate Change. A summary of the content has been published as a booklet and can be downloaded from [www.environment.nsw.gov.au/resources/warr/2006288\\_engagingcommunities.pdf](http://www.environment.nsw.gov.au/resources/warr/2006288_engagingcommunities.pdf)

