



2012 Local Government Communication Forum

30 - 31 July, 2012

The Rutherford Hotel, Trafalgar Square
Nelson

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2012 Local Government Communication Forum

THE PURPOSE OF THE FORUM

This annual forum, designed for the sector by the sector, aims to bring local government communication practitioners together to share knowledge, recognise innovation and develop professional knowledge and skills.

The year's forum is happening during a time of significant change for the local government sector. The Better Local Government reforms outline a package of change to the sector's purpose/role, governance, activities, consultation, financial management and decision-making.

The forum starts with an overview of the reforms and move onto sessions which focus on change and the role of internal communication in the process. In this environment of change we need to be even more aware of how effectively we are engaging and communicating with our communities and our staff.

Crisis Communication headlines day two of the forum - hear from Bronwyn Campbell, Community Relations Manager at the Bay of Plenty Regional Council about the strategies that worked for them while they managed the public fallout of the Rena disaster.

The Information Marketplace workshop sessions focus on the 'doing' of the communication function in councils and provide an opportunity to share with and learn from your colleagues all the good work that has been going on in the sector.

We look forward to seeing you in sunny Nelson.

WHO SHOULD ATTEND THIS FORUM?

This forum will be of value to:

- All local authority communications and public affairs managers and advisors
- Council /Community promotions managers and officers
- Local authority marketing managers and officers
- Other council officers who have some communication responsibility

KEY INFORMATION

Course Dates & Times:

- Monday 30 July 2012, registration desk open from 9.30am, forum starts 10.00am
- Tuesday 31 July 2012, tea & coffee from 8.30am, forum starts 9.00am

Venue: The Rutherford Hotel, Trafalgar Square, Nelson

Attendance fee: (includes, all forum materials, forum catering and conference dinner)

SOLGM Members \$800.00 (plus GST)

Non-SOLGM Member \$850.00 (plus GST)

FORUM PROGRAMME

The registration desk will be open from 9.30 am. At the time of registration you will receive a pack with full programme details and other relevant information.

Monday 30 July 2012

9.30 - 10.00	REGISTRATION Welcome tea and coffee
10.00 - 10.10	FORUM WELCOME The Nelson City Council Communication Team
10.10 - 11.00	Better Local Government Kate Macnaught, Policy Manager, Local Government New Zealand The Better Local Government Reforms announced in March of this year, put the sector on notice, change is coming - this package of announcements signal what is potentially the biggest local government reform since the amalgamations and accompanying reforms of 1989. Potentially the sector's role, structure, functions, accountability and funding could be changed. Where is this at now? What can we expect to see in the future?
11.00 - 11.45	THEME ONE: CHANGE COMMUNICATION Using Great Communication to Make Change Faster and Easier Amanda Woodbridge, Associate Partner, Ideas Shop 70% of change projects fail, usually a direct result of poor communication and engagement. Sound all too familiar? This presentation will outline simple communication strategies, supported with case studies, to help your staff and stakeholders prepare for, engage in and deliver on change. Amanda Woodbridge is an Associate Partner at Wellington communications consultancy Ideas Shop. She has worked on some of the country's biggest and most complex change projects and spends most of her time providing communications support to organisations undertaking change. In 2007-09 she served as a member of one of Hutt City's community committees.
11.45 - 12.30	Change Communication - Panel Discussion Hear how this selection of councils have managed their change communication campaigns, the strategies that have worked, the lessons learnt and what they would change if they had to do it again.
12.30 - 1.30	LUNCH
1.30 - 2.15	THEME TWO: INTERNAL COMMUNICATIONS Internal Communication Kate McDavitt, Change Communication Manager, Wellington City Council Help your local authority deliver its organisation strategy through effective internal communications. This increases leadership visibility and provides managers with the tools they need to help them articulate strategy goals and objectives and increase staff engagement. Kate will share her experiences managing internal communications at Wellington City Council including use of video and social media.
2.15 - 3.00	Integrated Campaigns - Case Study Auckland Council's Waste Minimisation Victoria Walker, Integrated Communications Manager, Auckland Council Auckland Council, like others across the country, had to tackle how it minimised and managed household and commercial waste. A joint project between the waste and communications teams delivered great engagement both internally and externally on the proposed council solutions as well as a 2 for 1 return on investment from the campaign itself. Victoria will outline the campaign and how working in partnership delivered tangible results and a format for future campaigns.

FORUM PROGRAMME CONT

3.00 - 3.30	AFTERNOON TEA
3.30 - 4.15	<p>Information Marketplace</p> <p>The Information Marketplace sessions are designed to be interactive. Each session will have a facilitator who will share their experience(s), strategies and/or learnings. The session will then be opened up for group discussion, this is your chance to share with and learn from the experiences of your sector colleagues.</p> <ol style="list-style-type: none"> 1. Video Engagement - Facilitated by Drew Broadley, Hawke's Bay Regional Council 2. Writing for Social Media - Facilitated by Dan Richardson, Nelson City Council 3. Community Engagement - Influencing Decisions - Facilitated by Penny Bloomberg
4.15 - 5.00	<p>Information Marketplace</p> <p>A chance to explore another of the topics:</p> <ol style="list-style-type: none"> 1. Video Engagement - Facilitated by Drew Broadley, Hawke's Bay Regional Council 2. Writing for Social Media - Facilitated by Dan Richardson, Nelson City Council 3. Community Engagement - Influencing Decisions - Facilitated by Penny Bloomberg
5.00 - 5.15	Wrap Up of Day One
5.15 - 6.30	CELLPHONE AND EMAIL CLEARANCE TIME
6.30	<p>CONFERENCE DINNER</p> <p>Enjoy a three course meal of traditional Japanese cuisine including Sake. The dinner will be held at the Miyazu Restaurant on level one at The Rutherford Hotel.</p>

DAY TWO

Tuesday 31 July 2012

8.30 - 9.00	TEA & COFFEE ON ARRIVAL
9.00 - 9.10	WELCOME TO DAY TWO
	The Nelson City Council Communication Team
	THEME THREE: CRISIS AND RESPONSE COMMUNICATION
9.10 - 10.00	<p>Rena - All Hands on Deck</p> <p>Bronwyn Campbell, Community Relations Manager, Bay of Plenty Regional Council</p> <p>When the 47,000 tonne cargo ship, CV Rena, ran aground in the middle of the night last October it was the beginning of New Zealand's worst maritime environmental disaster. People from around the world descended on Tauranga to assist and behind the scenes two small teams of PR professionals came together.</p> <p>Previously unknown to each other, the communications team from MNZ and the community relations team from Bay of Plenty Regional Council immediately became intimate bedfellows. They worked round the clock to answer as many as 300 calls a day – at all hours of the day and night - from international and local media, while balancing the competing needs of a furious and scared community, and politicians who came from near and far.</p> <p>At this session, you'll get an idea of the pressure you feel when hundreds of strangers are thrown into the deep end of an incident command centre. Hear how one organisation's timid foray into social media changed the way the community became engaged and information was shared. Understand the power of consistent messages and quality visual communications. Learn from their mistakes and rejoice in how the little successes can get you through a crisis.</p>

FORUM PROGRAMME CONT

10.00 - 10.30	MORNING TEA
10.30 - 11.30	<p>Panel Discussion - Brand and Reputation of Local Government</p> <p>Karen Thomas, Chief Executive, SOLGM</p> <p>Malcolm Alexander, Chief Executive, Local Government New Zealand</p>
11.30 - 12.20	<p>Information Marketplace</p> <p>Choose from one of the following topics:</p> <ol style="list-style-type: none"> 1. Working with Community Radio - Facilitated by Grace Campbell, Southland District Council 2. Using Imagery - Media & Message Boards - Facilitated by Anna Butler and Prue Sisam, Bay of Plenty Regional Council 3. Media Monitoring & Reporting on a Shoe String Budget, Using Social Media Tools Facilitated by Drew Broadley, Hawke's Bay Regional Council
12.20 - 1.20	LUNCH
1.20 - 2.10	<p>Information Marketplace</p> <p>A chance to explore another of the topics:</p> <ol style="list-style-type: none"> 1. Working with Community Radio - Facilitated by Grace Campbell, Southland District Council 2. Using Imagery - Media & Message Boards - Facilitated by Anna Butler and Prue Sisam, Bay of Plenty Regional Council 3. Media Monitoring & Reporting on a Shoe String Budget, Using Social Media Tools Facilitated by Drew Broadley, Hawke's Bay Regional Council
2.10 - 2.20	Wrap Up of the Forum
2.20	CLOSE OF FORUM

HOW TO REGISTER FOR THE COMMUNICATION FORUM

Note: When registering for any event the person logged in and registering **MUST** be the person attending the SOLGM Event.

If you are a **SOLGM Member** – you will already have login credentials for our system. Please contact us if you have not validated your account or need your password.

As a SOLGM member you are entitled to discounted registration fees for SOLGM Events. You need to be logged in as yourself to obtain these discounts.

1. Go to www.solgm.org.nz
2. Login under the "User Login" area on the front page, it is on the right hand side of the page (once logged in it will say Welcome "your name")
3. On the left hand side is the "Upcoming Events" box, click on the desired event or "View All Events" to see events not displayed in this box
4. Click on the event you wish to attend, this will take you to your desired event page
5. Click on the "Registration" tab and follow the instructions to complete your registration. Please be sure to check your Job Title is accurate and answer all questions, these are mandatory fields.

If you are **not a SOLGM Member** or have not signed in to the SOLGM website as a User before -

1. Go to www.solgm.org.nz
2. On the left hand side is the "Upcoming Events" box, click on the desired event or click "View All Events" to see the ones not shown in this box.
3. Click on the "Registration" tab to register for this event.
4. You will now be taken to a "Please Login" page. You then need to click on "New User" button to create a new user.
5. Complete the information needed in the New User sign up, all RED fields are mandatory. Click on the "next" button.
6. You will be taken back to the selected Events Page, you can then click on the "Registration" tab again. Follow the instructions and complete your registration. Please be sure to check your Job Title is accurate and answer all questions, these are mandatory fields.

If you have any issues or need further assistance, please Kate Sewell at ksewell@solgm.org.nz or call 04 978 1281.



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