

Local Government Professionals Australia, SA in partnership with OurSay is pleased to present:



ENGAGING CITIZENS IN LOCAL GOVERNMENT SERIES 2016/17

With smartphones in the hands of people everywhere; nearly 90% of Australians accessing the internet on a daily basis; local newspapers losing their reach; and social media ingrained in our lives, it is fair to say: the 'rules of engagement' have changed. Technology, community expectations, and resource constraints mean adapting to online communication and engagement is no longer optional for local government professionals.

The workshops and masterclasses presented by OurSay will focus on expanding your skills in communicating and engaging with residents and communities online. The series will include how best to share the valuable story of local government, communicating on social media, through to more advanced engagement design for strategic decision making, and responding to community feedback. Build your capacity through these programs to ensure you stay at the forefront of engagement practice.



our

SAY

FACILITATED WORKSHOPS

(3 HOURS)

WORKSHOP 1

Engaging Citizens in Local Government:
communicating the value of the local government cause

ABOUT THE PROGRAM

This interactive workshop has been designed to help people working in local government to better understand:

- The key trends in social media and online engagement
- The principles of online engagement and the use of social media
- Community development in an online context
- Strategies for engaging your community in considered and effective ways

WHO SHOULD ATTEND?

Practitioners / Managers / Team Leaders

“ THOUGHT PROVOKING
AND WILL BE VERY
HELPFUL IN MY WORK ”

DATE | TIME | VENUE

1 December 2016
9:30 am - 12:30 pm
City of Prospect

OR

DATE | TIME | VENUE

29 March 2017
9:30 am - 12:30 pm
City of Mitcham

WORKSHOP 2

Going from Opinion to Ownership:
Designing online engagement for decision making

ABOUT THE PROGRAM

This interactive workshop has been designed to help people working in local government to better understand:

- Identifying consultation remit
- Framing the issue, framing the question
- Strategies for activating online channels
- Communicating online: tone, style, voice

WHO SHOULD ATTEND?

Practitioners / Managers / Team Leaders

“ VERY USEFUL AND WILL CHANGE
THE WAY WE APPROACH
ENGAGEMENT WITHIN COUNCIL ”

DATE | TIME | VENUE

1 December 2016
1:30 pm - 4:30 pm
City of Prospect

OR

DATE | TIME | VENUE

29 March 2017
1:30 pm - 4:30 pm
City of Mitcham

WORKSHOP INVESTMENT

Member: \$178

Non Member: \$220

Council Bundle: \$198

(Prices are per workshop and include GST)

BOOK TWO WORKSHOPS
ON THE SAME DAY
AND RECEIVE

A FREE LUNCH

MASTERCLASSES

(4 HOURS)

MASTERCLASS 1

Responding to Community Feedback:
The Art of Risk Communication

ABOUT THE PROGRAM

This masterclass has been designed to help people working in local government to better understand:

- Measuring and assessing public perceptions of risk
- Responding to non-technical, emotional cues from the community
- Strategies for Outrage management, Crisis communications
- Changing behaviours through precautionary advocacy
- Guest presenters will present case study

WHO SHOULD ATTEND?

Chief level / Executives / Communications Managers

“ FLOWED WELL, RELEVANT
EXAMPLES, ENGAGING ACTIVITY/
DISCUSSION AND FACILITATOR ”

DATE | TIME | VENUE

23 February 2017
12:30pm
TBA

MASTERCLASS 2

Content is King: Creating interesting and relevant content to communicate your core messages

ABOUT THE PROGRAM

This masterclass has been designed to help people working in local government to better understand:

- Finding your 'purpose' message
- Defining your audience
- Busting the myth of a 'viral' campaign
- Designing an online community engagement campaign
- Guest presenters will present case study

WHO SHOULD ATTEND?

Practitioners / Managers / Team Leaders / Communications Managers

“ INTERACTIVE,
INTELLIGENT,
INSPIRATIONAL ”

DATE | TIME | VENUE

June 2017
12:30pm
TBA

WORKSHOP INVESTMENT

Member: \$210 Non Member:\$250
Council Bundle:\$230 Lunch included.

(Prices are per workshop and include GST)

SERIES FACILITATORS



OurSay provides governments and organisations with a trusted platform for online community engagement. The easy to use platform equips engagement professionals with the best tools to bring projects to life and learn from industry leading analytics. OurSay ensures your engagement projects are seen by the community and their voices heard, quickly and easily.



Matthew Gordon is the co-founder and Operations Director of OurSay. As a public-servant-turned-social-entrepreneur, he draws on his background in leading land-use planning policy at EPA Victoria and studies in environmental science and political philosophy. Matthew delivers digital engagement training to local and state governments and regularly speaks at industry and government events on the topics of community engagement, public policy, startups and social change.



Eyal Halamish is the co-founder and CEO of OurSay. Eyal has gained a breadth of experience through his former roles as an activist, lobbyist, political staffer, management consultant and social entrepreneur. Eyal combines human-centred design principles and public engagement to ensure businesses, governments and NGOs he works with have shared visions with their communities. Eyal is an engaging presenter, seen regularly at government and industry conferences and leading classes at The School of Life Melbourne.