Learn Anywhere, Learn Anytime
Catering to meet all your learning needs:
• Face To Face • Live Online Training • On-site & Customised Training

informa connect

EFFECTIVE COMMUNITY & STAKEHOLDER ENGAGEMENT

Training Course: A comprehensive blueprint for social license, strategy & practice.

FACE TO FACE TRAINING 19-20 August 2021 • Sydney | 26-27 August 2021 • Canberra

LIVE ONLINE TRAINING

Sep 2021 Course Parts will commence at **14:00** and end at **17:30 (AEST)**. There will be short breaks during each course Part.

Part 1: **9th September** Part 2: **10th September** Part 3: **16th September** Part 4: **17th September**

4Part Series

Our Expert Course Instructor

Martin Bass
Martin is a highly experienced practitioner, trainer and facilitator specialising in stakeholder engagement, organisational development and integrated strategic planning. He has worked extensively with State Government agencies and local councils in metropolitan, regional and rural-remote areas across Australia.

Key Learning Objectives

▶ Understand the pros and cons of different stakeholder methodologies and clarify which tools and approaches are suitable for particular circumstances

▶ Learn to respond to increased stakeholder consultation expectation and transparency in social licence to operate

▶ Discover practical approaches to achieving corporate and organisational stakeholder engagement outcomes

▶ Understand and reduce relationship risk

▶ Build confidence and competence within business units or project teams to strategically improve community stakeholder engagement processes through;

• The development of a broad, step-by-step approach to designing and implementing high-impact community development programs

▶ Identify core elements of an integrated risk mitigation communications plan

▶ Develop tools to analyse and assess the effectiveness of stakeholder engagement programs

informa
corporate learning

REGISTER NOW> www.informa.com.au/stakeholdermanagement

EFFECTIVE COMMUNITY & STAKEHOLDER ENGAGEMENT

FACE TO FACE TRAINING | **19-20 August 2021 • Sydney** | **26-27 August 2021 • Canberra**

LIVE ONLINE TRAINING

Sep 2021 — Course Parts will commence at **14:00** and end at **17:30 (AEST)**. There will be short breaks during each course Part.

Part 1: **9th September** | Part 2: **10th September** | Part 3: **16th September** | Part 4: **17th September**

4 Part Series

ABOUT THE COURSE

Stakeholder identification and analysis is integral to the engagement planning process. By understanding and managing the relationship between stakeholders (including community members), corporations and government agencies increase the likelihood of achieving their desired overall project outcome.

Conversely, failure to appreciate the dynamics of the relationships that exist between stakeholders can lead to obstructions that will ultimately have a negative impact upon corporations and government agencies' overall project.

The increasing social licence to operate debate requires the underpinning of ongoing community development and engagement to reflect the needs and aspirations of key stakeholders.

Community consultation is a key part of contemporary corporate risk management and business planning process. This training session is aimed at supporting corporate and government teams in building their capacity for community consultation with a broad spread of community stakeholders.

Business units or project teams that have deliverables often cite the community as one of their sources of risk. The risk can be related to either the community not doing something required to achieve the desired outcome, or the community doing something that prevents the project team from achieving their objectives (e.g. blockades, stop work orders, political lobbying achieving legislative or policy intervention).

This course uses a practical set of principles and approaches as a framework for effective planning for community engagement. Participants will work through a planning process, developing skills for communication and involvement of small and large groups of people including groups who may oppose the organisations' core functions or proposed activity.

EXPERT COURSE INSTRUCTOR

Martin Bass

Martin is a highly experienced practitioner, trainer and facilitator specialising in stakeholder engagement, organisational development and integrated strategic planning. He has worked extensively with State Government agencies and local councils in metropolitan, regional and rural-remote areas across Australia. Martin is a specialist in the field of Integrated Planning and Reporting and has provided leadership, guidance and capacity-building to 15 councils with the development and review of their IP&R frameworks.

In addition, he has worked with a range of State and local government agencies on tasks including the development of community engagement manuals and guidelines, design and delivery of stakeholder and intergovernmental engagement initiatives, strategic and organisational planning and large and small group facilitation.

Martin provides regular professional development training to staff in State and local government agencies, in Stakeholder Engagement, Volunteer Management and Frontline Customer Service.

WHO WILL BENEFIT

All executives and business unit staff playing key organisational roles in community and stakeholder engagement processes in various industry sectors including project participants, government officers, community relations managers, project leaders, engineers, geologists, commercial, technical and operational personnel and consultants.

WHAT OUR CLIENTS SAY

"The instructor was inspirational, warm and built rapport with participants immediately and throughout the course. I learnt how to structure my communication in a succinct, clear and influencing way"
Senior Brand Manager, **McDonalds Australia**

Would You Like To Run This Course On-Site?

Informa Corporate Learning: On-site & Customised Training

If you have **8+** interested people, an onsite course can be an ideal solution. Speak with **Anton Long** on **+61 481 995 653** or **Holly Baldwin** on **+61 450 866 597** to discuss your customised learning solution, or email **training@informa.com.au**

Learn Anywhere, Learn Anytime

Catering to meet all your learning needs:

- Get **high quality** practical training from our expert instructors
- From **Face To Face**, **Online** and **Blended Learning**, get a superior solution for your learning needs
- Learn **live online** in an interactive environment
- **Invest** in yourself. Invest in your team.

Register today for our **Live Online Training** courses and find out how they can help you transform the way you work. Contact one of our training consultants on **training@informa.com.au** to find out more.

Book online
www.informa.com.au/stakeholdermanagement

Book over the phone
+61 (02) 9080 4395

Book via email
training@informa.com.au

informa corporate learning

EFFECTIVE COMMUNITY & STAKEHOLDER ENGAGEMENT

FACE TO FACE TRAINING | **19-20 August 2021** • **Sydney** | **26-27 August 2021** • **Canberra**

LIVE ONLINE TRAINING

Sep 2021 | Course Parts will commence at **14:00** and end at **17:30 (AEST)**. There will be short breaks during each course Part.

Part 1: **9th September** | Part 2: **10th September** | Part 3: **16th September** | Part 4: **17th September**

4Part Series

Course Outline

Community and stakeholder engagement overview
- Setting the scene – change, conflict and community/stakeholder engagement
- The links between change and conflict
- The role of community/stakeholder engagement in managing conflict
- A brief history of community/stakeholder engagement processes in Australia
- Politics and the roles of community/stakeholder engagement
- Changing emphasis in policy development – accountability, transparency and involvement social licence to operate
- Increasing stakeholder consultation expectations

Community engagement principles
- Levels and principles of community/stakeholder engagement
- The importance of early identification of the purpose and function of community/stakeholder engagement
- Different levels of community/stakeholder engagement – ranging from information to participation to collaboration and partnership
- Is there a difference between community engagement and stakeholder engagement?

Overview and introduction
- Current skills inventory for community/stakeholder engagement
- Good and bad experiences of community/stakeholder engagement
- Identification of current community/stakeholder engagement process
- Focus areas

Practical case examinations
- At the beginning of the course, participants will put forward examples from their own work situations as possible case studies.
- Participants will be able to choose to work on their own consultation plan relevant to their project or participate in group selected most applicable case studies to work through using a practical set of principles and approaches for stakeholder engagement and the tools they have gained through the course

Effective community engagement
- The community engagement approach framework – an overview
- How the framework provides a structure for planning
- The links between different sections of the framework
- How to use the framework in the work situation
- Stakeholder engagement strategy
- Create a human rights based model of stakeholder consultation underpinned by community engagement international best practice and regulatory compliance

Engagement levels, goals and communication levels
- What type of engagement is needed? The process of making decisions depending on your desired outcomes

- Clarifying what is to be achieved by community/stakeholder engagement – intra-organisational consultation
- Ensuring that the community/stakeholder engagement goals are clearly articulated
- Developing community engagement champions within in an organisation to ensure agreement on these goals

Risk assessments and conflict management
- The importance of early risk identification and stakeholder engagement planning
- Identifying different risk mitigation approaches
- Likelihood of conflict in the absence of community/stakeholder engagement
- Possible impact of conflict
- Assessment of likelihood of conflict arising during community/stakeholder engagement
- Use of risk assessment for community/ stakeholder engagement
- Managing risks – which risks can be avoided and which must be managed
- Planning the community/stakeholder engagement process to avoid unnecessary conflict
- Where conflict is inevitable, how to ensure it is managed to achieve the most useful outcomes

Stakeholder engagement and consultation
- Develop, plan, implement, review and benchmark stakeholder and community engagement programs
- Tailor engagement approaches to respond to diversity and mitigating emerging conflict
- Case study examples will be discussed, based on real life community/stakeholder engagement processes

Resource allocation and budgeting
- A standardised budget will be customised for the needs of individual participants and the organisational budgets. It will include all the line items for consideration in a community/stakeholder engagement process
- Identifying social investment strategy opportunities which enhance community relationships
- Influencing organisational stakeholder consultation change

Putting it all together and communication tools
- Communicating clearly – key points
- Communicating via different media – visual, verbal, written
- Using different tools – pamphlets, papers, internet, email, fax, face to face, and social media
- What not to do – examples of poor communication and approaches and what effect that has on recipients
- Building skills in working with a diversity of people and groups
- When and how to employ professionals/consultants

Review
- Review – identification of key learning points for each individual participant
- What will this mean for your first week back at work?
- What strategies will you use to influence organisational stakeholder consultation change?

🌐 **Book online**
www.informa.com.au/stakeholdermanagement

📞 **Book over the phone**
+61 (02) 9080 4395

✉ **Book via email**
training@informa.com.au

informa
corporate learning

EFFECTIVE COMMUNITY & STAKEHOLDER ENGAGEMENT

FACE TO FACE TRAINING | **19-20 August 2021** • **Sydney** | **26-27 August 2021** • **Canberra**

LIVE ONLINE TRAINING

Sep 2021 | Course Parts will commence at **14:00** and end at **17:30 (AEST)**. There will be short breaks during each course Part.

Part 1: **9th September** | Part 2: **10th September** | Part 3: **16th September** | Part 4: **17th September**

4 Part Series

Easy Ways to Register

1 **Web**
www.informa.com.au/stakeholdermanagement

2 **Telephone**
+61 (02) 9080 4395

3 **Email**
training@informa.com.au

Learn Anywhere, Learn Anytime

Catering to meet all your learning needs:

- Get **high quality** practical training from our expert instructors
- From **Face To Face**, **Online** and **Blended Learning**, get a superior solution for your learning needs
- Learn **live online** in an interactive environment
- **Invest** in yourself. Invest in your team.

Register today for our **Live Online Training** courses and find out how they can help you transform the way you work. Contact one of our training consultants on **training@informa.com.au** to find out more.

Effective Community & Stakeholder Engagement - Face To Face Training

Course Codes	Location	Course Dates	Super Early Bird price valid until SY - 9 July 21 CB - 16 July 21		Early Bird price valid until SY - 30 July 21 CB - 6 August 21		Standard price valid after SY - 30 July 21 CB - 6 August 21		4+ Dels Discount	
P21GC11SY	Sydney	19-20 Aug 21	$2,595 + $259.50 GST	**$2,854.50**	$2,895 + $289.50 GST	**$3,184.50**	$2,995 + $299.50 GST	**$3,294.50**	$2,316 + $231.60 GST	**$2,547.60**
P21GC11CB	Canberra	26-27 Aug 21	$2,595 + $259.50 GST	**$2,854.50**	$2,895 + $289.50 GST	**$3,184.50**	$2,995 + $299.50 GST	**$3,294.50**	$2,316 + $231.60 GST	**$2,547.60**

Effective Community & Stakeholder Engagement - Live Online Training

Course Code	Location	Course Parts	Month	Standard Price		4+ Dels Discount
P21GC11MEV	Live Online Training	All 4 Parts	September 21	$2,095 + $209.50 GST	**$2,304.50**	**Great Savings:** When you book **4 or more** participants! **Call us** today on **+61 (2) 9080 4395** or email **training@informa.com.au** to take advantage of the discount offer.

Privacy Policy & Updating your Details:

Please visit us online at **www.informa.com.au/privacy** for a full privacy policy. Database amendments can be sent to **database@informa.com.au** or phone **+61 (0) 2 9080 4017. ABN: 66 086 268 313**

Informa Corporate Learning – On-site & Customised Training

Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

Why Choose On-site With Informa Corporate Learning?

1. **Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
2. **Quality Assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
3. **On-site training** is a cost effective way to train your people and achieve your defined outcomes.

Our Long Standing Clients Include:

ActewAGL, Ajilon, Ambulance Victoria, ANU, Arrow Energy, Australian Super, Barrick, BHP, Chevron Australia, Coffey International, ConocoPhillips, CSIRO, Dalrymple Bay Coal Terminal, Department of Education, Department of Planning, Electricity Generating Authority of Thailand (EGAT), ENI Australia, EY, Fortescue Metals Group, Health Purchasing Victoria, IBM, IP Australia, Jemena, Litmus Group, Metro Trains, Office of the National Rail Safety Regulator, Origin Energy, Pacific National, PT Freeport, Public Transport Authority – WA, QGC – BG Group, Queensland Rail, Rio Tinto, Romgaz, SA, South Australia Health, Telstra, Transport & Infrastructure, UBS, Woodside and more...

Speak with **Anton Long** on **+61 481 995 653** or **Holly Baldwin** on **+61 450 866 597** to discuss your customised learning solution, or email **training@informa.com.au**

Book online
www.informa.com.au/stakeholdermanagement

Book over the phone
+61 (02) 9080 4395

Book via email
training@informa.com.au

informa
corporate learning