



2011 Essential Councillor Retreat

Making the 4th year count

18-19 November, Peppers The Sands Resort, Torquay

Program

Day 1	
9.00am	Registration
9.15am	Welcome and introduction Cr Samantha Dunn, VLGA President Mayor Dean Webster, Surf Coast Shire
9.30am	Speed 'dating' without the twist What's my biggest challenge as we face the last year of council's term?
11.10am	Morning tea
11.45am	PRACTICAL WORKSHOP #1 Emotion, outrage and public participation <ul style="list-style-type: none"> Identifying and addressing public emotion and outrage Lessons for engaging effectively with local communities Joel Levin and International Association of Public Participation (IAP2)
1.30pm	Lunch
2.30pm	PRACTICAL WORKSHOP #1 continued Emotion, outrage and public participation (cont.)
5.45pm	Networking and break
6.45pm	Pre-dinner drinks and networking
7.00pm	Guest speaker and dinner Sam McLean, GetUp! Deputy National Director Leadership: insights on the political and technological context of leadership today and implications for our democracy

Day 2	
7.30am	Morning stroll (optional)
8.15am	Breakfast
9.00am	Reflection, evaluation and today's program Darren Ray, VLGA Director Policy & Public Affairs
9.20am	<p>PRACTICAL WORKSHOP #2</p> <p>Governing in the final year of council's term</p> <ul style="list-style-type: none"> • Taking stock • Surviving and thriving • Changing media landscapes • Leaving your mark <p>Join a diverse range of current and former councillors, staff and the media for this highly interactive panel aimed at identifying challenges and strategies.</p>
11.15am	Morning tea
11.30am	<p>Beyond Facebook and Twitter: communicating in ways that suit community needs</p> <p>This workshop will pose some key questions and answers for you to consider:</p> <ul style="list-style-type: none"> • Are the means more important than the ends? • Should social media stand alone or be integrated with existing personal and council communications • The essential role of policy and strategy in today's outward thinking environment • Making the case to councillors and senior management <p>Sam Mutimer, thinktank Media</p>
1.30pm	<p>Plenary session</p> <p>Maree McPherson, VLGA Chief Executive Officer</p> <ul style="list-style-type: none"> • What's your 'take-home' lesson to share with others • VLGA tools to 'take stock and prepare'
2.30pm	Lunch then close

For further administration and registration information, contact Sarah Colgan, Member Resources Officer at sarah@vlga.org.au or (03) 9349 7983.

For further information about this program, contact Darren Ray, Director Policy & Public Affairs at darren@vlga.org.au or (03) 9349 7902 or 0413 334 523.