



Councillor Development Weekend 2006



Featuring: **Joseph P. Goldman** – AmericaSpeaks, **Stephen Mayne** – Journalist,
Jude Munro – CEO, Brisbane City Council and **Tracy Harvey** – Actor and Comedian.

CONFERENCE PROGRAM
THE CUMBERLAND RESORT, LORNE
FRIDAY 14 JULY – SUNDAY 16 JULY 2006



COUNCILLOR DEVELOPMENT WEEKEND PROGRAM

FRIDAY

14 JULY 2006

5.15 – 6.15pm

Arrival and Registration

6.30pm

Pre-Dinner Drinks

Welcome *Cr Libby Mears* – Mayor, Surf Coast Shire Council

7.00pm

Dinner

SATURDAY

15 JULY 2006

9.00am

Welcome and Conference Overview *Cr Geoff Lake* – President, MAV

9.30am

A USA Perspective on Community Engagement

Keynote Speaker 1

Joseph P. Goldman – Senior Associate, AmericaSpeaks

10.30am

Morning Tea

11.00am

Ethics and Behaviour: How to Stay Out of Trouble

Keynote Speaker 2

Stephen Mayne – Journalist and founder of Crikey

11.45am

The CEO and You: Making it Work

Keynote Speaker 3

Jude Munro – CEO, Brisbane City Council

12.30pm

Lunch

1.30pm

Workshops Round 1 Options:

1. Effective Advocacy and Lobbying: Achieving Your Aims

Facilitator – *Brett Miller* – Consultant, CPR Communications

2. Working with the CEO: Aligning CEO and Organisation Performance

Facilitator – *Paula Giles* – Director Policy, Programs and Commercial, MAV
Expert – *Jude Munro* – CEO, Brisbane City Council

3. Doing The Right Thing: The Day-to-Day Dilemmas of a Councillor

Facilitator – *Dr Michael Henry* – Principal, The Strategy Shop
Expert – *Stephen Mayne* – Journalist and founder of Crikey

4. The 21st Century Town Meeting and Lighthouse: Comparative Approaches to Community Planning and Engagement

Facilitator – *Neil Noelker* – Neil Noelker Consulting
Expert – *Joseph P. Goldman* – Senior Associate, AmericaSpeaks

5. Point of Order: An Insider's Guide to Meeting Procedures

Facilitator – *Alison Lyon* – Director Legal and Corporate, MAV
Expert – *Nick Renton* – author of 'Guide for Meetings and Organisations'

6. Great Decisions and Challenging Conversations: Contributing Effectively to Group Decisions When Not Everyone Agrees

Facilitator – *Margaret Harrison* – Director, Our HR Company
Expert – *Liz Johnstone* – Senior Planning Adviser, MAV

3.15pm

Afternoon Tea

3.45pm

The Spence Report

Rob Spence – CEO, MAV

4.15pm

ACAPPELLAWORKS – participative sound, rhythm and vocal workshop

Annemarie Sharry – Victorian College of the Arts

5.00pm

Free Time

6.30pm

Pre-Dinner Drinks

7.00pm

Dinner Guest Speaker – *Tracy Harvey*

SUNDAY

16 JULY 2006

9.00am

Workshops Round 2 Repeat of Saturday workshops

10.45am

Morning Tea

11.15am

McArthur Management 2005 Councillor Fellowship Presentation

Cr Janet Rice – Maribyrnong City Council, Introduction by McArthur Management Services

11.45am

The Panel – 'The Big Issues, Right Now'

12.30pm

Lunch

KEYNOTE SPEAKERS



JOSEPH P. GOLDMAN **SENIOR ASSOCIATE, AMERICASPEAKS**

Joseph is a Senior Associate with *AmericaSpeaks*, a nonprofit organisation dedicated to engaging citizens in public decision making at the local, regional and national levels of governance.

Over the past eight years, Joseph has managed and consulted on a wide range of public participation processes, including the redevelopment of the World Trade Center site after 9/11, the development of Washington D.C.'s budget priorities, and the creation of regional plans for the greater Chicago area and northeast Ohio.



STEPHEN MAYNE **JOURNALIST AND FOUNDER OF CRIKEY**

Stephen is a *Walkley Award* winning journalist who for almost 10 years worked as a reporter, business editor, gossip columnist and chief of staff.

A spindoctor in Jeff Kennett's media unit, Stephen ratted on his boss and published the anti-Kennett website www.jeffed.com during the 1999 state election. In February 2000, he launched www.crikey.com.au, an ezine dedicated to exposing the dark side of business, politics and media in Australia.



JUDE MUNRO **CEO, BRISBANE CITY COUNCIL**

Jude is the Chief Executive Officer for Brisbane City Council, the largest council in the Asia-Pacific region.

An active member of Brisbane's business community, Jude is currently President of the Institute of Public Administration Australia (Queensland), a Fellow of the Australian Institute of Company Directors, the Australian Institute of Management and Local Government Managers Australia.



TRACY HARVEY **ACTOR AND COMEDIAN**

Tracy is best known for her appearances on the *Comedy Company*, *The Gillies Report*, *The Big Gig* and the smash hit stage show, *Mum's The Word*.

More recently Tracy produced and presented a TV series on the City of Port Phillip and a documentary featuring residents of the Collingwood housing estate. Last year she toured country Victoria in the theatre production *If I Should Die Before I Wake*. At present she records a monthly 'Message On Hold' for the City of Port Phillip. One day she will be mayor... somewhere.



WORKSHOPS

WORKSHOPS

Designed to be as interactive as possible, the workshops will use group work, discussion, role-play and case studies where applicable.

You will be able to attend two workshops and will be required to indicate your workshop preferences in advance so we can establish an email group for each workshop. Workshop presenters will provide you with some pre-workshop activities and/or reading matter to help prepare you for the sessions. Additionally we will provide you with a post-workshop summary of outcomes.

1. EFFECTIVE ADVOCACY AND LOBBYING: ACHIEVING YOUR AIMS

**FACILITATOR – BRETT MILLER, CPR COMMUNICATIONS AND
FORMER CITY OF SUNSHINE COUNCILLOR**

Understanding advocacy and lobbying is vital for success in government. This interactive workshop will demonstrate how to design and implement an effective advocacy or lobbying campaign.

Participants will learn how to define advocacy and lobbying objectives and timelines, identify key decision makers and consider existing and emerging policy and political opportunities and constraints. The workshop will also demonstrate how to incorporate public policy, government relations, community relations, alliances, market research and media techniques into an effective strategy. The workshop will include a detailed case study.

2. WORKING WITH THE CEO: ALIGNING CEO AND ORGANISATION PERFORMANCE

**FACILITATOR – PAULA GILES, DIRECTOR POLICY,
PROGRAMS AND COMMERCIAL, MAV
EXPERT – JUDE MUNRO, CEO, CITY OF BRISBANE**

Establishing and maintaining a positive working relationship with the CEO is essential for the success of a council. One of the most important aspects of this relationship is ensuring the council and the CEO understand what drives the performance of the organisation and setting the CEO's performance goals accordingly.

This workshop will introduce the formal elements of a performance management system and how the council can make sure the system is achieving the strategic results it needs. Participants will learn about their responsibilities as an employer, how to set performance objectives and key performance indicators and how to conduct an annual performance review. The workshop will draw on the MAV's latest research into the councillor role.

3. DOING THE RIGHT THING: THE DAY-TO-DAY DILEMMAS OF A COUNCILLOR

**FACILITATOR – DR MICHAEL HENRY, PRINCIPAL, THE STRATEGY SHOP
EXPERT – STEPHEN MAYNE, JOURNALIST AND FOUNDER OF CRIKEY**

The role of councillor is filled with opportunities to get you on the front page of the local paper, both good and bad. Navigating the day-to-day dilemmas of local government is part of the challenge of being an effective councillor.

This engaging and entertaining workshop will explore several common moral and behavioural dilemmas that face councillors including managing expenses, handling interest and conflict of interest, dealing with fellow councillors' bad behaviour and managing relationships with the media. Participants will work through real-life case studies and wrestle with the question, what's the right thing to do? Warning, there will be robust discussion and laughter in this workshop!



4. THE 21ST CENTURY TOWN MEETING AND LIGHTHOUSE: COMPARATIVE APPROACHES TO COMMUNITY PLANNING AND ENGAGEMENT

FACILITATOR – NEIL NOELKER, NEIL NOELKER CONSULTING
EXPERT – JOSEPH P. GOLDMAN, SENIOR ASSOCIATE, AMERICASPEAKS

As the sphere of government closest to the community it follows that local government has the opportunity to be the best at community engagement.

Community planning offers councils the chance to understand what the community really values and strengthens communities through greater participation in democracy. This workshop will compare two best-practice community engagement approaches: The 21st Century Town Meeting from the US and our own Lighthouse community engagement model that is gathering momentum in Victoria. Participants will also work through real case studies and learn how other councils in Victoria approach community planning and its benefits.

5. POINT OF ORDER: AN INSIDER'S GUIDE TO MEETING PROCEDURES

FACILITATOR – ALISON LYON, DIRECTOR LEGAL AND CORPORATE, MAV
EXPERT – NICK RENTON, AUTHOR OF 'GUIDE FOR MEETINGS AND ORGANISATIONS'

Do you know your notices from your motions? Council resolutions affect the rights and obligations of many people. Council meetings must be properly conducted and there must be certainty as to the validity of the decision made by the council.

Learning the language of formal meeting procedures is essential to being an effective councillor. This workshop will provide an overview of formal meeting procedures and examine some of the key terms, practices and devices that councillors will experience. Participants will learn the basic rules relating to motions and resolutions. The workshop will also cover the role of the chairperson and the skills and disciplines for making meetings more effective and getting through the agenda.

6. GREAT DECISIONS AND CHALLENGING CONVERSATIONS: CONTRIBUTING EFFECTIVELY TO GROUP DECISIONS WHEN NOT EVERYONE AGREES

FACILITATOR – MARGARET HARRISON, DIRECTOR, OUR HR COMPANY
EXPERT – LIZ JOHNSTONE, SENIOR PLANNING ADVISER, MAV, AND FORMER MAYOR OF PORT PHILLIP.

A council is a decision-making group that manages a diversity of views, is respectful of others and participates in decision making on behalf of the community. These are some of the most challenging aspects of a councillor's role.

This workshop will examine the individual's role in group dynamics and decision making. Participants will learn about their individual style and its impact on others, how to have a challenging conversation without ruining a relationship and how to maintain a sense of humour. The workshop will look at how great decisions can be made by considering all the different angles with the deBono Six Thinking Hats © methodology.

‘Networking and sharing of information among new and established councillors as well as sharing rural and metropolitan council perspectives was invaluable.’



COUNCILLOR DEVELOPMENT WEEKEND THE CUMBERLAND RESORT, LORNE FRIDAY 14 JULY – SUNDAY 16 JULY 2006

The **MAV Councillor Development Weekend (CDW)** is recognised as the premier event on the professional development calendar for councillors. It provides excellent networking opportunities, allowing you to establish and rekindle supportive friendships and associations. The 2006 program of stimulating plenary sessions and workshops will be highly valuable to your work as a councillor.

CONFERENCE COST

Full rate: Single accommodation \$980 (inc. GST).

This includes attendance at all weekend activities, two-nights' accommodation and all meals including the official dinner.

Full rate: Twin share \$840 (inc. GST).

A twin share package is offered at the Cumberland Resort Lorne that allows delegates to share a two-bedroom apartment. Note: places are limited and councillors will need to register early to be eligible for this offer. This includes attendance at all weekend activities, two nights accommodation and all meals including the official dinner.

Discount rate: Three or more councillors from the one council \$930 (inc. GST).

This includes attendance at all weekend activities, two nights accommodation and all meals including the official dinner.

Partners' package: \$220 (inc. GST), Children's package: \$110 (inc. GST) Children under the age of three are free.

This includes two breakfasts, two dinners, Sunday lunch, two nights accommodation and complimentary use of all facilities.

Note: The majority of delegates will be located at the Cumberland Resort. Should demand exceed rooms available at the Cumberland Resort, alternative accommodation of a similar standard will be offered. Accommodation at the Cumberland Resort will be allocated by date of receipt, so early registration is encouraged to avoid disappointment.

REGISTRATION

TO REGISTER COMPLETE THE ENCLOSED REGISTRATION BOOKING FORM.

The enclosed form requires councillor details to be completed on side one and partners' and children's details, if applicable, on side two.

COMPLETED REGISTRATION FORMS NEED TO BE RETURNED BY **WEDNESDAY 14 JUNE.**

FAX COMPLETED FORMS TO 9667 5550

POST TO MUNICIPAL ASSOCIATION OF VICTORIA, GPO BOX 4326, MELBOURNE 3001

OR ONLINE WWW.MAV.ASN.AU/CDW06

FOR FURTHER INFORMATION, CONTACT JODIE DELANEY **PHONE: 9667 5524**, jdelaney@mav.asn.au

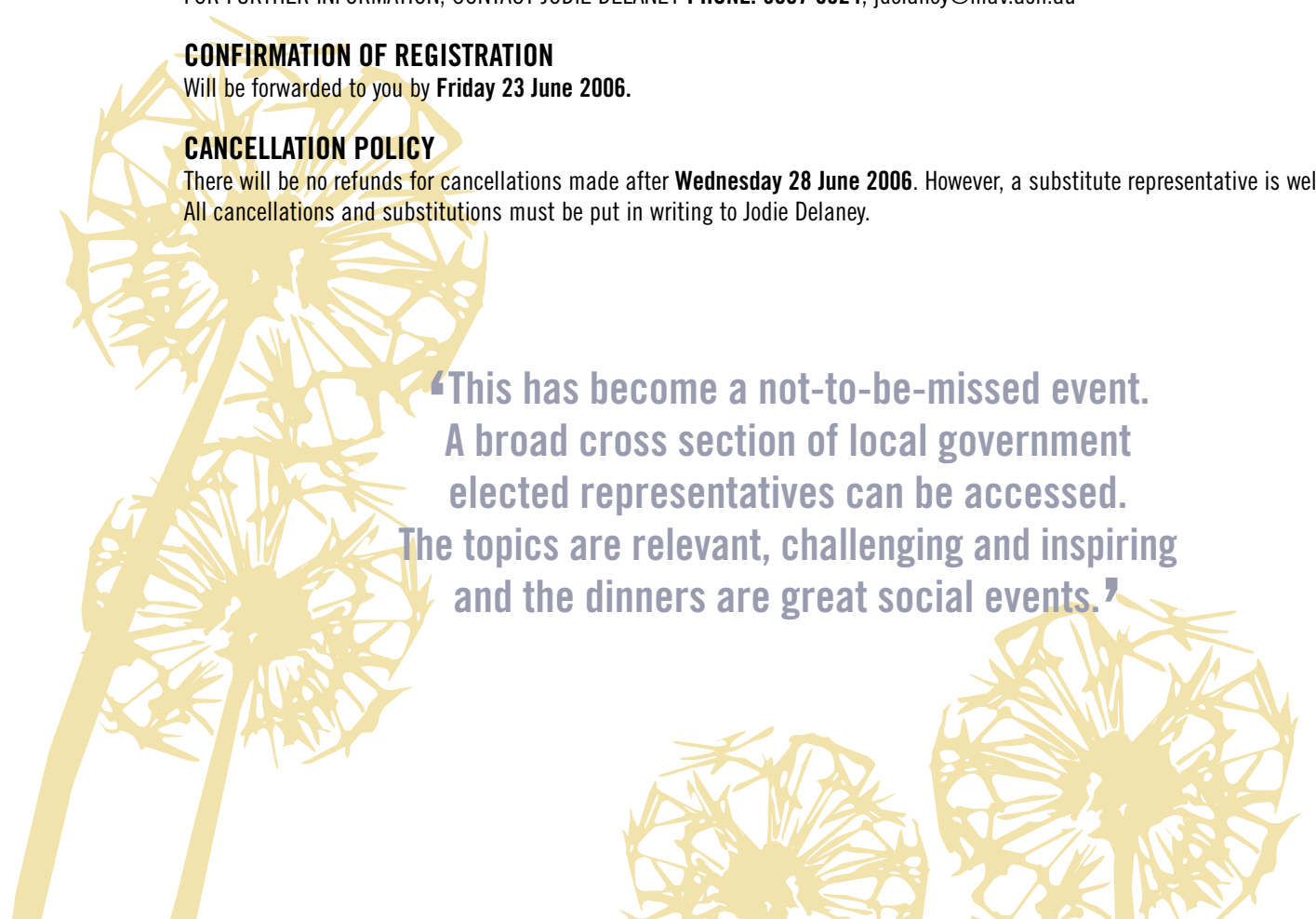
CONFIRMATION OF REGISTRATION

Will be forwarded to you by **Friday 23 June 2006.**

CANCELLATION POLICY

There will be no refunds for cancellations made after **Wednesday 28 June 2006.** However, a substitute representative is welcome. All cancellations and substitutions must be put in writing to Jodie Delaney.

‘This has become a not-to-be-missed event. A broad cross section of local government elected representatives can be accessed. The topics are relevant, challenging and inspiring and the dinners are great social events.’



As councillors spend so much time away from their families, the MAV warmly welcomes all partners and children to attend the Councillor Development Weekend. Lorne and its surroundings offer an enormous range of activities for partners and children. Information is provided detailing a range of free and low-cost activities partners can choose to do on their own.

PARTNERS' AND CHILDREN'S ACTIVITIES

KIDS' CLUB

The MAV will provide a complimentary Kids' Club from 6.00pm – 10.00pm for the Friday and Saturday evening dinners for children aged 5 and up. Kids' Club will be offered on Saturday morning from 9.00am – 12.00pm and again from 1.00pm – 4.00pm at a cost of \$15 per child. There are one-hour activities available from recreation for children at a cost of \$6 per child.

CHILD CARE

Child care is also available at a rate of \$18 per hour for up to two children. For every additional child, there will be an extra charge of \$5 per hour. Parents will need to indicate in advance if they require this.

MASSAGE

Pamper yourself after a demanding conference session with a soothing massage from a fully qualified masseuse. Choose from various types of massage from 30 to 90 minutes. NB. Room hire may apply for group bookings. In-house massage is an extra cost.

Cost: from **\$45** per person (massage, manicures, pedicures and facials).

OTWAY FLY

Get ready to fly! Feast your eyes on amazing rainforest scenery as you walk through the tree tops of Victoria's beautiful Otway ranges. The longest and highest walk of its kind in the world! Try the café and enjoy a feast of food and drink on your return to earth.

Travel time: 1.5 – 2 hours. Own transport required from Lorne to Otway Fly (Beech Forest) return.

Cost: Adult **\$17**, Child **\$9**

GOLF

Spectacular nine hole golf course set in natural bush setting with sweeping 180 degree views of the ocean. Visitors are welcome and green fees are low for this superbly maintained course. Golf clubs are available for hire. This challenging but very enjoyable golf course is only 3km from the Cumberland Resort.

Cost: **\$16.50** per person (nine holes). Clubs and buggies are also available for hire.

HORSE RIDING

Horses for the complete novice through to those bow-legged cowboys! Professional guides and friendly service with wonderful horses to suit all abilities. Spectacular riding through the Angahook-Lorne state park, hinterland and beaches. Giddy Up!

Group size: 1 – 18

Travel time: 20 minutes

Cost: from **\$55** per person for a 1.25 hour ride or from **\$75** for a 2.5 hour beach ride

SEA KAYAKING

Spend two hours paddling around the magnificent coastline adjacent to the Great Ocean Road or end up catching waves at ease.

Group size: Minimum 6 people

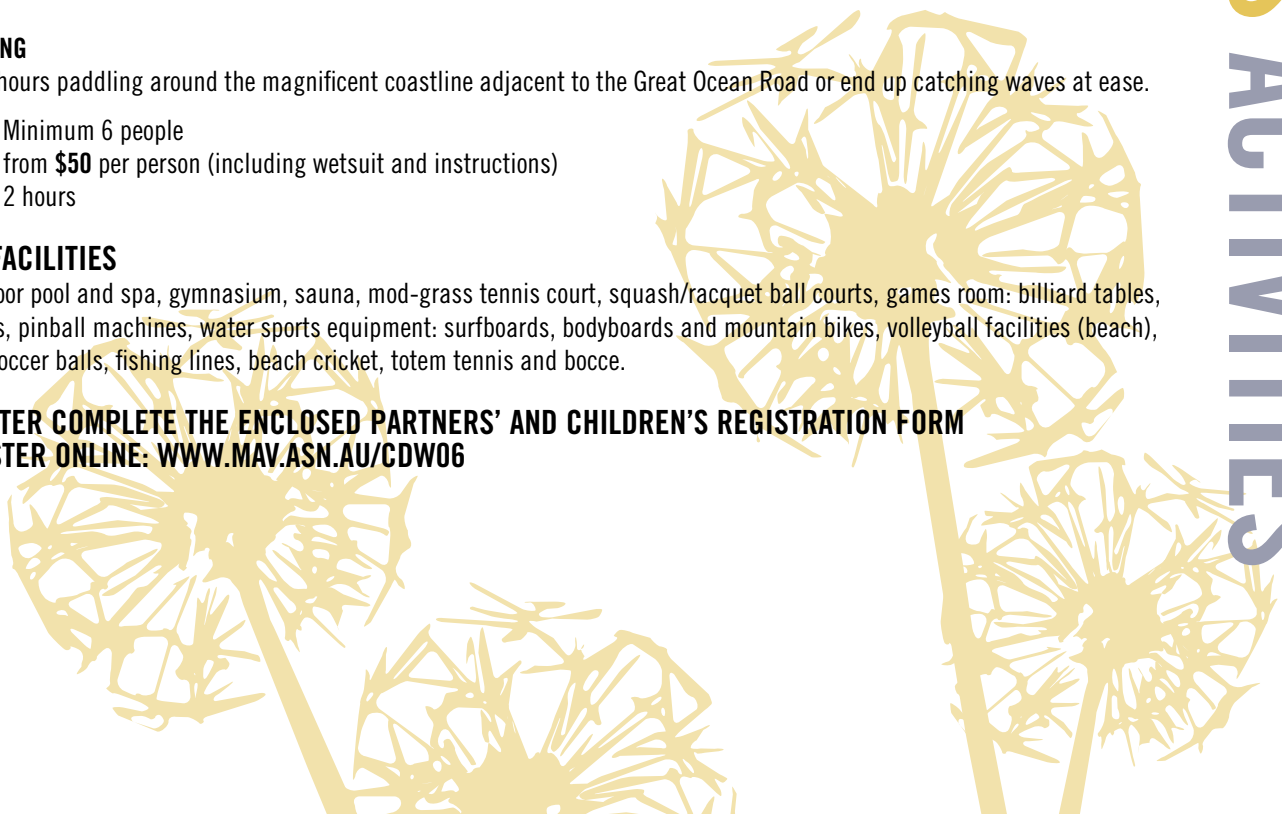
Cost: from **\$50** per person (including wetsuit and instructions)

Duration: 2 hours

RESORT FACILITIES

Heated indoor pool and spa, gymnasium, sauna, mod-grass tennis court, squash/racquet ball courts, games room: billiard tables, table tennis, pinball machines, water sports equipment: surfboards, bodyboards and mountain bikes, volleyball facilities (beach), footballs, soccer balls, fishing lines, beach cricket, totem tennis and bocce.

**TO REGISTER COMPLETE THE ENCLOSED PARTNERS' AND CHILDREN'S REGISTRATION FORM
OR REGISTER ONLINE: WWW.MAV.ASN.AU/CDW06**



LORNE VICTORIA



‘Fantastic conference, including partners and children was a real encouragement to come and eat into what is normally family time. Thank you to all the staff involved in organising and facilitating the weekend. Magnificent.’