

IRP1 Workshop #1

Day 1 – Strategic Communication with the Community

Tuesday, 29 November 2016, 9:00am to 4:30pm

University of Western Australia, Civil & Mechanical Engineering Building, Room 245

The purpose of this workshop day is to begin implementing an identified priority action focused on building a community mandate for Perth's water sensitive city vision. It will involve developing an understanding of the different audiences in Perth's community and the opportunities to communicate & engage with them, as well as developing processes to generate compelling messages & frames.

Serial	Time	Activity	Comments
1	9:00 AM	Welcome and introduction to IRP1	Briony Rogers
2	9:30 AM	Community engagement research insights and what we know in Perth	Angela Dean
3	10:15 AM	WSC Index results for Community Capital in Perth	Chris Chesterfield
4	10:30 AM	Morning Tea	
5	10:45 AM	Existing messages and communication strategies in Perth's water sector	Sergey Volotovskiy
6	11:15 AM	Discussion and reflection	Kelly Fielding
7	11:30	Workshop activity #1: Understanding the different audiences in Perth and the opportunities to communicate & engage with them	Kelly Fielding
8	12:30 PM	Lunch	
9	1:30 PM	Workshop activity #2: Developing a process to generate compelling messages & frames	Kelly Fielding
10	3:15 PM	Afternoon Tea	
11	3:30 PM	Discussion and reflection on workshop activity #2	Kelly Fielding
12	4:00 PM	Discussion and reflection on day 1 and next steps	Briony Rogers
13	4:30 PM	Workshop close	