

April 2024

COMMUNITY ENGAGEMENT

Experience

- Developed Willoughby City Council statutory Community Engagement Strategy and Community Participation Plan
- Developed Mosman Council Community Engagement Strategy
- Developed a Community Engagement Roadmap for the NSW Land and Housing Corporation
- Have successfully run major community engagement projects at local and State level, including for new public squares, road calming and greening, Special Rate Variation, changes to waste collection and Community Strategic Plan.
- A specialist in managing reputationally-significant projects



Skills

Community engagement strategy development at corporate or project level / Project implementation, including facilitation / Engagement outcomes reports

CORPORATE REPORTING

Experience

- Prepared statutory annual reports for the NSW Department of Planning
- Prepared Long-Term Financial Plan and Community Strategic Plan explanatory paper for Willoughby City Council
- Oversaw fact sheet and photo library for more than 100 new social housing projects at NSW Land and Housing Corporation
- Strong writing and content development skills, having worked as a journalist and communications professional for more than 30 years

Skills

Professional writer / Annual report writer / Community Strategic Plan writer / State of the City report writer / Long Term Financial or Operational Plan writer / Report project management



SPECIAL RATE VARIATION

Experience

- Managed entire Special Rate Variation project on behalf of Willoughby City Council, including developing and implementing project and engagement plan
- Was successful in getting community and Councillor support for a 15% permanent rate increase which helped stabilise the council's finances

Skills

Special Rate Variation project planning / Special Rate Variation project implementation



GRANT AND AWARD APPLICATIONS

Experience

- Wrote successful grant application securing \$4m for Willoughby Leisure Centre upgrade
- Wrote successful award applications for social housing projects for NSW Land and Housing Corporation

Skills

Professional writer / Grant application writer / Award application writer



MEDIA AND COMMUNICATIONS

Experience

- Wrote new website for newly-merged Cumberland Council
- Led Media and Marketing team at Willoughby City Council
- More than a decade of experience leading teams responsible for reactive and proactive media teams at NSW Government departments
- Responsible for major NSW Government media launches, including Metropolitan Strategies for Sydney, regional strategies, State significant development approvals, new government bodies and funding programs
- Project-managed major marketing videos for State and local government, including television commercials
- Also extensive experience in digital communications and internal communications

Skills

Media release preparation / Media launch planning and implementation / Communication strategies / Website pages and plans / Digital communications / Brochures and publications / Speech writing / Internal communications

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