



MELBOURNE
PR & MARKETING
distinctive brand presence

How to Write a Council Publication

Masterclass for Local Government

**Improving the culture, performance and reputation of
Australian councils by developing the communication and
leadership skills of their employees**

Learn how to write a council publication that attracts attention, provides engaging content and sparks action



Council publications are important communication tools. They inform and involve communities and stakeholders; promote programs, services and events; report on Council activities; and meet compliance, transparency and legislative obligations.

Council publications need to be accessible and understandable. This means they must be written and designed specifically for their target audience, using language, information, graphics, structure, format and delivery methods that best meet the needs of the audience.

Who this Masterclass is for

This masterclass is designed for council officers with responsibility for preparing council publications such as flyers, brochures, newsletters, booklets, annual reports and more.

Masterclasses can be tailored to your specific council requirements.

How to Write a Council Publication Masterclass Content

Publication Types

- Explore the different publication types and when to use them

The Publication Process

- Learn the process to produce a publication from concept through to writing, design, printing and distribution
- Understand the research phase including gathering relevant information, such as related council publications or policies (to ensure message consistency); council style guide; copyright, publishing and accessibility requirements; compliance requirements; and other references

Plan Your Publication

- Map out an action plan, identifying what needs to be done, by whom and when
- Identify any timing, format and compliance requirements

Write Your Publication

- Learn how to structure the content, create a logical flow of ideas and information, write for different audiences, write attention-grabbing headlines, use plain English, be inclusive, keep content concise and uncluttered, and effectively use graphics and design principles

Put it All Together

- Use a checklist to ensure all elements are included and all requirements are met
- Test the content to ensure it will meet the needs of the target audience
- Understand how to provide content to graphic designers or publishers

Masterclass Duration

This masterclass is delivered in one day.

Head Trainer, Ros Weadman FPRIA



Ros Weadman FPRIA is a leading authority on local government brand visibility, communication and reputation.

A national and state award-winning marketing and public relations professional with over 30 years' experience in the industry, Ros draws on her specialist knowledge and expertise to design and deliver local government-focused consulting services, training and coaching programs. Her masterclasses draw on real experience working in local government and present real scenarios and real solutions.

Ros was Manager Communications at the City of Casey for 11 years and Manager Public Affairs at the City of Greater Dandenong for five years. During this time, she developed and implemented strategic communication, engagement and advocacy plans on a broad range of projects and public issues.

As a professional writer, Ros is the author of *BRANDcode*[®], a practical marketing guide for business owners.

She has also written thousands of online and offline marketing and communications resources, media releases and speeches, including for the Premier of Victoria.

Ros has exceptional experience in media and issues management. She has provided high-level communications and media advice to CEOs, mayors and councillors, and has led crisis communications teams responding to some of Australia's highest profile incidents and issues, including the Cranbourne Methane Gas crisis (2008), Black Saturday fires (2009), Springvale Salmonella outbreak (1997) and Victorian Gas crisis (1998).

Since establishing Melbourne PR & Marketing in 2011, Ros has delivered strategic communications advice and plans, advocacy, project management, copywriting, training, coaching and other consulting services to many local councils including Casey, Campaspe, Cardinia, Greater Dandenong, Kingston, Monash, Moreland, Stonnington and Whitehorse.

Ros is tertiary qualified in professional communication, business management, psychology and secondary education, is accredited with the International Association for Public Participation and is an accredited consultant / trainer of Extended DISC[®] diagnostic tool.

Ros is a Fellow of the Public Relations Institute of Australia.

Contact us today to discuss tailoring a program to meet your
organisation's communication training needs

1800 677 600
www.mprmg.com.au