



Annual Conference 2025

October 28-29, 2025

Acknowledgement
of Country
Womin Jekg



ANNUAL CONFERENCE 2025

Engage. Influence. Inspire.

Grand Hyatt Melbourne, 28 October

LET'S FEED THE WORLD TOO!
GET BEYOND THE FORWARD ESTIMATES
WE NEED HONEST CONVERSATIONS ABOUT OUR FUTURE
leave the politicians out of it!
I CAN & MUST WORK FROM HOME
RELENTLESS PURSUIT OF LIFESTYLE

AGRI-BUSINESS



WE SHOULD HAVE WORLD-BEATING LOGISTICS & MINING BUSINESSES

TO GET OUR PRODUCTS TO THE WORLD

GREATEST REAL ESTATE EXPENDITURE AT 43 YEARS OF AGE



PILOW-FICATION OF THE BEDROOMS
... WE NOW HAVE SHOW HOUSES

SOCIAL COHESION? CHALLENGES
... ONE THIRD OF AUSSIES WERE BORN OVERSEAS

OUR CULTURE IS ADAPTING PROGRESSIVELY FASTER



CAPTURED WITH
ON WURUNDJERI LAND
BY @SketchGp

KEYNOTE ADDRESS

WE ARE JUST AS ENTREPRENEURIAL AS AMERICANS

WE HAVE TO BUILD THIS CULTURE

HOW SHOULD WE INVEST IN OURSELVES FOR GENERATIONS TO COME

RICH ... AND VULNERABLE

WE HAVE RISEN IN OUR RANKING THE SETTINGS ARE IN PLACE FOR GENERATIONS TO COME!



WE HAVE THE WHOLE CONTINENT'S RESOURCES

COMMODITIES FOR NOW AND FUTURE

IS AUSTRALIA THE BEST PLACE TO INVEST YOUR LIFE?

BERNARD SALT



WE HAVE WHAT THE REST OF THE WORLD WANTS

WORLD POPULATION PEAKS IN 2070'S

OUR AGEING POPULATION WILL REQUIRE IMMIGRATION

HEALTH CARE SERVICES & JOBS EVER INCREASING

THANK YOU FOR MAKING OUR COMMUNITY STRONGER

MARION SHORT



BRINGING IT TO THE BOARDROOM!

ENGAGEMENT IS VITAL
a KEY STRATEGIC FUNCTION

DEVELOPING A REGIONALISATION PROCESS



COLONIAL & LOOKING FOR SOPHISTICATION

COMMUNITY ENGAGEMENT IS MORE IMPORTANT THAN EVER

RAISING THE BAR



SUSTAINABLY

PRODUCTIVITY DRIVING POLICY CHANGE AROUND STANDARDS

community demanded!

BRINGING GREAT IDEAS HERE



TONY CLARK



MOTIVATED BY CARE FOR COMMUNITY

SHARING



COMPANIES HAVE TO DELIVER THIS a GREAT OPPORTUNITY FOR US TO WORK AT THIS LEVEL



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GET INVOLVED IN SHAPING BENEFITS FOR COMMUNITIES

WE HAVE WORK TO DO
... GET OUT IN COMMUNITY TO AVOID PAINPOINTS & PROVIDE ECONOMIC BENEFITS

COMMUNITY BENEFITS IN RENEWABLE ENERGY - MAXIMISING IMPACTS WHERE IT MATTERS

BREAKOUT SESSION

CONSULTATION BUILDING TRUST INVOLVING LOCAL BUSINESSES

OWNERSHIP and EMPOWERMENT

BY LOCAL PEOPLE WHO ARE INVESTED IN THE COMMUNITY

... IT CAN BE DIFFICULT TO KNOW WHERE TO START!

CONVINCING DECISION-MAKERS IT'S SOMETHING WE HAVE TO DO AT A LOCAL LEVEL

BE WELL RESEARCHED

BE CAUTIOUS WITH COUNCILS 'BOX-TICKING HANDS ON MONEY'

THINK ABOUT THE END RESULT

BINDING COMMITMENTS CAN BE A TRAP BUT ... CAN BE USED AS A TANGIBLE DRIVER

ONCE-IN-A LIFETIME OPPORTUNITY

CO-DESIGN HAS REAL BENEFITS FOR FIRST NATIONS PEOPLES

SAME CHALLENGES EXIST WHETHER IT'S 5 HUNDRED OR 50 MILLION

COMMUNITY CONSULTATION IS CRITICAL

THOROUGH AND EARLY

DIDN'T KNOW THERE WAS SOMETHING ALREADY THERE

LET'S HEAR MORE ABOUT LEGACY-CREATING PROGRAMS

IT HAS A HUGE IMPACT ON THE BROADER COMMUNITY

CO-DESIGNING FIRST NATIONS

NATIVE-SEED GARDENS RESJUVENATING PARKLANDS

PROGRAMS REDUCING THE IMPACTS OF INCARCERATION

... EQUITY SCHEMES

SELF-DETERMINATION



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HOW TO STAY MOTIVATED ABOUT ENGAGEMENT ACROSS THE LIFE OF THE PROJECT?

WHAT'S REALISTIC?

STEP IN RIGHT AT THE START OF DELIVERY?

SOMETIMES IT'S BETTER TO CHANGE INITIATIVES ALONG THE WAY TO CREATE BETTER STAKEHOLDER OUTCOMES



Tweak the OPERATION WHERE POSSIBLE



WANT SOMETHING ACHIEVED? PUT A FINANCIALLY INCENTIVISED KPI AROUND IT!



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FROM IMPACT TO OPPORTUNITY: LEVERAGING ENGAGEMENT ACROSS THE LIFE-CYCLE OF INFRASTRUCTURE PROJECTS

BREAKOUT SESSION

TRUST & BIG IDEAS
TRANSPARENCY WITH COMMUNITY



STAY IN CONTACT DON'T GO SILENT

REACHING OUT UTILISING ALL THE CHANNELS

ASK THEM (COMMUNITIES)

ENGAGEMENT OF RESIDENTS IN COMMUNITY HOUSING

CO-DESIGN EDUCATION PROGRAMS

KNOW WHO YOUR STAKEHOLDERS ARE

OBSERVE OTHER INDUSTRIES TO SEE LESSONS LEARNED

A.I. CAN ASSIST!



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DO YOUR DEMOGRAPHIC RESEARCH

PART 3

GET BUY-IN TO REDUCE REPUTATIONAL RISK

AND LEARN WHAT ELSE IS GOING ON

ENGAGING LOCAL RESIDENTS

VIRTUAL REALITY MINING EQUIPMENT TRAINING

- BRING the excitement FOR NEW RECRUITS

NETWORK WITHIN YOUR GROUP

WE ARE OFTEN DISCONNECTED

... INVITE YOURSELF TO SOCIAL CATCH-UPS!



ENGAGEMENT PRACTICES

WHY?
YOUNG PEOPLE
ARE
UNDER-REPRESENTED



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PART 4



WHAT'S IMPORTANT TO YOU?

CO-DESIGN WITH HONESTY & TRANSPARENCY

PRACTITIONERS:
FIND A **RELEVANT** ANGLE AND DON'T GIVE UP

WE ARE **MISSING OUT** ON DIVERSITY AND A MORE **HOLISTIC VIEW**

WE LOVE VOLUNTEERING

WE **ARE** A LOT

WE NEED TO GIVE AS MUCH AS WE TAKE

WHAT ARE WE GROWING?

THEIR **VOICE** WILL HELP **SHAPE & ACCOUNT** FOR THE **FUTURE**



NOT WHAT I'D DESIGN!

I WON'T BE ALIVE WHEN YOUNG PEOPLE'S HOUSES ARE BUILT!

**EMPOWERING THE NEXT GENERATION:
ENGAGING OUR YOUTH**

BREAK OUT SESSION

THINK ABOUT THE IMPACT

YOUNG PEOPLE WOULD LIKE TO HAVE

YOUNG PEOPLE ARE YOUR PARTNERS

BE HONEST FROM THE VERY BEGINNINGS

MEET US WHERE WE ARE

WE ARE AN **INSPIRING COHORT**

A **DIVERSE COHORT**

WE NEED TO SEE OUTCOMES TO STAY ENGAGED



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#ENGAGEMENTINSTITUTE

ENGAGEMENT
PRACTITIONERS ARE
**SUPER
HEROES!**



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7 DECISION MAKERS
ARE WITHDRAWING



GIVE 'EM THE
OLD **RAZZLE
DAZZLE!**

BECKY HIRST FRSA

10 THREATS TO COMMUNITY ENGAGEMENT

1 LEADERSHIP
ARROGANCE



COMMUNITY
ENGAGEMENT
IS A PATHWAY
TO INSIGHT

2 BUREAUCRATIC
BURIALS



3 COMMUNITY ENGAGEMENT
PRACTITIONER BURNOUT



I CAN'T
DO THIS
ANYMORE!

4 POLARISATION,
EXTREMISM, &
CONFLICT IN COMMUNITIES

THEY WANT
TO TAKE AWAY
OUR RIGHTS!



5 DISINFORMATION
& FEAR MongERING



ENGAGEMENT PRACTITIONER BURNOUT IS **SYSTEMIC**

6 COMMUNITY DISTRUST
IN THE INSTITUTION



8 THE COMMUNITY STILL
DOESN'T KNOW WHAT
WE DO!

COMMUNITY
ENGAGER
AT WORK

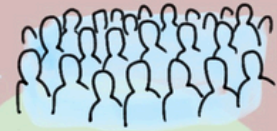


9 GOVERNMENT DON'T
TRUST COMMUNITIES



10 "HAVE YOUR SAY"
WITH ZERO
INFLUENCE

AND THE WINNER IS... THE AFFIRMATIVE TEAM!



LISTEN TO THE
SAUSAGE MAKER,
NOT THOSE
COMPLAINING
ABOUT THE SMELL!



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POLLING
CASTS A
WIDER
NET...

IT'S UNDEMOCRATIC

WHEN THE
HOUSE IS
BURNING,
YOU DON'T
FORM A
SUBCOMMITTEE!

WHEN IT COMES
TO HOUSING, WE'RE
ONLY HEARING FROM
A SUBSET OF THE
COMMUNITY



WE
DEFEND
PEOPLE,
NOT PROCESS

ENGAGEMENT
GIVES PEOPLE A
VOICE!

LET'S NOT ABANDON
IT - LET'S REIMAGINE IT.

WE ARE
ENABLERS,
NOT BARRIERS!

ENGAGEMENT
IS A SKILLSET,
NOT THE
SYSTEM!

GOOD
ENGAGEMENT
DOESN'T
EXCLUDE -
IT'S
INCLUSIVE

YOU
CAN'T HAVE
YES WITHOUT
NO!

IT'S
NOT A
DIRTY
WORD!



DAN
McKENNA



JACOB
CAINE



JONATHAN
O'BRIEN



ABBIE
JEFFS



JAY
GLEESON



LEISA
PROWSE



LIVE SKETCH BY sketchgroup.com
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THE HOUSING CRISIS:

THAT ENGAGEMENT
SHOULD BE ABANDONED

LET ME
OFF-LEASH!

I THOUGHT THIS JOB DEMANDED EMPATHY, NOT ENDURANCE!



Engagement
Institute

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69%

FOCUS
ON
THESE
PEOPLE



I WANT
PEOPLE TO
HAVE A SAY
WITH KINDNESS ...

DON'T DISCOUNT THE POWER
OF A BBQ
TO CONNECT

HOW CAN I GET THROUGH
ALL THIS FEEDBACK?



A FEW DOLLARS SPENT
ON A SAUSAGE IS NOTHING...
THIS COUNTRY IS OBSESSED
WITH SAUSAGES!

PROJECT
DELAYED

HAVE YOUR SAY

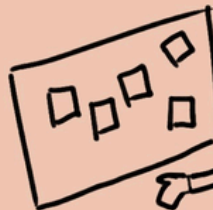


MAKE YOUR
POP-UPS

POP!

WHY ARE PEOPLE
SO MEAN?

DR ISABELLA GIAVULVA
OFF-LEASH



#@!\$

&!#\$£%

#~!\$%



GET THIS PROJECT DELIVERED
ASAP!



COME!
SIT!
STAY!
HEEL!



HARDLY
REACHED
OR
NEVER
ASKED?



I JUST
WANT TATERS
TO HAVE A SPACE
WHERE SHE CAN
RUN FREE!

sketch
GROUP

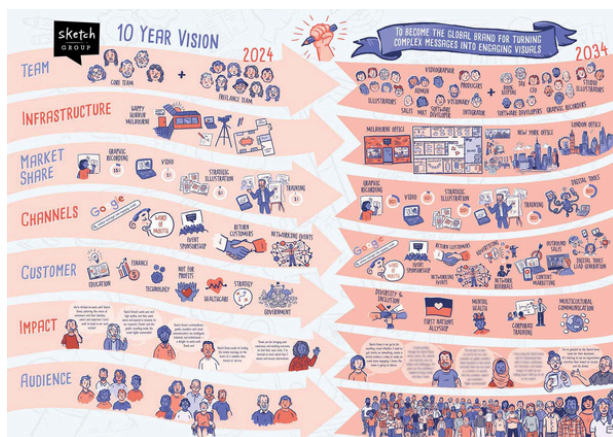
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CE=BAU



How can Sketch Group help?

We're experts at turning complex messages into engaging visuals.



Visualise your strategic plan



Proactively represent diversity
in your communications



Engage constituents with
compelling campaigns

The background is filled with various light gray line drawings. These include a sun with rays, several sheets of paper or documents, a globe with latitude and longitude lines, a hand holding a pen, a stack of coins, a thumbs-up gesture, and various stars and swirls.

**Visuals bring clarity, creativity,
and connection to the community.**

Find out more at
sketchgroup.com