EMPOWERING WOMEN IN LOCAL GOVERNMENT

EDUCATIONAL & TRAINING PROGRAM

Australian Local Government Women's Association (NSW)

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UTS:CLG
CENTRE FOR LOCAL GOVERNMENT

ALGWA
AUSTRALIAN LOCAL GOVERNMENT WOMEN'S ASSOCIATION INC

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Executive Summary

"Empowering Women in Local Government" is a unique learning opportunity developed by the Australian Local Government Women's Association (NSW) and the University of Technology Sydney, Centre for Local Government (UTS:CLG).

This innovative program has been specifically designed to support women considering:

> **standing for election in the NSW 2016 Local Government elections;**

> **existing women councillors and**

> **women working within the local government sector.**

This document outlines the specific project elements in terms of the design and delivery of this staggered educational training program that comprises face-to-face delivery, online components, readings and resources; assessment tasks and project management. The proposed components of the training course includes three modules:

- **Module 1:** Understanding NSW Local Government: LG in context; LG reform; gender representation in LG; benefits of gender balanced decision making

- **Module 2:** Developing professional and personal leadership skills; leadership theory, understanding emotional intelligence; personality characteristics; positive communication; thinking strategically; presentations and public speaking;

- **Module 3:** Campaigning to win - How to get elected and what happens next; campaign logistics – the rules in NSW; paperwork and other campaign organisational tools; establishing a campaign theme; setting up a campaign team; understanding resources and fundraising (including your legal disclosure responsibilities); doorknocking; phone-banking; setting up a booth roster; recruiting volunteers; pre-poll and election day; interpreting results; post-election.

Participants who complete all three modules will receive a UTS Certificate of Completion. Participants who also choose to complete the assessment tasks will be eligible for recognition for prior learning for one subject in UTS' post graduate award, Graduate Certificate in Local Government Leadership.

This document outlines the program in further detail and also introduces the UTS:CLG team that will be involved in the design and delivery of this unique training and support opportunity for women.

1 Introduction

1.1 Australian Local Women's Association

The Australian Local Government Women's Association was created in Canberra on October 15, 1951 with the provisional committee comprising representation from most States of Australia. A permanent national organisation was established at the First National Conference in Canberra, October 19, 1966.

The various State Branches of ALGWA are federated through a common National Constitution with the National Board. The National Board represents the Association at the National level. The National Board supports the State Branches and holds its Biennial AGM in conjunction with the State Conferences. The Association currently has six states as members and a network in the Northern Territory.

The "Empowering Women in Local Government" program is an initiative between ALGWA NSW Branch and UTS:CLG.

"ALGWA supports and promotes women in local government through Advocacy, Advice and Action"

ALGWA NSW has long been recognised as the lead Branch within ALGWA nationally in terms of its advocacy on gender equity issues including:

> Representation of women in local government

> Gender balanced decision making

> Paid parental leave for local government employees

ALGWA NSW was the driving force behind the establishment of the 2010 National Vision 50:50 Gender Equity Program, a key initiative in the 2010 Year of Women in Local Government.

ALGWA NSW provided significant support to the NSW Office of Local Government in the lead up to the 2012 local government elections by developing and presenting a talk on gender balanced decision making to potential local government candidates. In addition, ALGWA NSW developed a series of four on-line modules to support potential candidates considering standing in the 2012 local government elections.

This innovative program seeks to build on ALGWA NSW's previous work to support potential candidates, existing Councillors and women working in councils in the lead up to the 2016 NSW Local Government elections.

1.1.1 Program Objectives

"Empowering Women in Local Government" reflects a core action of ALGWA NSW's Strategic Plan (2011) as it relates to Leadership and Staff Development: "Get Elected training sessions" with the core objective being to encourage more women to nominate and get elected as local government councillors.

ALGWA NSW has broadened the base of this initiative to include existing Councillors and women working within the local government sector.

The strategic objectives of 'Empowering Women in Local Government' include:

> Elevate ALGWA NSW's standing as a peak organisation for women in LG in NSW

> Increase the number of women nominating for, and being elected to, LG in NSW

> Increase the personal capacity of participants in terms of understanding and executing their role as Councillors

> Increase peer-to-peer networking opportunities between ALGWA members

> Increase ALGWA NSW membership

> Contribution to potential academic outputs arising from the program

> Potential expansion of the program within other parts of NSW for future LG elections (or within other jurisdictions).

1.2 University of Technology Sydney, Centre for Local Government

The University of Technology Sydney, Centre for Local Government (UTS:CLG) is recognised nationally as the pre-eminent institution for progressive and critical thinking on local government policy development. UTS:CLG's Vision is *"**World-class local government to meet the emerging challenges of 21st century Australia".***

UTS:CLG, as a research centre at UTS, is one of the few University units in Australia, indeed worldwide, that undertakes research, strategic policy development and delivers programs and projects tailored specifically for local government. Our consultancy, research, and learning activities are continually informed by our extensive and ongoing engagement with the local government sector in NSW, nationally and internationally.

UTS:CLG has partnered with councils, universities, federal, state and territory government departments, consultancy groups, peak bodies, and other local government experts to produce high-quality and practical guidance for councils addressing a broad range of subject areas.

UTS:CLG has a strong *practitioner focus* in our entire consultancy and research activities – we understand how local government works and we work closely with the sector to provide relevant, strategic and evidenced based learning outcomes.

UTS:CLG's teaching approach utilises a range of methods and emphasises UTS's status as one of Australia's leading universities. UTS:CLG programs are delivered through a range of techniques and delivery modes including:

> Case studies
> Workshops
> Critical reflection
> Seminars
> Site visits and field trips
> Intensive block learning

> Simulated learning
> Reading and writing
> Group exercises
> Online video casts, podcasts, discussion forums, self-directed learning modules and quizzes
> Workplace learning

2 Course Structure

The course structure for "Empowering Women in Local Government" comprises a mix of on-line and face-to-face lectures.

The first 2.5 days of the course will be via on-line lectures which can be completed by the participant at their own pace – but must be completed prior to the commencement of the face-to-face component of the course.

The face-to-face component will involve 3.5 contact days. The face-to-face contact days are an important element of the course in terms of building confidence, honing presentation skills and working in a group environment. The face-to-face lectures will comprise a morning and afternoon session with morning tea, afternoon tea and lunch included. Participants are required to attend all of the contact days, complete all of the on-line components to receive their certificate of attendance.

> The first ½ day contact will be a introduction/networking session on the Friday evening (preceeding the first Saturday of the course) with an overview of the online materials and an outline of the next three days face-to face training.

> Each of the three Modules will be delivered on a Saturday (9:00-4:00) with one week gap in between sessions (ie: three Saturdays over a five week period).

UTS:CLG will establish a closed on-line forum for course participants to continue to engage with each other and provide feedback to UTS:CLG in between sessions.

Participants are expected to read the course notes and readings and complete the on-line components before attending each of the face-to-face contact days.

Participants will be encouraged to maintain a reflective journal and diarise their learnings and personal growth over the period of the course.

Assessment tasks will be set for the on-line and the face-to-face component of each Module. Participants must complete all assessment tasks to be eligible for recognition of prior learning by UTS.

2.1.1 Course outline

Activity	Content, resources, assessment
Course registration	- Access to course materials and readings - Access to participants on-line forum (closed group)
Module 1 – Local Government in context	On-line component - Overview of local government in Australia - Local government in NSW - Gender-balanced decision making - Public Value - Community governance

	• Participation in on-line discussion forum **Assessment: On-line assessment component**
Friday 5:00-8:00pm	• Welcome/Introduction • Networking event: program overview, motivation for standing; overview of online components • Commencement of reflective journal
Saturday 9:00-4:00pm	• Why Local Government matters • Local government reform - NSW • Governance models; ethics, values • Public value • Community governance **Assessment: Completion of set tasks; group participation in discussions**
Module 2 - Leadership	On-line component • What is Leadership? • Traits of effective leadership • Leadership styles • What makes good leaders? • Gender and leadership • Understanding personal leadership attributes • Participation in on-line discussion forum • Continuation of reflective journal **Assessment: On-line assessment component**
Saturday 9:00am-4:00pm	Facilitated discussions and group work: • Values and ethics • Building confidence • Community governance engagement strategies • Positive communication • Finding and making positive relationships

	- Motivating and influencing others - Conflict management - Leading and managing differences. - Practicing influence and persuasion - Managing diversity - Presentation and meeting skills - Critical thinking - Self-reflection **Assessment: Completion of set tasks; group participation in discussions**
Module 3: Campaigning and advocacy	On-line component (Camtasia lectures) - Participation in on-line discussion forum - Continuation of reflective journal - Legal requirements of candidates - Establishing your campaign (theme; structure; budget; messages; channels) - Essential campaign toolkit - Developing a campaign plan
Saturday 9:00am-4:00pm	- Image and presentation skills - Media management and building a local narrative - Campaign mechanics and logistics - Consideration of draft campaign plans **Assessment: Completion of set tasks; group participation in discussions and development of a draft campaign plan**

3 Enrolment, course fees, key dates

3.1 Timeframe for delivery of course

COURSE
DATES

Module 1: Local Government in context

January 2016: Access to all on-line material for Module 1 – readings / assessment tasks

Friday 5 February 2016, 5-8pm – Networking and meet and greet – course outline and expectations

Venue: Passadena Room, 1st floor, Penrith Civic Centre 601 High Street, Penrith

Saturday 6 February: **9-4pm -** First day of face to face sessions

Venue: Library Theatrette, Penrith Central Library 601 High Street, Penrith
Time: 9am-4pm

Module 2: Leadership

January 2016: Access to all on line material for Module 2 – readings / assessment tasks

Saturday 20 February 2016: 9-4pm Second day of Face-to-Face sessions

Venue: Library Theatrette, Penrith Central Library 601 High Street, Penrith
Time: 9am-4pm

Module 3: Campaigning logistics

January 2016: Access to all on line material for Module 3 – readings / assessment tasks

Saturday 5 March 2016: 9am-4pm – Third day of Face to Face sessions

Venue: Library Theatrette, Penrith Central Library 601 High Street, Penrith

3.2 Course fees, enrolment and student administration

ALGWA NSW is responsible for payment of fees:

> **$600 ALGWA NSW member; $1500 non-ALGWA member**

All participants are encouraged to join ALGWA NSW ($80/year) – and they will be able to access the $600 fee as soon as they join.

The course is limited to 20 places.

3.3 Course registration

To register for the course go to: www.algwa.org.au or telephone Vicki Scott, President ALGWA NSW on: 0418 699 350; or Jennifer Lecky, Treasurer ALGWA NSW on: 0419 268 130. For information on the course please contact Nicole Campbell, Program Manager, UTS:CLG on 02 9514 1061 / 0402 132 669; Nicole.Campbell@uts.edu.au

4 UTS team – Course design and delivery

Nicole Campbell, Project Manager: Prior to joining UTS:CLG Nicole had over 20 years' experience at a senior level in the NSW State Government as well as 8.5years as an elected local government representative. Nicole is an experienced strategic policy analyst and project manager. She has extensive networks across all levels of government, industry and the non-government sector. Nicole specific area of interest includes: strategic management, governance and organisational change management. Nicole is an experienced facilitator and engagement specialist and currently lectures in UTS' Elected Members Course. She has extensive experience in mentoring; positive communication techniques and media management.

Sophi Bruce, Senior Lecturer – Leadership, Mentoring, Coaching : Sophi is a highly experienced learning and development professional, and brings with her a portfolio of techniques that specialise in leadership and change. Sophi has over 15 years' experience in senior leadership and strategic management roles in Australia and the UK. In her role with UTS:CLG she is responsible for the design and delivery of a suite of leadership programs for post-graduate subjects and has strategic responsibility for the Australian Centre of Excellence for Local Government's national Advancing Leadership initiative. As Program Specialist for the Centre, Sophi provides bespoke leadership programs for a range of government clients seeking transformational change. Sophi guides these programs end to end through the phases of analysis, design, delivery and evaluation.

Sophi's expertise input into leadership programs include a focus on aligning leadership with purpose, partnership working, handling complexity and the coaching of organisational change agents. She works with different approaches that include Soft Systems Thinking, the Harvard Adaptive Leadership model, Positive Psychology, Learning Histories and Creative Leadership.

Geraldine O'Connor, Senior Programs Officer: Geraldine has 25 years' experience working in Local Government. Her work includes training, strategic planning, development assessment, project management and co-ordination. In her roles working in Local Government and with CLG Geraldine has been responsible for the development, management and delivery of a range of education, strategic and local planning projects. These roles have all involved working with a range of stakeholders, collaboration across council, with a number of government agencies and with the community and required strong communications skills. Geraldine has undertaken projects that include:

- Development and facilitation of training in communication
- Develop and facilitate urban planning community engagement processes
- Research on Learning in Local Government Education and Professional Development.

Ann-Marie Ellias, UTS:CLG Associate: Ann-Marie is a passionate, committed and results driven communicator. She has expertise in government, strategy, stakeholder engagement and advocacy and has taken a lead role in the delivery of significant social programs and policy reforms. Ann-Marie has highly developed skills in engaging with a wide range of stakeholders including industry associations, government, corporates, NGOs and consumer groups. She has extensive networks across academia, industry associations, private sector and all three levels of government, with a particular strength in leading cross sector partnerships.

Ann-Marie's experience in politics, government, advocacy and communication has enabled her to establish, lead and manage new initiatives and leverage cross government and cross sector partnerships. She is a futurist and drives initiatives that leverage disruptive innovation, technology and design thinking. She is a skilled media spokesperson with exceptional communication skills.