



NSW Federation of
Housing Associations inc

Federation Bulletin



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Training

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MEDIA AND COMMUNICATIONS TRAINING SEMINAR 9 February 2012

The training is a full day and is available **free of charge** thanks to support from the Community Housing Division of Housing NSW.

Previous seminars have attracted a cross-section of providers' staff including chief executive officers from the major metropolitan housing associations, general managers from regional members and both new and experienced communications officers from NSW and Victoria.

St George CEO Nazha Saad attended training in 2011.

"I enjoyed the seminar and learned a lot about the media and how to work with journalists. Communications expertise is an essential skill for any sized business and is particularly relevant to our sector; whether you are in a management, marketing or communications role".

Behind the training is the impetus to get the sector "above the radar" with providers gaining a better understanding the media and how to work with print, electronic and social media to explain who we are and what we accomplish.

A lot of information is packed into the seminars but many participants have pointed to the discussion around the table as being equally valuable and interesting. Trainers are Glenn Roach and Lyndall Katz from the Federation and we hope to have video input from Rowan Atkinson, Tony Abbott, small filmmakers and others.

The next seminar is scheduled for 9 February at the Federation in Surry Hills 8.30am -5.00pm. Places are strictly limited.

For more information or to register - please email Glenn Roach at GlennR@communityhousing.org.au or tel. (02) 9281 7603 ext. 219.

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