



nsw Federation of  
Housing Associations inc

# Federation Bulletin



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## MEDIA AND COMMUNICATIONS SEMINARS

Since the announcement that the Federation and the Community Housing Division of Housing NSW would hold media and communications training for members and stakeholders; two highly successful seminars have been undertaken.

The first two seminars filled quickly and there are a few places left in the September program.

The training has attracted a range 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.

Behind the training is the impetus to get the sector 'above the radar' with providers understanding the media and working with print, electronic and social media to explain who we are and what we accomplish.

Seminars are lead by Federation Media and Communications Officer Glenn Roach, Senior Training Officer Lyndall Katz and Senior Media Officer Housing NSW Andrew Vickery.

We also have video appearances from Tony Abbott, Rowen Atkinson, the NSW premier and others.

Training is informal and responsive in that it includes real-life examples, exercises and as much discussion as we can provoke among participants.

The range of topics is extensive but includes:

- What is news?
- Staying on message
- What we want and what the media want
- Who are our target audiences?
- Issues management
- Writing and placing media releases
- Where do we find stories that will run?

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.

The CEO of one leading association found his seminar both informative and enjoyable.

"I got a real understanding of how the media works and how providers should present material to print and electronic media; I also now understand the value of preparation and will have much greater confidence in interviews."

**The next seminar is scheduled for 27 September & 28 September (half day) at the Federation in Surry Hills and further training will be held in October and November.**

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

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