



nsw Federation of  
Housing Associations inc

## Federation Bulletin



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### Last chance for Media and Communications Training this year, 17 & 18 November

**The final seminar of the 2011 program.**

Training is over one and a half days at the Federation and is available **free of charge** thanks to support from the Community Housing Division of Housing NSW.

Federation Executive Director Adam Farrar said previous training exercises this year had been very successful and attracted a range of Association staff.

"I would strongly encourage CEO's and senior managers to attend the November seminar. It's become even more important for our sector to raise its profile in both business and general community and respond effectively to issues. The training will give senior managers the understanding they need of the media,

"You will learn how to work with print and electronic media; to explain who we are, what we do and what we accomplish." Adam said.

***"The seminar was most enjoyable, very interactive and I came away with a much better understanding of the complexities of dealing with the media and a confidence to get a positive message across in future media interaction. "I also was reminded of my Boy Scout days....be prepared."***  
Richard Perkins, CEO City West Housing

***"I enjoyed the training 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"***  
Nazha Saad, CEO St George Community Housing

Places at the November seminar are strictly limited and participants are requested to register ASAP.

For more information or to obtain a registration form - 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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