

From the co-author of
The Australian Policy Handbook

policyskills 

2019 Workshops
BUILDING POLICY CAPACITY



Expert Facilitators: Peter Bridgman and Nonie Malone

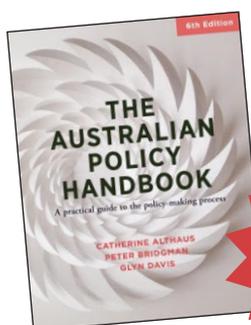
Writing for Policy Results



Key facilitator **Sandra Hogan**

CANBERRA
20–21 MAY

Venue: Chartered Accountants
Level 10, 60 Marcus
Clarke Street, Canberra



**FREE
copy**

All participants receive
a copy of *The Australian
Policy Handbook 6th Edition*

2 Day Workshop

Interactive and hands-on learning suitable for practitioners who want to improve their ability to influence policy decision-making and produce clear, well-formed policy documents. Learn from experts with years of policy development, policy management and writing experience. Delivered by policy management expert, Nonie Malone, and writing expert, Sandra Hogan.

- Know the critical importance of writing in the policy development process
- Understand how to use policy documents to reach and influence decision-makers
- Know how to navigate the complex policy environment
- Distinguish the elements of good policy writing and learn by doing
- Know how to engage internal and external stakeholders effectively
- See how policy documents influence and embody policy
- Develop confidence in planning and creating policy documents
- Know how to communicate accurately, briefly and comprehensively

Register online at
www.policyskills.com.au

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Course overview

Day One: *Policy in Context and action*

1. Policy writing ideals and reality

- Exploration of writing experiences
- What goes wrong in policy writing?
- What is needed to produce good work?

2. Essential writing to support the stages of the policy cycle

- Overview of the nature of policy and the policy cycle
- Policy documents and their purposes

3. Identifying and reaching the right audience

- Identify the target and incidental audiences for each type of document
- What strategies do you need to meet the needs of the particular audience?

4. Briefing note and correspondence writing tools & skills

- What gets in the way of writing a good brief or letter and what to do about it
- What content do you need and how do you organise it?
- Getting your point across

5. Communicating clearly #1 – why grammar & punctuation count

- Taking the pain out of grammar & punctuation (group exercise)

Day Two: Influencing through policy writing

1. Plain English tools & skills

- How to recognise and avoid jargon and obfuscation
- When and how should technical language be used
- The language of policy
- How to communicate the complex simply

2. Convincing decision-makers

- What do decision-makers want and need?
- How to argue for the best course of action
- How to write recommendations that lead to decisions

3. Cabinet submissions, discussion (green) papers, white papers

- What are these documents for?
- What makes a good cabinet submission?
- Complexity made simple – planning and creating Cabinet submissions

4. Communicating clearly #2

- Sentence by sentence – writing for clarity
- Presentation without words

5. Managing for efficiency and effectiveness as a policy writer

- How to find strategies and resources to help you reach ideals
- How to foster conditions in your agency to facilitate your writing
- Personal skills for policy influence.

COSTS

2 Day Workshop \$2,290

Early
Bird Rate

Register by
26 March and
save \$200

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