

6A NFP Communications: How to be Front of Mind

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What I am going to discuss...

Member engagement and impacts on communications

Theme

Introduction

Capability

Communicating effectively

Source

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Snapshot of who we are...

Professional association for people working in
or with the public sector in NSW

Theme

Introduction

Capability

Managing people and outcomes

Source

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What makes IPAA different to other associations?

Swings and roundabout...

Theme

Introduction

Capability

Problem solving

Source

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Ignite

Our curated news service which presents ideas and insights for people working in our sector

Theme

Introduction

Capability

Utilising technology

Source

Flickr User: [Annie Roi](#)



Looking for convergence

How is the government workforce similar to the private sector?

Themes

Future trends
Excellence

Capabilities

Managing and developing people
Managing people and outcomes

Source

IPAA NSW



Stop your team overcommitting...

4 ways to cultivate a “just say no” mindset

Themes

Management
Leadership

Capabilities

Managing people and outcomes
Inspiring direction and purpose

Source

IPAA NSW



Blockchain: Top 10 areas ripe for government innovation

Big ideas about an emerging technology

Themes

Future trends
Digital government

Capabilities

Utilising technology
Problem solving

Source

IPAA NSW



Reasonable expectations about accountability

Getting them right to enable public servants to serve

Themes

Leadership
Management

Capabilities

Personal accountability
Managing and developing people

Source

IPAA NSW



Evidence-based government

It's not rocket science

Themes

Innovation and creativity
Excellence

Capabilities

Achieving outcomes
Problem solving

Source

IPAA NSW



Five fast questions for the new Government Chief Information Security Officer

Consistency, clarity and transparency...

Themes

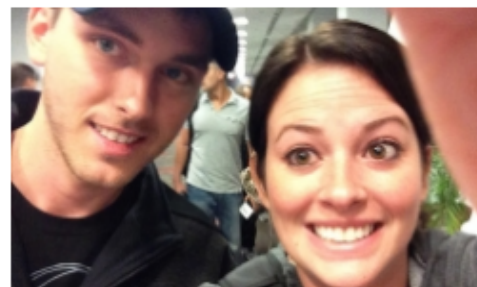
Digital government
Innovation and creativity

Capabilities

Utilising technology
Achieving outcomes

Source

IPAA NSW



Your selfies

The embedded data in them reveals way more than you think

Themes

Digital government
Big data

Capabilities

Managing your career
Utilising technology

Source

IPAA NSW



Five ways to bust a hype cycle

How to triage new technology

Themes

Excellence
Digital government

Capabilities

Utilising technology
Problem solving

Source

IPAA NSW



Lessons

What we have learned

Theme

Conclusion

Capability

Self-management

Source

Flickr User: [Guisepppe Calsamiglia](#)



3.

$$1) \int \frac{3}{(3x-5)^4} dx$$

$$= \int 3(3x-5)^{-4} dx$$

$$= \frac{3(3x-5)^{-3}}{-3} + C$$

$$= -\frac{1}{(3x-5)^3} + C$$

2) $\int -4(3x+5)^{-4} dx$

$$= \frac{-4(3x+5)^{-3}}{-4(3)} + C$$

$$= \frac{(3x+5)^{-3}}{3} + C$$

$$= \frac{1}{3(3x+5)^3} + C$$

3a) $\int 2(3x-5)^5 dx$

$$= \frac{2(3x-5)^6}{6(3)} + C$$

$$= \frac{(3x-5)^6}{9} + C$$

No perfect solution

Still working it out

Theme

Conclusion

Capability

Managing change

Source

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Publishing in the Digital Age

Old-school, new media and the continuing relevance of magazines

Imagine a technology that's . . .

- ▶ Versatile
- ▶ Tangible
- ▶ Portable
- ▶ Convenient
- ▶ Interactive

We have that technology!



Why publish a magazine?

- ▶ History and legacy
- ▶ The readers like it
- ▶ It's physical and tangible

Quality imperative

- ▶ Constant improvement
- ▶ Clear intent
- ▶ Quality product
- ▶ Professional integrity



It's our narrative

“The immutable thing that magazines bring is storytelling, and the success will come when we use the technology to tell better stories.”

The *New Yorker* creative director Wyatt Mitchell.

It's our narrative

- ▶ Targeted content
- ▶ Connects
- ▶ Promotes and elevates

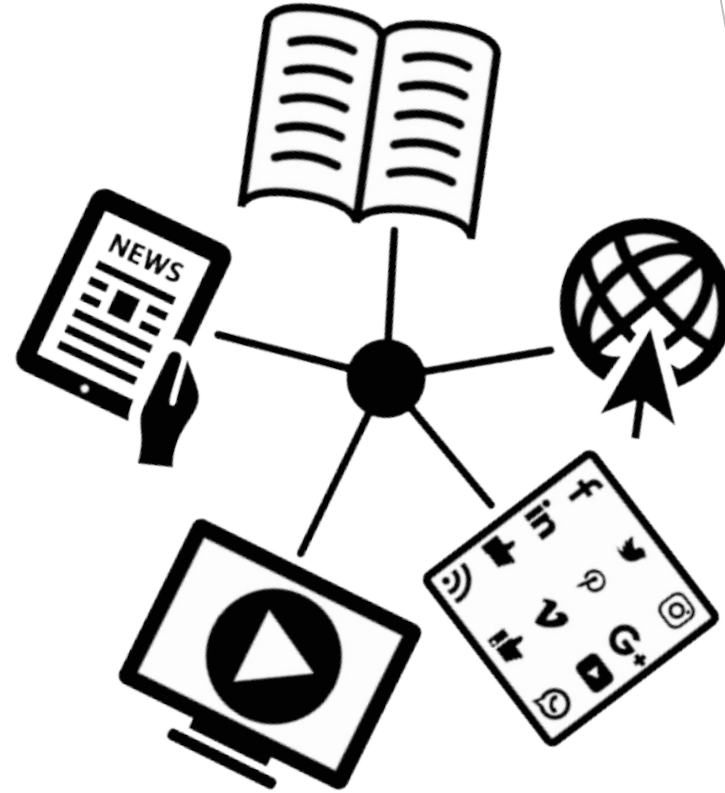
The digital reality

“Multi-platform, that’s the thing. Create once;
publish many times, on multiple platforms.
You create a world and then you go in to all the
different platforms — your iPhone, your iPad, on
the net.”

Film director George Miller

The digital connection

- ▶ Integrated and optimised suite of strategic communications
- ▶ Match messages with mediums
- ▶ HVAC&R Nation



Threats and challenges

- ▶ The migration of advertising
- ▶ Rising costs, particularly for mail
- ▶ The demand for metrics and ROI

AIRAH's response to the digital boom

- ▶ 2008 newspapers peak advertising, AIRAH was essentially analog
- ▶ 2017: We do more with less resources
- ▶ Structure of marketing and communications team changing

The future of magazines

“What is your print business? It’s print done well, and also with proper value put behind it, it can thrive and flourish.”

Monocle publisher Tyler Brûlé.

The future of magazines

- ▶ More magalogs, advertorials, content marketing
- ▶ Ensure it fits with what you do
- ▶ There will always be a place for print

Thank you!



www.airah.org.au



www.matthewdillon.net

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