

## Communications workshop held as part of Reef Water Quality Program

**MACKAY // TUESDAY 30th July 2019**

A workshop funded by the Queensland Government Reef Water Quality Program has been held in Mackay for those interested in communicating regularly with industry members and extension officers.

The communications workshop was attended by extension officers, agricultural trainees, agronomists, government, local council and communications staff.

The one-day event covered a range of topics including understanding your audience, talking face-to-face, developing relationships and trust, dealing with negative/hostile stakeholders, identifying key influencers in participant's agricultural community, talking with larger groups and improving written communications.

One activity asked participants to engage in communications "speed dating". They were asked to share their name and what their biggest hurdle or fear was in communication. The question was left broad specifically to encourage discussion through an ice-breaker activity, but also to avoid standard responses that originate from conversations held under pressure. Participants were asked to write their biggest fear/hurdle on a white board and the length of time they had been in their job.

Interestingly, the amount of time a participant was in their job did not ease the experience of meeting new people, nor did it eliminate the fear of not wanting to say the wrong thing, which also has an effect on productivity

Out of the 14 people who attended, 92.8% rated the workshop 'excellent' or 'good' (57% excellent and 35.7% good), with 7% rating it 'fair'.

To express your interest, please contact Cass Hayward at Reef Catchments on [cass.hayward@reefcatchments.com](mailto:cass.hayward@reefcatchments.com) or (07) 4968 4206

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