



# WANTED: ASSET MANAGERS WHO CAN TELL A GOOD STORY MELAINA VOSS

Mackinac Bridge, Michigan, USA





# Albert Einstein once said...

**“if you can’t explain it simply, you  
don’t understand it well enough”.**

Sea to Sky Highway, Canada



# **As professionals, we have many tools 'to do' Asset Management....**

Today is an opportunity to learn about agencies developing better knowledge of its asset management through communication.

# The struggle is real....

“Our teams don’t speak and we are not aligned internally....”

“Previous consultation ‘didn’t work’ why bother?”

“What is the Vision for our community?”

“People don’t know what Asset Management is”

“We don’t have that answer yet...”

“There are political drivers to take into account”

“What value is there in consulting with the community?”

“We don’t know what the community wants”

“What are the ‘Key Messages’ and how do we communicate these?”

“What budget and timing will allow for consultation?”

“We can’t deliver what the community wants.. It costs too much”

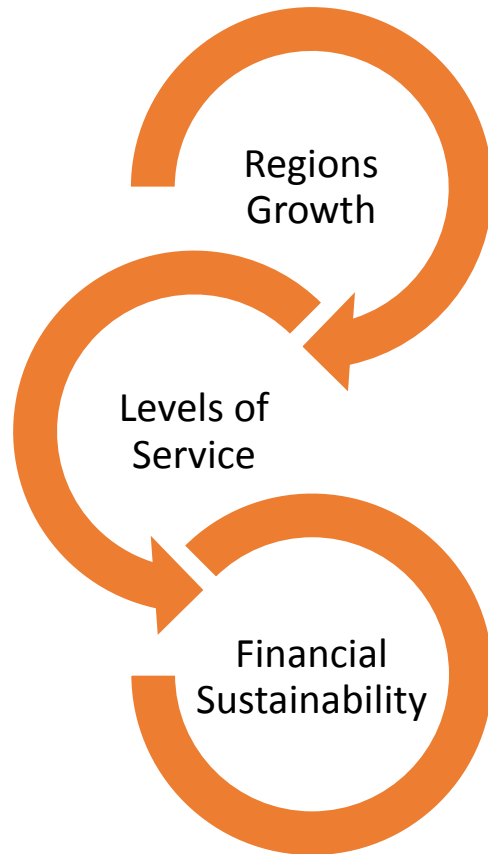
**“What can we do differently this time to get a better outcome?”**

# **A government agency that changed the way it does business**

**Relevance today:** Strategic planning, asset management & collaboration with stakeholders was critical to the success of this project



# The Regional Sustainability Strategy sought to align....



## Growth strategy

Evaluate the regions planning scheme, population demand, land use strategy and decision making processes

## Community's desired 'Level of Service'

Community value and expectation vs cost of delivery for water, waste, transport, leisure facilities.

O & M vs Capital investment assessed across growth scenarios

## Council & communities ability to pay

Rates, grants, development contributions we assessed across growth scenarios and scenarios for level of service.

**A challenge and integral part of  
Asset Management is....**

**Answering: Who are stakeholders?**



# Fundamentals for communicating Asset Management

Have a **Vision**

Plan the **right times** to engage

Provide **Context**

Have **valid information**

**Simplicity** in delivering **key messages**

# Taking steps towards working collaboratively will pay-out dividends...

Have an **advocate** within the organisation to form a **collaborative environment**

Utilise **internal knowledge and processes**

**Involve** political, executive and managerial teams in a structured and planned way

Bring **experts** in to support knowledge capacity and growth of individuals

# When getting stakeholders on-board....

Look for opportunities to **empower** stakeholders

Make the organisation and stakeholders  
**accountable**

**Build trust** through valid information and  
managing expectations

Make the **outcomes a focus**, not the process

Provide **understanding and empathy**

# As an agency or an individual leading a project, establish...

## **Ownership**

A **balance** between control and chaos

Involvement of the right people at the right time,  
**managing expectations**

Two-way communication, **addressing issues**  
and not just ignoring them

Process changes are scary

Resistance is natural

**Innovation** in delivery...



# Tools for Communicating & Consulting on Asset Management

Panmure Station, Auckland, New Zealand

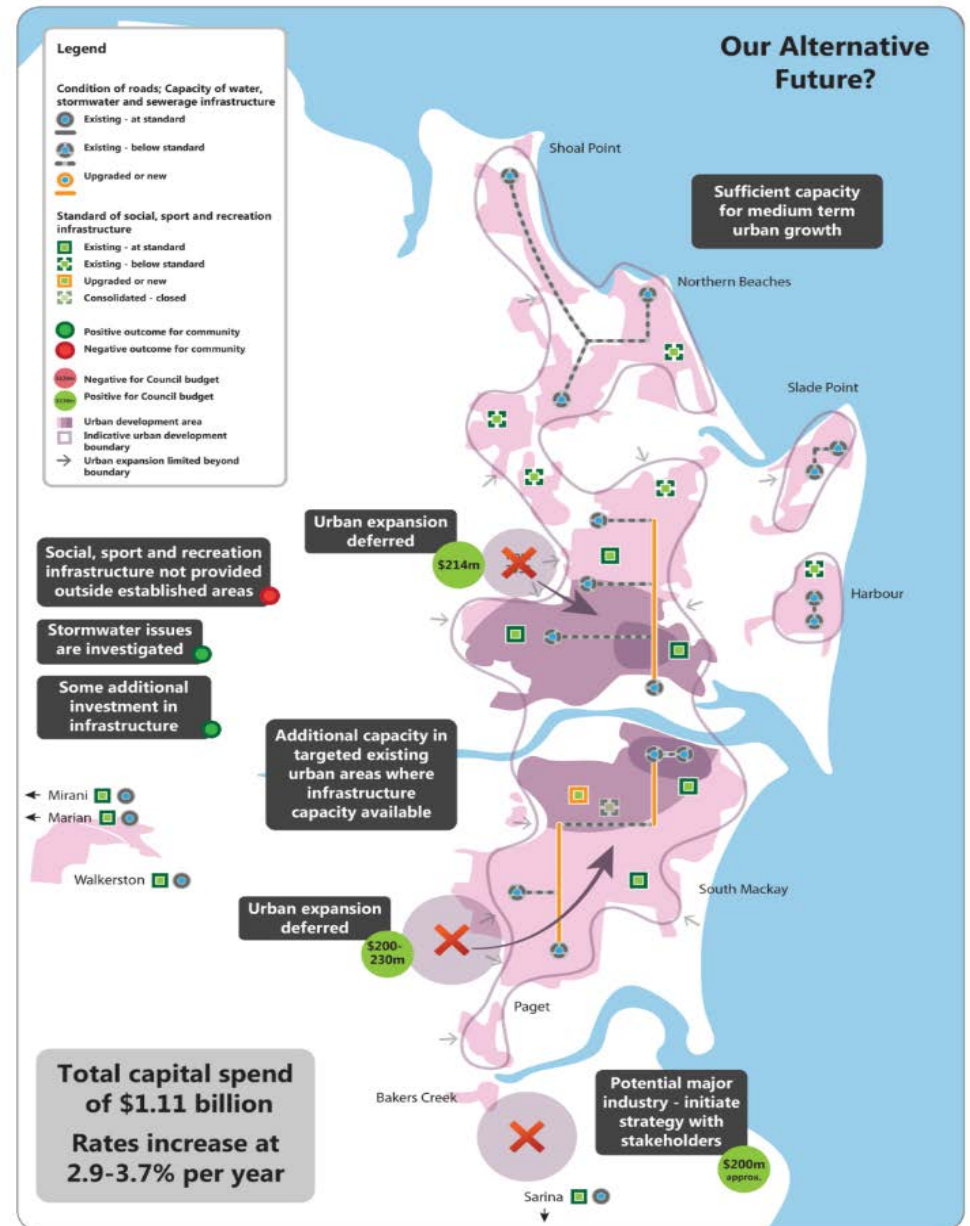


# A MAJOR challenge: Presenting the entire story simply...

Outcomes of network  
modelled and portrayed  
visually with mapping

Highlight failures within  
the network on a decade  
by decade basis

Comparison of  
investment in O&M vs  
Capital explained  
through visual mapping



# Communicating... simple messaging... brochures

## Our road network:

The length of our unsealed roads combined would extend from Mackay to Brisbane. We also have to maintain a larger sealed road network than Townsville, Rockhampton, Redland and Logan councils.

This significantly increases our annual maintenance and construction costs.



# Reaching people in innovative and affective ways... 'on location'



Sounding Boards installed within Wascana Centre provided 24/7 opportunities for community input.



'Big ideas' photographed and posted to social media.. Linked to the project and organisation



# Reaching people in innovative and affective ways... 'In person'

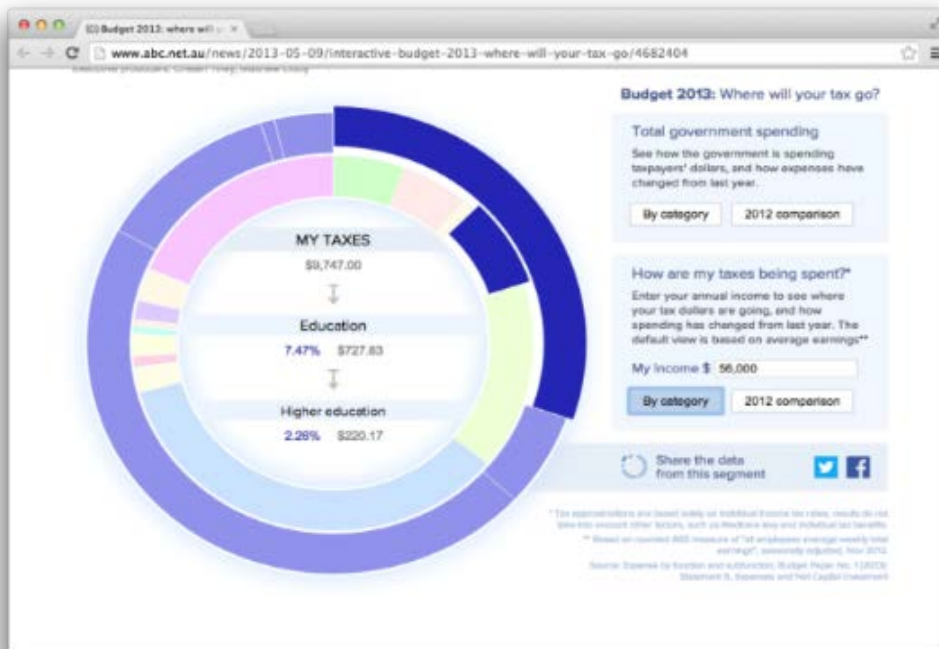


World café style or speed dating to consult on specific issues



'Pop-up Cafes' with access to on-line surveys via laptops and tablets... served with coffee!

# Reaching people in innovative and effective ways... Calculators



## Budget 2013: where will your tax go?

- This is an interactive chart that provides detailed information on the Federal Budget.  
<http://www.abc.net.au/news/2013-05-09/interactive-budget-2013-where-will-your-tax-go/4682404>
- Post results to Facebook and Twitter;
- Sign up for more information on the project;
- Make the web application available on iPads at events.

# Reaching people in innovative and affective ways... Videos



## Next Generation Planning video.

- This is an example of a “Pressie-style” video which explains the NGP project in an engaging way.
- This video has been viewed less than 500 times and this highlights the importance of strategies to distribute the video.

<https://www.youtube.com/watch?v=vbmJeEcruiQ>



# Key Messages





**Value engagement, plan for it and  
integrate it into your process ...**

**Recognise stakeholder groups early  
and don't be afraid to collaborate  
with them**

**Be innovative when communicating.  
It's often time and cost friendly and  
more importantly, it can be more  
affective**



# Thank-you