

- Enhance the current Audit Committee Charter.
- Assess the introduction of control self-assessment within the business units.

LPI Advisory Group

The role of the LPI Advisory Group is to give counsel, not govern, on issues regarding LPI's goals, oversee strategic plans and review LPI's progress towards attaining goals. The General Manager, as CEO of LPI, makes all choices consistent with the policy defined by the Director General and has cumulative accountability for the performance of all staff and for compliance with executive limitations.

The Group consists of six persons and is chaired by the Director General. The three external counsellors have expertise in financial management, business development and property information. The Group meets five times a year, meetings coinciding with critical times in the planning cycle.

Communication Solutions Group

The Communication Solutions Group (CSG) is responsible for internal and external communications for the Department, including corporate communications, departmental announcements, sponsorship management, ministerial information services, issues management and media relations. Our role is to enhance awareness of the activities, directions and policies of the Department among our staff, other government agencies, business clients, community stakeholders and the general public. This is achieved through corporate communication and marketing strategies, public relations and promotional campaigns, and effective management of our relationship with the media.

Our objectives include:

- Consistent messages and clear, concise, accessible communication to all stakeholder groups.
- The management of issues through the media including the provision of background information, press releases, timely responses to inquiries and interviews.
- Support for our business divisions with professional communication materials; brochures, facts sheets, specialised information products, question and answer documents, marketing materials, tender and expression of interest documents, advertising, design and media placement.
- Development of communications policy and procedures, training for online communications and continuous refinement of the web site to improve external communications.

Key Achievements in 2004-05:

Corporate

CSG promoted corporate goals and achievements to internal and external audiences and provided strategic support for departmental initiatives.

- Facilitated improved internal communication within Lands by developing the intranet as a corporate communication tool for announcements by Government, the department and business units. Communications were also improved through the staff magazine, *Inlands* (four issues), and CSG improved reporting on its activities and outcomes.
- Key liaison role between the Minister and the department, including ministerial events and announcements, media advice and speeches. CSG advised on programs and announcements for the Minister's visits to regional centres and prepared media releases, speeches and handouts for such visits. The latest news reports were regularly circulated to senior management and CSG managed development of briefings and advice arising from such reports.
- Managed relationships and promotion of Lands sponsorships - including Community of the Year Award, Aboriginal Support Network, Arc Linkage Project, Local Government Managers Australia Forum, Australian Computer Society Foundation Scholarships. CSG maximised the benefits from Lands sponsorships through media releases, web site information and speeches by departmental management.
- Designed and produced the corporate clothing catalogue, corporate presentation templates, marketing materials, displays and promotions.
- Organised Lands presence at four annual regional field days, including staffing, displays, information materials, competitions and giveaways.
- Web site communications management and strategy. Following the launch of the new Lands web site in 2004, CSG continuously monitored and instigated improvements on the site. A departmental training program on the Content Management System enabled business divisions to manage their own content updates.
- Worked closely with Graphic Services Division, Bathurst, on design and print production of a broad range of communications materials for Lands business units, the Office of Rural Affairs, the Geographical Names Board and the Board of Surveying and Spatial Information.

Land and Property Information

Supported LPI business/marketing goals and providing strategic advice on matters of public interest.

- Marketing plans, design and editorial services for business initiatives, such as the Digital Cadastral Database and the Emergency Information Coordination Unit.
- Design and editorial for a range of LPI publications for titling and registration services, surveying, mapping, spatial information, land valuations, client and consumer fact sheets, spatial dataset newsletter, electronic titling project public consultation report and promotional flyers.
- Management of high public interest issues, including land valuations. Assisted the Valuer General to develop and implement a more comprehensive communications strategy, including the production of the first Valuer General's newsletter (mailed to local government ratepayers), updated brochures and a range of fact sheets on the website.
- Provided the Valuer General with ongoing strategic advice and public information products to assist his responses to the Ombudsman's review of valuations, public inquires and media interest.
- Media publicity on achievements in land titling, rural addressing, geographical naming and other issues. Liaison with media for interviews of senior management on these issues.
- Online communications enhancements, such as the Registrar General's Directions.

Crown Lands NSW

CSG provided strategic advice and marketing services for Crown Lands during a period of major reform of the Crown land estate.

- Advice on responses to strong public and media interest in the reform program for perpetual leases, enclosure permits, water access and other Crown land licences and leases. CSG produced a range of information products for print and web site distribution, regular media releases, speeches and responses to ongoing media inquiries.
- Counsel and written responses provided for a consistent level of inquiry about other Crown Lands programs, including minor port maintenance, public reserve management, trustee management and funding programs.
- Produced media guidelines for the Reserve Trust Management manual.

- Design and editorial of print and online information products promoting Crown Lands' products and services, including enclosure permit fact sheet, Hume and Hovell Walking Track brochures, State Parks brochures series and State Park Maps.
- Promotional events and materials, coordinated state parks marketing plan, promotion of walking tracks, such as the Minister's visit to the Hume and Hovell Track, including a promotional pack for media invited on the walk.
- Professional support for business initiatives, including plans of management, tender submissions and expression of interest, including the Lot 490 documentation.

Soil Services

Providing marketing advice and business support services.

- Developed business plan and provided strategic marketing advice
- Design and text for award-winning entry in the Case Earth Awards, expressions of interest for new business
- Comprehensive communications strategy, including advertising and media publicity for successful projects.
- Designed and wrote a series of information sheets covering the range of business services.
- Produced new signage for the Great North Walk.