

From the co-author of  
The Australian Policy Handbook

**policyskills** 

2021 Workshops  
BUILDING POLICY CAPACITY



Expert Facilitators: Peter Bridgman and Nonie Malone

# Writing for Policy Results



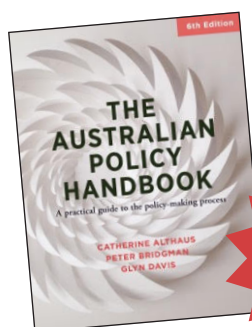
Facilitators

**Sandra Hogan and  
Nonie Malone**

**BRISBANE**

**23–24 NOVEMBER**

Venue: Leadership Centre  
Australian Catholic University  
Level 3, Cathedral House  
229 Elizabeth Street



**FREE  
copy**

All participants receive  
a copy of *The Australian  
Policy Handbook 6<sup>th</sup> 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
- 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](http://www.policyskills.com.au)

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## Course overview

### *Day One:* *Policy in Context and action*

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#### 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*

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#### 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

Discount of \$200  
if payment received  
by 30 September 2021

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