



# NSW Local Government EQUIP workshops

For the Women of NSW: 2021

## EQUIP women for Local Government elections in NSW Workshop Series :: Multiple towns and cities across NSW

Across NSW women support their communities through good and bad times. From running school P&C's, local sports competitions and community campaigns to co-ordinating drought and bushfire relief for neighbours and local businesses. These leadership skills are highly transferable to local government where your skills can help your entire community.

**Have you ever considered running for public office? Local Council is a great place to start!**

- Are you concerned with local decisions relating to environment, sustainability, residential development, funding for local initiatives and more?
- Do you know of a Councillor who will retire soon and are unsure who may replace them?
- Do you believe your local Council can be improved with your skills and influence?

**Across the country, NSW is the state with the least amount of female Councillors.** We need more women at the table where decisions are being made.

The Women for Election Australia EQUIP Program is highly practical and provides women with the key knowledge, tools, and techniques to enable them to run for office, be the best candidate they can be or assist another woman with her political campaign.

### Content includes:

- Introductions, understand your obligations as a candidate, the role of councillor & know why you want to run.
- Plan your campaign, Part 1: Understand the time & financial commitment, building your team & develop your Game Plan.
- Plan your campaign, Part 2: Develop your communication plan, fundraising, media & using technology to reach voters.
- The Pointy End – the last 6 weeks: Meeting deadlines, election publicity, election day and what comes next.

**Register ASAP at [wfea.org.au](http://wfea.org.au) - spaces limited.**

## Sign up now!

- Lismore: Sat 24 April  
Parramatta: Wed 28 April  
Sydney CBD: Thurs 29 April  
Bathurst: Fri 30 April  
Dubbo: Sat 1 May  
Goulburn: Fri 7 May  
Albury: Sat 8 May

### Facilitators:



**Licia Heath**  
CEO, Women for Election



**Ruth McGowan**  
Author, Trainer & Coach

A partnership between  
**NSW Government & Women for Election Australia**  
advancing gender equality & helping democracy deliver for EVERYONE