



Every Queensland
community deserves
to be a liveable one

LGx

WHERE LOCAL VOICES LEAD



5–6 November 2025

Royal International
Convention Centre,
Brisbane

PLATINUM SPONSORS



GOLD SPONSORS



COFFEE PARTNER



NETWORKING EVENT





Day One

Wednesday 5 November

Time	Program
8:00 – 8:30am	Registration open, coffee and tea available
8:30 – 8:45am	ACKNOWLEDGEMENT OF COUNTRY AND WELCOME TO LGx 2025 <ul style="list-style-type: none">▶ Jon Guarna, Communications Manager, LGAQ▶ Tim Cox, Senior Communications Advisor, LGAQ
8:45 – 9:30am	COUNCIL COMMS SUCCESS STORY: WHEN EVERYTHING HIT AT ONCE – a comms leader reflects on an ‘unforgettable’ 18 months <ul style="list-style-type: none">▶ Kate Hadley, General Manager Communications and Engagement, Townsville City Council
9:30 – 10:00am	FROM NUMBERS TO NARRATIVE: building a better annual report that balances accuracy with engagement <ul style="list-style-type: none">▶ Don Winsor, Manager – Advocacy, Communication and Engagement, Tablelands Regional Council
10:00 – 10:30am	MORNING TEA
10:30 – 10:35am	A WORD FROM OUR SPONSOR – MODC Digital Business Cards
10:35 – 11:05am	COMMUNITY VOICES, COUNCIL CHOICES: effective methods for meaningful and inclusive community engagement <ul style="list-style-type: none">▶ Jessica Shannon, Advocacy Strategic Partnerships and Communications Manager, LGAQ
11:05 – 11:45am	WHEN SYSTEMS FAIL: crisis comms planning in the wake of service outages... and cyber attacks <ul style="list-style-type: none">▶ Sally Branson Dalwood, Director, Sally Branson Consulting Group
11:45am – 12:30pm	WATCH THIS SPACE: Cracking the YouTube code for councils to build audiences and boost engagement <ul style="list-style-type: none">▶ Hannah Statham, CEO and Founder, Media Mortar
12:30 – 1:20pm	LUNCH



Every Queensland community deserves to be a liveable one



Day One Continued

Wednesday 5 November

Time	Program
1:20 – 3:20pm	THE CAMPAIGN WORKSHOP: igniting internal engagement This lively, fast-paced session addresses the challenge of low employee engagement within councils. Getting 'hands-on', participants will collaborate to create a communications brief, transforming it into an innovative and engaging internal campaign. Attendees will leave with practical techniques to boost staff participation, inspire creativity and make internal communications more impactful. ▶ Michaela Ryan, General Manager, Bespoken
3:20 – 3:50pm	AFTERNOON TEA
3:50 – 3:55pm	A WORD FROM OUR SPONSOR – Brighter Super
3:55 – 4:30pm	HOW DID 'HOW DO YOU LIBRARY' DO? A look behind the scenes at a statewide campaign – pitched at councils – that's surpassed expectations ▶ Ann McLean, Senior Advocacy and Projects Officer, Public Libraries, State Library of Queensland ▶ Kristen Solis, Librarian, Livingstone Shire Council
4:30 – 5:00pm	LGx AWARDS FOR EXCELLENCE IN LOCAL GOVERNMENT COMMUNICATIONS <ul style="list-style-type: none">• BEST COMMUNICATIONS CAMPAIGN (INTERNAL)• BEST COMMUNICATIONS CAMPAIGN (EXTERNAL)• BEST GRAPHIC DESIGN• BEST USE OF VIDEO• BEST COUNCIL COMMUNICATIONS PROFESSIONAL• BEST COUNCIL COMMUNICATIONS TEAM < 5 ppl• BEST COUNCIL COMMUNICATIONS TEAM > 5 ppl
4:55 – 5:00pm	A WORD FROM OUR SPONSOR – Peak Services
5:00 – 7:00pm	NETWORKING EVENT sponsored by Peak Services



Every Queensland community deserves to be a liveable one



Day Two

Thursday 6 November



Time	Program
8:00 – 8:30am	Registration open, coffee and tea available
8:30 – 9:10am	START WITH HEART: building content with meaning, measuring what truly lands and boosting through paid channels for maximum impact <ul style="list-style-type: none">▶ Aleesha Phillips, Senior Social Media and Digital Communications Officer, LGAQ
9:10 – 9:15am	A WORD FROM OUR SPONSOR – Telstra
9:15 – 10:00am	COUNCIL COMMS SUCCESS STORY: NOT YOUR AVERAGE FAN REQUEST – Redlands' Taylor Swift wedding proposal goes viral <ul style="list-style-type: none">▶ Angela Gilltrap, Service Manager, Digital Communications and Design, Redland City Council
10:00 – 10:30am	MORNING TEA
10:30 – 10:35am	A WORD FROM OUR SPONSOR – Isentia
10:35 – 11:45am	AFTER THE FLOOD: The future of best practice council communications – before, during and after disasters – in the wake of a devastating summer <ul style="list-style-type: none">▶ Morgana Prior, Group Manager Communication, Engagement and Tourism, Redland City Council▶ Rebecca Stone, Executive Manager Strategic Communications and Engagement, Cairns Regional Council▶ Kelly Higgins-Devine, Presenter Statewide Evenings, ABC Radio▶ Amanda Rosman, Manager Public Information and Warnings, Queensland Police Service
11:45am – 12:30pm	THE EXIT INTERVIEW: a comms leader's farewell reflections <ul style="list-style-type: none">▶ Beau Jackson, Executive Manager Advocacy and External Affairs, Isaac Regional Council
12:30 – 1:20pm	LUNCH
1:20 – 2:15pm	THE CAMPAIGN WASHUP: the LGAQ's election campaigns under the microscope, up close and personal with Chooky the Bin Chicken and a new 'always on' sector campaign <ul style="list-style-type: none">▶ Samantha Dean, Campaign Manager, LGAQ
2:15 – 2:45pm	AFTERNOON TEA
2:45 – 3:45pm	THE COUNCIL COMMS CONFESSIONAL: a deep dive into the good, the bad and, yes, the ugly of council comms <ul style="list-style-type: none">▶ Kait Carroll, Senior Executive Communications Advisor, Western Downs Regional Council▶ Greg Martin, Manager Communications and Marketing, Whitsunday Regional Council▶ Travis Bannerman, Senior Communications Officer, Gympie Regional Council▶ Kristina Olsen, Manager Communications and Engagement, Cook Shire Council
3:45–4:00pm	FEEDBACK AND FAREWELL

LGx Registration

Full registration

\$700 (inc GST)

Networking event

\$65 (inc GST)

[Book accommodation here](#)



[Click here to register](#)



Every Queensland
community deserves
to be a liveable one

CONTACT US

MEMBERS HOTLINE:

1300 542 700

EMAIL:

events@lgaq.asn.au

ADDRESS:

LOCAL GOVERNMENT HOUSE
25 EVELYN STREET
NEWSTEAD, QLD 4006



YOUTUBE

[@LGAQld](#)



X

[@LGAQ](#)



INSTAGRAM

[@localgovqld](#)



FACEBOOK

[/localgovqld](#)



LINKEDIN

[local-government-association-of-queensland/](#)