

MARK SKELSEY CAREER ACHIEVEMENTS AND SKILLS

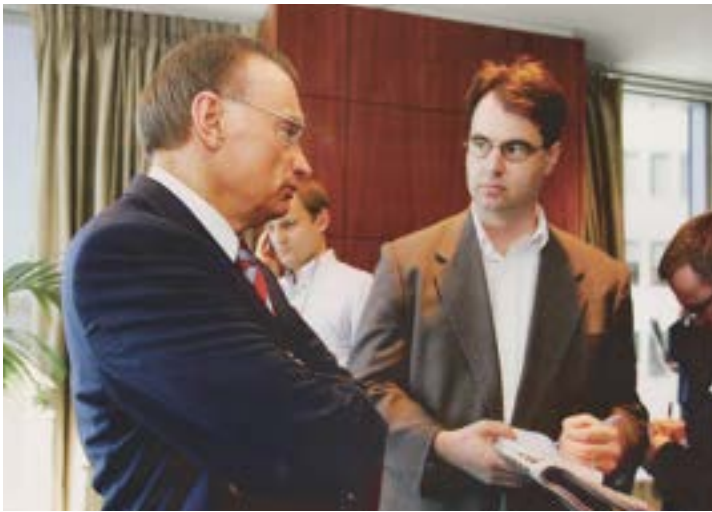
1988

Journalist, News Ltd

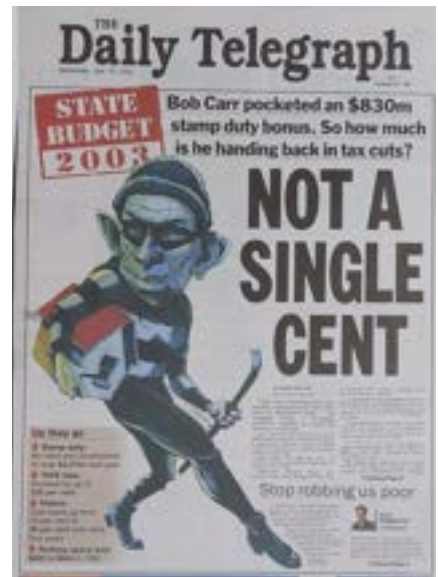
Leading Sydney journalist, starting as cadet and working up to roles as Urban Affairs Editor and State Political Reporter at the Daily Telegraph.

This included covering:

- Major Sydney development debates
- High-profile local council issues
- State political and policy issues



2005



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2005

Media Manager, NSW Department of Planning

Media Manager at NSW Department of Planning, managing a small communications team and responsible for media releases and launches, media inquiries, issues management and production of major reports.



Undertook high-profile media interviews in fast-paced environment



Successfully managing a media crisis relating to a corruption and murder inquiry

OTHER

Led a team which:

- Oversaw launches of major initiatives, including the Metropolitan Strategy for Sydney, regional strategies and major planning policies
- Developed and implemented consultation plans for review of NSW planning system and regional strategies to manage conflict between coal seam gas and farming



Production of Departmental annual reports and reports on major development activity

2013

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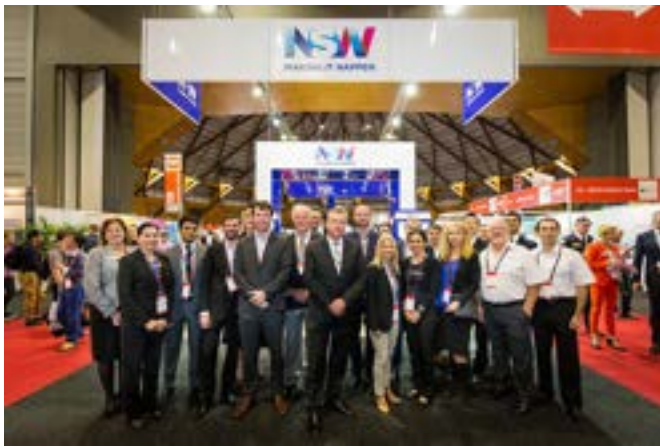
2014

Project Director, Kathy Jones and Associates

Delivering engagement and communication services for major projects and clients.

Media and Communications Director at NSW Department of Industry

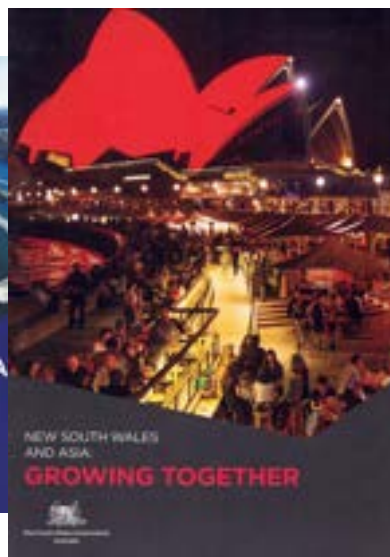
Managing a team of 12 which oversaw the following:



Announcements about new funding, research and government partnerships



Major international trade events, including the Boao Forum for Asia which attracted more than 100 journalists from 40 media outlets around the world



Promoting NSW as an investment destination



Responsible for media inquiries for contentious liquor and gaming portfolio

2016

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2016

Established consultancy Story Power and delivered community engagement, public relations and general communication services to a range of clients,



Development of corporate and project community engagement strategies, and delivering project fact sheet library at NSW Land and Housing Corporation



Media launch of new startup superannuation company Zuper



International public relations strategy and major event promotion for startup industry association Fintech Australia



Designing new online newsroom, social media videos and writing retirement living guide and papers for leading retirement living site Downsizing.com.au

OTHER

2022

Community Engagement Strategy for Mosman Council

Successful \$5m grant funding application for Willoughby Leisure Centre

Community Engagement Strategy review and development of new website for Cumberland Council

MARK SKELSEY CAREER ACHIEVEMENTS AND SKILLS

2022 Engagement and Internal Communications Lead at Willoughby City Council

Leading a small team and overseeing:

- Development of new statutory Community Engagement Strategy (for general local government matters) and Community Participation Plan (for planning and development matters)
- Overall project management of Special Rate Variation consultation and application, including mailout to 30,000 ratepayers and 10 engagement events (*Securing Willoughby's Future* project)
- Development and implementation of engagement strategies and internal communications



2023



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	Media Manager at NSW Department of Planning	Media and Communications Director at NSW Trade and Investment	Consultant (Story Power)	Community Engagement and Internal Communications Lead at Willoughby City Council
Team leadership	✓	✓		✓
Proactive media / launches	✓	✓	✓	✓
Reactive media/ issues management	✓	✓	✓	✓
Content creation	✓	✓	✓	✓
Social media management	✓	✓	✓	✓
Report writing / management	✓	✓	✓	✓
Internal communications	✓			✓
Community engagement	✓		✓	✓
Advocacy			✓	✓
Government relations			✓	
Strategic communications and engagement	✓	✓	✓	✓
Grant application writing			✓	
Event management	✓	✓	✓	✓
General non-communications project management			✓	✓