ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



COUNCIL WRITING

Community-focused Writing

Write emails, letters and portal messages to residents, businesses and community groups that build trust.

WHO IT'S FOR

Council officers who write to residents, businesses and community groups.

DURATION

3 hours, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Identify what the resident or business needs to know
- Explain rates, permits and planning decisions in plain language
- Set a respectful, human tone in council correspondence
- Structure emails, letters and portal messages logically
- Answer enquiries completely, so fewer follow-ups are needed
- Reduce escalations to councillors and the CEO

ABOUT THIS PROGRAM

Our council correspondence training deals with the letters that generate calls and complaints: a rates notice no one understands, a permit decision without a reason, a planning response that reads like a legal document, a reply that goes straight to the councillor. Participants learn to read what the resident is asking, explain decisions plainly, set the right tone and write emails, letters and portal messages that build trust. They rework real correspondence in the session, so replies that settle matters the first time follow.

Tailored to your organisation

We work with your templates, standard paragraphs and real correspondence, with personal details removed, so the program fits your council's decisions and services.

Talk to us about this program

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Enquire online