

RESUME CHART

Verne Ivars Krastins BSc (Hons), Fellow LGPro

A creative social value driven all-rounder for communications, engagement, evaluation and campaign planning roles and projects. Reliable, enthusiastic and hard working. Over 20 years' experience in local and state government.

Skills: writing, research and analysis, public relations, publications, MS suite, video editing, visual art, client and stakeholder relations.

Specialty knowledge areas: sustainability, environmental protection, local government, resource recovery, corporate planning, tourism and arts promotion, engagement and consultation project design, multicultural communication, work place engagement. Volunteer English Tutor AMES Dandenong.

Contact

Phone 0411 258 455

Email sectorconnector@gmail.com

Postal 29 Close Ave, Dandenong VIC 3175

LinkedIn au.linkedin.com/in/sectorconnector

2016 ← 2011
FREELANCE / SECTOR CONNECTOR

Editorial / Publishing

- **Editor/Writer** - Sustainability Victoria e-news [litterALLY](#). Since 2012.
- **Feature writer** - Municipal Association of Victoria [CiVic Magazine](#). Since 2013.
- **Feature writer** - Local Government Professionals Victoria [PROfile Magazine](#). Since 2006.

Selected Communications Projects (various clients)

Web Content / Publications

- [Climate Ready website](#) review and editing - Federation University, Ballarat.
- Best practice guide "Dining 4 All" (print/online) and supporting communications plan, directed at café and restaurant operators - City of Boroondara.
- Website review and rewrite of www.litter.vic.gov.au including a suite of [litter prevention toolkits](#) - Sustainability Victoria / Victorian Litter Action Alliance.
- Writer / Concept Developer - Casey City Council illustrated Council Plan.
- Baw Baw Shire [Annual Report](#).

Internal Communications

- Intranet review, restructure and rewrite - City of Boroondara Org. Development Department.
- Internal communications materials and online forms - Whitehorse City Council HR.

Evaluation / Stakeholder Engagement Projects

- **Program Evaluator / Community Engagement Planner** [Climate Ready](#) - Mornington Peninsula Shire (2014-16).
- **Program Evaluator / Case Study Writer** [Victorian Litter Hotspots Program](#) - Metropolitan Waste and Resource Recovery Group (2013-14).
- **Principal Consultant / Sector Engagement** [Charity Store Dumping Prevention Toolkit](#) - Sustainability Victoria (2013).
- **Campaign Strategist / Toolkit Developer and Writer** [Discover Your Own Backyard Campaign](#) tourism promotions model for local councils - Destination Melbourne (2010-12).

2010 ← 2007
FREELANCE / SECTOR CONNECTOR

Special Projects (City of Greater Dandenong)

- Project manager '[Imagine 2030](#)' Community Plan.
- Corporate planning advisor.
- Tourism and visitor strategy developer.

Manager Media and Communications

City of Greater Dandenong. Covered a 12m maternity leave, managing a team of five (2007-08).

Selected Communications Projects (various clients)

Arts, Events and Marketing

- Marketing Coordinator [Drum Theatre Dandenong](#).
- Event Manager – Reopening of the St Kilda Town Hall, City of Port Phillip.
- Communications Advisor branding/style guides - Bass Coast & Southern Grampians Shires.

Communications Evaluation and Strategy

- Service Review Consultant Communications & Engagement Unit, City of Boroondara.
- Evaluation of the multicultural communications [CALDCOM Storyboards](#) - Moreland City Council, highly awarded since.
- [Guide to Holding a Successful Civic Event](#) - City of Greater Dandenong.
- New Communications & Marketing Strategy - City of Greater Dandenong.
- Communications Advisor, City of Whittlesea.

International Local Government

- 2004** - Three month 'secondment' to the London Borough of Lewisham (sponsored by City of Port Phillip). Organisational change and workplace research. Imbedded in Org Dev.
- 2001** - Four month Staff Exchange to City of Obu, Japan (Sister City to City of Port Phillip). Delivered a community choir project. Imbedded in the Corporate Communications unit, supported media and publications work.

2006 ← 1994
CITY OF PORT PHILLIP

Community and Corporate Engagement Lead/Campaigner

Reported to the CEO and Executive Management Team (2004-2006).

A highlight was leading a 16 month "all stakeholders" engagement and events campaign in the lead up to and after the 2006 Commonwealth Games.

Manager Corporate Communications and Market Research

Led a team of five Communications Advisors. A highlight was introducing an agency style communications service structure (2001-04).

Coordinator/Team Leader positions

Titles included: Publications, Public Affairs, Media, Corporate Publicity, Corporate Communications (1994-2001).

BEFORE LOCAL GOVERNMENT

- Director VK Management (1988-94)** Established an agency providing marketing, publicity and tour management services for independent bands, artists and record labels. Melbourne and Sydney.
- Branch Operations Manager** – Pindar Infotek, a new venture in the fledgling electronic publishing industry (UK).
- Operations & Business Development Manager** – Kestrel Data Management (London UK).
- Environmental Officer (1970s)** - South Australian Department for the Environment.

EDUCATION

Adelaide University
BSc Hons (Biological Sciences).
Part Bachelor of Arts (Anthropology, Politics, Sociology).