

Putting People in the Picture

Daniel Marsh
Principal Consultant



Who am I?

- I work with lots of different people across different sectors – industry, government, community
- I learn about all different communities around Australia
- I analyse data and draw conclusions about how people may be influenced/affected by decisions
- I develop communication materials
- I manage projects and project teams
- My recommendations inform people's decision making and make projects more acceptable
- I change things for the better

Principal Consultant

- **Coakes Consulting**

- Specialised consultancy in SIA and community engagement practice
- Team with varied backgrounds in the social sciences
- Offices on west and east coasts of Australia
- Involved in a range of large scale resource management projects



Areas of practice ...

- Forestry
- Fisheries
- Egg Industry
- Viticulture
- Dairy Deregulation
- Water Resource Management
- Agriculture
- Biotechnology
- Quarrying and Sand mining
- On-shore and Off-shore Oil and Gas
- OC and UG coal mining
- Waste Management



A Specialist Team



Karen Lamb



Annette Hoskisson



Dr Clara Ong



Dr Sheridan Coakes



Daniel Marsh



Why social performance consulting? Why now?

- Stronger respect in the boardroom
- Social license is more understood
- SIA methodologies improving rapidly
- Increasingly the competitive differentiator when hiring key staff
- Despite wealth of recent years, abundant social challenges persist eg. Indigenous communities

Related Career Pathways

- Industry
 - Policy and public affairs
 - Social investment / sustainable communities
 - Indigenous affairs
 - Human resource management
- Government
 - Policy advisor
- Academic

What makes a good practitioner?

- Passion to make a difference
- Persistence / resilience
- Ability to listen / create empathy
- Analytical and critical reasoning
- Creative thinking / facilitation of effort
- Ability to inspire and lead a client
- Organisation / attention to detail
- (Business skills)