

With 20+ years' experience in top-tier management roles across public and private sectors, Yolanda has led communications and stakeholder engagement on major infrastructure projects in SA and WA totalling more than \$46 billion.

Yolanda has developed a game-changing innovation known as **Public Outrage Predictive Modelling (POPM)**, a hybrid of risk management and engagement practices that draws on the experiences of other projects and delivers powerful insights to reduce, contain and minimise community opposition.

A former journalist, Yolanda is a communication specialist who knows how to make the media work for her, looking for clever ways to gain cut through to enhance reputation, build brand identity and deliver tangible outcomes. With video production skills and a knack for storytelling, her communications solutions are both cost-effective and top quality.



AREAS OF EXPERTISE

- Public Outrage Predictive Modelling (POPM)
- Stakeholder engagement and community consultation
- Superior interpersonal and negotiation skills
- High-level strategic communications advice
- Professional writer and editor
- Facilitation and presentation
- Video production
- Knowledge of inner workings of government at all levels
- Strong business acumen and financial management
- Public relations, media management and training
- Reputation and brand management
- Traditional, digital and social marketing skills
- Project Management, change management / culture change

CONTACT



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[LinkedIn Profile](#)



[YouTube channel](#)

PROFESSIONAL EXPERIENCE

CURRENT ROLE

Yolanda Vos – Perception Strategist

CEO and Creator of [Public Outrage Predictive Modelling \(POPM\)](#)

2023 onwards ~ POPM Communication and Engagement Consultant for:

- [\\$5b Northern Water](#) project - Infrastructure SA
- [\\$250m Pinjarra Heavy Haulage Deviation](#) project – Main Roads WA

GOVERNMENT ROLES

Director, Communications and Engagement

North-South Corridor T2D Project, Department for Infrastructure and Transport ~ 2021 – 2022

Director-level Manager, Strategic Communications

Main Roads Western Australia ~ 2016 – 2021

General Manager Strategic Communications

Department for Education & Child Development ~ 2009 – 2014

Manager Workforce & Health Industry Communications

SA Health ~ 2007 – 2009

Communications Manager

TRACsa: Trauma Injury Recovery ~ 2007

Health Promotions Consultant

Wentworth Area Health Service (NSW Health) ~ 2000 – 2004

PRIVATE SECTOR ROLES

SA & WA State Lead - Communications and Stakeholder Engagement

TSA Management ~ 2022 – 2023

Projects included AGIG Land Contamination and DIT Coast Parks Path Project and Southern Planning Projects

State Manager SA & WA, VET in Schools

Careers Australia ~ 2014 - 2015

Journalist and PR consultant

Australian Women's Weekly, Australian Women's Forum, Brisbane Courier Mail, CLEO magazine, NSW Premiers' Department, Blue Mountains City Council and ABC's Four Corners program ~ 1994 – 2005



SKILLS SUMMARY

Superior interpersonal and negotiation skills with a flair for stakeholder management

Experienced in facilitation, public speaking and high-level, complex negotiations, including working with Premiers, Ministers, Chief Executives, Management Boards and leading effective stakeholder engagement and community consultation.

High-level strategic communication expertise and professional writer

Delivering mass media marketing campaigns, PR, media/reputation management, strategic communications, social marketing, brand management and digital marketing. Experienced in writing media releases, video production, discussion papers, Ministerial, Estimate and Parliamentary Briefings, tender proposals, annual reports and funding submissions.

Strategic problem solver able to think laterally

Delivering results in complex community and stakeholder engagement negotiations, including developing [Public Outrage Predictive Modelling \(POPM\)](#), providing training to teams with a focus on co-production, public policy development and strategic planning – with extensive experience in infrastructure development, major projects, transport, health and education

Good understanding of government processes

Experience in public policy development, major infrastructure projects, 'machinery of government' amalgamations and sound knowledge of inner workings of government, including statutory authorities, service reforms and introduction of new systems and practices associated with legislative reform.

Strong business acumen and financial management skills

Experience working on multi-billion-dollar projects, developing business cases, economic modelling, establishing start-ups, sales projections, business development, social enterprise and taking an entrepreneurial approach to business planning.

Recruiting, coaching and managing strong multidisciplinary teams

Building capacity skills, morale and resilience with experience managing teams of 60+ staff, including functional reviews, WH&S and staff performance management, restructures, HR practices and workplace training and assessment.

REFEREES

Josephine Telfer

Director, Stakeholder Engagement and Community – Northern Water Infrastructure SA

Jon Whelan

Chief Executive
Department for Infrastructure and Transport SA

Peter Woronzow

Director-General
Department of Transport WA

ACCOMPLISHMENTS

Creator of [Public Outrage Predictive Modelling \(POPM\)](#) tool, designed for early identification and management of community concerns before these escalate to public outrage – used by infrastructure projects and for policy / strategy development. POPM is currently being used by Infrastructure SA's [\\$5b Northern Water](#) project and Main Roads WA's [\\$250m Pinjarra Heavy Haulage Deviation](#) project

Gaining 76% community approval rating for SA's biggest ever infrastructure project - [\\$15.5b North-South Corridor T2D Project](#), achieved during a period of compulsory land acquisition of 393+ properties, consulting more than 1,200 neighbours and businesses

Major government mass media marketing campaign - WA's [\\$1M Smart Freeways](#) education campaign, which reached more than 1.4m people, increasing awareness from 23% to 73%, with the value of the campaign's investment more than doubled through strategic media partnerships and astute advertising placements

Delivered successful crisis media management for Department for Education during the DeBelle Inquiry into Child Sexual Abuse and for Main Roads WA during the Perth Freight Link demonstrations that toppled the WA State Government

Developed SA's 'best practice' model online community engagement as part of delivering *Every Chance for Every Child* government strategic priority

Published more than 200 feature articles as an investigative journalist

Won the *Prime Minister's National Award for Excellence in Prevention* for the Young Women and Alcohol Project

QUALIFICATIONS

IAP2 Australasia Certificate of Engagement

Diploma of Journalism

Diploma of Scriptwriting

Pathway to SA Executive Service Management Training

Masterclass in Facilitation

Mental Health in the Workplace

Certificate IV Workplace Trainer and Assessor

Certificate IV Project Management