

Yolanda Vos is a Perception Strategist and creator of **Public Outrage Predictive Modelling (POPM)** – a predictive social risk methodology that identifies the project decisions capable of creating community opposition before it escalates into costly delays, disruption or reputational damage.

Drawing on more than 20 years' experience leading communications and engagement on major infrastructure projects valued in excess of \$50 billion, Yolanda combines practical experience, research and predictive modelling to transform social risk into actionable intelligence, enabling project teams to make better decisions and strengthen social licence.

Yolanda's latest innovation is **Data Centre POPM app** – a practice-led, evidence-informed and AI enabled online assessment tool designed specifically for this sub-sector.



A\$50b+

Major infrastructure projects delivered

20+ years

Communications & engagement leadership

76%

Community approval, \$15.5b North-South Corridor

CONTACT

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LinkedIn Profile
YouTube channel

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

Professional experience

CURRENT ROLE · 2023 ONWARDS

Yolanda Vos – Perception Strategist

CEO and Creator of Public Outrage Predictive Modelling (POPM)

POPM COMMUNICATION AND ENGAGEMENT CONSULTANT FOR

\$3.5b	Northern Transmission Project – ElectraNet SA
\$450m	Reid Highway Grade Separation – Main Roads WA
\$250m	Pinjarra Heavy Haulage Deviation project – Main Roads WA
\$5b	Northern Water Project – Infrastructure SA

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 <i>Projects included AGIG Land Contamination and DIT Coast Parks Path Project and Southern Planning Projects</i>	2022 – 2023
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

What Yolanda brings to a project

01 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.

02 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.

03 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.

04 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.

05 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.

06 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.

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

REFEREES

Jon Whelan

Chief Executive

Department for Infrastructure and Transport SA

Peter Woronzow

Director-General

Department of Transport WA

Josephine Telfer

Engagement Lead – Northern Transmission Project
ElectraNet

ACCOMPLISHMENTS

Creator of Public Outrage Predictive Modelling (POPM)

Tool designed for early identification and management of social risk before it escalates to public outrage – used by data centre and infrastructure projects.



POPM is currently being used by ElectraNet's **\$3.5b** Northern Transmission Project and Main Roads WA's **\$250m** Pinjarra Heavy Haulage Deviation and **\$450m** Reid Highway Grade Separation projects.

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.