

Public Affairs in the Nation's Capital

Wednesday 5th August 2009

National Portrait Gallery • King Edward Terrace, Parkes, ACT

This highly informative conference will examine media issues affecting the public sector. It is hosted by the Walkley Foundation for journalism, the peak industry body representing Australia's media and professional communicators.

Covering government and the not-for-profit sector, this conference will provide an important professional development and networking forum for:

- media advisors
- communications and public affairs officers
- strategic communications
- media managers and public relations specialists

Program

9:00am – 9:20am **Opening address**

- **Christopher Warren**, Federal Secretary, Media Entertainment & Arts Alliance
- **Chair Don Cumming**, Manager, Media and Ministerial Communications
Department of Agriculture, Fisheries and Forestry

9:20am – 10:10am **Breaking down barriers: Freedom of information and disclosure**

New reforms, new processes; what do they mean and how will they work?

- **Peter Roberts**, Senior Lecturer, Charles Sturt University
Whistling While They Work – A research project examining whistle-blowing and internal witness management in public sector organisations.
- **Peter Timmins**, FOI consultant

10:10am – 11:00am

- **Roxanne Missingham**, Parliamentary Librarian
The public good – publishing online
- **Markus Mannheim**, Editor, The Public Sector Informant, *Canberra Times*
Secrecy's toxic effect on political journalism
- **Laurie Van Veen**, Communications Advice Branch, Department of Finance and Deregulation (tbc)

11:20am – 12:15pm **Professional standards & ethics**

- **Paul Casimir**, Director, Ethics Advisory Service
Values, code of conduct, strategies and techniques for ethical decision-making in the Australian Public Service
- **Peter Lewis**, Director, Essential Communication
New media mean new professional standards

12:15pm – 1:00pm **Future of Journalism: Redefining an industry**

- **Christopher Warren**, Federal Secretary, Media Entertainment & Arts Alliance
Where to next?

1:15pm – 1:45pm Lunchtime Conversation

- **Christine Wallace**, political journalist and author in conversation with our special guest (tba)

2:00pm – 3:00pm **Project TOTO: Social media for social change**

ActionAid Australia has sent an independent political blogger to Africa in a groundbreaking attempt to bring the causes of poverty closer to the Australian public. Nicknamed Project TOTO, the world-first campaign uses social media tools such as Twitter, Facebook and video blogs.

- **Archie Law**, CEO ActionAid
- **Stilgherrian**, on blogging from Africa

3:00pm – 3:50pm **The media & Australian elections: Front-page reporting of election campaigns**

Do Australia's major newspapers cover federal election campaigns as prominently as they did 30 years ago? New research reveals the diminishing front-page spotlight on election campaigns.

- **Michael Gillies**, Director, Michael Gillies Media
- **Malcolm Farr**, National Political Editor, *The Daily Telegraph*

4:10pm – 5:00pm **Issues management: Staying focused under pressure**

Some organisations and issues attract a lot of media attention. How do you continue to communicate on-message when every headline seems against you?

- **Ben Pollack**, Communications Director, Canberra Raiders
- **John Flannery**, Senior Public Affairs Advisor

5:00pm – 7:00pm Drinks and networking

To register

Phone: 1300 656 513

Email: melissa.mcallister@alliance.org.au to request a registration form

Program: <http://publicaffairs.alliance.org.au>

Public Affairs Conference 5th August 2009	Early Bird Rate Book by July 24th (incl. GST)	Standard Rate Book & pay after July 24th (incl. GST)
Media Alliance Members	\$300	\$350
Non-Members	\$450	\$500
Not-for-profit Rate	\$400	\$450

- **Conference price includes delegate packs, lunch & tea breaks, networking drinks**

HOSTED BY



**the walkley
foundation**
an alliance initiative ★

The Walkley Foundation for journalism administers Australia's most prestigious media accolades, the Walkley Awards for Excellence in Journalism, and promotes ethics and professionalism in the Australian media

www.walkleys.com

The Media, Entertainment & Arts Alliance is the professional and industrial body representing journalists and other workers in the media industry

www.alliance.org.au

SPONSORED BY

**media
super**

