



Forum on Public and Citizen Diplomacy

Outcomes Report

This report summarises the main outcomes of the Forum on Public and Citizen Diplomacy held in Canberra at the Hedley Bull Centre on 6-7 June 2011. The Forum was hosted by the Australian Institute of International Affairs in partnership with the Asia Pacific College of Diplomacy at the Australian National University and in collaboration with the Department of Foreign Affairs and Trade. The event was supported by the Department of Foreign Affairs and Trade, the Ian Potter Foundation, the National Film and Sound Archive and the Embassy of the Kingdom of the Netherlands.

The Forum, held over two days, brought together a variety of government officials, academics, professionals and other experts to discuss, debate and engage with the many contemporary issues in public diplomacy and the various citizen diplomacy resources present in Australia today. The object of the Forum was to address the role of public and citizen diplomacy in shaping Australia's image in the world.

Highlights of the Forum included:

- Participation by two international keynote guest speakers from the Netherlands and the United States
- Twenty-five speakers including diplomats, members of parliament, media representatives, non-government organisations, government officials and academics
- Coverage of a range of issues including the experience of public and citizen diplomacy in Australia and the role of the media and social media in shaping public and citizen diplomacy
- Cultural screening in conjunction with the National Film and Sound Archive
- The overall program and program organisation received a 4.6 out of a possible 5.0 rating from participants
- Expert facilitation by ABC journalist Virginia Haussegger
- Preparation of a summary of proceedings and delivery of recommendations to the Department of Foreign Affairs and Trade.



Ann Schodde, President and CEO, US Center for Citizen Diplomacy



Professor Jan Melissen, Director, Clingendael Diplomatic Studies Programme, Netherlands Institute of International Relations



Objectives

The objective of the forum was to create an increased understanding of public and citizen diplomacy and how it aids in influencing and projecting the international image of Australia.

Public and citizen diplomacy are vital tools that can be used to augment normal diplomatic procedure. Unlike traditional diplomacy, which concentrates on government-to-government interaction, public and citizen diplomacy are the tools required to build understanding with foreign publics. Public diplomacy discussions includes a range of activities aimed at influencing the views of international publics (government to public) while citizen diplomacy focuses on citizen to citizen contact that builds cultural awareness and understanding and can improve relations between countries.

The Forum brought together leading experts from Australia and overseas and generated a vision for the future course of public and citizen diplomacy in Australia. International speakers included:

- Professor Jan Melissen, Director, Clingendael Diplomatic Studies Programme, Netherlands Institute of International Affairs
- Ann Schodde, President and CEO, US Center for Citizen Diplomacy
- Jolyon Welsh, Deputy British High Commissioner to Australia
- Judy Moon, Counselor for Public Affairs, Embassy of the United States of America

Specific objectives included:

- To bring together a select group of Australian experts to discuss public and citizen diplomacy
- To analyse Australia's current engagement in public and citizen diplomacy
- To debate, share ideas and formulate recommendations for the future direction of Australia's public and citizen diplomacy plan
- To educate the public about Australia's engagement in public and citizen diplomacy
- To establish a platform for future collaboration between the diplomatic and governmental policy makers and the institutions that participate in public and citizen diplomacy
- To produce solid policy recommendations for Australia's public and citizen diplomacy program

Following Day One, the National Film and Sound Archive organized a screening of the film "They're a Weird Mob."

Following Day Two of the Forum, a select group of invited guests were invited to a dinner at *Boffins Restaurant*, hosted by the Australian Institute of International Affairs and the Asia Pacific College of Diplomacy at ANU.



Ann Schodde, Ramesh Thakur, John McCarthy, Melissa Conley Tyler, Bill Maley, Pauline Kerr, Jan Melissen



Australian Institute of International Affairs

Participants

Speakers and discussants came from a variety of organisations that included:

- Government:
 - Paul Grigson, Deputy Secretary, Department of Foreign Affairs and Trade
 - Margaret Adamson, Assistant Secretary, Public Diplomacy Branch, Department of Foreign Affairs and Trade
 - Senator Russell Trood, Senator for Queensland
- Academia:
 - Professor William Maley AM, Foundation Director, Asia-Pacific College of Diplomacy, Australian National University
 - Dr Pauline Kerr, Director of Studies, Asia-Pacific College of Diplomacy, Australian National University
 - Professor Ramesh Thakur, Asia-Pacific College of Diplomacy, Australian National University
 - Dr Alison Broinowski, Visiting Fellow, Australian National University and Senior Research Fellow, University of Wollongong
 - Dr Caitlin Byrne, Assistant Professor of International Relations at Bond University and Research Fellow, Center on Public Diplomacy, University of Southern California
 - Annmaree O'Keefe AM, Research Fellow, Lowy Institute for International Policy
- Education:
 - Dennis Murray, Executive Director, International Education Association Australia
 - Vipran Mahjan, Branch Manager, International Group, Australian Education International
- Media:
 - Mark Scott AO, Managing Director, ABC
 - Virginia Haussegger, Journalist, ABC News Canberra
 - Fergus Hanson, Research Fellow, Lowy Institute for International Policy
- Non-Government Organisations:
 - Jenny McGregor, CEO, Asialink, University of Melbourne
 - Jill Byrne, Director, Austraining International
 - Dimity Fifer, CEO, Australian Volunteers International
 - Alderman Bill Wilson, President, Sister Cities Australia



Margaret Adamson, Assistant Secretary, Public Diplomacy Branch, DFAT



Paul Grigson, Deputy Secretary, DFAT



Format

Sessions focused on:

- Exploring Public and Citizen Diplomacy
- Public and Citizen Diplomacy in Australia
- International Practices in Public and Citizen Diplomacy
- The Role of the Media and Social Media
- Best Practice in Public and Citizen Diplomacy
- Recommendations
- Augmenting Public and Citizen Diplomacy

Feedback

Remarks received praised the AIIA for providing “fantastic” keynote speakers and a diverse field of expert panel speakers that fostered discussion and debate. Other comments praised the AIIA for providing a broader understanding of citizen and public diplomacy and its importance and role in Australia’s overall diplomatic program. The overall program and program organisation received a 4.6 out of a possible 5.0 rating.

Acknowledgements

The Forum on Public and Citizen Diplomacy was made possible through the generous support of:

- Department of Foreign Affairs and Trade
- Ian Potter Foundation
- Embassy of the Kingdom of the Netherlands
- National Film and Sound Archive

The Australian Institute of International Affairs would like to thank all participants in the Forum, particularly speakers and moderators.

The organising Sub-Committee was comprised of:

- Melissa Conley Tyler, National Executive Director, Australian Institute of International Affairs
- Professor Bill Maley, Foundation Director, Asia Pacific College of Diplomacy, ANU
- Andrea Haese, Asia Pacific College of Diplomacy, ANU
- Mr John Robbins, National Deputy Director, AIIA
- Ms Gale Wilkinson, Research Intern, AIIA
- Ms Hallah Nilsen, Research Intern, AIIA



Ann Schodde and Jan Melissen with the organising team