



The Australian Institute of International Affairs and the
Asia-Pacific College of Diplomacy at ANU
in collaboration with the Department of Foreign Affairs and Trade

Forum on Public and Citizen Diplomacy

6-7 June 2011

Hedley Bull Centre, Australian National University, Canberra

Monday 6 June

9.15am Opening

Chair:

Melissa Conley Tyler, National Executive Director, Australian Institute of International Affairs.

Keynote speakers:

- John McCarthy AO FAIIA, National President, Australian Institute of International Affairs
- Professor William Maley AM, Foundation Director, Asia-Pacific College of Diplomacy, Australian National University

10.30am Morning tea

11.00am Session 1: Exploring Public and Citizen Diplomacy

This session will set the framework for understanding public and citizen diplomacy and their promotion. It will also explore the relationship between public and citizen diplomacy.

Chair:

Zara Kimpton OAM, National Vice President, Australian Institute of International Affairs

Keynote speakers:

- Professor Jan Melissen, Director, Clingendael Diplomatic Studies Programme, Netherlands Institute of International Affairs
- Ann Schodde, President and CEO, US Center for Citizen Diplomacy

12.30 pm Lunch

1.30pm Session 2: Public and Citizen Diplomacy in Australia

This session will explore the experience of public and citizen diplomacy in Australia and evaluate its effectiveness in influencing opinions and perceptions.

Chair:

Dr Pauline Kerr, Director of Studies, Asia-Pacific College of Diplomacy, Australian National University

Keynote speakers:

- Senator Russell Trood, Senator for Queensland
- Margaret Adamson, Assistant Secretary of Public Diplomacy Branch, DFAT
- Annmaree O'Keeffe AM, Research Fellow, Lowy Institute for International Policy
- Jenny McGregor, CEO, Asialink, The University of Melbourne

3.00pm Afternoon tea

3.30pm Session 3: International Practices in Public and Citizen Diplomacy

This session will explore the experience of public and citizen diplomacy on an international scale and lessons learned from various countries' experience.

Chair:

Professor Ramesh Thakur, Asia-Pacific College of Diplomacy, Australian National University

Keynote speakers:

- Mr Jolyon Welsh, Deputy British High Commissioner to Australia
- Judy Moon, Counselor for Public Affairs, Embassy of the United States of America
- 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

5.00pm Reception

Light refreshments available for Forum delegates with the support of the Embassy of the Kingdom of the Netherlands.

6.00 for 6.15 pm Evening Entertainment

Movie screening in partnership with the National Film and Sound Archive's *Antipodean and Australian International Cinema* series:

6.15 pm: Panel Discussion

Deakin University's Prof Deb Verhoeven, RMIT's Dr Adrian Danks and Monash University's Dr Con Verevis join the ANU's Dr Catherine Summerhayes for a gaze through both ends of the lens through which world cinema has seen Australia.

7.15pm: Screening of English director Michael Powell's adaptation of John O'Grady's *They're a Weird Mob* (1966, 112 mins).

Tuesday 7 June

9.00am Session 4: The Role of Media and Social Media

This session will look at the role media and social media play in shaping public and citizen diplomacy.

Chair:

Colin Chapman, President, NSW Branch, Australian Institute of International Affairs

Keynote speakers:

- Mark Scott AO, Managing Director, ABC
- Fergus Hanson, Research Fellow, Lowy Institute for International Policy

10.30am Morning tea

11.00am Session 5: Best Practice in Public and Citizen Diplomacy

This session will look at some of the key bodies involved in public and citizen diplomacy and outline their work as well as examining the prospects for growth. This session will bring together some of the key organisations involved in each area.

Chair: Professor Julianne Schultz, Editor, *Griffith Review* and Member, ABC Board

Panellists:

- Dennis Murray, Executive Director, International Education Association Australia
- Vipin Mahjan, Branch Manager, International Group, Australian Education International
- Jill Byrne, Director, Austraining International
- Dimity Fifer, CEO, Australian Volunteers International
- Alderman Bill Wilson, President, Sister Cities Australia Inc

12.45 pm Lunch

1.45 pm Session 6: Recommendations

This session will be a moderated discussion to formulate recommendations for improving public diplomacy and citizen diplomacy.

Moderator: Virginia Haussegger, Journalist, ABC News Canberra

2.45 pm Afternoon tea

3.00 pm Session 7: Augmenting Public and Citizen Diplomacy

This final session will examine how to maintain and augment the relevance of public and citizen diplomacy given changing global environments, technologies and attitudes. In addition, it will discuss how individuals, government and business in Australia can better promote public and citizen diplomacy.

Keynote speakers:

- Melissa Conley Tyler, National Executive Director, Australian Institute of International Affairs
- Paul Grigson, Deputy Secretary, Department of Foreign Affairs and Trade

4.00pm Close Proceedings

The support of 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 is gratefully acknowledged.



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