Western Sydney University staff and post-graduate students are invited to attend this 2017 guest lecture and workshop series.

In this series, media and communication industry experts share the strategic models, methods and practices they use to contribute to social change and engage new audiences.

Industry guests are from not-for-profits (Amnesty, Yvote, Australia Republic Movement, Common Cause), Creative Agencies (Republic of Everyone, Agency) and media organisations (Australian Broadcasting Corporation, Proxi VR).

This series has been organised for the Strategic Communication unit, part of the Master of Creative Industries Degree. All lectures and workshops will be at One Parramatta Square.

If you would like to register to attend any of these sessions contact Tanya Notley for more details.

t.notley@westernsydney.edu.au
Mitra Gusheh, University of Technology Sydney

Human Centred Design solves complex problems. Adopted by diverse fields such as business, education and health, this approach uses strategies such as sensing through empathy or rapid prototyping, to surface innovative solutions to difficult challenges. This hands-on workshop will use stories and practice to introduce participants to key aspects of the Human Centred Design process and provide practical strategies for its application across a range of different contexts.

Mitra Gusheh’s practice builds on over 15 years of experience across the social sector and the design profession. Having studied psychology and design (visual communication), Mitra brings together principles underpinning both fields to respond to complex social challenges. She has worked for a range of local and international not for profit organisations, where she has been responsible for the strategic design and development of large-scale social change programs and their implementation. This includes the establishment of Oxfam Australia’s national youth program, the design and implementation of an advocacy program on child rights in Sri Lanka, and the design and implementation of an ICT project in partnership with UNESCO based in Nepal. Mitra is currently working with the University of Technology Sydney (UTS) to develop their social impact framework.

STRATEGIC COMMUNICATION FOR CHANGING BEHAVIOURS

Guest Lecture

WED 22 MARCH, 6-8PM
Scott Matyus Flynn, Head of Strategy, Republic of Everyone

How do you change someone’s behaviour? Scott will explore the role communications plays in changing people’s behaviour, highlighting the importance of deep insight into human psyche and behaviour, and examining how you can develop a communications strategy to help deliver great campaigns.

Scott is Partner and Head of Strategy at Republic of Everyone and works with businesses, brands and people that want to help make the world more sustainable. Scott has a background in psychology, marketing, advertising, and sustainability consulting.

STRATEGIC COMMUNICATION FOR POLITICAL CHANGE

Guest Lectures

WED 29 MARCH, 6-8PM
Skye Riggs, CEO, YVote.com.au

Corporate ownership of mass media, social media algorithms and communication specialists working for interest groups and political parties are just a few of the factors creating a communication landscape that is more convoluted, misleading and difficult to navigate than ever before. Citizens sense this and are becoming increasingly disenfranchised with the state of politics, creating an environment where the powerful gain more power and the stability of liberal democracies is threatened. Where does this leave citizens and our voice in political decision making? Do we have any power? What does the future of politics and democracy look like and how can we use strategic communication to shape the future that we want to see? Skye will demonstrate how Y Vote applied strategic communication principles in the 2016 Australian federal election to run a campaign that resulted in unprecedented rates of youth enrolment in Australia when youth voter participation is on the decline globally.
**STRATEGIC COMMUNICATION**

**Industry Guest Lecture Series**

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**INTEGRATING VALUES AND FRAMES INTO YOUR STRATEGY**

**Workshop**

**SAT 1 APRIL, 9.30AM-1.30PM**

Dr Eleanor Glenn, Director of Common Cause Australia

This session is for those eager to know what really makes people tick. You’ll learn how values and frames work and why they matter. Understanding how values influence our decision making and behaviour is key to growing support for your cause or mission and inspiring people to stay the course over the long term. We’ll explore the implications of engaging and thereby reinforcing certain stories of how the world works (frames) and certain motivations (values). Some are likely to be helpful to our cause, others unhelpful. Some deliver short term wins but undermine our longer term objectives. Our task, then, is to choose to engage values and frames that are both effective and sustainable. This is a practical, hands on session. Bring along your project for us to workshop and discuss.

Originally an ecologist by training, Eleanor’s fascination with what makes people tick led to a shift in focus to the psychological and societal dimensions of sustainability. Eleanor now helps a range of socially-conscious organisations to engage the values that motivate us to care for each other and care for the planet. Her end game is social, economic and political systems change to create a world where everyone thrives.

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**STRATEGIC COMMUNICATION FOR ACTIVISM AND ADVOCACY**

**Guest Lectures**

**WED 5 APRIL, 6-8PM**

Tim Middlemiss, Communications and Campaign Director at Agency

Agency are a team of strategic creatives specialising in communications, design, digital and video projects that create impact for social causes and campaigns. Tim will be sharing real examples of projects; highlighting the strategic planning, and communications theories that informed them, and the lessons learned along the way.

Tim came to Agency having previously worked in youth engagement at two of Australia’s largest not-for-profit organisations, World Vision Australia and Taronga Conservation Society. He has a background in education and communication, having completed tertiary degrees in both; but has a passion for where these two areas combine. Tim has been the strategic consultant on the Campaign for Australian Aid, which brings together 60 of Australia’s aid and development organisations. He is also the co-founder of the social justice conference, Expanse and the global presenter of World Vision’s youth leadership conferences.

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**STUDying AND AnalySING AUiDENCES**

**Guest Lectures**

**WED 26 APRIL, 6-8PM**

Nicolaas Earnshaw, Digital Producer, Australian Broadcasting Corporation Research and Development unit

In five years time, what are some likely scenarios the ABC will encounter within the Australian media landscape? What technologies and audience behaviours will be core to media engagement and what does the ABC need to start doing now to meet future audience needs? By addressing audience and technology trends, Nicolaas highlights how R+D at the Australian Broadcasting Corporation uses a number of techniques to research, explore and demonstrate likely future media experiences. His talk will use recent R+D efforts to highlight how the team helps the ABC prepare for and thrive in a rapidly changing media environment.

Nicolaas is a Producer / Strategist with ABC R+D who investigates the intersection between humans and emergent technology. With a background in ethnography, sociology and informatics, Nico has an eye for connecting emerging social, cultural and technological trends to future media opportunities.

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Harrison Norris, Director, Proxi VR

Harrison Norris has been a stunt performer on Mad Max: Fury Road, live-directed the 18th annual BUFTA broadcast and worked on Black Sails, Suicide Squad and Ghost in the Shell. His second short A Peaceful Man, was screened and received special mention at the Slamdance Film Festival in 2015, and has since garnered 20+ laurels internationally. At 19 Harrison designed a new VR camera system that he used to co-direct the official Suicide Squad VR experience. After co-founding PROXI VR, in partnership with ‘Deluxe’, (the world’s largest post-production company), he has been working on a range of ‘to be announced’ VR projects. In this talk he will share his experience of creating Virtual Reality content and discuss where he thinks VR might be headed.