



FULL PROGRAM REVEALED FOR WOMEN IN MEDIA 2023 NATIONAL CONFERENCE

More than 50 leading women in journalism, politics, film, TV, advertising, marketing, technology, PR, comms, professional development and social movements to speak at this year's two-day Sydney event

Sydney, 26 June 2023

The Women in Media National Conference, which will be held in Sydney for the first time on 8-9 September this year, will be the largest gathering of female media professionals from across the country.

Packed with thought-provoking topics, knowledge-building workshops and opportunities to engage in meaningful discussion, the conference lineup is far-reaching. Influential business leaders, media industry personalities, entrepreneurs, and those just starting out in their careers, will delve into crucial issues of gender, media, and society.

"With a carefully curated program, we present 50 extraordinary women from diverse domains; unified by their passion for media and depth of knowledge," said Petra Buchanan, Strategic Advisor to Women in Media.

"From journalism to technology, politics to film, our lineup reflects the dynamism and impact of women across the industry. Brace yourself for thought-provoking discussions, knowledge-building workshops, and the opportunity to engage in meaningful exchanges."

Petra added: "This is one of those events you clear the diary for and make it a priority to attend. Over the two-day event you will see faces you know, because they are leaders in their fields, and you will form new relationships with women like yourself; women who are focused on their careers in media and wanting to enhance their networks and knowledge."

Please find the full program here <https://womeninmedia.com.au/conference-2023#program>

MASTER OF CEREMONIES (MC)

Chief News Presenter for Network Ten's flagship news bulletin, **Sandra Sully** will MC the first day of the conference (8 September, 2023). Co-host of Nine Network's breakfast program *Today*, **Sarah Abo** will MC the second day of the event (9 September, 2023).

KEYNOTE SPEECHES

Ita Buttrose AC OBE is an icon and inspiration to generations of Australian women. As a pre-eminent journalist, media industry powerhouse and trailblazer for women, her efforts have helped to improve diversity, equality and inclusion for all women in the media sector.

2023 Australian of the Year **Taryn Brumfitt** will be 'in-conversation' with **Natalie Barr**, Seven Network's *Sunrise* co-host. Taryn, who rose to international fame with her Body Image Movement campaign and documentary *Embrace*, will share her story and discuss the importance of body acceptance and self-compassion in the media.

Award-winning journalist, ABC anchor, bestselling author and hit podcaster, **Leigh Sales AM** will be centre stage talking all things journalism. Caroline Jones Women in Media Young Journalist's Award recipient for 2022, **Samantha Jonscher** will lead a Q&A with Leigh following her remarks.

EXPERT PANELS DISCUSSIONS

ADVANCING GENDER EQUALITY

This panel brings extensive expertise to the table, representing various sectors and institutions dedicated to advancing gender equality. Join former Sex Discrimination Commissioner, **Kate Jenkins AO**, Chair of the Women's Economic Equality Taskforce, **Sam Mostyn AO**, CEO of Media Diversity Australia, **Mariam Veiszadeh** and CEO of the Workplace Gender Equality Agency, **The Hon Mary Wooldridge** in a moderated discussion led by award-winning journalist and commentator on women and the workforce, **Catherine Fox AM**.

MYTH BUSTING IN ADVERTISING

Leaders in advertising and marketing will discuss myth busting culture change and driving female narratives facilitated by **Sunita Gloster AM**. Bringing their creative, agency and marketing expertise to the discussion about advancing gender norms will be Seven West Media's Chief Marketing and Audience Officer, **Melissa Hopkins**, CEO Dentsu Creative, **Kirsty Muddle**, Senior Strategy Director, **Abbie Dubin-Rhodin** and Clemenger BBDO Senior Copywriter, **Phoebe Sloane**.

BUSINESS OF MEDIA

Hear about the changing business of media from the women leading broadcast, print, online and platform businesses. Executive vice president and chief content officer at Paramount Australia and New Zealand **Beverley McGarvey**, Are Media CEO **Jane Huxley**, Chief Commercial and Content Officer of Foxtel Group, **Amanda Laing** and Co-Founder of Mamamia, **Mia Freedman** will discuss evolving platforms, commercial realities and consumer expectation in a moderated discussion.

REMAKING THE RULES

Entrepreneurship and new media offerings are changing the media landscape. This panel will address how these women are remaking the rules including Editor-in-Chief of Missing Perspectives, **Hannah Diviney**, founder, The Squiz, **Claire Kimball**, and co-founder and CEO, Cheek Media, **Hannah Ferguson** in a moderated discussion.

TECH IMPLICATIONS, ADVANTAGES AND ALARM BELLS

Academic and media industry experts will dismantle the issues of technology that we are most curious about. UTS Senior Law Lecturer **Dr Evana Wright** will address how the law can help preserve creativity in an AI and tech-led world. Research fellow at the UTS Centre for Media Transition **Michael Davis** will delve into generative AI addressing concerns of misinformation and disinformation as this technology becomes more sophisticated. Multi-award-winning journalist and documentary filmmaker **Yaara Bou Melhem** will theorise about the future and if it's already here, clarifying the often-discussed implications, advantages and alarm bells we all need to keep in mind. The session will be moderated by **Monica Attard OAM**, Co-Director of the UTS Centre for Media Transition and a Professor of Journalism at the Faculty of Arts and Social Sciences.

SPORT'S OUTSIZED IMPACT

Sport has an outsized impact, with more media coverage than other topics, funding and broadcast rights in the billions, and a spotlight on the inclusion of women. This session will include **Ellie Cole OAM**, Australia's most decorated female Paralympian and winner of 17 Paralympic medals, **Moya Dodd AO**, a trailblazer in women's football as a Matildas player and sports administrator, including on the successful Bid Committee to host the FIFA Women's World Cup 2023, and **Tanya Hosch** who's leading the charge for Inclusion and Social Policy at the AFL. These amazing women are leading efforts to create a more inclusive future for Australian sport.

DRIVING FEMALE NARRATIVES

Film and television influences how we see ourselves and others. You'll know the work of Emmy and Golden Globe-winning producer **Bruna Papandrea** (*Pieces of Her, Anatomy of a Scandal, Big Little Lies, Gone Girl, Wild*) now you'll get the opportunity to hear how she amplifies distinctive voices to tell unforgettable stories. Co-founder of Storyd Group, Chair of AI-Media and producer **Deanne Weir**, will discuss with Brunna how film and television influence the way we see ourselves and others, and why female narratives matter.

A RATIONAL FEAR

They always say you should end on a joke — we'll do better, we'll end on an hour of jokes. *A Rational Fear* is an award-winning comedy podcast hosted by Dan Ilic and Lewis Hobba. Together with a superstar panel of the funniest women in Australian media today, they'll rip apart the contemporary anxieties of being a woman in the media in 2023. Join **Hannah Ferguson** (Cheek Media), **Nayuka Gorrie** (*Black Comedy*), **Lewis Hobba** (Triple J), **Nina Oyama** (*Deadloch*) and **Vidya Rajan** (*Aunty Donna's Comedy Cafe*) and DJ **Dylan Behan** for a very special live recording of *A Rational Fear*, presented by Australian Ethical.

WORKSHOPS - 8 September 2023

RELAUNCH YOUR CAREER

How to reframe, redirect and relaunch your career when you're feeling stuck, need a change or are returning from a career break. Hear the lessons, tips and advice that have been shared throughout Women in Media's Relaunch Project; a program that empowers women to move into the next phase of their career. Presented by Relaunch Project Leads **Michelle Francis** and **Jacinta Rose**.

THE POWER OF VISIBILITY

How to create career-defining opportunities and avoid killer mistakes when promoting your work. Learn the benefits of a culture where visibility is everyone's business, including tips to curate personal and professional success at any life stage. Presented by communications strategist, talent manager and publicist **Karen Eck**.

ARTIFICIAL INTELLIGENCE AND THE FUTURE OF STORYTELLING

AI as a tool to accelerate human creativity and content creation. Learn the role AI plays today as a co-creator of content. Presented by **Renece Brewster**, CEO & Co-Founder of Visual Domain and Co-managing Director of Girls in Tech Australia.

WORKSHOPS - 9 September 2023

POWERFUL DECISION-MAKING

How to make better decisions and solve tough problems in a rapidly changing media landscape. Learn a few simple but powerful techniques that will change you as a leader and as a person. Presented by Nudge Coaching and Consultancy, leadership and career coaching for women in media.

SOCIAL MEDIA TRENDS

How to target the trends and make empowered choices about your online engagement. Learn which platforms are trending, and why. Presented by **Suzie Shaw** CEO of We Are Social.

BREAK-THROUGH IDEAS AND TARGETED CONTENT

How to create meaningful impact with audience-relevant content. Learn from women who are building connections and businesses from the bush to beauty. **Bobbi Mahlab** AM, chair and founder of Mahlab Media and co-founder of Mentor Walks, will host this discussion with **Georgie Robertson** (PR Lead for buyfromthebush and Regional PR) and **Sasha Kutabah Sarago** (founder of *Ascension*, Australia's first Indigenous lifestyle magazine).

ABOUT WOMEN IN MEDIA NATIONAL CONFERENCE

The Women in Media National Conference is supported by presenting partner University Technology Sydney (UTS). The event is taking place in Sydney for the first time on 8-9 September 2023. This premier event brings together professionals from all areas of the media industry, including journalism, communications, production, advertising, marketing, public relations, publishing and digital media.

Attendees can expect an engaging and dynamic two-day event that will leave them inspired and empowered. Access up-to-date information about the event and speakers on the [conference website](#).

TICKETS ON SALE NOW

Early bird discounted [tickets](#) are available until midnight on 30 June, 2023.

<https://events.humanitix.com/women-in-media-national-conference-or-sydney-or-2023>

You can participate in our 'Pay it Forward' ticket option by contributing to, or paying for, a ticket for another media woman, who might otherwise be unable to attend the National Conference.

ABOUT WOMEN IN MEDIA

Women in Media is a not-for-profit registered charity that exists to help women in media excel, learn, contribute, and connect. With over 6000 members nationwide and branches in each state and territory, members work in all facets of the media including journalism, communications, production, public relations, advertising, marketing, publishing and digital media. Our initiatives aim to increase gender equality, extend leadership and economic participation opportunities for women, and build a safer, more respectful culture in Australian workplaces. For more information visit www.womeninmedia.com.au.

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