

# CBA GENERAL CONFERENCE BRISBANE, AUSTRALIA 22ND-25TH APRIL 2012 MEDIA LEADERSHIP IN CRISIS, DISASTER AND EMERGENCY

BRISBANE.CBA.ORG.UK

We all live in challenging times, a reality no broadcaster can ignore. Disaster can come from conflict, natural causes, global pandemic, financial meltdown or, as NRK in Norway discovered, a lone gunman.

The CBA General Conference has been designed to enhance and develop leadership skills for media managers who may face these critical situations. It will equip Public Service Broadcasters (PSBs) to build on one of their key strengths – to be a relevant, reliable source of information and support during times of crisis. Delegates will be offered a chance to share and explore new strategies and techniques for broadcasting during emergencies.

Together with our hosts, the Australian Broadcasting Corporation, we recognise that the CBA General Conference has to deliver real value. At this conference there will be world-class keynote addresses, presentations from and surgeries with international experts in crisis management, workshops, screenings, networking events, Board meetings and the CBA AGM, all in the beautiful riverside city of Brisbane.



Sally-Ann Wilson  
Secretary-General

## HOW WOULD YOU LEAD YOUR BROADCASTING ORGANISATION DURING A NATIONAL DISASTER? WOULD YOUR ORGANISATION BE ABLE TO RESPOND TO A DEVASTATING GLOBAL PANDEMIC? ARE YOUR STAFF PREPARED FOR CRISIS?



## PROGRAMME

### SUNDAY 22ND APRIL RIVER GALLERY, GALLERY OF MODERN ART (GOMA)

#### 1900 OPENING RECEPTION

#### WELCOME TO COUNTRY CEREMONY

Welcome: H.E. Ms Penelope Wensley AC,  
Governor of Queensland

Welcome: Ms Moneeza Hashmi, President, CBA

### MONDAY 23RD APRIL BCEC, BOULEVARD LEVEL

#### 0900 WELCOME: MR MARK SCOTT, MD, ABC

#### 0915 KEYNOTE: DR GENEVIEVE BELL, INTEL

#### 1015 PANEL SESSION 1: THE ROLE OF PSB AT TIMES OF NATIONAL CRISES

At times of crisis, emergency or disaster, research demonstrates that audiences turn to the broadcasters they trust. This session will provide an overview of the role that PSBs play in disaster situations.

## DELEGATES WILL SPLIT INTO THREE SMALLER WORKING GROUPS TO ATTEND THE FOLLOWING BREAKOUT SESSIONS:

### WORKSHOP 1

#### NEW MEDIA TECHNOLOGY FOR DISASTER AND EMERGENCY

This session will offer an insight into new technology and software that PSBs can use at critical times. With partners, such as Google.org's Crisis Management, we will explore how new media and broadcasters can effectively provide audiences with crisis response information.

### WORKSHOP 2

#### PREPARING AND MANAGING STAFF THROUGH TRAUMA

Frontline reporters often witness horrors that are inappropriate for broadcast. Delegates will work with the world renowned Dart Center team, led by Dr. Matthew Ricketson, to explore how best to prepare broadcasters for the psychological impact of their work.

### WORKSHOP 3

#### STRATEGIC PLANNING FOR DISASTER

The traditional role of PSB is to cover emergency situations, but increasingly the media are also part of the strategic planning for disasters. What are the priorities and how can these two roles be reconciled? This session also considers the impact of disaster media coverage.

### 1115 BREAKOUT SESSION 1

#### 1345 PANEL SESSION 2: KEEPING ON AIR: BROADCAST INFRASTRUCTURE

A key challenge for any broadcaster in an emergency situation is actually keeping on air. In the case of the bushfires in 2009, ABC continued broadcasting via transmitters suspended from helicopters. Participants in this session are encouraged to share what works and how best to prepare for any eventuality.

### 1445 BREAKOUT SESSIONS 2 & 3

### 1900 'POP-UP' DINNER SUPPORTED BY SBS



### TUESDAY 24TH APRIL BCEC, BOULEVARD LEVEL

### 0900 SPECIAL SESSION: DISASTERS AND EMERGENCIES

#### 1115 PANEL SESSION 3: FUNDING MODELS AND FINANCIAL MANAGEMENT OF COMPLEX MEDIA ORGANISATIONS

Natural disasters are not the only form of crisis that can affect nations and their PSBs. In this session, experts in media finance provide delegates with insight on how to weather a financial storm.

### 1345 KEYNOTE: MR HUBERT LACROIX, PRESIDENT, CBC

#### 1445 PANEL SESSION 4: CAUSES OF DISASTER

The media are always keen to report on disasters, but it could be argued that they are less enthusiastic about reporting the science behind the causes of disaster. In this session, we debate the role of broadcasters in informing the public about what they may need to know, but don't want to watch/listen.

#### 1600 PANEL SESSION 5: THE IMPACT OF DISASTER; REFUGEES, MIGRATION AND POST-DISASTER RECOVERY

Participants in this session look at the role of the media in covering issues of migration and refugee populations, as well as how broadcasters can report on, and impact, recovery. The key speaker will be Norman Gillespie, CEO of UNICEF Australia.

### 1700 AGM AND ELECTIONS

### 1930 GALA DINNER SPONSORED BY OUR HOSTS ABC

### WEDNESDAY 25TH APRIL ABC BRISBANE, SOUTH BANK

### DAWN ANZAC DAY SERVICE

### 0900 MEETING OF NEWLY ELECTED CBA BOARD

#### 0900 ABC BUILDING TOURS

ABC's Brisbane HQ is state of the art in design and fitting. It will be officially opened the week before the conference, allowing delegates to see first-hand the latest in broadcast design and technology. Tours will be conducted in small groups.

#### 0900 SURGERIES

Parallel to the ABC building tours, we will be holding a range of 'surgeries' where delegates can book sessions with many of our conference experts. There will also be social media surgeries and surgeries focused on financial and leadership training.

#### 1200 BOAT TRIP TO LONE PINE KOALA PARK

Boat returns to South Bank at 1800.

The fees for conference registration do not include accommodation. There are a number of nearby hotels listed on the Brisbane conference website.

**THE FEES FOR**  
MEMBER DEVELOPED: £400 MEMBER OTHER: £250  
NON-MEMBER DEVELOPED: £550 NON-MEMBER OTHER:  
£400 DELEGATE COMPANIONS: £200 SINGLE-DAY: £200



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