



Submission No 19

Inquiry into Australia's relationship with India as an emerging world power

Organisation: Australia India Media Exchange

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Australia India Media Exchange

The concept for the Australia India Media Exchange is of a private non-profit organization working in conjunction with the Australia India Business Council and committed to promoting excellence and understanding in media reporting and corporate communication between India and Australia and to foster understanding about the role of the media in democracies.

Rationale

Anecdotal evidence from both India and Australia indicates that media coverage in both countries lacks the depth and understanding that our strengthening relationship deserves. In sport (cricket) there is strong coverage in India and Australia, and as a result a healthy awareness between the two. There is also growing coverage of business relationships, though much of this has been confined to “call centres” and does not reflect the longer term opportunities that exist. Culturally, “Bollywood” appears in Australian media on occasions, as have Australian films in Indian media. There is therefore a real need and urgency to improve the depth and quantity of media coverage of each country. The best way to do this is to provide opportunities for journalists to have exposure to the other country, in the short term producing media copy and in the long term building media understanding and relationships.

Mission and Objectives

To promote and strengthen media understanding and excellence in coverage between India and Australia while also contributing to media freedom and standards.

To promote and strengthen corporate communication, understanding and excellence between India and Australia, contributing to business links between the two countries.

To encourage closer long term relations between journalists, media outlets and corporate communications specialists in India and Australia.

To demonstrate Australia’s achievements in journalism, media and communication, providing an opportunity for Indians in these fields to learn more about this aspect of Australian society.

To provide long term encouragement for journalists, media and corporate communications specialists to take greater interest in developments in India, providing them with exposure and a network of contacts.

To gain a mix of Government, private sector and community support for the program.

Culture

The Australia India Media Exchange is an equal opportunity organisation, committed to encouraging a learning environment, with free exchange of ideas and experience.

Program

Fellowships

The Australia India Media Exchange will pursue this mission primarily via a program of Fellowships providing visits to both India and Australia.

Australian Fellowships will be for Australian media representatives, media academics and senior communication practitioners. Fellows will be exposed to Indian media and Indian businesses via a series of seminars, briefings, interviews and corporate site tours within India. In addition, each fellow will be assigned at least one major one-on-one meeting/interview with a senior Indian business leader.

Australian Fellows will also have the opportunity to interact with broader Indian culture and life, encouraging accurate reporting about current Indian society. Fellows will build a network of India contacts and sources of accurate information and thereby be encouraged to take a long term close interest in developments in India, and developments in the relationship between Australia and India.

The longer term aim of the Exchange is to also provide Indian Fellowships for Indian media representatives, media academics and senior communication practitioners. Fellows will be exposed to Australian media and Australian business via a series of seminars, briefings, interviews and corporate site tours within Australia. In addition, each fellow will be assigned at least one major one-on-one meeting/interview with a senior Australian business leader.

Indian Fellows will also have the opportunity to interact with broader Australian culture and life, encouraging accurate reporting about current Australian society.

Fellows from both countries will be encouraged to meet with each other, developing ongoing professional relationships and exchange.

Community Media

Ultimately the Exchange would want to contribute to the development of journalistic and communication skills among local communities in India, especially those working on local websites, newsletters, radio and newspapers.

Web Forums

Promotion of exchange of ideas, networking and information building via a web based forum for media and communication professionals.

Media and Business Network

Creation of a network of business leaders and media and communication professionals across India and Australia, encouraged via the web, via seminars and other forums and further opportunities to meet and network. In pursuing this goal, the Forum will support the activity of organizations such as the Australia India Business Council.

National Press Club Function

The initial aim would be to hold one major National Press Club function per year where a leading business person or media representatives speaks the Australia and India relationship.

Events

The Australia India Media Fellowship will support visiting Indian media representatives within Australia and where possible providing forums for presentation of their experience and views.

Advisory Board and Fellowship Selection Panel

The following will be invited to join an Advisory Board and Fellowship Selection Panel:

Leadership of the AIBC and representatives of sponsors of the AIBC
National Press Club Representative
Michael Short, Business Editor, The Age
Alan Kohler, Business Commentator (ABC, AGE) Founder Eureka Report
Representative, Australia India Council
The Information Company, Mumbai

Executive Director

Stephen Manallack

Stephen Manallack is a leading communication consultant. He is a published author and correspondent for India's biggest business information website, domain-b. With over 25 years experience in consultancy, his book *You Can Communicate* (Pearson 2002) was a leading work in the field and sold well internationally. He is a regular contributor to India's management and accountancy journals. He is a member of the Victorian Committee of the Australia India Business Council.

Indian Adviser and Representative

Mr Kiron Kasbekar is the Managing Director of The Information Company in Mumbai. TIC provides web, journalistic and information services to major Indian corporates such as Wipro and Tata Group, as well as maintaining PR Domain (website) and Domain-b

(website). Kiron's former positions include Editor of The Economic Times, Bombay, Business Editor of The Times of India and Managing Editor of Business India magazine.

Partners

Charter Partners

Australia India Business Council
The Information Company, Mumbai
Asialink
Victorian Government
NAB
BHP
PricewaterhouseCoopers
Middletons
Qantas
Indian Institute of Management,
National Press Club

Applications

The Fellowships

Requirements for Fellows are:

At least five years experience
Work in media or corporate/government communication
Leadership potential
Three letters of referral
Three work samples

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