

Chapter 3

International developments in public diplomacy

3.1 The growing body of international opinion holds that public diplomacy plays a critical role in establishing a country's standing in the world and in achieving real objectives.¹ A recent conference in Geneva, at which 30 foreign ministries were represented, concluded that foreign ministries world-wide are 'actively engaged in a complex process of change and adaptation to an international environment that is volatile and unpredictable'. Participants recognised that public diplomacy was a central consideration in this changing environment.²

3.2 This chapter considers the increasing attention being given to public diplomacy and why it has assumed such importance in today's foreign relations.

Soft Power

3.3 It is useful in any discussion of public diplomacy to refer to the broader context of the exercise of 'hard and soft power'. Joseph Nye, Professor, Kennedy School of Government at Harvard University, described hard power as the ability to produce results through force or coercion. According to Nye, hard power grows out of a country's military and economic might. In contrast, he defined soft power as the ability to influence others to secure the desired outcomes through attraction and persuasion rather than coercion or payments. He explained:

When you can get others to want what you want, you do not have to spend as much on sticks and carrots to move them in your direction.³

3.4 Nye argues that soft power is 'more than simply ephemeral popularity; it constitutes a means of obtaining desired outcomes'.⁴ According to Nye, a state derives its soft power from three sources—culture, political values and foreign policy. The strength of a country's soft power rests on the extent to which its culture, political values and foreign policy attracts or repels those of the targeted country.

1 Report on Wilton Park Conference WP05/4, *Diplomacy Today: Delivering Results in a World of Changing Priorities*, 3–6 March 2005 and WPS06/21, *Public Diplomacy: Key Challenges and Priorities*, Friday 10–12 March 2006.

2 Summary of discussion, Conference on 'Challenges for Foreign Ministries: Managing Diplomatic Networks and Optimising Value', 31 May–1 June 2006, Geneva.

3 Joseph Nye, 'Soft power and American foreign policy', *Political Science Quarterly*, Summer 2004, p. 256. See also, Joseph S. Nye, 'Propaganda Isn't the Way: Soft Power', the *International Herald Tribune*, 10 January 2003.

4 Shanthy Kalathil, Rapporteur, *Soft Power, Hard Issues, Reports of the 2005 Aspen Institute Roundtable on Public Diplomacy and the Middle East and the Forum on Communications and Society*, Washington, 2006, p. 15.

3.5 Public diplomacy is a practical manifestation of the use of soft power. It revolves around a country using non-military force to attract rather than coerce in order to influence the views and behaviours of others. The following two examples show public diplomacy as an exercise of Australia's soft power.

3.6 In February 2007, the Minister for Foreign Affairs, the Hon Alexander Downer MP, wrote an open letter to the people of the Solomon Islands in an attempt to neutralise attempts to diminish the reputation of the Regional Assistance Mission to Solomon Islands (RAMSI). The letter was intended to reach beyond the government to influence the attitudes of the general population toward RAMSI and more broadly, Australia. In this letter, the Minister stated that he felt it was important to place before the people of Solomon Islands 'accurate information about the views of Australia'. He offered assurances that:

Australians and indeed your regional neighbours who make up RAMSI remain committed to working with you to prevent a return to those bad old days; we remain committed to keeping RAMSI in place, so that Solomon Islands can continue to move forward.⁵

3.7 The Minister was also critical of a number of developments in the islands such as endeavours to undermine the work of government institutions that were 'designed to ensure the government and people are accountable for their actions'.

3.8 The letter was published in three newspapers and, although it was condemned by the Prime Minister of Solomon Islands, 'there was, according to DFAT, a broad acceptance of the letter from the Solomon Islands community'.⁶

3.9 The second example relates to government funding for madrasah schools in Indonesia. The Australian Government recognises the important role mainstream Islamic organisations play in the provision of basic services and in the development of a democratic and religiously tolerant society in Indonesia.⁷ To help raise the standard of mainstream Islamic education and contribute to the security and stability of the region, in 2004–05 AusAID implemented the Learning Assistance Program for Islamic Schools. During its first 12 months of operation, the project mapped the immediate and longer-term needs of more than 800 madrasah schools and provided support to meet some immediate needs.⁸

3.10 AusAID also co-hosted, with the Indonesian government, the International Dialogue on Interfaith Cooperation in Yogyakarta. Faith leaders from around the

5 Hon. Alexander Downer's Letter to Solomon Islanders, <http://tutuvatu.infome.com/hon-alexander-downer-s-letter-to-solomon-islanders-dt18.html>

6 *Committee Hansard*, Estimates, 29 May 2007, p. 6.

7 AusAID, *Annual Report 2004–05*, Section 2, Administered programs, p. 68.

8 Many Indonesians send their children to private Islamic schools, or madrasah, where a predominantly secular curriculum is taught. *Focus*, vol 19, no. 2, September 2004.

region joined discussions on the role of religion in addressing the issues of religiously diverse communities, including peace and conflict prevention.⁹

The growing awareness of the role of public diplomacy

3.11 The substantial and growing body of international literature on public diplomacy, together with the number of international conferences or seminars devoted to discussion of this subject, testify to its emerging prominence. Furthermore, governments are increasingly finding that they cannot downplay the importance of public diplomacy and are taking a serious look at their public diplomacy policies: public diplomacy is now seen as a major investment in a country's future. Countries including the US, UK and Canada have commissioned independent and comprehensive reviews of their public diplomacy activities. Indeed, Bruce Gregory, Director of the Public Diplomacy Institute, the George Washington University, stated that the US had reached the point of 'report fatigue'.¹⁰

3.12 As noted in chapter 1, public diplomacy has become 'the hottest topic under discussion in the world's diplomatic services'.¹¹ Mr Mark Leonard, Director of the Foreign Policy Centre, in his comprehensive 2002 review of public diplomacy argued that it can 'no longer be seen as an add-on to the rest of diplomacy—it has to be seen as a central activity which is played out across many dimensions and with many partners'.¹² He identified the spread of democracy, the media explosion, the rise of global NGOs and protest movements as key factors behind the growing importance of public diplomacy.¹³ Carmen Calvo, Spanish Minister of Culture, also cited the changing nature of international relations and globalisation as major considerations for governments today:

Some years ago, the issue of 'country image' began to take centre-stage in diplomatic and many other circles, among other reasons because we are in an increasingly interconnected world and also, in a way, one that is increasingly homogeneous and globalised, where every country needs to identify itself and offer its own unique and differentiating aspects. A

9 AusAID, *Annual Report 2004–05*, Section 2, Administered programs, p. 68.

10 Bruce Gregory, Director, Public Diplomacy Institute, The George Washington University, 'Not Your Grandparents' Public Diplomacy', Public Diplomacy Retreat, Department of Foreign Affairs, Ottawa, November 30, 2005, p. 3.

11 Jan Melissen, 'Public Diplomacy Between Theory and Practice', The 2006 Madrid Conference on Public Diplomacy, p. 7 and 9 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).

12 Mark Leonard with Catherine Stead and Conrad Smewing, *Public Diplomacy*, The Foreign Policy Centre, London, 2002, p. 95.

13 Mark Leonard with Catherine Stead and Conrad Smewing, *Public Diplomacy*, The Foreign Policy Centre, London, 2002, pp. 2–3.

country's international image is now managed in a very different way than before.¹⁴

3.13 Canada is an example of a country that is taking its public diplomacy seriously. In its International Policy Statement, it noted that 'modern diplomacy is increasingly public diplomacy'. It stated that Canada would re-invest in its public diplomacy and make it 'central' to its work.¹⁵ Germany is also aware of the importance of increasing its appeal as a means of pursuing its interests. Rainer Schlageter, Director of General Communication, Public Diplomacy and the Media, German Ministry of Foreign Affairs, noted that 'a modern, strategic and coordinated Public Diplomacy can—in the long term—enrich and strengthen Germany's reputation abroad'.¹⁶

The importance of public diplomacy

3.14 The reason public diplomacy is now afforded a high priority in foreign relations is the growing realisation that it is an indispensable tool in the toolbox of international politics: that effective public diplomacy can and does place a country at an advantage in advancing its national interests. Mark Leonard explained why public diplomacy is important to a country:

Public diplomacy is based on the premise that the image and reputation of a country are public goods which can create either an enabling or a disabling environment for individual transactions. Work on particular issues will feed off the general image of the country and reflect back on to it—in both positive and negative directions.¹⁷

3.15 He gave the following practical examples of where the attitude of overseas populations have played a determining role in a government's ability to pursue its foreign policy objectives:

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- 14 Carmen Calvo, Opening Remarks, 'The Present and Future of Public Diplomacy: A European Perspective'. The 2006 Madrid Conference on Public Diplomacy, p. 2 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007). See also comments by Rainer Schageter, German Ministry of Foreign Affairs who said 'Over the past decade the framework for Public Diplomacy has dramatically changed. In a global media and information society, in which billions of people world-wide witness events in real time via the electronic media, states are competing more than ever for markets, investment, tourists, value systems, and political influence. So is Germany'. Rainer Schlageter, 'German Public Diplomacy', The 2006 Madrid Conference on Public Diplomacy, p. 20 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).
 - 15 Diplomacy: Canada's International Policy Statement, 'A Role of Pride and Influence in the World', tabled in Parliament, April 2005, pp. 4 and 5 of 6.
 - 16 Rainer Schlageter, 'German Public Diplomacy', The 2006 Madrid Conference on Public Diplomacy, p. 21 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).
 - 17 Mark Leonard with Catherine Stead and Conrad Smewing, *Public Diplomacy*, The Foreign Policy Centre, London, 2002, p. 9.

The Afghan and Kosovo conflicts saw powerful military coalitions risk defeat, not in the field, but in the media battleground for public opinion. In Rwanda ethnic conflict was mobilized through inflammatory radio broadcasts rather than military command chains. The global anti-capitalist demonstrations have illustrated a new diplomatic environment where state and non-state actors compete for the public's attention. During the British BSE crisis the French government, in breach of EU law, banned British beef largely in response to public fears about its safety.¹⁸

3.16 He elaborated further on the reasons why a country's reputation matters in today's world:

In each of these cases perceptions of Britain and other countries combine to create an enabling or disabling backdrop for each situation. It is clear that propaganda will not persuade populations in reluctant countries to support the war against terror—but perceptions of Western motivations as imperial or self-interested can damage chances of success, and divergent national debates can cause tensions which could eventually break up the international coalition. Independent or national sources of news will not block out calls to arms from tribal radio stations, but they can act as a counterweight by presenting a calm overview of the ongoing tensions and giving access to information which may be of critical importance (Rwanda had only 14,000 phones but some 500,000 radios). Promotional campaigns for British beef have a limited impact on the fears of consumers, but work to show the quality of British science and the integrity of our vets did play a role in assuaging the French public's suspicion. And many studies have shown that campaigns to change the perceptions of countries like Ireland, Spain or New Zealand can create a premium for products and services as well as playing a role in attracting investment and tourists.¹⁹

3.17 Clearly, a country's reputation is significant both politically and economically. It can be an asset or liability in pursuing foreign political objectives or attracting overseas investment, students and tourists or in gaining access to markets. The importance of public diplomacy is particularly evident where traditional diplomacy is not working or relations with another country have soured. In this regard, Ambassador Mohamed Al-Orabi pointed to the valuable role of public diplomacy:

All these [public diplomacy] tools assure continued linkages between countries of the international community, even when government-to-government relations are disrupted. Public diplomacy and inter-cultural diplomacy, not only helps traditional diplomacy to succeed by creating opportunities for person-to-person contacts that can lead to better official ties, but it also makes up for the failures of traditional diplomacy by

18 Mark Leonard with Catherine Stead and Conrad Smewing, *Public Diplomacy*, The Foreign Policy Centre, London, 2002, p. 3.

19 Mark Leonard with Catherine Stead and Conrad Smewing, *Public Diplomacy*, The Foreign Policy Centre, London, 2002, pp. 3–4.

allowing human interaction to continue, when formal negotiations are suspended or terminated.²⁰

3.18 China, in particular, stands out as a country that is awake to the importance of public diplomacy as an enabling device for a country to pursue its interests. It has recently embarked on a significant public diplomacy campaign to improve its global image and to influence world opinion. It wants to allay concerns over its emerging influence by convincing other countries of its 'peaceful rise' or *heping jueqi*.²¹ The committee recently reported on China's concerted efforts to present itself as the 'good neighbour' as a way to ensure its intentions, policies and acts are interpreted elsewhere as well-meaning.²²

3.19 Numerous commentators have noted the success of what they term China's 'smile strategy' or its 'charm offensive'. One analyst described China's diplomatic skill and grace as 'a thing of beauty'.²³ China has clearly placed public diplomacy at the forefront of its foreign relations. It is energetically and deliberately cultivating better relations by using the political and diplomatic tools at its disposal to gain the confidence of its neighbours.²⁴

3.20 China demonstrates the potency of an effective public diplomacy strategy in gaining world attention and influence as a means of promoting a country's own interests.

The contest to be heard

3.21 Public diplomacy, however, is not solely the domain of the large and more influential countries. Many countries are putting a great deal of effort into developing public diplomacy strategies and capabilities of their own. Without doubt, public diplomacy is becoming a fiercely contested activity. Rainer Schlageter, German

20 Speech by H.E. Ambassador Mohamed Al-Orabi, New Year's reception hosted by the European Cultural Circle, Baden-Baden, Germany http://www.egyptian-embassy.de/downloads/Speech_role_of_education_in_Diplomacy.htm .

21 Senate Foreign Affairs, Defence and Trade References Committee, *China's emergence: implications for Australia*, March 2006, paragraph 4.9.

22 Senate Foreign Affairs, Defence and Trade References Committee, *China's emergence: implications for Australia*, March 2006.

23 Senate Foreign Affairs, Defence and Trade References Committee, *China's emergence: implications for Australia*, March 2006, paragraph 5.12.

24 Senate Foreign Affairs, Defence and Trade References Committee, *China's emergence: implications for Australia*, March 2006, paragraphs 2.19–20, 2.20, 3.4–3.7, 3.17–3.20 and 4.9. See also Javier Noya, 'The United States and Europe: Convergence or Divergence in Public Diplomacy?', The 2006 Madrid Conference on Public Diplomacy, p. 12 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007). See also Philip Fiske de Gouveia, Foreign Policy Centre, The 2006 Madrid Conference on Public Diplomacy, p. 6 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).

Ministry of Foreign Affairs, used his country as an example of one of the many facing increased pressure to engage actively in public diplomacy:

Whether it is in the dialogue with Islamic societies, in competition for global markets, in the discussion on the further development of the European Union and the United Nations, Germany has to mark out its position. We want to explain to foreign audiences our values, our democratic system, our social market economy, our human rights concept. And we want to anchor Germany in the minds of people as a partner for solutions to problems, now and in the future.²⁵

3.22 Indeed, smaller and medium-sized countries have a vital interest in securing a presence on the global stage. Philip Fiske de Gouveia, Senior Research Associate at the Foreign Policy Centre, noted that most countries—big and small—conduct public diplomacy:

Despite the fact that available literature and journalism sometimes give the impression that the US, and several of the major EU states including the UK, are the only countries engaged in public diplomacy initiatives, almost everyone is. For example, countries like Botswana, Bahrain and Uganda have so-called 'nation-branding' initiatives, the Indonesian Ministry of Foreign Affairs has a Public Diplomacy department, Turkey has been looking to raise US\$25 million from Turkish businesses to support a charm offensive in Europe in advance of EU accession, and China is establishing dozens of Cultural Relations Institutes in major cities all over the world. In a way, those of us working in this field are witnessing what we might call the globalisation of Public Diplomacy. Today, it seems everyone wants to develop and exercise their 'soft power'. This is a trend that can only intensify. In a globalised world, international communications, and their impact on attitudes and behaviour, have profound economic and political implications. States realise this and are acting accordingly.²⁶

3.23 He concluded that:

Policymakers are going to see countries, including those in the Developing World, as well as supra-national organisations like the European Union,

25 Rainer Schlageter, 'German Public Diplomacy', The 2006 Madrid Conference on Public Diplomacy, pp. 20–1 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).

26 Philip Fiske de Gouveia, Foreign Policy Centre, The 2006 Madrid Conference on Public Diplomacy, p. 5 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007). He has written for a wide variety of publications including the Sunday Times, Irish Times, Harpers and Queen, Foreign Policy, Media Guardian and BBC World Agenda. FPC publications include 'An African Al-Jazeera? Mass Media and the African Renaissance' (May 2005), and 'European Infopolitik: Developing EU Public Diplomacy Strategy' (November 2005). Philip Fiske de Gouveia is currently working with private sector partners to develop a flexible, web-based research tool for comprehensive public diplomacy monitoring and evaluation.

taking strategic communications and public diplomacy more and more seriously.²⁷

3.24 Increasingly, small and medium-sized countries face stronger competition in gaining the recognition they seek on the global stage.²⁸ This need to be noticed creates fierce competition among countries. As Philip Fiske de Gouveia observed:

...if states ramp up their public diplomacy efforts in order to try and capture a share of foreign publics' goodwill, they will increasingly compete for what is essentially a finite resource.²⁹

3.25 He predicts that aggressive, more competitive public diplomacy 'may well be something those working in this field have to learn to live with'.³⁰ Professor Melissen similarly noted:

A major challenge for all foreign ministries is what Joseph Nye calls the 'paradox of plenty': diplomats must gain attention in a world where there is an abundance of information. But the paradox of plenty hits different countries in dissimilar ways. Some of them are desperate to be noticed in the first place, or not to be confused with states that look all too similar to outsiders (the Slovak Republic, or Estonia, Latvia and Lithuania respectively), others do not want to be noticed for the wrong reasons (Balkan countries that have emerged from the war) and there are even those that see the absence of news as 'good news' for their international reputation (countries as diverse as Israel and Sudan).³¹

3.26 Ms Pamela H. Smith, Minister-Counselor for Public Affairs, US Embassy, London, underlined the particular challenges faced by less influential countries in being noticed:

Generally, the smaller powers do not enter the global public discussion unless a crisis or scandal envelops them. It is unfortunate, but these seem to be the events that attract the global media and interest the mass audiences to

27 Philip Fiske de Gouveia, Foreign Policy Centre, 'The Future of Public Diplomacy', The 2006 Madrid Conference on Public Diplomacy, p. 5 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).

28 See for example, Jozef Bátor, Department of Political Science, University of Oslo, 'Multistakeholder Public Diplomacy of Small and Medium-sized States: Norway and Canada Compared', Paper presented to the International Conference on Multistakeholder Diplomacy, Mediterranean Diplomatic Academy, Malta, February 11–13, 2005, p. 5.

29 Philip Fiske de Gouveia, Foreign Policy Centre, 'The Future of Public Diplomacy', The 2006 Madrid Conference on Public Diplomacy, p. 5 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).

30 Philip Fiske de Gouveia, Foreign Policy Centre, 'The Future of Public Diplomacy', The 2006 Madrid Conference on Public Diplomacy, p. 5 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).

31 Jan Melissen, 'Public Diplomacy Between Theory and Practice', The 2006 Madrid Conference on Public Diplomacy, p. 11 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).

which they cater. Perhaps it is for this very reason that smaller powers need public diplomacy programs, just as major powers do. The task for the smaller powers is to be heard on the stories that matter to them, to explain their positions and aspirations during non-crisis moments, and to do so in a way that captures attention.³²

3.27 This contest for limited space means that countries are under pressure to make themselves visible and heard. With limited resources they compete not only with each other but with larger political and economic forces including the US and China. Jozef Bátora, Research Fellow, University of Oslo, also noted the difficulties less influential countries have gaining attention:

While major powers usually have a broader cultural impact and a larger reservoir of messages and images that they represent and that represent them, the smaller countries, who have been successful in getting an international profile, usually focus their public diplomacy efforts at a few niche-areas...While such orientation on a few niche messages and values enables small states to capture attention, it also has to do with the more general foreign policy tendency of small and medium-sized states to concentrate their scarce resources on a few niche areas which provide them with comparative advantages in international affairs.³³

3.28 In 2004, the Norwegian Minister of Foreign Affairs, Jan Petersen, noted that 'visibility and a clear profile' were essential if Norway were to gain acceptance for its political views and be regarded as 'an interesting and reliable partner'.³⁴ Indeed, Javier Noya, Senior Analyst, Image of Spain, Elcano Royal Institute, singled out Norway as a medium-sized country that has used public diplomacy strategies that have 'over time made them into champions of peace, sought-after mediators in a range of national and

32 Pamela H. Smith, 'Public Diplomacy', paper presented at the International Conference on Information Technology and Diplomacy (May 1997) and the International Conference on Modern Diplomacy (February 1998), p. 5 of 13, http://diplo.diplomacy.edu/Books/mdiplomacy_book/smith/p.h.%20smith.htm accessed 22 January 2007. In 2001, Ms Smith was sworn in as Ambassador to Moldova and recently retired from the U.S. Foreign Service.

33 Jozef Bátora, 'Multistakeholder Public Diplomacy of Small and Medium-Sized States: Norway and Canada Compared', Paper presented to the International Conference on Multistakeholder Diplomacy, Mediterranean Diplomatic Academy, Malta, 11–13 February 2005. p. 5. Jozef Bátora is a research fellow at the Department of Political Science, University of Oslo. Recent publications include: 'Public Diplomacy in Small and Medium-Sized States: Norway and Canada', *The Hague Journal of Diplomacy* (forthcoming 2006); 'Does the European Union Transform the Institution of Diplomacy?', *Journal of European Public Policy*, 12 (1), 44–66, 2005; 'Spillet om det nye Europa' [The New Europe Game] in Rasch, B.E., P.K. Mydske and J.H. Matlary (eds.) 'Spillet om Irak' [The Iraq Game] Oslo: Abstrakt Forlag, 2003. *Europeanization of Diplomacy and the Slovak Foreign Ministry*, *Slovak Foreign Policy Affairs*, 4 (2), 116–129, 2003.

34 Jan Petersen, 'Norwegian public diplomacy', Speech, Nordic Heritage Museum, Seattle, 12 April 2004.

international conflicts'.³⁵ Mark Leonard also cited Norway as a country that has succeeded in proving its relevance by concentrating on niche diplomacy:

Norway is a good example of a country that has a voice and presence on the international stage out of proportion to its modest position and unpromising assets. It has achieved this presence through a ruthless prioritisation of its target audiences and its concentration on a single message—Norway as a force for peace in the world. Positioning as a contributor to world peace enables Norway to achieve greater visibility than its size would otherwise warrant and rebuts accusations of isolationism. Main activities in this field are conflict resolution activity in the Middle East (the Oslo Accords), Sri Lanka and Colombia, and Norway's large aid budget. Norway also operates a 'rapid-reaction force' to assist in election monitoring and conflict prevention...³⁶

3.29 As noted earlier, public opinion and international reputation matter to a country whether it is seeking to gain access to new markets or protect existing ones, attract foreign investment, negotiate trading agreements, gain political support in multilateral fora, or secure its own national security. The problem for smaller and medium-sized countries is to distinguish themselves from others—to stand out from the crowd. Philip Fiske de Gouveia observed that many smaller countries have begun employing international public relations companies and branding consultants to design and do their public diplomacy for them:

Public affairs companies have understandably identified states' new taste for public diplomacy as a significant commercial opportunity and have moved in hard and fast. The consequence, in part, has been the stealthy privatisation of some elements of public diplomacy. This trend looks set to continue, to the extent that even established players like the UK and US are increasingly turning to the private sector for help.³⁷

3.30 In today's world, public diplomacy is becoming big business with many countries investing substantially in promoting their reputations. They recognise that political and economic advantage goes to the country whose public diplomacy provides an environment that enables it to pursue its foreign policy objectives with the support of other countries.

35 Javier Noya, 'The United States and Europe: Convergence or Divergence in Public Diplomacy?', The 2006 Madrid Conference on Public Diplomacy, p. 14 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007).

36 Mark Leonard with Catherine Stead and Conrad Smewing, *Public Diplomacy*, The Foreign Policy Centre, London, 2002, p. 53.

37 Philip Fiske de Gouveia, 'The Future of Public Diplomacy', The 2006 Madrid Conference on Public Diplomacy, p. 6 of 28, <http://www.realinstitutoelcano.org/documents/276.asp> (accessed 23 January 2007). Philip Fiske de Gouveia is a Senior Research Associate on the Foreign Policy Centre's Public Diplomacy programme.

Conclusion

3.31 The committee notes the important role of public diplomacy in promoting a country's interest and of the contest among countries to be heard. It is central to a country's foreign policy and works in tandem with traditional diplomacy.

3.32 Public diplomacy is not just the domain of large and influential countries. There is general acceptance that managing overseas perceptions is not easy and that small and medium-sized countries face particular challenges in securing a presence on the international stage. They must compete against one another to be noticed. Although they have less visibility than larger and more influential countries, they may achieve the international engagement they seek with strategic and well targeted public diplomacy programs.

3.33 It is in this context of the growing significance of public diplomacy and the fierce contest between countries to establish their reputation that the committee considers Australia's public diplomacy. Clearly it is in Australia's interest to make sure that its public diplomacy programs are effectively meeting their objectives: that it is strategically and deliberately tailoring its public diplomacy in support of long term foreign policy objectives.

3.34 The following chapter looks at public diplomacy in Australia and provides an account of Australia's major public diplomacy activities.

