

## Appendix 4

### Roundtable participants

**Dr Alison Broinowski** is a Visiting Fellow at the Centre for Asian Societies and Histories at the Australian National University. She received her doctorate for a study of representations of Australia in ten Asian countries. Formerly an Australian diplomat, Dr Broinowski's assignments included cultural attache in Tokyo and director of the Australia–Japan Foundation. She has worked for over twenty years on mutual images of Australia and Asian countries. Her monographs include *The Yellow Lady: Australian Impressions of Asia* (OUP 1992, 1996) and *About Face: Asian Accounts of Australia* (Scribe 2003). Dr Broinowski is the editor of *Understanding ASEAN* (Macmillan 1982), *Australia, Asia, and the Media* (Griffith University 1982), *ASEAN into the 1990s* (Macmillan 1990), and *Double Vision: Asian Accounts of Australia* (Pandanus 2004). She co-authored with James Wilkinson *The Third Try: Can the UN Work?* (Scribe 2005), and her latest book is *Allied and Addicted* (Scribe 2007).

**Professor Naren Chitty** is Head of the Department of International Communication and Foundation Chair in International Communication at Macquarie University in Sydney. He is the Deputy Dean of the Division of Society, Culture, Media and Philosophy. Professor Chitty has a Master's degree in International Communications (1988) and a PhD in International Relations (1992), both from American University. Professor Chitty introduced an MA in International Communication at Macquarie University in 1991 and founded the *Journal of International Communication* in 1994. He has taught for Macquarie University in Sydney, Singapore and Hong Kong and for the University of South Australia in Singapore and Malaysia. Professor Chitty has also been a Visiting Professor at Sorbonne Nouvelle University, Paris (2004), Michigan State University and American University (1995).

**Mr Chris Freeman** was directly involved in Australia's international public diplomacy and advocacy programs for a period of 35 years (1970–2005). He joined the Department of Immigration's overseas information network in 1970 and in January 1974 was transferred to the Australian Information Service (renamed Promotion Australia in the mid-1980s). In 1987, when responsibility for international public diplomacy was transferred to the then Department of Foreign Affairs, Mr Freeman was 'integrated' into DFA, together with Promotion Australia's other 140 staff. In 1996, when DFAT abolished its specialist public diplomacy unit, he was one of only 11 public affairs specialists out of more than 50 who remained in the department. In 1997, Mr Freeman served as director of DFAT's International Media Centre in advance of the Sydney Olympic Games. In 2000, he established a Commonwealth issues/crisis management unit in the lead-up to and during the Games. From 1999 to 2005, he was responsible for overseeing the department's website, its media visitor program and production of public affairs material. Mr Freeman was also responsible for overseeing public diplomacy programs in all DFAT posts. This involved setting of policy guidelines and providing advice and guidance to Australian

and locally-engaged staff on how to conduct effective public diplomacy and advocacy campaigns.

He was editor of the two major departmental Public Diplomacy Handbooks in 2003 and 2005. In 2001, Mr Freeman was closely involved in tender and selection process for the establishment of an Asia Pacific regional broadcasting service.

**Dr Alan Hawke** is the Chancellor of the Australian National University. He had a distinguished 22 year career with the Commonwealth Public Service which included senior posts in the Department of Community Services and Health and as Secretary of the Department of Defence, the Department of Veterans' Affairs and the Department of Transport and Regional Services. He completed his public service to Australia as High Commissioner to New Zealand with accreditation to the Cook Islands and responsibilities for Niue, the Pitcairn Islands and the Tokelau Islands. The Australian Financial Review's 'Boss' Magazine, named Dr Hawke one of Australia's top 30 true leaders in its inaugural list in 2001. He is currently a member of the Foreign Affairs Council and the National Security Advisory Council.

**Dr Pauline Kerr** is Fellow and Director of Studies at the Asia-Pacific College of Diplomacy (APCD). She teaches two courses in the APCD's Master of Diplomacy degree: Contemporary Challenges in Diplomacy and Negotiation and Conflict Management. Dr Kerr's research interests include diplomacy in the Asia-Pacific, peace making negotiations in internal conflicts in Southeast Asia and the Pacific and traditional and human security developments in the Asia-Pacific. Her recent publications include 'The Contemporary Asia-Pacific Security Situation: Challenges for Diplomacy in the Push for Peace', in Peter Greener (ed.) Push for Peace and 'Trends and Options in Transnational Policy: A Conference Report', Australian Journal of International Affairs, vol. 59, no.1, March 2005. Before joining the College, Dr Kerr served as academic coordinator for the Diploma of Foreign Affairs and Trade, organised through DFAT.

**Mr Trevor Wilson** graduated in Asian Studies from the Australian National University and was an Australian diplomat from 1967–2003. He was posted to the Australian Embassy in Tokyo three times, the last as Deputy Head of Mission from 1996–2000. He served as Australian Ambassador to Myanmar from 2000–2003, before retirement. He holds positions at the ANU as a Visiting Fellow on Myanmar in the Department of Political and Social Change and Project Manager at the Australia-Japan Research Centre. He comments and writes on Myanmar and has been convener of the Myanmar/Burma Update Conference for the ANU in 2004 and 2006. He edited the proceedings of the 2004 Update Conference as Myanmar's Long Road to National Reconciliation (2006).

**Dr Yusaku Horiuchi** is a Senior Lecturer in the Crawford School of Economics and Government at the Australian National University. He gained an MA in international and development economics from Yale University in 1995 and a PhD in political science from the Massachusetts Institute of Technology in 2001. Dr Horiuchi recently organised a conference on public diplomacy in Japan and the Asia Pacific. Dr

Horiuchi is the recipient of the 2006 J. G. Crawford Award for the best paper on Japan or Australia–Japan relations.

Dr Horiuchi and Mr Wilson are currently working on a book on public diplomacy in the Asia-Pacific region. The book will examine why the state makes public diplomacy efforts and how their efforts changed over time. The aim is to formulate a better theoretical framework to understand public diplomacy in the context of today's global and dynamic international relations and to pave the way for further development of studies on public diplomacy.

