

Resume: Philip Gerard Cullen

Contact Details

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Career Profile

My career focus is to enable and support effective, flexible, comprehensive and resilient Australian content and communications platforms and practices which encourage enterprise and energise engagement. I have actively sought opportunities to work on policies and programs which engage with communities to define new opportunities in the digital economy and identify strategies for the transformation of traditional business models.

Capabilities:

Extensive experience in strategic development, positioning and management of policy, communications and service groups at senior executive and executive level in the public and private sector. This work includes: policy, program and project management and development; governance and regulatory development and review; business management; work force planning; recruitment and development; team leadership and engagement; change management; resource and facilities management; strategic communications development and implementation; media and marketing content production and development including web design and online engagement; events management; stakeholder engagement; research and writing; negotiation and conciliation; and public speaking.

Recent Achievements

- Design and lead commercially successful walking tours to New Caledonia, Cuba, Guatemala, Costa Rica and Australia for International Parktours.
- In consultation with the Office of the Minister for Communication and the Australian Communications Authority, assist with establishing the Australian Office of the Children's e-Safety commissioner;
- Manage the Indigenous Broadcasting Programme including the transition from Department of Communications to the Department of Prime Minister and Cabinet; achieving 360 degree feedback - exceeding performance outcomes;
- Prepare the Safety and Security section of the Australian National Digital Economy Strategy; resulting in an effective expression of policy and an Australia Day citation for effective team work;
- Write defining speech materials for the Prime Minister of Australia and Minister for Communications to open the national "Realising Our Broadband Future" forum at the UNSW; engaging national leaders in industry, public enterprise and NFPs in driving digital engagement. Moderate Australian peak industry and community consultative forum;
- Write the Australian Government response to the OECD paper "The Future of News and the Internet", liaising with the OECD and country stakeholders.

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Current Employment

July 2015 - Current

Freelance contractor

Tour leader for International Parktours, planning, guiding and leading walking tours in world wide destinations including Oman, Cuba, Guatemala, New Caledonia, Costa Rica and Australia. Consult on media content management and policy development in Australia. Advise on media training in Journalism and Communications for the University of Canberra and Griffith University. Advise on media industry skills training for the Australian Film Television and Radio School.

Previous Employment

September 2014 – July 2015

Manager, Online Safety Education, Consumer Protection

Lead the team delivering online safety messages including the Cybersafety Help Button and Easy Guide to Socialising Online and Youth Advisory Group. Liaise with stakeholders including the ACMA, AGD and Education authorities regarding the delivery of the Government's election commitment to Enhance Online Safety for Children including the establishment of the Office of the Children's eSafety Commissioner and related support for schools and parents.

May 2014 – September 2014

Assistant Director, Online Content and Security Policy, Cyber Safety and Security

Manage policy and practice, prepare briefings and attend meeting: regarding the application of section 313 of the *Telecommunications Act 1997*, including inter-agency liaison with the Cyber Policy Group (CPG); work with industry stakeholders regarding progression of the iCode and the effective development and deployment of cyber safety tools for parents and carers. Provide input on online safety and security issues as appropriate including the Joint Standing Committee on Foreign Affairs, Defence and Trade Committee report, Trading Lives: Modern Day Human Trafficking.

March 2014 – May 2014

Assistant Director, National and Community Broadcasting, Public Interest Broadcasting

Programs, policy, legislation, regulation, stakeholder engagement, public relations, strategic communications and change management... broadcasting and online. Contribute to portfolio and whole of government policies and practices regarding the ABC and SBS. Lead team work, develop and refine ministerial representations, meeting briefs, speech notes and questions on notice. Engage with stakeholders across agencies to gather, evaluate and deploy information as required. Work to provide guidance and advice within the *Australian Broadcasting Corporation Act 1983* and *Special Broadcasting Service Act 1991*.

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January - March 2014

Assistant Director, Cybersafety Policy and Coordination, Cyber Safety and Security

The Cybersafety Policy and Coordination Section conduct consultation programs, develops cybersafety resources for young people, teachers and parents; the section also provides advice on current and emerging cybersafety issues. Review, revise and develop supporting documentation preparatory to the development of measures to enhance the online safety of children including regulation and the office of the e-Safety Commissioner.

December 2013 - January 2014

Assistant Director, Online Content and Security Policy, Cyber Safety and Security

Provide policy advice on cybersecurity issues for small business and home-users, and manage Australia's engagement on communications and cybersecurity issues in the Asia-Pacific region. Manage communication and presentation of new policy proposals to internal and external stakeholders and the community at large. Review, revise and develop policy responses to ministerial representations, develop briefs and respond to questions on notice.

May 2013 - December 2013

Manager, Indigenous Broadcasting, Public Interest Broadcasting, Department of Communications and Recognition and Reconciliation, Department of Prime Minister and Cabinet

Manage the Indigenous Broadcasting Program, which helps underwrite through grants (\$16m per annum) Indigenous radio broadcasters, peak bodies, content producers and training as well as engaging and supporting Imparja Television and Indigenous Community Television. Policy development and program management, commission research on use patterns for Indigenous media and independent reviews of Indigenous broadcasting organisations to assist capacity building. Engage with stakeholders at over 120 broadcast organisations and with sector peak bodies. Manage a team of seven staff and the transition of the program to the Department of Prime Minister and Cabinet (September-December 2013).

November 2012 - May 2013

Assistant Director, Security Strategy Policy, National Security & International Branch

Provide policy advice on cybersecurity issues for small business and home-users, and manage Australia's engagement on communications and cybersecurity issues in the Asia-Pacific region. Assist with development of an industry code of practice (iCode) and preparations for OECD Digital Economy Security Guidelines policy review. Research, coordinate and negotiate input from agencies, write and develop Draft Safety and Security chapter for Digital Economy White Paper.

November 2011 - November 2012

Assistant Manager, Broadcast Content Policy, Department of Broadband, Communications and the Digital Economy

The Broadcasting Content Policy Section provides policy advice on the regulatory framework (primarily the *Broadcasting Services Act 1992* and related codes) that governs content on commercial television and radio. Research, liaise with stakeholders and provide policy advice on the co-regulatory framework for commercial broadcasting content, including issues arising from convergence and switchover (Australian content and multi-channel review). Liaise with stakeholders and support initiatives to address code and content issues including those relating to: the reduction and control of live odds, sports reporting, broadcast and advertising codes. Lead negotiations for agreement on Code of Practice for Sports News Reporting. Support media access programs including the ABC

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audio description trial and the introduction and application of the *Broadcasting Services Amendment (Improved Access to Television Services) Bill 2012*, including liaison with AGD and other stakeholders.

June 2010 - November 2011

Lecturer in Journalism and Communications, University of Canberra and Griffith University

Lecturing, convening and tutoring undergraduate courses in Broadcast Journalism, Advanced Broadcast Journalism, Online News, Media Industries and Audiences, Communications Technology and Change and Understanding Media. Lecturer Griffith/Open Universities Australia, Communications. Administer and advise teaching staff, counsel students, develop teaching materials and coordinate industry placements.

Broadcast Trainer and Course Coordinator, Australian Film Television and Radio School (AFTRS)

Develop and deliver short courses in broadcast management, presentation, production and journalism in all states and territories and remote and regional communities. Administer and advise teaching staff, counsel students, develop teaching materials and coordinate industry placements.

October 2009 - June 2010

Assistant Manager, Digital Economy Policy, DBCDE: Digital Economy policy, support and initiatives, OECD and Australia's Online Communications Council liaison, cloud computing support and advice. Participate in whole of government coordination of the digital economy in domestic policy, agreements and treaties. Brief and prepare the Minister on digital economy strategy, policy developments, stakeholder and international meetings and correspondence. Write briefings, speeches, case studies, media content. Stakeholder liaison. Prepare Departmental response to OECD on the 'Future of News and the Internet'. Prepare for national 'Realising Our Broadband Future' forum at UNSW including speech materials (PM and Minister), selection and liaison with community advocates (Jane Bennett) and moderation of business breakout (with KPMG). Liaise with stakeholders and contractors in preparing design and materials for Digital Business web site.

October 2008 – October 2009

Assistant Manager, Online Content, Copyright and Trade, DBCDE: Online content policy, Mobile Content, Interactive Gambling, Cyber-safety Issues, Cyber-safety Research. Participate in whole of government coordination on internet content in domestic policy, trade agreements and treaties including WHO, OECD, ACTA. Brief and prepare the Minister on policy developments, stakeholder and international meetings and correspondence. Research and prepare cases against gambling sites for presentation to the AFP, under the *Interactive Gambling Act 2001*. Represent Department at IDC's including development and application of the *Tobacco Advertising and Promotions Act 2002* to online sites.

August 2003 - October 2008

Marketing Manager and Webmaster, interNATIONAL PARKtours, Gold Coast: develop marketing, advertising and communications strategies to build company client base and increase sales. Gather, develop and prepare media content (build web sites; prepare slide shows, movies, presentations). Conduct and analyse market and client research. Lead industry liaison and certification. Plan, cost, coordinate and lead tours. Lead walking tours to Cuba and Loyalty Islands (Full time and ongoing).

Lecturer Broadcast & Online Journalism, Griffith University, Gold Coast/Brisbane:

design and implement broadcast and online journalism courses, news writing and ethics. Teach and mark, including Open University courses. Establish Radio Studios and GNews web platforms (build web sites, produce content). (Part time and Ongoing).

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Radio Training Coordinator, AFTRS, Brisbane/National: design and lead weekend radio skills short courses in Brisbane, Gold Coast, Newcastle, Perth and indigenous and remote community training in NT and WA. Coordinate industry specialists and train broadcasters in presentation and production, radio news, broadcast law, interviewing, voice-overs, music direction, panel operation, copy writing and program design. Produce content for online and portable media. (Part time and Ongoing)

Acting Manager 6PRK - Puranyangu-Rangka Kerrem – November 2007. Present and Produce Breakfast program. Coordinate and develop staff. Manage resources. Engage stakeholders. Coordinate and review station facilities, rosters, promotions and events. (Term contract).

June 2002 – August 2003

Development Manager, Australian Broadcasting Corporation (ABC) Regional Production Fund. Commission and produce radio programs, internet features and live events from regional Australia for all radio and online platforms. Includes executive production of the History of Surfing in Australia radio series and CD, Roadhouses of the Northern Territory radio series and Radio National and Regional Concerts in Gayndah, Tamworth and Moe.

November 1997 - June 2002

Manager ABC Gold and Sunshine Coasts: Manage ABC offices and facilities on the Gold and Sunshine Coasts, including broadcast output and community relations. Manage all staff, facilities and resources. Design, commission, develop and maintain broadcast schedules. Select, roster, train and develop staff. Program music, produce and present programs. Maintain and develop station online presence and audio stream (a test bed for ABC *dig*). Coordinate and produce station events and outside broadcasts. Compile ABC Music CD, "Australia's Adult Alternative".

July 1994 - November 1997

Manager ABC Brisbane: As for Coast FM, with the emphasis on talk radio including positioning News Talk 4QR as the market leader in Brisbane. The period includes extensive periods as State Director ABC Queensland, Manager Local Radio Qld, Manager Training Qld and NT and National Music Director ABC Local Radio. Institute live community radio forums. Establish Picnic in the Park events. Develop online engagement through the "Living Novel" with Peter Corris. Develop TV segment "Snapshot" and provide voice overs for 'Backchat'.

August 1988 - July 1994

Manager ABC Darwin: As for Coast FM ...includes establishing 8DDD within the Darwin market, recruitment, marketing, management of radio technical operations and extensive periods as Manager NT, General Manager JJJ (leading change management and contract negotiations) and Manager 3LO (leading change management, including workplace design for Southbank). Produce and present radio programs. Lead change management to 'broadcaster' award and consequential broadcast and management skills training in all states. Undertake project work for the Managing Director's office including designing radio station schedules, facilities and staffing models for submission to United Nations Transitional Authority in Cambodia (UNTAC) and advise on 'news talk' format development for Singapore Broadcasting Corporation.

March 1975 - August 1988

Various: Manager 8DR (Darwin), Regional Program Manager ABC Mid North Coast NSW (Port Macquarie), Regional Program Manager ABC Central Western NSW (Orange), Program Coordinator 4ZZZ, Station Manager 2ARM and Radio UNE and Chair Board of Directors Radio UNE Cooperative Limited.

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Other relevant qualifications and experience

Academic Qualifications

Bachelor of Arts (Behavioural Psychology and Sociology), University of New England, 1977.

Specialised Training

Microeconomics in the Public Sector (ANU) 2014, Policy and Program Skills (ANZSOG) 2013, Strategic Management Skills (APS/DBCDE) 2009

Training Delivery

Lecture and tutor in various Journalism and Communications courses at University of Canberra, including Journalism and Political Process.

External Engagements

Volunteer Hut Warden, Overland Track for Wildcare and Parks and Wildlife Tasmania.

Other External Training

Senior First Aid