



# Australian Health Care Reform Alliance

## 8<sup>th</sup> National Health Reform Summit Lobbying and Communications Workshop

**Register at [www.healthreform.org.au](http://www.healthreform.org.au)**

Monday, 26 March 2018

Four Seasons Room, Pavilion Hotel, Northbourne Avenue, Canberra, ACT

### Monday, 26 March 2018: Pre-Summit Lobbying and Communications Workshop, Four Seasons Room

12.45 pm  
– 5.00 pm

#### Registration

- **Introduction: the political and media agenda for 2018**  
Jennifer Doggett, Croakey Editor and Chair of the Australian Health Care Reform Alliance
- **Lobbying 101: what government relations looks like in 2018**  
Christian Taubenschlag, Managing Partner, CMAX Advisory
- **Dealing with the media on health issues**  
John Flannery, Director, Public Affairs, Australian Medical Association
- **How to write a press release and maximize its impact**  
Jennifer Doggett, Croakey Editor, Chair of AHCRA, communications consultant
- **Using social media in health campaigns**  
Ray Bange, AHCRA Executive, Adjunct Associate Professor within the School of Medical and Applied Sciences at the Central Queensland University and a widely experienced policy consultant, corporate strategist and communicator with an abiding interest in healthcare policy and community engagement.
- **How to run successful campaign in the community/not-for-profit sector**  
Rebecca Vassarotti, community leader, current and former roles include Deputy CEO at Australian Council of Social Service (ACOSS), Board member of ACOSS, President of the ACT Council of Social Service, Acting CEO Consumers Health Forum of Australia, Executive Director YWCA, Board member of Community Housing Canberra and the Early Morning Centre, community member of ACT Civil and Administrative Tribunal, Greens candidate in the 2016 ACT Territory Election
- **Tips and tricks for lobbying as a small organisation**  
Adrienne Day-Hodge, Day & Hodge and Associates