

## **C4D Roundtable**

### **Leading Inclusive Development using Media and Communication**

**Please note new date and venue | Extended RSVP/EoI deadline**

Tuesday 11<sup>th</sup> June 2019, 4:30PM-6PM, Melbourne CBD

Free event | RSVP essential

This event brings together academics, researchers and practitioners from across Australian universities, think tanks and NGOs. The aim is to provide a platform for international development actors involved or interested in Communication for Development (C4D) work to share experiences, lessons learned and recommendations that can contribute to an improved practice. It also wants to be a space to encourage and facilitate collaboration between practitioners and researchers on C4D-related research projects that strengthen the value of the practice.

Communication for Development refers to the use of communication to facilitate social development. Techniques include behaviour change communication methods such as information dissemination, entertainment education and social marketing, but also social change communication approaches such as social mobilisation, participatory media, media advocacy and community participation - primarily (but not exclusively) in countries of the Global South.

Following on from the 2015 and 2017 *Communication for Development* gatherings, the specific focus of this roundtable is to discuss how civil society groups, social movements, and development organisations can more effectively lead the path to an inclusive development through the use of the media and communication. Both practitioners and researchers will share their experiences in either implementing or studying media and communication interventions designed to engage citizens (in general) or disadvantaged and marginalised groups (more specifically) in participating in debate and having a voice on issues that affect them.

Hosted by the Research for Development and Impact (RDI) Network conference ([www.rdiconference2019.org.au](http://www.rdiconference2019.org.au)), this roundtable will be a unique opportunity to gather knowledge on this area of practice related to C4D. It is also an avenue for those who are planning to develop work in this area to learn from past or existing experiences. Lastly, it will further the network of organisations that was initiated with the first C4D Side Event at ACFID University Network Conference in 2015. Reports from the previous C4D events can be accessed here:

2015 –

[https://www.academia.edu/15491005/Communication\\_for\\_Development\\_Approaches\\_in\\_the\\_Australian\\_NGO\\_Sector\\_and\\_Academia](https://www.academia.edu/15491005/Communication_for_Development_Approaches_in_the_Australian_NGO_Sector_and_Academia)

2017 –

[https://www.academia.edu/35083846/Media\\_Approaches\\_to\\_Communicating\\_for\\_Development\\_Communication\\_for\\_Development\\_Roundtable\\_Proceedings](https://www.academia.edu/35083846/Media_Approaches_to_Communicating_for_Development_Communication_for_Development_Roundtable_Proceedings)

#### **Venue**

La Trobe University, City Campus  
Room 360C-20.04 Level 20  
Westpac Building  
360 Collins Street, Melbourne

#### **Event date and time**

Tuesday 11<sup>th</sup> June 2019  
4:30PM-6PM

**This event is free for participants, but RSVP is essential**

**If you would like to attend, please email [v.bau@unsw.edu.au](mailto:v.bau@unsw.edu.au) by Monday 27<sup>th</sup> May 2019 with a short paragraph about your background**

**If you would also like to present your work at this event, please email your EOI to Dr Valentina Baú at the address [v.bau@unsw.edu.au](mailto:v.bau@unsw.edu.au) no later than Monday 27<sup>th</sup> May 2019. You will be notified of your outcome by Friday 31<sup>st</sup> May 2019**

### **Event format**

The event will consist of two sessions:

- 1) *Inclusion in practice* – during this initial phase, selected participants will give an informal 10-minute talk on their project or research; this can review different media platforms and methodologies for participation and inclusion, specifically designed to create engagement with citizens or particular groups.

Presenters will have submitted an expression of interest to the organiser prior to the date of the event and will have received confirmation of their acceptance to speak.

**If you would like to present your work at this event, please email your EOI to Dr Valentina Baú at the address [v.bau@unsw.edu.au](mailto:v.bau@unsw.edu.au) no later than Monday 27<sup>th</sup> May 2019. You will be notified of your outcome by Friday 31<sup>th</sup> May 2019**

- 2) *Table talk* – the second phase of the roundtable will give the opportunity to speakers to receive feedback, and to those who are planning new work in this area to ask questions that will be useful in the development of their activities. Facilitated by the roundtable organiser, this interactive discussion will also see participants engaging in conversation on both practical and conceptual aspects of the applications of media and communication for inclusive development by providing a platform for participation and expression.

Another opportunity that this session offers to participants is that of establishing connections for potential collaboration with other organisations or institutions for future projects. This can also be related to collaboration between a NGO and a research institution, where academic research and development practice work together towards a targeted research output that strengthens the field of C4D.

### **Roundtable outputs**

Discussion and outcomes of this event will be compiled and published in the form of Roundtable Proceedings to be circulated to the international development audience through different online platforms, including the RDI Network.

Participants will have the opportunity to be included in a mailing list created for the event, which will serve as an online channel for additional knowledge sharing and networking.

### **Organiser**

Dr Valentina Baú

School of the Arts & Media, University of New South Wales, Sydney

Email: [v.bau@unsw.edu.au](mailto:v.bau@unsw.edu.au)