

Summary CV 2016

Philip John Dickie

Phil Dickie is a recipient of Australia's highest journalism award who went on to develop an unusually broad range of experience in mainstream media, communications and media relations, law reform and enforcement, research, investigations, stakeholder engagement and issues and crisis management. Proficient and prolific writer with a publication record of significant impact and long shelf life, accomplished illustrator and photographer, videographer. Experience across media organisations, international institutions, industry bodies, law enforcement agencies, educational institutions, governments and NGOs. Highly goal-oriented and results driven, experienced in undertaking sole projects, in leading or acting as a key member of a team, committed to inclusive processes, building participant capacity and motivation towards workable and achievable outcomes.

Skills and core competencies

Communications skills: Recognised and high order writing, editing and presentation skills, extensive newsroom and news gathering experience, media relations and new media experience. Has written news, feature articles, books, research and investigative reports, speeches, web publications, educational materials, media releases, backgrounders and briefs. Skilled photographer and image editor, competent video capture and editing. Extensive interviewing and interview experience.

Management and co-ordination: Provision of strategic, high-level advice to management, leadership of editorial, media relations, project and research teams and conducting complex consultative processes. Long term owner and manager of successful international consultancy business.

Teaching, training and presenting: Media theory and practice training experience from tertiary level courses to brief familiarization levels. High level presentations and speeches.

Research and investigations: Extensive experience conducting, collating and coordinating research in a large array of fields, specific investigative experience in media and law enforcement and reform contexts. Significant output of widely covered and quoted reports at both international and national level.

Issues Management: Crisis and crisis communications management, external interfacing, long term risk assessment and minimisation, positioning, response resources, stress testing and training.

Professional experience

Head, Issues Management

WWF International (September 2011 – October 2016)

Established a dedicated issues and crisis communications management function at WWF International, serving a global network of more than 90 offices operating in more than 100 countries. Initiatives include crisis assessment and communications guidelines and an internal online resource explaining, resourcing and standardising network responses to more than 80 recurring issues. Role encompassed direct engagement with WWF critics, radar function on emerging reputational risk, risk reduction through active engagement with policy, operations and national teams and where necessary driving realignment of WWF positioning around controversial issues.

Consultant/International News Editor/Head of News

WWF International (November 2007 – March 2012)

November 2007 - July 2008 Full time consultancy providing emergency WWF International Press Office functions and leadership.

August 2008 - March 2012 Managed smaller WWF International media relations office providing

increased, more diverse and better quality output, Set up panda.org newsroom, dramatically reduced the significant internal and network conflict over media relations role. In anticipation of growing significance of social media, positioned office to deliver news across diverse platforms as they become available internally. Led global response to several significant crises.

1994 – 31 July 2008

**Consultant and Director
Melaleuca Media Pty Ltd.**

Media and communications consultant with a notable record of providing communication services and products to a wide range of Australian and international clients. Individually or through family company Melaleuca Media provided articles and features to major international and national publications, researched, wrote or edited speeches, briefs or reports and handled media and ran events or workshops for international events, organizations, NGOs, governments and industry bodies. Clients included Thomson Reuters, Australian governments, UN bodies, Global Mining Initiative, Rolex and WWF International. Highlights of consultancies listed on Melaleuca Media [website](#).

1990-1994

**Special Advisor/ Principal Research Officer,
Queensland Criminal Justice Commission.**

Varied senior roles in establishing statutory authority responsible for criminal justice system and police service reform, organized crime and corruption control. Duties included provision of advice to executive management, managing and undertaking research and investigations, supervising media functions, reviewing and reforming police practice, writing or editing investigative, research and law reform reports and devising and implementing processes of public consultation.

1982-1990

Journalist, Queensland Newspapers

General and investigative reporting for the major media outlets in Australia's third most populous State. Articles played key role in instigating inquiry that led to downfall of government after more than 32 years in power, police commissioner being jailed for corruption, premier of almost 20 years being put on trial. Recipient of 1987 Walkley Award for Australian newspaper reporting, 1987 Gold Walkley Award for Australian Journalism. 1988, authored best-selling book The Road to Fitzgerald (University of Queensland Press), still on required reading lists of many Australian journalism courses.

1977-82

Journalism, Australian Public Service

Various full and part-time journalism positions with student, motoring and regional publications. 1978-80, Australian Public Service.

Qualifications

Bachelor of Arts, Australian National University, Canberra, 1980.

Other information

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