



RESUME: NICK CARNE

I have been a professional writer and communications specialist for 35 years, with an emphasis on clarity of message. I have particular strengths in structural editing, the development of major documents, and assisting others to get their thoughts, words and structures right, whatever the topic, medium or audience.

My expertise includes publicity campaigns, tender documents, issues management and strategic advice on the communications/PR implications of corporate decisions. I have developed marketing plans, established and run websites, worked with social media and conducted detailed communications audits to help clients improve, streamline or establish inhouse capabilities.

I am a trained sub-editor and have run corporate writing courses and media and presentations training, tutored in News Writing at UniSA and guest lectured in communications and media at South Australia's other two universities. I also have experience contracting external providers for a range of services related to marketing, publications and events, including advertising agencies, graphic designers and printers.

Overview of experience

Communications

- Senior consultant with Rann Communications, Adelaide
- Manager Communications, Winemakers' Federation of Australia

Higher education

- Head of Public Affairs, Flinders University
- Portfolio Manager, International & Development, UniSA

Media

- Newspaper editor, sub-editor and reporter
- TV news reporter, producer and chief of staff
- Radio program producer

Government

- Press Secretary to South Australian Attorney-General
- Work for numerous Government departments as a PR consultant

Education and training

- Tutor in News Writing, UniSA
- Media training
- Presentations and writing training and appraisal

Full employment history follows

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Employment history

November 2013 – present

Principal, Nick Carne Communications

I established my own consultancy to provide the range of support people need to help get their message across; writing in all formats and styles; editing and document development; presentations content and delivery assessment; writing, media and presentations training; and communications advice. Further information can be found at www.nickcarne.com.au

March 2009 – November 2013

Manager, Communications, Winemakers' Federation of Australia

I was responsible for all communications from and about the national representative body for Australia's 2500+ wine businesses and recently helped develop a new wine tourism strategy and a corporate social responsibility strategy focusing on the wine industry's commitment to environmental and social sustainability.

November 2007 – March 2009

Portfolio Manager, International & Development, UniSA

This was a new position created to help the Pro-Vice-Chancellor oversee the Marketing Development Unit (including the Media Unit) and UniSA International and coordinate communications from the university Chancellery. A major project was planning support and communications around significant changes in the university's offshore teaching program.

March 2006 – November 2007

Communications and marketing consultant

My major client was Wine Australia, involving drafting of the *Wine Australia: Directions to 2025* national industry strategy, supporting marketing collateral, websites, and media relations. Other clients included Finlaysons Lawyers, the State Government's Land Management Corporation and all three SA universities. I also was a regular contributor to *The Adelaide Review*.

September 2004 – February 2006

Deputy Editor then Editor, The Independent Weekly, Adelaide.

I joined this start-up SA newspaper at the beginning and served as Deputy Editor then Editor, responsible for allocation of reporting duties, production of each weekly edition, management of editorial budgets, input into marketing and development of business / community relationships, alongside writing and sub-editing.

September 1994 – September 2004

Deputy Head then Head, Public Affairs & Alumni Office, Flinders University

Responsibilities of the office included marketing, media relations, official publications, alumni relations, function organisation, and community engagement activities.



Personal responsibilities as Head included advice to senior executive, management of university marketing and publications activities, media liaison and oversight and structuring of university web site. I oversaw a staff of 12, plus consultants.

As Deputy Head my role also included copy writing across a broad range of media / publications and all university disciplines, with a focus on promotion of research and teaching successes.

January 1988 – September 1994

Senior consultant, Rann Communications

Services provided included media relations, writing/editing (including tender documents, annual reports, speeches and marketing material), marketing plans and campaigns, media and presentations evaluation/training, business writing courses, communications audits, liaison with other service providers, including graphic designers, printers and web developers.

Clients included: Olympic Dam (Roxby Downs mine), the Australian Submarine Corporation, leading wine company Orlando, and major government departments, including State Development & Trade, Primary Industries, Mines & Energy SA, and the SA Health Commission.

1990

Program producer 891 ABC Adelaide

1987

Full-time BA student, University of Adelaide

Part-time work with Channel 7, The Advertiser, ABC Radio, the Electricity Trust of South Australia

1985 – 1986

Press Secretary to the South Australian Attorney-General, Hon Chris Sumner

1982 – 1985

Reporter then News Producer, Channel 7, Adelaide

1981

Sub-editor The Northern Territory News and The Canberra Times

1976 – 1980

Reporter and sub-editor, The Advertiser, Adelaide

Education

- Matriculated from Blackwood High School, Adelaide, 1974.
- Completed journalism cadetship at The Advertiser, Adelaide, 1978.
- Completed Bachelor of Arts degree (majoring in history and politics) part time at Adelaide University, graduating 1987.