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# australian catholic communications congress

28-30 AUGUST 2024  
RYDGES NORTH SYDNEY

*“Missionary message  
for the modern world.”*

# About the Congress

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The Australian Catholic Communications Congress is a triennial event bringing together Catholics seeking to learn new media and communications skills, network with each other and grow in their understanding of the Good News.

The event was last staged in 2018 in Brisbane, as the pandemic made it challenging to hold a Congress. The theme for the 2024 Congress is “Missionary Message for the Modern World”, reflecting the great urgency in taking the Gospel to everyone and the changing nature of the world around us. The Congress is open to everyone communicating God’s message of hope, faith and love across Catholic media and communication channels.

## **ACKNOWLEDGEMENT OF COUNTRY**

We respectfully acknowledge that this conference takes place on the traditional land of the Cammeraygal people.

## **BISHOPS CONFERENCE SAFEGUARDING COMMITMENT**

The Australian Catholic Bishops Conference (the Conference) recognises the personal dignity and rights of children and adults at risk towards whom it has a special responsibility and duty of care and respect. This is a shared responsibility of all workers and volunteers of the Conference. All Conference workers, including contractors and volunteers, undertake to create a safe environment for children and adults at risk and to prevent their neglect, physical abuse, emotional abuse or sexual exploitation.

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# Welcome

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In *Evangelii Gaudium (Joy of the Gospel)*, Pope Francis invited us to be ‘permanently in a state of mission’ (EG 25) and called for a “missionary impulse capable of transforming everything” (EG 27).

The theme of the 2024 Catholic Communications Congress, ‘Missionary Message for a Modern World’, reflects this desire for a mission-oriented Church. It also highlights the important role of communicators in making sure that our message is relevant to the times, and the world, in which we live.

There are many people in our Church working in different aspects of communications, but they all share a common goal of spreading the Gospel message and bringing people together in communion.

With advances in technology it is easy to be overwhelmed, perhaps even afraid, when it comes to using new platforms and methods of communication. That’s why this triennial congress is so important; it enables us to share our experiences, knowledge and skills, as well as provide valuable insights into the latest developments in the world of media and social communications in a Catholic context.

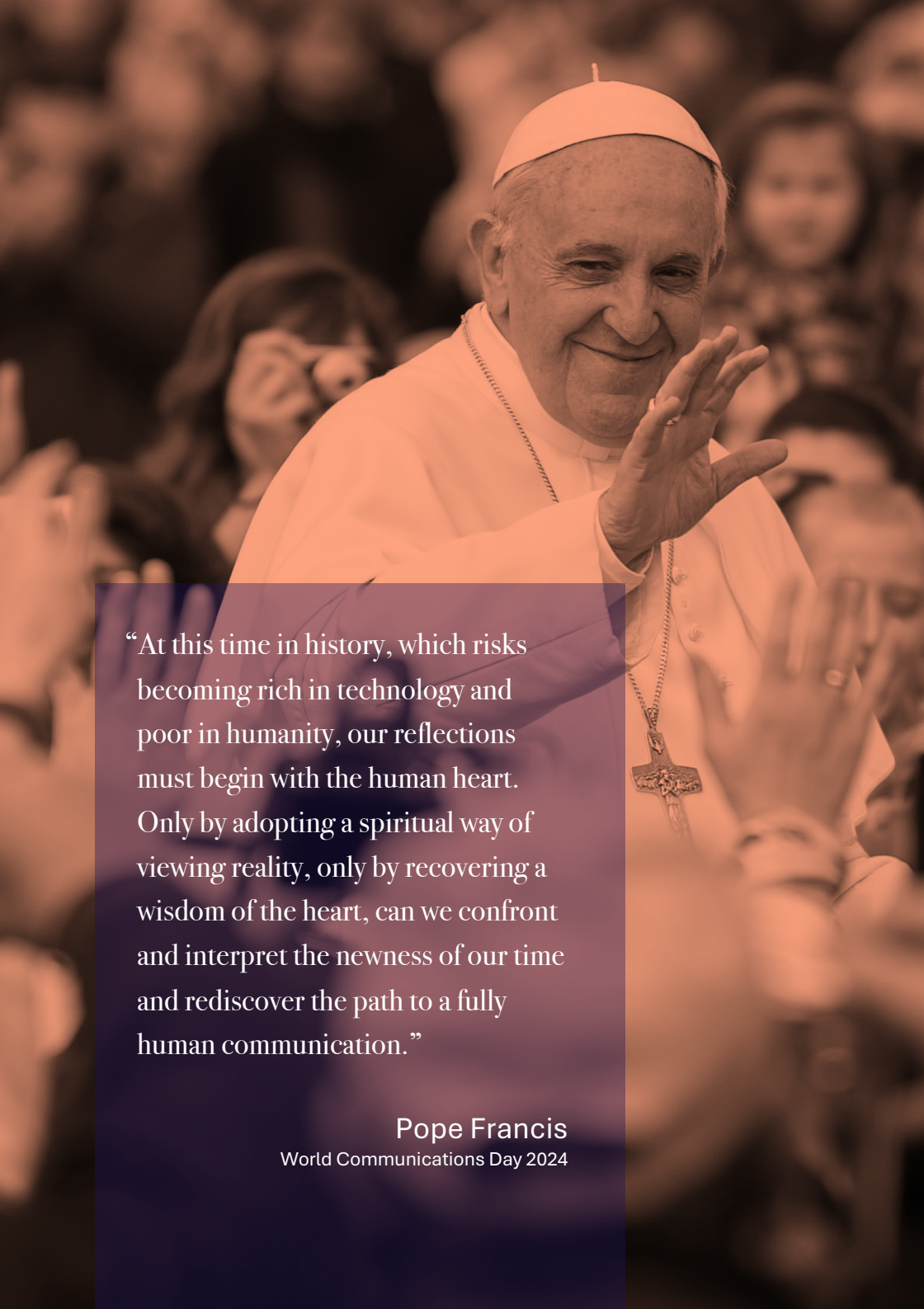
The first to be held since the pandemic - a time when many of us became rapidly acquainted with new forms of communication - the congress is an opportunity to learn more and to grow as Catholic communicators.

Knowing that the Holy Trinity is at work amongst us, I hope that you will be inspired and reinvigorated in your work and as missionary disciples of Christ.

*Archbishop Patrick O'Regan*

**Archbishop of Adelaide and Bishops’ delegate  
for the Australian Catholic Media Council**



A photograph of Pope Francis, dressed in white papal attire, smiling warmly and waving his right hand towards a large, blurred crowd of people. The image has a warm, orange-toned filter. A semi-transparent purple rectangular box is overlaid on the lower-left portion of the image, containing white text.

“At this time in history, which risks becoming rich in technology and poor in humanity, our reflections must begin with the human heart. Only by adopting a spiritual way of viewing reality, only by recovering a wisdom of the heart, can we confront and interpret the newness of our time and rediscover the path to a fully human communication.”

**Pope Francis**

World Communications Day 2024

# Venue Guide

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## RYDGES NORTH SYDNEY

Located at the heart of North Sydney's bustling business district, **Rydges North Sydney** is perfectly positioned for easy connections. Only 15 kilometres from Sydney Airport and over the iconic Harbour Bridge to Sydney CBD, **Rydges North Sydney** offers easy access to numerous local attractions.



# Congress Schedule

## TUESDAY, 27 AUGUST

Time	Event	Speaker
5.30pm	ACPA AGM	

## DAY 1 • WEDNESDAY, 28 AUGUST

Time	Event	Speaker
8.00am	Congress Registration	
9.00am	Welcome to Congress and housekeeping	
	Welcome to Country	
9.15am	Opening Prayer	Archbishop Partick O'Regan
<b>9.25am</b>	<b>KEYNOTE #1</b> Breaking the Silence: The Power and Pitfalls of Catholic Communication in the Digital Landscape	Sr Rose Pacatte
10.25am	Q&A and Panel Session	Sr Rose Pacatte, Jacqueline Frost (Sydney Catholic Schools), Fr Michel Remery (DeoQuest)
10.45am	Morning Tea	
<b>11.15am</b>	<b>KEYNOTE #2</b> Creating a Eucharistic Culture	Bishop Richard Umbers
12.05pm	Q&A with Panel	Bishop Richard Umbers, Kathy Campbell (Archdiocese of Sydney)
12.30pm	Lunch	
<b>1.30pm</b>	<b>Masterclass Session 1</b>	

BARTON		Masterclass 1A – Social Media	Danielle Sullivan
WHITELEY		Masterclass 1B – Websites that Work	Anita Sulentic
GIBBS 1		Masterclass 1C – Content Creation for Convergent Mass Media (Video production)	Geoff O'Rourke
GIBBS 2		Masterclass 1D – Publish and Nourish	Michael McGirr
2.45pm		Afternoon Tea	
<b>3.15pm</b>		<b>Masterclass Session 2</b>	
GIBBS 2		Masterclass 2A - Media mindfulness and Catholic journalism	Sr Rose Pacatte
BARTON		Masterclass 2B - Websites that Work	Anita Sulentic
GIBBS 1		Masterclass 2C – The Australian Media Landscape	Amrita Sidhu
WHITELEY		Masterclass 2D - Strategic planning	Monika Lancucki
4.30pm		Close Day 1	
7:00pm		ACPA Awards Cocktail Function - ACPA Members only	

## DAY 2 • THURSDAY, 29 AUGUST

Time	Event	Speaker
9.00am	Day Two: Welcome back and notices	
9.05am	Prayer	Archbishop Partick O'Regan
<b>9.15am</b>	<b>KEYNOTE #3</b> The ABC of Artificial Intelligence	Tom Finnigan
10.10am	Q&A	Sr Rose Pacatte, Gaby Yuen (Freelance), Tom Finnigan
10.30am	Morning Tea	



<b>11.00am</b>		<b>KEYNOTE #4</b> Creativity with Heart	Adrian Cropley
11.40am		Q&A Panel Session	Sr Rose, Monika Lancucki, Adrian Cropley
12.00pm		Lunch	
<b>1.00pm</b>		<b>Masterclass Session 3</b>	
GIBBS 2		Masterclass 3A: Creative Unleashed	Sr Rose Pacatte
GIBBS 1		Masterclass 3B: Newsletters that work	ACBC Team
BARTON		Masterclass 3C: Government Advocacy	Cathy Uechtriz
WHITELEY		Masterclass 3D: AI - Basics and Ethics	Tom Finnigan
2.00pm		Afternoon Tea	
<b>2.30pm</b>		<b>Masterclass Session 4</b>	
GIBBS 1		Masterclass 4A: AI - comms professionals	Tom Finnigan
GIBBS 2		Masterclass 4B: Professional lighting and sound	Daniel Hopper
WHITELEY		Masterclass 4C: Building a communications plan	Michael McVeigh
BARTON		Masterclass 4D: Photography	Fiona Basile
3.30pm		Close Day 2	
4.30pm		Buses to Mass	
5.30pm		Conference Mass, St Mary's Cathedral	Principal Celebrant – Archbishop Anthony Fisher OP
6.30pm for 7.00pm		Conference Dinner, NSW Parliament	MC - Angie Asimus. Dinner Speaker - Peter Greste, Journalist
		Buses return to North Sydney	

### DAY 3 • FRIDAY, 30 AUGUST

Time	Event	Speaker
9.00am	Day Three: Welcome back and notices	
9.05am	Prayer	Archbishop Partick O'Regan
<b>9.15am</b>	<b>KEYNOTE #5</b> Mission, Social Justice and Communication	Nicole Chehine
10.15am	Panel discussion	Nicole Chehine, Amelia Savage (Jesuit Refugee Service), Lawrence Gigliotti (Catholic Mission)
11.00am	Morning Tea	
<b>11.15am</b>	<b>KEYNOTE #6</b> Reaching young audiences	Fr Sam French (via video presentation)
12.15pm	Congress close & final blessing	Archbishop O'Regan

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# Keynote Speakers

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## ▪ KEYNOTE #1 – SISTER ROSE PACATTE

*Keynote Address: “Breaking the Silence: The Power and Pitfalls of Catholic Communication in the Digital Landscape”*

**Rose Pacatte, FSP, MEd., D.Min.**, is the founding director of the Pauline Center for Media Studies in Los Angeles and heads its international office in Rome. A media literacy education specialist and award-winning film critic, she co-authored the Lights, Camera, Faith series and books on media mindfulness and faith formation. Rose has taught at the Catholic University of America and the University of Dayton. She addressed various international religious and educational groups on digital discipleship and is the coordinator for the “Sisters Communicate” project of the International Union of Superiors General in Rome.

In her address, Sr Rose will explore the transformative potential and challenges of Catholic communication in the digital era with insights from Catholic teaching, Pope Francis, and Catholic Social Teaching. Discover strategies for fostering authentic dialogue, navigating online pitfalls, and building bridges in the digital landscape. Join us to break the silence and proclaim the Good News in freedom and faith to embrace our role as digital evangelizers.

## ▪ KEYNOTE #2 – BISHOP RICHARD UMBERS

*Creating a Eucharistic Culture*

**Bishop Richard Umbers** is an auxiliary bishop of the Archdiocese of Sydney and the youngest Latin Catholic bishop in Australia. He is also the first priest of Opus Dei to be appointed a bishop in Australia.

▪ **KEYNOTE #3 – TOM FINNIGAN**

*The ABC of Artificial Intelligence*

**Tom Finnigan**, founder of TalkingBrands.ai and co-founder of the Murfin Group, brings an unparalleled depth of experience to the realm of public relations and media strategy, with a career that spans over three decades. His journey includes a significant 23 year tenure in broadcast television, working with major networks such as CH10 and SBS TV, where he honed his storytelling and visual communication skills.

At TalkingBrands.ai, Tom has built an expert AI copywriter using several trained AI personas. Tom also teaches business leaders how to build generative AI tools and tactics into their businesses to take advantage of this massive opportunity. Crucially, everything comes from the core value of the safe and responsible use of generative AI.

Through Murfin, Tom leverages his vast experience to empower businesses with the tools they need to communicate their brand effectively, navigate crises, and achieve substantial growth. His work has not only positioned companies like AustCyber as thought leaders in cyber security but has also played a pivotal role in promoting the importance of cybersecurity to a wider audience, marking him as a transformative figure in the intersection of media strategy and public relations.

▪ **KEYNOTE #4 – ADRIAN CROPLEY**

*Creativity with Heart*

Taking a creative approach to fundraising communication through Sacred Heart Missions 'Dine with Heart' Initiative.

Adrian Cropley OAM will take us on a journey of success of Sacred Heart Mission's Dine with Heart campaign. Discover how innovative and multi-faceted communication strategies transformed fundraising efforts, helping feed those experiencing homelessness in St Kilda. Learn about the ambitious targets set and the creative approaches that made over 300% ROI for the campaign possible.

Adrian will explore the community engagement activities and strategic partnerships made and share the impact good strategic communication can have on the business. Gain insights into the new elements introduced to ensure future sustainability and success. Whether you're a nonprofit leader, fundraiser, or advocate for social change, this keynote will inspire you to harness the power of creativity and compassion in your efforts. Don't miss this opportunity to learn, be inspired, and make a difference!

## **About Adrian Cropley OAM**

Founding Director – Centre for Strategic Communication Excellence

**Adrian Cropley OAM**, a certified strategic communication management professional and former global chair of the International Association of Business Communicators (IABC), is renowned as one of the world's leading experts in strategic communication. Over a career spanning 35 years, Adrian has collaborated with Fortune 500 companies on significant change communication initiatives, internal communication reviews, and strategies. His professional journey includes Implementing the IABC Career Road Map and spearheading the global ISO certification for the communication profession. He also established the Centre for Strategic Communication Excellence (CSCE) in 2015.

Adrian's influence extends beyond corporate consulting and Training. He has been pivotal in community service as the former vice-chair of Sacred Heart Mission and the Dine With Heart committee chair from 2015 to 2019. As a keynote speaker and workshop leader, Adrian has shared his insights on strategic and change communication at international conferences across Canada, the U.S., Europe, the Middle East, and the Asia-Pacific region. In recognition of his contributions to professional communication and youth development, Adrian was awarded a Medal of the Order of Australia in 2017.

### ▪ **KEYNOTE #5 – NICOLE CHEHINE**

## *Mission, Social Justice and Communication*

**Nicole Chehine** is Caritas Australia's Associate Director of Fundraising and Communications.

### ▪ **KEYNOTE #6 – FR SAM FRENCH**

## *Reaching Young Audiences*

**Fr Sam French** discusses not only the strategies for engaging with today's youth but also the deeper implications of digital culture on our understanding of reality, relationships, and faith. He addresses both the potential and the pitfalls of social media, reminding us of the Church's enduring mission to communicate the unchanging truth of the Gospel in new and compelling ways.

# Masterclass Mentors

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MASTERCLASSES #1 • DAY 1, 28 AUGUST • 1:30PM

## MASTERCLASS #1A - SOCIAL MEDIA

*Danielle Sullivan*

This workshop explores the essentials of social media and digital advertising. From how to develop impactful advertising strategies, to understanding the importance of effective scheduling, and discovering how to target specific audiences using analytics. Participants will gain valuable insights from real-life examples to enhance their advertising efforts on social media and other digital channels.

**Danielle Sullivan** is the Digital Specialist at Catholic Mission, where she coordinates digital campaigns and channels. Previously, she served as the Resource and Marketing Coordinator at Icon Ministry (formerly FRG Ministry). Danielle also co-founded and co-hosted the Catholic Influencer's Podcast with Fr. Rob Galea, furthering her expertise in digital media and audience engagement. With a background in Youth Ministry coordination in the Sandhurst Diocese and a degree in Media and Communications from Australian Catholic University, Danielle brings a well-rounded perspective to effective Catholic communications.

## MASTERCLASS #1B - WEBSITES THAT WORK

*Anita Sulentic*

A good website is one that is not only aesthetically pleasing but is functional and gives the user what they are looking for. Finding the balance can be challenging especially when there are multiple stakeholders, with a myriad of opinions!

This workshop will delve into the role of your website as part of your communications strategy and answer the following questions: Where to start when creating a new website? How do I revamp my current site? How do I manage the varied expectations of all my stakeholders? How do I ensure my website continues to perform optimally and exceed user expectations post launch? and more...

**Anita Sulentic** is a communications and corporate affairs specialist with a particular passion for digital media, as she sees these platforms as powerful tools for engagement, conversion and growth. She has over 20 years' experience leading communications teams for organisations including Westfield, John Holland, AstraZeneca, The Easter Show and more and holds her Masters in Digital Communication and Culture from Sydney University.

Anita was the Media Manager for World Youth Day Sydney 2008 which launched the first ever Papal text message (cutting-edge technology for that time!) and in her corporate roles has successfully navigated the introduction of social media, the move to online media, the rise of e-commerce, SEO, SEM and SMM, changes in Google and other reporting tools and creating websites that work.

#### **MASTERCLASS #1C - CONTENT CREATION FOR CONVERGENT MASS MEDIA (VIDEO PRODUCTION)**

*Geoff O'Rourke*

An overview of the current state of the Australian media market, from traditional media to online digital. Focusing primarily on video production we will explore how to create content regardless of the scale of budget and logistical restrictions. While maintaining quality and meeting the needs of multiple formats. Key to this identifying good talent and upskilling internal teams and freelancers.

With more than 17 years' experience across Broadcast Television, Network Seven (CH7), Sky News and the NSW Police Force's Media Unit covering both international and local events. **Geoff** has covered everything from floods, cyclones, earthquakes, bushfires, one overturned Italian cruise ship and a few Olympics – to in-depth long-form investigative pieces, undercover work, commercials, news, reality tv, and some really stunning travel programs. Founding Lumberjack Film four years ago which provides affordable media production, consulting and training in the entire audio-visual space.

#### **MASTERCLASS #1D - PUBLISH AND NOURISH**

*Michael McGirr*

Books often do something wonderful for their readers. And sometimes not. Is it still possible to get a book into the hands of readers you have never met? How might you try to do so?

**Michael McGirr** is the mission facilitator and manager of community engagement for Caritas Australia. Michael's books have sold over 200,000 copies. They include: 'Things You Get For Free', 'Bypass', 'The Lost Art of Sleep', 'Finding God's Traces', 'This cup we bless' 'Books that saved my Life' and 'Ideas to Save Your Life.' The most recent of which is Every Day is New: prayers and reflections for ordinary Time (Garratt). Among many publishing involvements, he has twice been a recipient of a Senior Fellowship from the Australia Council for the Arts and is a former Coombs fellow at the ANU.

## MASTERCLASSES #2 • DAY 1, 28 AUGUST • 3:15PM

### MASTERCLASS #2A - MEDIA MINDFULNESS

*Sr Rose Pacatte*

This workshop aims to empower Catholic communicators to produce thoughtful, ethical, and impactful content by enhancing their media literacy skills through critical and mindful praxis.

### MASTERCLASS #2C - AUSTRALIAN MEDIA LANDSCAPE

*Amrita Sidhu*

Medianet managing director Amrita Sidhu will outline the key highlights of the 2024 Media Landscape Report to shine a light on the challenges of the media industry, and how PR professionals can build better relationships with journalists.

**Amrita Sidhu** is the Managing Director of Medianet and Medianet Insights and a proud Board Director of AMEC - (International Association for Measurement and Evaluation of Communication) which is the world's largest media intelligence and insights professional body. With experience in enterprise level digital solutions as Asia GM for Tigerspike and Head of Commercial and Partnerships at VMG Digital, she holds a deep understanding of the Australian and New Zealand media landscape as well as technology, business strategy, sales growth and relationship management in digital and media industries.



## MASTERCLASS #2D - STRATEGIC COMMUNICATIONS

*Monika Lancucki GAICD, ABC*

“Beyond ‘what?’ to ‘why?’: A strategic approach to impactful communications for mission”

“I’d like a website/ flyer/ video.” As writers, designers, communications strategists, how often do we hear this from various parts of our organisations – often all at once? In this workshop, discover how to lead the important discussion of “why?”, before diving into the “what?”, reducing the amount of low impact busy work and achieving alignment of approach, message, tactics and creative execution for maximum impact. Nowhere is this more important than in creating a missionary message, with limited resources. A message that tries to reach people in a busy, noisy, cluttered and often confusing modern world.

**Monika Lancucki** is the Communications Executive for the Catholic Archdiocese of Melbourne, with more than 20 years’ experience in communications across the purpose, corporate, and public sectors. The former CEO of Jesuit Media and Director of Communications for the Australian Jesuits, Monika was a litigator for 10 years before opting for a career in strategic communications. She has chaired the International Association of Business Communicators’ Global Gold Quill Awards, served on various industry boards and committees, and lectured in strategic communications at Deakin University and RMIT. Monika's work in strategic communications has been recognised with local, regional, and international awards.

MASTERCLASSES #3 • DAY 2, 29 AUGUST • 1:00PM

## MASTERCLASS #3A - CREATIVES UNLEASHED

*Sr Rose Pacatte*

**Sr Rose** will look at the intersection of Catholic creativity and digital communication by exploring the role of art and vocation, as well as the challenges, and together discern practical strategies for Catholic communicators, journalists, and creatives in the continually developing digital world.

## **MASTERCLASS #3B - NEWSLETTERS THAT WORK**

*ACBC Media Team*

**Ryan Macalandag** from the Australian Catholic Bishops Conference will provide insights into how to make your e-newsletter more engaging for readers. What are some of the characteristics of the best newsletters in Australia? And are you missing out on subscribers who want to hear from you but are facing roadblocks in doing so?

## **MASTERCLASS #3C - GOVERNMENT ADVOCACY**

*Cathy Uechtritz*

Government Advocacy – Understanding the Fundamentals

**Cathy Uechtritz** is the Director of Government Relations for the Archdiocese of Brisbane. She established the Directorate almost six years ago laying down the foundations for an effective Government advocacy function for Archdiocesan and Catholic agency operations. She uses her extensive, long-standing relationships across all three levels of government and a thorough understanding of political processes, public policy development and government decisions which may impact Archdiocesan operations to increase the sphere of influence on policy making and programs for the better, and to the benefit of, their many stakeholders and clients.

## **MASTERCLASS #3D - AI BASICS AND ETHICS**

*Tom Finnigan*

This workshop will explore how to leverage generative AI for good news.

**MASTERCLASS #4A - ADVANCED AI**

*Tom Finnigan*

A deep dive into the different ways you can use generative AI to improve your communications output. The workshop will cover writing tools, AI, calls, AI bots and AI avatars amongst many other things.

**MASTERCLASS #4B - ADVANCED VIDEO PRODUCTION**

*Glenn Hanns and Daniel Hopper*

Whether you are a beginner looking to enhance your video production skills or an experienced videographer seeking to refine your techniques, this workshop will assist you with practical knowledge and tips to create professional-quality videos. Don't miss this opportunity to elevate your video production game and bring your creative vision to life!

**Glenn Hanns ACS**, renowned Australian cinematographer

**Daniel Hopper**, director and executive producer of Mass for You at Home

**MASTERCLASS #4C - CREATIVE COMMUNICATIONS PLANNING**

*Michael McVeigh*

'If you build it, they will come' the saying goes – but what if they don't? How can you make sure your communications will reach and engage your target audiences? In this session, we'll explore some strategies for better understanding and serving communities. The session will explore the process of developing communications resources in conjunction with key stakeholders, promoting resources to the community, engaging audiences and getting feedback to improve offerings. The session will be ideal for anyone interested in marketing and digital transformation in Catholic contexts.

**Michael McVeigh** is Head of Publishing at Jesuit Communications Australia, publisher of Australian Catholics, Eureka Street, Madonna magazine and Pray.com.au. Prior to his appointment in 2021, he was the editor of Australian Catholics for more than 15

years, overseeing its digital transformation including the development and launch of the Australian Catholics Education Hub.

## **MASTERCLASS #4D - PHOTOGRAPHY WITH PURPOSE**

### *Fiona Basile*

In this workshop, Fiona Basile will take you through how to capture photographs with purpose. What makes a good photograph? What gives a photograph (or series of photographs) meaning and purpose? How can good photography add to building community, connection and care, as well as enhancing your media and communications material (whether a newsletter, website, or media publications). You'll not only be moved and inspired as Fiona shows you some of her own beautiful photography 'with purpose', you'll also walk away with some useful photography tips to apply in your own workplaces.

**Fiona Basile** has been a freelance photographer and writer for 25+ years. Based in Melbourne, Australia, she travels abroad often capturing stories that help build community, connection and a deeper understanding of what binds us. She is a regular contributor to the Catholic Archdiocese of Melbourne's online news platform, Melbourne Catholic, Catholic Social Services Victoria and the Missionary Sisters of Service. Fiona is the author of the award-winning book, *Shhh...God is in the Silence*, published by Loyola Press (USA), and recently published a photographic book, *Immerse*, which celebrates the beauty and joy of a special open water swimming community in bayside Melbourne. She joins us at the congress having recently returned from Rwanda, Africa, where she was documenting stories of hope, of those who survived the genocide 30 years ago.

# About the Australian Catholic Media Council

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The Australian Catholic Media Council advises the Permanent Committee of the Australian Catholic Bishops Conference in relation to:

- The promotion of the life and mission of the Catholic Church in Australia by the efficient utilisation of strategic communications through liaison with Catholic and secular media
- Ways in which the Church might use digital media and communications technology to proclaim the Gospel message
- Significant developments in media and communications industry through the triennial Catholic Communications Congress
- Developing and promoting the use of media responsibly and conscientiously to encourage the faithful, through education and other means
- The promotion and observance of World Communications Day throughout the Church in Australia
- Fostering relationships between Church authorities and the media

The Council had identified three priority areas for its role:

## **Strategic Advice**

- Identify a set of clearly defined areas of engagement on public issues within the Australian culture where the Church has a voice
- Develop strategic advice to the bishops about each social issue that will resonate with a secular public

## **Education**

- Provide strategic advice to the Bishops about how to use Catholic and secular media to educate, inform, encourage and strengthen relationships with the faithful
- Promote the use of media among all dimensions of the Church community as a means of sharing the Gospel message

## **Cultures of Communication**

- Provide advice to the bishops on developing positive internal cultures of communication in the life of the Church
- Identify models for promoting communication, networking and cooperation to people working within the Church



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