

**Examples of communications achievements by Cliff Howard**  
while in the role of *Communications and Publicity Manager* [two years to Nov 2010] at the Melbourne Institute of Applied Economic and Social Research,  
University of Melbourne.

- I wrote or edited the Melbourne Institute [media releases](#) on social research findings, working papers, and macroeconomic reports.
- I coordinated generating publicity for the numerous public lectures by [Professor Ross Garnaut AO](#) — e.g. the *New Resources Tax* [13 May 2010].
- I invited and coordinated all media attending the two-day *2009 Social & Economic Outlook Conference* [5-6 November] opened by the Hon John Brumby. I prepared media kits and facilitated door-stop interviews. Four television crews attended some of the highlight sessions.
- I produced the 2008 and 2009 Melbourne Institute [Annual Report](#); and wrote in-depth articles for stakeholder newsletters (e.g. the quarterly Melbourne Institute [Newsletter](#)).
- I built media relationships with key editors and industry associations relevant to four major research programs within the Melbourne Institute:
  1. Medicine in Australia, Balancing Employment and Life ([MABEL](#)) — a longitudinal survey of 10,000 Australian doctors.
  2. The Intellectual Property Research Institute of Australia ([IPRIA](#)) program.
  3. The Household, Income and Labour Dynamics in Australia ([HILDA](#)) Survey Statistical Conference, and annual reports 2008 and 2009. I summarised research and sent it as media releases to over 800 national media editors, journalists and broadcast commentators.
  4. The Industrial Economics reports, including the annual PricewaterhouseCoopers [Melbourne Institute Asialink Index](#), launched on 13 February 2009 by Australian Minister for Trade, the Hon Simon Crean, and guests included Asialink Chairman, Mr Sid Myer.
- Other achievements included:
  - Developed strategies to communicate the research outputs, e.g. issuing media releases to increase the profile of The [Australian Economic Review](#).
  - Implemented marketing, communications, and website outputs to build the competitive image and quality reputation of the [Business & Economics Faculty](#).
  - Executed strategies for internal and external communications using both traditional and web-based channels (e.g. writing numerous media releases for the annual [HILDA Statistical Report](#) suite of articles)
  - Coordinated publicity for the launch of major reports produced by the Melbourne Institute, such as '[Doing Business with Japan](#)' (June 2010).
  - Content managed the Melbourne Institute's website and intranet.

- Wrote articles for e-newsletters: [Knowledge Transfer](#); the [Voice](#) monthly insert in *The Age*, and the Bi-monthly e-newsletter, [e-Comm for Commerce Faculty Alumni](#).
- Media liaison at the [Economics Public Forums](#) and seminars [4 per year] — including taking photographs and interviewing the speakers for media releases.

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