

THE WORLD 100 STUDY TOUR 2015

THE AUSTRALIAN NATIONAL UNIVERSITY, CANBERRA



24 - 25 SEPTEMBER 2015



Australian
National
University

THE AUSTRALIAN NATIONAL UNIVERSITY

HOST

The Australian National University (ANU) is a research-intensive university located next door to the seat of Australian Government and surrounded by Australia's foremost national institutions.

As Australia's only national university and one of the top 25 universities in the world, ANU influences at a national and international level.

TOUR SUMMARY

As guests of the University's Director of Marketing, Tracy Chalk, you will find out how the challenges and responsibilities of being Australia's only national university influence the ANU brand and communications.

This year's study tour will include a number of roundtable discussions and presentations on strategies for maximising impact, increasing influence and building reputation in an uncertain and increasingly competitive higher education market.

During your visit, you will be introduced to some of Australia's most important national institutions in the city that was voted 'world's most liveable city' by the Organisation for Economic Co-operation and Development (OECD) two years running.

WWW.ANU.EDU.AU





DELEGATES

KRISTINE DUNDAS

COMMUNICATIONS OFFICER
WESTERN UNIVERSITY

ANDREA FARQUHAR

ASSISTANT VICE-PRESIDENT OF PUBLIC
AND GOVERNMENT RELATIONS
MCMASTER UNIVERSITY

ALAN FERNS

DIRECTOR OF COMMUNICATIONS
AND MARKETING
THE UNIVERSITY OF MANCHESTER

AILIE FERRARI

DIRECTOR OF MARKETING
COMMUNICATIONS
UNIVERSITY OF GLASGOW

ULLA GJØRLING

INTERNATIONAL DIRECTOR
AARHUS UNIVERSITY

ROBIN HOGGARD

DIRECTOR OF GOVERNMENT RELATIONS
*THE LONDON SCHOOL OF ECONOMICS
AND POLITICAL SCIENCE (LSE)*

COR JANSEN

DIRECTOR OF COMMUNICATIONS
AND MARKETING
UTRECHT UNIVERSITY

LUUT KROES

DIRECTOR OF EDUCATION
AND STUDENTS
UNIVERSITY OF GRONINGEN

KATHERINE MA

DIRECTOR OF COMMUNICATIONS
THE UNIVERSITY OF HONG KONG

LARA MCKAY

EXECUTIVE DIRECTOR OF MARKETING
AND COMMUNICATIONS
THE UNIVERSITY OF MELBOURNE

EILIS O'BRIEN

DIRECTOR OF COMMUNICATION
AND MARKETING
UNIVERSITY COLLEGE DUBLIN (UCD)

DAVID SANDERSON

SENIOR CONSULTANT
THE KNOWLEDGE PARTNERSHIP

LOUISE SIMPSON

DIRECTOR
THE W100 NETWORK

MARK SUDBURY

DIRECTOR OF COMMUNICATIONS
AND MARKETING
UCL

JENNIFER VANCE

EVENTS AND COMMUNICATIONS
MANAGER
THE W100 NETWORK

THURSDAY 24 SEPTEMBER

9.00	Guided walk to ANU campus from Hotel Hotel
9.30 ▼	SESSION I - PANEL DISCUSSION
11.00	THE VALUE OF RESEARCH-LED EDUCATION Translating impact, relevance, and reach into influence
11.00 ▼	MORNING TEA
11.30	WALKING TOUR
12.30	of the <u>ANU CAMPUS</u>
12.30 ▼	Visit to ANU Shop
13.00	
13.00 ▼	Transport to <u>MOUNT STROMLO OBSERVATORY (MSO)</u>
13.30	<i>Lunch will be provided on the coach journey</i>
13.30 ▼	WALKING TOUR
14.30	of Mount Stromlo and the Research School of Astrophysics and Astronomy
14.30 ▼	SESSION II - PRESENTATION
16.00	BRANDING THE STARS Astronomy and reputation
16.00 ▼	AFTERNOON TEA
16.30	overlooking the Uriarra Valley
16.30 ▼	Return to Hotel Hotel via the Parliamentary Triangle
17.35	
19.00 ▼	PRE-DINNER DRINKS <i>Mosaic Salon, Monster Kitchen and Bar, Hotel Hotel</i>
19.30	
19.30 ▼	DINNER <i>Mosaic Room, Monster Kitchen and Bar, Hotel Hotel</i>
20.30	POLITICAL INFLUENCE The legacy of place

FRIDAY 25 SEPTEMBER

9.30

SESSION III - FORUM

▼

11.00

TURNING NEGATIVE INTO POSITIVE

Strategies for addressing the legacy of place

11.00

▼

11.30

MORNING TEA

11.30

▼

13.00

SESSION IV - FORUM

PILOTING DIGITAL TECHNOLOGIES

13.00

▼

14.00

LUNCH

14.00

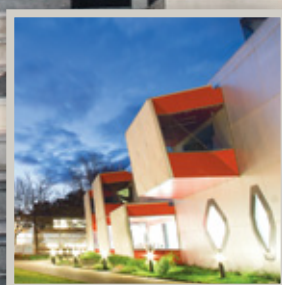
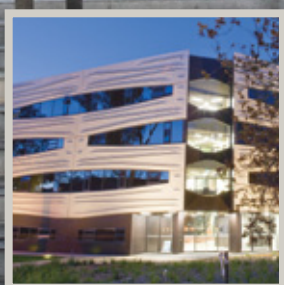
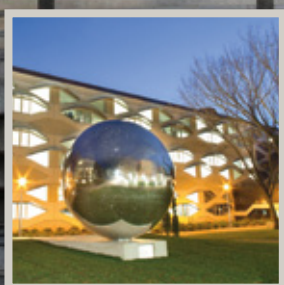
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16.30

Visit to [FLORIADE](#)

17.00

Transport from Canberra to The Hilton, Sydney



AGENDA

USEFUL INFORMATION

ACCOMMODATION

The W100 has booked accommodation at [HOTEL HOTEL](#) on behalf of all study tour delegates.

Uniquely Australian, Hotel Hotel is Canberra's premier lodging for contemporary, environmentally-conscious gastronomes.

Hotel Hotel spans three levels of the multi-award-winning [NISHI BUILDING](#). A Japanese-inspired mixed-use development representing a significant advance in sustainability, community, diversity, and lifestyle, Nishi is a 'vertical village' that contains facilities delivering the best of global cinema, independent book and pop-up stores, music, restaurants, cafés, and bars.

FEELING PECKISH?

Loosen your belts — the Nishi precinct is home to some of Canberra's best dining experiences serving seasonal, locally-sourced produce, wine, and craft beers. You will find Canberra on a plate at [MONSTER KITCHEN AND BAR](#), [MOCAN AND GREEN GROUT](#), [A. BAKER](#), [PARLOUR WINE ROOM](#), and more.

PRACTICALITIES

Forgot your toothpaste? Pick a tube up at [TWENTYONE CAFÉ AND GROCERIES](#). You will also find an ATM there; however, credit and debit cards are widely accepted by local businesses and taxis.

WHAT TO WEAR

During your time in Canberra you will do a considerable amount of walking, so we recommend that you pack comfortable shoes.

Average Canberra temperatures during your stay will fluctuate between 6-19 degrees Celsius (42.8-66.2 Fahrenheit). We suggest you bring a jacket or cardigan for the mornings and evenings, and, just so we are covering all bases, bring an umbrella and a sunhat too!

If you have any mobility issues, please contact Jennifer Vance in advance of the study tour:

[JENNIFER VANCE](#)



TRANSPORT

Delegates are responsible for making their own way to Hotel Hotel on Wednesday 23 September.

We recommend that you take a taxi from Canberra International Airport to Hotel Hotel. You can get a taxi from the airport terminal, or, if you would prefer to book in advance, we recommend that you use the service referred to below. Transfers from the airport should take 15 minutes in light traffic and up to 25 minutes during peak hours. You can expect to pay between \$25-\$35 AU for the journey.

The W100 has arranged coach transfers from Hotel Hotel to the Hilton in Sydney after the tour ends on Friday 25 September. We anticipate that the journey will take approximately three hours; you will be provided with a packed dinner to enjoy en route.

FLORIADE

Australia's largest celebration of spring is Canberra's **FLORIADE**. In its 28th year, the floral festival attracts nearly 500,000 visitors from around Australia and overseas.

Entry is free during the day, so visitors can tour the floral displays, visit the exhibition halls, and indulge in the festival fare at leisure.

OTHER ATTRACTIONS

The national capital is home to Australia's most celebrated national institutions and attractions such as:

[AUSTRALIAN INSTITUTE OF SPORT](#)

[AUSTRALIAN NATIONAL BOTANIC GARDENS](#)

[AUSTRALIAN PARLIAMENT HOUSE](#)

[AUSTRALIAN WAR MEMORIAL](#)

[NATIONAL ARBORETUM](#)

[NATIONAL GALLERY OF AUSTRALIA](#)

[NATIONAL LIBRARY OF AUSTRALIA](#)

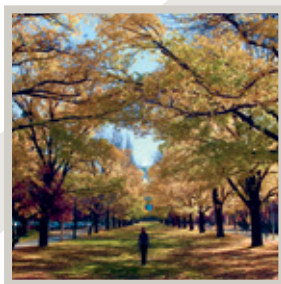
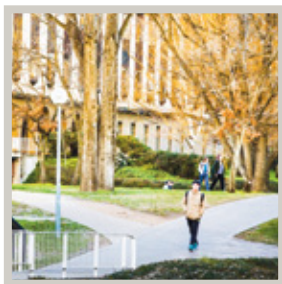
[NATIONAL MUSEUM OF AUSTRALIA](#)

[NATIONAL PORTRAIT GALLERY](#)

EXTENDING YOUR TRIP

If you are planning to extend your stay in Canberra, you can find out more about the many things to see and do at VISITCANBERRA.COM.AU.

Here is some [EYE CANDY](#) to tempt you.



COUNTRY AND AREA CODES

Australian country code	61
Australian Capital Territory/ New South Wales area code	02

*Please note, both Louise and Jennifer
will be staying at Hotel Hotel.*

TELEPHONE NUMBERS

Emergency Services	000
Canberra Taxis	132 227
Hotel Hotel	+61 2 6287 6287
Security (ANU)	+61 2 6125 2249
Tracy Chalk (ANU)	+61 403 964 677
Marion Mapham (ANU)	+61 414 332 640
Danni Abou-takka (ANU)	+61 409 227 045
Jennifer Vance	+44 7854386405
Louise Simpson	+44 7977506722

