

Jean Shannon

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Date of Birth

8 October 1951

Education

1978	Diploma of Teaching MCAE
1980	Bachelor of Liberal and Applied Arts (Communications) MCAE
1993	Certificate in Vocational Languages (AUSLAN) CIT
1995	Certificate in Dynamics of Public Sector Management UNSW
2001	Master of Business Administration (Change Management) CSU
2001	Practitioner's Certificate in Mediation and Conciliation (IAMA) (accredited)
2003	YWCA Good Governance Training for Board Members
2006	Accredited by St James Centre for Ethics to deliver <i>Ethical Intelligence & Good Decision Making</i>
2008	Grad Dip Theology – in progress

Specialist Skills

Public communication, marketing, dealing with clients,
Mediation, conciliation, negotiation, strategic thinking, problem-
solving and corporate communication,
Developing executive and high level training programs
Social and Regulatory Impact Assessments, governance training

Positions Held

1998 -	Managing Director, Jean Shannon and Associates Consultant for MinterEllison Consulting, Palm Management & Polson International, Casual lecturer ANU Legal workshop (1996 – current Casual lecturer ANU Crawford School of Government & Economics formally the Asia Pacific School of Economics & Government (2000 - current) Casual Lecturer CSU School of Management 2001 - 2004) (2007- current) Marker -Conflict resolution & Business Ethics & HR Courses) Accredited educator – St James Ethics Centre, Sydney Member of the Board – ACT Medical Radiation Scientists
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Registration Board – (Community representative) appointed 2008
President & Member of the Board – Australian Reproductive
Health Alliance – appointed 2008

- 1995-98 Director Corporate Communications, Australia New Zealand Food Authority
- 1993-95 Director, Deputy Director, Public Affairs, Attorney General's Department,
Media adviser to the Commonwealth Attorney General
- 1992-93 Director of Investigations, Office of the Commonwealth Ombudsman
- 1990-92 Co-director, Language Services Task Force & Telephone Interpreter Service, (TIS) Co-director boat arrivals task force, Media advisor for new Migration Act
- 1985-90 Assistant Director Communications, Director Corporate Communications Project, Manager Ethnic Press Summary Service, Department of Immigration and Ethnic Affairs, spokesperson
Executive Officer to Secretary of the Department of Immigration, Local Government and Ethnic Affairs, Journalist and media liaison officer, Department of Immigration, Local Government and Ethnic Affairs
- 1984-85 Assistant National Director, Australian Freedom from Hunger Campaign
- 1982-84 National Coordinator, Development Education Group
- 1980-82 Marketing Director, South Australian Film Corporation

Most recent projects

Communications & client engagement – compulsory continuing legal education for the Qld. Law Society (Townsville, Mackay, Brisbane, etc.), Review training & development services for ACT government Department; Business communications curricula for the Australian International Hotel School; Ethical Intelligence and Good Decision Making for the ACT Emergency Services & Tasmanian Office of the Public Advocate; AusAid media planning panel; part of a team delivering the Regulatory Impact Statement to the ACT Government on new tobacco legislative initiatives. Currently on provider panel for Defence Support Group through MinterEllison for strategic planning, project management & review.

Other projects –

- Provided strategic planning & team building workshops for Department of Immigration Health Policy Unit

- Designing an information gathering template system for a State Government grants body, facilitating its implementation & running workshops for community groups to help them develop their applications.
- Team-building & strategic development for a new Commonwealth Health Division. Project managing a procedures manual for a new State public service branch in a newly created department. Strategic & upward management workshop developed & delivered for Pharmaceuticals Pricing Policy Unit in Federal Department of Health & Aging.
- Planning management short course for delivery in Asian (originally World Bank funded) educational institutions on project management, capacity building, financial development opportunities & mentoring & managing staff.
- Facilitating the development of a Practice Manual for a recently reviewed State Government Child Protection Service & managing public consultations and contributing to a Regulatory Impact Statement for State Government on tobacco legislation
- Provided response to Auditor General on Annual Reporting (AR) complaints for a federal government department & developed new AR policy & template

Returned from China (Feb/March 2005) – delivered leadership, management, decision-making & client service training to DIMIA officers in Beijing, Shanghai & Guangzhou. Also as part of my involvement in university reform - delivered lectures at 7 universities in Central China for the China Scholarship Council on managing trends in education & economic implications, raising & monitoring standards, establishing management monitoring systems & flexible employment trends for strategic directions.

Sample Tertiary Lecturing and Conference Presentations

Post-graduate lecturer/tutor Australian National University- Legal Workshop, Graduate Diploma in Legal Practice - communicating in law, negotiations, interviewing clients, plain English, legal drafting, 1996- current. Currently acting course coordinator and lecturer – Government Legal Practice.

Seminar presenter – The National Public Sector Communications Officers Conference, Canberra, February 2009. *Both Sides Now* – a paper on protecting careers from ghettos.

Seminar presenter – Qld. Law Society compulsory CLE: *Interviewing and client communications*, Townsville, Mackay, Fraser Coast, Brisbane, Toowoomba, Sunshine Coast August – November 2008

Seminar presenter and chair – Tonkin International, Executive and Personal Assistant training, *Upward Management*, Melbourne - December 2008

Course designer & presenter – Australian International Hotel School, Business communications (written) 2008

Post-graduate casual lecturer/marker - CSU (Bathurst & Wagga) in Masters Program

courses: ethics, management theory, strategic planning & change management, and conflict resolution. 1999- current

Course designer & presenter – Effective writing (for all audiences) presented to the Commonwealth Games Secretariat, Melbourne August 2004 and included memos, reports, emails, submissions, letters to sponsors and negotiation.

Course presenter –Leadership, Management & Government in the Public Sector for Australian National University Asia Pacific School of Economics & Government on behalf of AusAid, strategic planning, negotiation, communications etc –2004, 2005, 2006, and 2007

Course Convenor - Management & Leadership: University Administrators Course for the China Scholarship Council and the Australian National University Asia Pacific School of Economics & Government. This course is now in its 10th iteration. The course includes personnel & financial management, risk management, project management, marketing educational services & economic development, preventing corruption, strategic planning etc.

Workshop designer/presenter — Charitable Collections Act 2003 - Best practice guidelines November/December 2003. 100 participants over 7 workshops.

Course facilitator— Effective communications: The Australian Council for Overseas Aid using communications principles and negotiation skills in submission and report writing.

Course Convenor—Parliamentary Minuting: introduction to communications and servicing parliamentary committees for the National Centre for Development Studies, ANU, 2002

Taking the risk out of RIS – The importance of regulatory impact statements in modern legislative development, how it's done, why it's done and how the law has changed. Manager of the Model Food Bill public consultations on behalf of the ACT Government. 2001

Lecturer Canberra Institute of Technology - AUSLAN NAATI accredited interpreting certificate course, introduction to linguistics & notetaking, 1993-95

Effective Scientific Presentations - Australia New Zealand Food Authority, 26 September 1996

Introducing Media Policy - Australia New Zealand Food Authority, Canberra 1996, Attorney General's, 1995

Meeting you Minister's Needs – Coordinator & presenter, Government Lawyers Group, Canberra, 1996 (video available) with Fred Daley and others

Language is Good Business, National Language and Literacy Institute of Australia, Canberra, 1991

Sample publications and productions

Shannon & DuMoulin, *Discussion Boards in On-line Learning*. Submitted to APLEC for further development & publishing 2008. How to make boards exciting & effective.

DuMoulin, L & Shannon, J, Critical Friend: the role of co-teaching in improving legal studies outcomes, Oxford University, National Legal Studies Symposium (2008)

DuMoulin, L, & Shannon, J (ANU) & Trevitt, C. (Oxford) (2008) *Preparation for Practice through peer review, critical friend & reflection*. In preparation for ALTA Conference Cairns

Shannon, J, Coaldrake, M.E. & Simpson, E. (2003) *Charitable Collections Act 2002 Best Practice Guidelines*, ACT Department of Urban Services, MinterEllison Consulting, Canberra ACT <http://www.urbanservices.act.gov.au/Files/charitableguidelines.pdf>

Snakes & Ladders, Creating new government initiatives, Shannon J (2005), ANU Legal Workshop

Policy development: Know the steps; know the documents, DuMoulin L, & Shannon J (2006), ANU Legal Workshop

Consulting communities and industry—consultative methodology explained for the uninitiated—published by the National Centre for Development Studies ANU, February 2002, reprinted ANU Law Faculty Legal Workshop April 2002.

Taking the Risk out of RIS — The 'why' and 'how-to' of regulatory impact statements, Legal Practice Workshop, ANU, March 2002. Reprinted MEC 2004

Marketing Legal Education: The Sound of One Hand Clapping, APLEC conference paper, delivered November 2001 in Canberra to be published in the APLEC Journal 2002.

The Power of One or considering One's Power — Introduction to communications theory & practice for graduate law students, 3 chapters for ANU textbook, published 1999, 2000 & 2001.

Look before you Lease - avoiding the pitfalls in retail leasing co-author, editor, published by the Office of Small Business, Dept Employment and Workplace Relations, web based publication with hard copies distributed to business associations. Now in 2nd edition. also available on www.dewrsb.gov.au in publications and resources

Body Language for Legal Practice - 15 minute video (audio and shot script) for ANU external Legal Practice students, produced by Allan Gilvear & AGA (1999)

Into the future - 10 minute corporate motivational video for Attorney-General's department (audio script and executive production) produced by Vitascope (1996)

Speechwriting Manual, Media policy & style manual update, Attorney General's Department and Attorney General's Legal Practice, (1995)

In your Heart - are you Australian? - series of 5 television and radio commercials promoting citizenship. Dpt of Immigration (1989)

The Hunt for Australia's First Citizens, feature - *Melbourne Herald, The Examiner, Sydney Morning Herald, Daily Telegraph*, 4 February 1989

Common Sense Commitment - Campaign design, speakers' notes, video script, television & radio advertising promoting the importance of aid and development to Australian business communities for Australian Freedom From Hunger Campaign, voice over Bob Ansett (1983)

Promoting your organisation through fundraising, AustralAsian Institute of Fundraisers, reprinted in NICAN Networking Vol. 1, No. 2, (1988)

Expertise

Jean Shannon specialised in change management, strategic design, leadership development, project monitoring & evaluation and problem solving. She uses applied communications theory in corporate strategic planning to assist in restructuring and repositioning a variety of government and non government organisations.

Many of her recent projects were really about translating government policy & legal obligations into useful applications that community organisations can understand & manage. This is particularly useful for helping staff understand governance & statutory obligations. In all her project work - she helps clients by translating theory into applied practice.

ACT Government projects include managing consultative processes for Food Safety Regulations; writing plain English Guide & training for the Charitable Collections Act 2003 & facilitating consultative development of Child Safety operations manual with MinterEllison.

NGO projects include, University reform in China; strategic evaluation of the Australian Council for Overseas Aid (Now ACFID); strategic evaluation for Convection Foundation SE; Strategic evaluation for RSPCA ACT; training for grants applications; training to meet statutory requirements in governance & fundraising, writing numerous successful AusAid grant applications etc

Jean is an internationally accredited A-1 Grade journalist and a member of Media Entertainment and Arts Alliance (MEAA), formerly the Australian Journalists Association.