

# Greater Western Sydney Media Forum

*Understanding the media's role in shaping the region's future.*

Friday, 13 September 2024  
The William Inglis Hotel



## Acknowledgement of Country, welcome & introduction to the program

**Belinda Wallis** | Director Communications, Western Sydney Leadership Dialogue

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## Deepfake Democracy: How will Western Sydney fare in an AI world?

**Belinda Wallis** | Director Communications, Western Sydney Leadership Dialogue

*This presentation will delve into the impact of AI in reinforcing negative GWS bias and ask: are we prepared for the country's first AI election?*

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## PANEL: AI in the newsroom

**Matt Brown** | News Standards Editor & Former Middle East Correspondent, ABC News  
**Joe Hildebrand** | Commentator & Columnist, Daily Telegraph & Sky News  
Provocateur: **Belinda Wallis** | Director Communications, Western Sydney Leadership Dialogue

*Our panel of leading senior journalists and commentators tackles the fast-changing world of AI information sharing, its impact on news gathering and reporting and share what safeguards are being put in place to protect against the spread of misinformation, particularly in Greater Western Sydney.*

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## PANEL: Why reputation matters

**Sean Berry** | Director, Strategy, Risk and Reputation, PwC Australia  
**Vida Cheeseman** | Head of Corporate Communications, Endeavour Energy (NSW)  
**Michael Koziol** | Sydney Editor, Sydney Morning Herald  
Provocateur: **Stuart Wallace** | General Manager, Customer & Stakeholder Engagement, Sydney Water

*Some of Sydney's most experienced journalists, political advisors and communications strategists examine the importance of building authentic relationships, establishing strong brand identity and ensuring public trust and corporate confidence in a 24-hour news cycle.*

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## MORNING TEA

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## Fireside chat

**Jeremy Fernandez** | Lead Anchor, ABC 7pm News

In conversation with **Christopher Brown AM** | Chairman, Western Sydney Leadership Dialogue

*Senior ABC executive discusses why the ABC headed to Western Sydney, what impact it will have on the news we hear, see and read, and where to next for the national broadcaster.*

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## PANEL: Editors in the hot seat

**Julia Feder** | Deputy Editor NSW, ABC News

**Sean Power** | Sydney News Director, 7News

**Bevan Shields** | Editor, Sydney Morning Herald

**Mandi Wicks** | Director News & Current Affairs, SBS

Provocateur: **Adam Leto** | Chief Executive Officer, Western Sydney Leadership Dialogue

*Our panel of influential newsroom decision-makers reveal what's clicking with audiences online and on the airwaves as we ask if print is (finally) on its last legs. We discover what makes the Western Sydney yarn unique and how to create effective, productive and positive relationships with the media.*

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## Closing remarks

**Adam Leto** | Chief Executive Officer, Western Sydney Leadership Dialogue

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## Networking & meeting journalists

**Kayla Olaya** | Reporter, Sydney Morning Herald

**Anthony Segart** | Urban Affairs Reporter, Sydney Morning Herald

**Mary Ward** | Reporter, The Sun-Herald

*A unique opportunity to connect with the Herald's leading up-and-coming journalists in this one-of-a-kind networking session.*

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## Thank you to our generous event partners

