2025 GWS MEDIA FORUM

Western Sydney Leadership Dialogue

Tuesday, 11 November

8.30AM **Registration & Networking**

Acknowledgement of Country

Welcome to Rosehill Gardens

- **Steve McMahon** | Interim CEO, Australian Turf Club

Introduction to the Program

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

Does the Media have a 'Women Problem'?

- **Sarina Andaloro** | State Political Reporter, 7NEWS Sydney
- **Ellie Busby** | Parramatta Reporter, Sydney Morning Herald
- **Alexandra Smith** | State Political Editor, Sydney Morning Herald
- Provocateur**: Belinda Wallis** | Director - Communications, Western Sydney Leadership Dialogue

Sexism is the media industry's pink elephant in the room - one that continues to shape newsroom culture and the stories we see and share. This session examines how this plays out in print, on our screens and behind the scenes. We'll explore the impact of media bias on young women and girls - particularly in Western Sydney - and, importantly, what needs to change to create safer and more equitable media spaces.

The Art of Storytelling – What makes a story stick

- **Mark Davies** | NSW Metro Editor, ABC News
- **Joe Hildebrand** | Commentator, Daily Telegraph & Sky News
- **Chris O'Keefe** | Director, Emerald House Advocacy
- Provocateur**: Adam Leto** | CEO, Western Sydney Leadership Dialogue

How to make the pitch perfect and nail the narrative. Our panel of experts will share their secrets on engaging, informing and entertaining storytelling. This session will examine timing, trends and the news cycle, and unpack the new rules for working in a multimedia world. Plus, we'll look at how to turn around a negative narrative and the tricks to creating successful comms campaigns.

10.20AM **Networking Morning Tea**

The SMH Went West – Has the move paid off?

- **Bevan Shields** | Editor, Sydney Morning Herald
- In conversation with **Adam Leto** | CEO, Western Sydney Leadership Dialogue

This one-on-one discussion will explore what prompted the SMH to open a Parramatta Bureau earlier this year and the editorial priorities guiding the team. In conversation with the masthead's editor, we'll find out the impact of Western Sydney-focused content and ask if the move to Sydney's second CBD has changed the Herald's broader approach to news gathering.

New Media for Generation Next – Attracting new audiences and staying engaged

- **Nabil Al-Nashar** | Western Sydney Reporter, ABC
- **Vida Cheeseman** | Head of Corporate Communications, Endeavour Energy
- **Mostafa Rachwani** | Parramatta Reporter, Sydney Morning Herald
- **Anthony Segaert** | Parramatta Bureau Chief, Sydney Morning Herald
- Provocateur**: Courtney Keijzers** | Social Media & Content Manager, Western Sydney International Airport

Can old media attract a new audience? How do corporations use social media to connect with consumers? This discussion looks at how Millennials and Gen Z engage online, and why younger audiences are turning off traditional media and turning to social platforms for their news. What are the broader implications for trust, reach and engagement?

Closing Remarks

- **Adam Leto** | CEO, Western Sydney Leadership Dialogue

11.45AM **Networking**

THANK YOU TO OUR EVENT SPONSORS

AUSTRALIAN TURF CLUB

Endeavour Energy