



Wayne Burns

Director

BA Communication (MCAE), Cert Corporate Community Involvement (Boston College)

Wayne joined the Centre for Corporate Public Affairs as Director in 2005 following more than 20 years in corporate public affairs, journalism, politics and publishing. He is also Senior Manager in the Public Affairs practice of the Allen Consulting Group, which manages the Centre.

Wayne has extensive experience working with international and Australian corporations and organisations on reputation management, communication strategy, government relations, regulatory policy, political strategy, corporate citizenship, issues management and public and community advocacy.

He started his career in rural journalism. He then worked as a business journalist for *The Australian Financial Review* in Sydney and a political journalist for *The Australian Financial Review* in the Parliamentary Press Gallery in Canberra.

At 24 he joined the staff of the former Federal Employment Education and Training Minister and Treasurer, The Hon John Dawkins, as press secretary and worked with the Minister for three-and-a-half years.

After leaving Canberra, Wayne worked for a short time in Hill & Knowlton's public affairs practice in Sydney before co-founding his own public affairs company, The Millennium Group. As national director, he provided public affairs, media relations and communications counsel to many of Australia's leading corporations and organisations across a sweep of industries and sectors. His clients included Vodafone, Optus, American Express, 3M, Murdoch Magazines, Namoi Cotton, Leighton Holdings, IMAX, DHL, Country Energy, Austrade, the Australia Day Council, State and Federal Government departments and industry associations.

During this time, he was also communications director for the Australian Republican Movement's constitutional convention election campaign, the Constitutional Convention on Constitutional Change and the 1999 Republic Referendum.

In 2001 he joined Insurance Australia Group as corporate affairs manager for NRMA Insurance and then held senior corporate affairs positions in its Reputation team, including Head of Stakeholder Relations and Head of External Communications. He was also a member of the executive team of IAG's largest company, Insurance Manufacturer's of Australia. While at IAG, Wayne led efforts to develop new approaches to reputation measurement, stakeholder engagement and active corporate citizenship related to the company's values and core business activities.

He has written two business guides - *The Guide to Training in Australia* (1993) and *The Guide to doing Business in Asia* (1994) — and has also written and spoken at professional development events on stakeholder relations and corporate citizenship issues in Australia and overseas.

Wayne is a former chair and acting chair of the NSW Cancer Council, a former member of the NSW Ambulance Service Board and a past member of the advisory board of the Redfern Legal Centre Publishing Service.

He was an inaugural Mitchell Foundation Scholar at Mitchell College in NSW, (now Charles Sturt University), where he earned his communications degree in print and broadcast journalism. In 2005, Wayne graduated from the postgraduate certificate program in corporate citizenship at Boston College's Carroll School of Management, which operates the Centre for Corporate Citizenship.