Making Choices:
LIVING, WORKING, DYING

Friday 28 August and Saturday 29 August, 2015
The Shore Restaurant and Bar Conference Centre,
South Bank Parklands, Brisbane

www.medicalwriters.org
WELCOME
Welcome to Brisbane, the friendliest capital.

For our 32nd conference, we figured we’d dive in at the deep end—the topic of death pretty much ensures that—then happily splash our way towards the shallower waters of social media and public engagement. By the time we reach the pool bar, we’ll be hearing stories from fellow travellers about their publishing successes and also perhaps the writing places they never wish to visit again.

We make no apology for beginning at ‘The End’; the fraught decisions around dying don’t feature enough in the Australian media, but when they do, keynote speaker Dr Rodney Syme is often responsible. Professor Malcolm Parker and others will then examine end-of-life from various medical and ethical angles.

Three prominent medical editors will dissect current issues in publishing; then we’ll focus on emerging trends in medical innovation, social media and engaging the public in health.

If you find our morning workshops fill your brain with heavy content, relax afterwards at our friendly conference dinner, where the mellifluous ABC radio voice of linguist Roly Sussex will aid digestion.

Enjoy yourself and, most of all, enjoy the company of your peers as we make our world of writing a slightly better place.

Justin Coleman
AMWA President

2015 CONFERENCE COMMITTEE
Rada Rouse (convenor), Justin Coleman, Sarah McKay, Fiona Mackinnon, LE Ohman, Marissa Philpott, Mary Dent, Blair Hesp, Susan de Waard.

ABOUT SOUTH BANK PARKLANDS, BRISBANE
South Bank Parklands is Brisbane’s premier lifestyle and cultural destination. Located on the southern side of the Brisbane River, the precinct stretches from the Gallery of Modern Art near the Grey St Bridge to the Queensland Maritime Museum near the Goodwill Bridge. For further information and to see ‘What’s On’ while you are in the city, explore the Visit Brisbane website www.visitbrisbane.com.au

TRANSPORT
Taxi: Tribune St. is the best spot to be dropped by taxi to enter the parklands if heading for The Shore conference venue. Train: The closest train station to both venues is South Bank, which is a short walk from either venue. South Bank Busway is the closest bus station. Ferry: The free City Hopper ferry stops directly in front of The Shore Restaurant, and the City Cat stops in the centre of the Parklands, which is a short walk to either venue.

PARKING
The South Bank Parklands car park, entry via Tribune St. is the best parking option for both venues. Guests arriving before 9:30am and leaving by 6:00pm are eligible for the Early Bird rate on week days.

VENUES
Two venues will be in use during the two days of the AMWA conference, and it is a short, three-minute walk through the parklands to travel between them. Workshops A and C, lunches and the conference sessions on Friday and Saturday afternoons, will be held at The Shore Restaurant, Arbour View Cafes, South Bank Parklands. For further information visit the venue website www.theshorerestaurant.com.au. Workshops B and D will be held in the conference room at The Ship Inn, corner of Stanley & Sidon Streets, South Bank. The Ship Inn is also the venue for the conference dinner. For further information visit the venue website www.theshipinn.com.au

SOCIAL PROGRAM
Welcome Reception: Join the conference committee for pre-conference drinks and networking from 6-8pm on Thursday, 27 August. Tickets are included in the price of a full conference registration. Additional tickets can be purchased for $30 for other guests. Information on venue will be posted on the conference page of the AMWA website www.medicalwriters.org

Annual Conference Dinner: Our venue is The Ship Inn Function Room, corner of Stanley & Sidon Streets, South Bank. Established in 1864, and once a rowdy sailors’ drinking den, the venue has now been transformed into a gastro pub with views over the Parklands. Tickets are $70 for a three-course meal including limited drinks with a cash bar available. GUEST SPEAKER: Emeritus Professor Roly Sussex, from the ABC program A Word in Your Ear. Tickets can be purchased for these functions via the conference page on the AMWA website: www.medicalwriters.org

Professional Development Program (PDP)
Delegates have a choice between concurrent workshops on Friday and Saturday morning. Workshop bookings are separate to conference registration. Places are limited and early booking is advised. A discounted workshop rate is linked to a full or day registration. Bookings for workshop-only will be taken after 1 August. For full information and descriptions see the AMWA website: www.medicalwriters.org

Workshop A
How using evidence can open a world of great stories
Journalist and researcher Dr Ray Moynihan and evidence-based medicine guru Professor Paul Glasziou team up to share their tips for journalists and bloggers on how to search quickly for good evidence, avoid being misled by marketers, and get a handle on P-values, confidence intervals and other stats.

Workshop B
The Digital Age: online writing
Corrie MacDonald, from the Queensland Writers Centre, has 19 years’ experience in writing, editing, publishing and teaching. This workshop looks at the optimum way to write engaging and succinct copy for websites, how to identify suitable digital platforms and adapt content.

Workshop C
Earning a crust: How to be successful freelance writer
Workshop leader Catherine Saxelby, a dietician and blogger at Foodwatch will share the basics of operating a freelance writing business covering everything from good invoicing practice to using social media to track trends and find editors. This workshop is for anyone contemplating freelance writing and for those already doing it and looking to grow their business.

Workshop D
Stop writing like a scientist!
This workshop aims to give health professionals, researchers and scientists the confidence to stop writing like an academic and turn out succinct, interesting content that will capture the attention of readers, including commissioning editors. GP blogger Dr Justin Coleman, who also edits medical educational material and peer reviews journal articles, promises a friendly and fun learning experience.

ACCOMMODATION
On behalf of delegates attending the conference, accommodation options have been negotiated at two nearby hotel/apartments, Central Hillcrest Apartment Hotel and Mantra South Bank Hotel. Please note, bookings must be made direct with the property, making mention of the event name and are subject to availability. For full information see the AMWA website: www.medicalwriters.org
## THE PROGRAM  
**AMWA 32nd annual conference**  
**Making choices: Living, Working, Dying**

### Friday 28 August

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speakers</th>
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<tr>
<td>8am</td>
<td>Registration desk opens</td>
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| 8.30 - 10.00am | **Workshop A**  
How using evidence can open a new world of great stories | Dr Ray Moynihan, Journalist; academic, Bond University  
Professor Paul Glasziou, Director, Centre for Research in Evidence-Based Practice, Bond University |
| 8.30 - 10.00am | **Workshop B**  
The Digital Age: online writing | Corrie MacDonald, Queensland Writers Centre |
| 10.00 - 10.30am | Morning tea                                                        |                                                    |
| 10.30 - 12.00pm | Workshop A, B continue                                           |                                                    |
| 12.00 - 1.00pm | Lunch                                                             |                                                    |
| 1.00 - 1.30pm | Conference opening  
Keynote address: Death and denial | Dr Justin Coleman, AMWA president  
Dr Rodney Syme, Urologist, author and law reform advocate, Dying with Dignity Victoria |
| 1.30 - 3.00pm | Session 1  
Death – law, ethics and public opinion | Professor Malcolm Parker, Head, Academic Discipline of Ethics, Law and Professional Practice, University of Queensland  
Bianca Nogrady, Freelance science journalist, author |
| 3.00 - 3.30pm | Afternoon tea                                                     |                                                    |
| 3.30 - 5.00pm | Session 2  
Dilemmas in medical publishing today | Professor John Lowe, Editor, Australian and NZ Journal of Public Health  
Dr Virginia Barbour, Chair, Committee on Publishing Ethics  
Professor Stephen Margolis, Senior Medical Editor, Australian Family Physician |
| 7.00pm     | AMWA Annual Conference Dinner, The Ship Inn  
corner of Stanley St and Sidon St, South Bank                | Emeritus Professor Roly Sussex, Linguist, University of Queensland; ABC broadcaster, A Word in Your Ear |

### Saturday 29 August

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| 8.30 - 10.00am | **Workshop C**  
Earning a crust: How to be a successful freelance writer | Catherine Saxelby, Accredited nutritionist, award-winning author, Foodwatch blog |
| 8.30 - 10.00am | **Workshop D**  
Stop writing like a scientist! | Dr Justin Coleman, Medical editor and reviewer, GP blogger |
| 10.00 - 10.30am | Morning tea                                                        |                                                    |
| 10.30 - 12.00pm | Workshops continue                                                |                                                    |
| 12.00 - 1.15pm | Lunch                                                             |                                                    |
| 1.15 - 3.00pm | Session 3  
Pitching to the public – community engagement, social media and more | Dr Peter Riddles, ViciBio consultancy  
Associate Professor Joan Leach, School of Communication and Arts, University of Qld  
Dr Ben Harris-Roxas, Harris-Roxas Health |
| 3.00 - 3.30pm | Afternoon tea                                                     |                                                    |
| 3.30 - 4.50pm | Session 4  
Pathways to medical writing – personal stories | Susan de Waard, FarmOut  
Andrew Blythe, Freelance writer, editor  
Dr Sarah Winch, Ethicist, School of Medicine, University of Queensland |
| 4.50 - 5.00pm | Closing remarks                                                    | AMWA president                                      |
REGISTRATION for the 32nd annual AMWA conference

CONFERENCE REGISTRATION:

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Member Early Bird (before 1 August)</th>
<th>Member After 1 August</th>
<th>Non-member Early Bird (before 1 August)</th>
<th>Non-member After 1 August</th>
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<tbody>
<tr>
<td>AMWA member full registration</td>
<td>$320</td>
<td>$450</td>
<td>$430</td>
<td>$530</td>
</tr>
<tr>
<td>Non-member full registration</td>
<td>$430</td>
<td>$530</td>
<td>$220</td>
<td>$275</td>
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<tr>
<td>Single-day registration</td>
<td>$220</td>
<td>$220</td>
<td>$275</td>
<td>$120</td>
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Note: AMWA is GST-exempt

Conference registrations include: a ticket to the Welcome Reception, lunch and afternoon tea on each day, and a satchel and program for each delegate.

Register online for the conference, workshops and social functions via the AMWA website: www.medicalwriters.org

Payment can be made by credit card via a secure online payment gateway. For alternate payment methods, please contact the Conference Secretariat. A Tax Invoice and confirmation will be sent via email at the time of registration.

CANCELLATION POLICY

Cancellations for registrations will only be accepted in writing to the Conference Secretariat. Registration cancellations made prior to 21 August 2015 will be refunded less a cancellation fee of $100 to cover administration costs. No registration refunds will be made after this date. As an alternative to cancellation, a colleague may attend in your place if the Conference Secretariat is advised.

INSURANCE

Registration fees do not include insurance of any kind. It is recommended that at the time you register for the conference and book your travel you take out an insurance policy of your choice. The Conference Secretariat and AMWA cannot take any responsibility for any participant failing to arrange their own insurance.

SPONSORSHIP AND DISPLAY SPACE

Several sponsorship opportunities for sessions and workshops, satchel inserts and advertising in the delegates’ book are available. A sponsorship prospectus is available on the AMWA website: www.medicalwriters.org

CONFERENCE SECRETARIAT

For conference assistance, including registration queries, contact the Conference Secretariat:

Nikki Abercrombie CEM
Abercrombie Management
E: amwa@abercrombiemanagement.com.au
Phone: 0418 283 397

About Choosing Wisely Australia

Choosing Wisely Australia® is enabling clinicians, consumers and healthcare stakeholders to start important conversations about tests, treatments and procedures where evidence shows they provide no benefit and in some cases, lead to harm.

This initiative is being led by Australia’s medical colleges and societies and is facilitated by NPS MedicineWise.

To find out more or become involved, visit www.choosingwisely.org.au or email choosingwisely@nps.org.au

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About NPS MedicineWise

Independent, not-for-profit and evidence-based, NPS MedicineWise enables better decisions about medicines and medical tests. Visit www.nps.org.au

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