Changing Minds

1 and 2 September 2006
Veterinary Science Conference Centre
The University of Sydney, NSW

CONFERENCE PROGRAM AND REGISTRATION BROCHURE

- Responsible reporting
- Mental health: changing mindsets
- Tackling diabesity
- Medicine or menace: avoiding therapeutic hype and harm
- Career development forum: the best courses for writers and editors
WELCOME
The Australasian Medical Writers Association (AMWA) welcomes you to attend its 23rd Annual Conference: Changing Minds. The conference will address issues that affect many Australians and have attracted significant media coverage in recent times—including the latest developments in mental health and diabetes—as well as tips on avoiding hype when reporting medical stories.

We are returning to The University of Sydney in a new venue this year at the purpose-built Veterinary Science Conference Centre. With French doors flowing onto an out-door patio, this venue provides the perfect setting for networking with friends, colleagues and other health communicators from around the country.

The University is located within easy access of the airport, city and is a short walk to the vibrant cafes in Newtown and the Broadway Shopping Centre. The conference dinner is being held in the private function room at the Women’s College, which is a relaxing walk through the university grounds from the conference centre and nearby hotels.

We look forward to meeting you in September 2006.

ORGANISING COMMITTEE
Malini Devadas • Hilary Cadman • Katherine Bavestock • Rada Rouse • Brian Shanley • L.E. Ohman • Sophie Scott • Tina Allen • Fiona Mackinnon • Anne Jackson • Rhana Pike • Anna Karelas • Ruth O’Halloran

REGISTRATION
There are several ways to register for the conference. You may fill in the form on the back of this registration brochure and send it to the conference secretariat by mail or fax. Alternatively you may go to the AMWA website at www.medicalwriters.org to download a registration form or register on-line. This option provides a link to the website of our conference secretariat and a secure environment to pay by credit card. All conference queries and completed conference registration forms can be forwarded to the conference secretariat:

Nell Harrison
Senior Conference Manager
DC Conferences
PO Box 637
North Sydney, NSW 2059
T: 612 9954 4400
F: 612 9954 0666
E: nell@dcconferences.com.au

Payment of fees must accompany all registration forms. No registration will be confirmed until payment is received. To pay on-line you must use a credit card. However cheques and money orders can also be used if paying by mail. Once payment has been received, all registrations will be acknowledged in writing, together with details of registration procedures on arrival. This will also act as a receipt.

CANCELLATION
Cancellations must be notified in writing to the Conference Secretariat. Cancellations received prior to 25 August 2006 will receive a full refund less a $100 cancellation fee. No refunds will be available after this date; however, you can send a colleague in your place.

FOR MORE INFORMATION
For up-to-date program information and workshop descriptions, visit the AMWA website at: www.medicalwriters.org. Please contact the conference secretariat to be emailed the Professional Development Program (PDP) flyer for the 2006 Annual conference including full workshop descriptions and workshop leader biographies.

CONFERENCE SPONSORSHIP
If your organisation would like to be a sponsor for the conference, please contact the conference secretariat. There are four levels of sponsorship available, including Bronze, Silver, Gold and Platinum that offer your organisation the opportunity to sponsor a specific session or workshop, have your logo on the conference program and sponsors slide at the beginning of sessions. Depending on the level of sponsorship, you may also have a table in the trade display and/or free registration for one or more delegates.

ACCOMMODATION
Rydges Camperdown is only a five-minute walk along Parramatta Road to the Veterinary Science Conference Centre and along Missenden Road to the Women’s College and great shopping and cafes in Newtown. Check out the daily rates at www.rydges.com

Rydges Camperdown
9 Missenden Road
Camperdown
NSW 2050
P (within Australia): 1300 857 922
P: 02 9516 1522
E: reservations_camperdown@rydges.com
W: www.rydges.com

The hotel has recently been refurbished, and facilities include a swimming pool and sauna as well as complimentary car parking for guests.

CONFERENCE VENUE
W.P. Young Room
Ground floor
The Veterinary Science Conference Centre
Regimental Drive
The University of Sydney NSW 2006

GETTING THERE
The University of Sydney is a 10-minute drive from the central business district on the junction of Parramatta and City Roads. The University features landscaped grounds, sports ovals and centres, museums, galleries, two major recreation complexes, the famous Quadrangle, and many other beautiful modern and historic buildings.

The Veterinary Science Conference centre is located on the Parramatta Road side of the university campus. After coming through the Ross Street gate, at the end of the short street (intersection) you will turn right into Regimental Drive and approximately 200 metres on your right is the Veterinary Science Conference Centre.

By Car: When travelling west along Parramatta Road pass under the footbridge and the Ross Street entrance is on your left at the next set of traffic lights (blue OfficeWorks building will be on your right). Turn left into the open gates of the Ross Street entrance. When travelling east along Parramatta Road (towards the CBD) after passing Ross Street move to the kerb side lane before the footbridge. Immediately after passing under the footbridge turn hard left into Arundel St and drive around the block. Turn left into Ross Street and move immediately into the left lane. Drive across Parramatta Road and through the open gates.

By Train: Catch a train to Redfern train station, and then take a 10-minute walk to the main campus. By Bus from the City: For stops on Parramatta Road catch routes 412, 413, 435, 436, 437, 438, 440, 461, 480 from George Street or Railway Square and get off near the Ross Street gates on Parramatta Road. By Taxi: call ABC on 132 522 or RSL on 131 581.

PARKING AT THE UNIVERSITY
Parking on the Campus is PAY and DISPLAY. The daytime charge is $15.00 per car Monday to Friday and $6.00 per car after 3:00pm and on Saturdays and Sundays. Visitor cars must be parked in numbered car spaces (not the University owned or loading zone bays), and the pre-paid voucher from the ticket machine is to be displayed on the dashboard.

CONFERENCE DINNER
The conference dinner is being held this year in the private function room on the ground floor of the Women’s College at 15 Carillon Avenue. This is on the Carillon Avenue side of the University campus half way between City Road and Missenden Road. There is no parking in the Women’s College, so it is best to park anywhere in the university using your pay and display ticket and there is also a large car park located in nearby in Western Avenue, which is about 20 metres towards Missenden Road from the entrance to the Women’s College. Drinks will be served from 6.30pm on the Terrace for 7pm dinner.
**THE PROGRAM “Changing Minds”**

**Friday 1 September**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Activity</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30</td>
<td></td>
<td>Registration opens</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>1</td>
<td>Welcome</td>
<td>Tina Allen, AMWA president</td>
</tr>
<tr>
<td>9:00–10:00</td>
<td>1</td>
<td>Official Opening</td>
<td>The Hon. John Hatzistergos, NSW Minister for Health</td>
</tr>
<tr>
<td>9:00–10:00</td>
<td>1</td>
<td>Keynote address — Responsible Reporting</td>
<td>Dr Norman Swan, Host, 'The Health Report', ABC Radio National</td>
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<tr>
<td>10:00–10:30</td>
<td></td>
<td>Morning tea</td>
<td></td>
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<tr>
<td>10:30–12:00</td>
<td>2</td>
<td>Mental Health: Changing Mindsets</td>
<td>Professor Ian Hickie, Executive Director, Brain &amp; Mind, Research Institute, Sydney</td>
</tr>
<tr>
<td>10:30–12:00</td>
<td>2</td>
<td></td>
<td>Dr Stephen Jurd, Medical Director, Area Drug and Alcohol Services, Northern Sydney Health, Jaelea Skehan, Mindframe Program Manager, Hunter Institute of Mental Health</td>
</tr>
<tr>
<td>12:00–13:00</td>
<td></td>
<td>Lunch</td>
<td></td>
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<tr>
<td>13:00–14:30</td>
<td>3</td>
<td>Tackling Diabesity</td>
<td>Dr Greg Fulcher, Director, Department Diabetes, Endocrinology &amp; Metabolism, Royal North Shore Hospital</td>
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<tr>
<td>13:00–14:30</td>
<td>3</td>
<td></td>
<td>Dr Amanda Sainsbury-Salis, Research Fellow, Eating Disorders, Research Group, Garvan Institute of Medical Research, Sydney</td>
</tr>
<tr>
<td>13:00–14:30</td>
<td>3</td>
<td></td>
<td>Professor Jennie Brand-Miller, Professor of Human Nutrition, School of Molecular and Microbial Sciences, University of Sydney</td>
</tr>
<tr>
<td>14:30–17:30</td>
<td>3</td>
<td>Professional Development Program workshops</td>
<td>Workshop A: Writing about Medicines, Katherine Baverstock, Workshop B: Tables, Figures and References, Rhana Pike</td>
</tr>
<tr>
<td>18:30 for 19:00</td>
<td></td>
<td>Dinner — Women’s College, The University of Sydney</td>
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</table>

**Saturday 2 September**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Activity</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00–10:30</td>
<td>4</td>
<td>Medicine or Menace: avoiding therapeutic hype and harm</td>
<td>Ray Moynihan, Conjoint Lecturer, the University of Newcastle, Professor John Dwyer, Emeritus Professor of Medicine, The University of NSW, Associate Professor Alexandra Barratt, School of Public Health and Community Medicine, The University of Sydney</td>
</tr>
<tr>
<td>10:30–11:00</td>
<td></td>
<td>Morning tea</td>
<td></td>
</tr>
<tr>
<td>11:00–12:00</td>
<td>5</td>
<td>Careers Development Forum — the best courses for writers, editors and communicators</td>
<td>Moderator: Catherine O’Mahony, Director, On Q Recruitment, Sydney</td>
</tr>
<tr>
<td>12:00–13:00</td>
<td></td>
<td>Lunch and Annual General Meeting</td>
<td></td>
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<tr>
<td>13:00–14:00</td>
<td>6</td>
<td>AMWA proffered papers and conference close</td>
<td></td>
</tr>
<tr>
<td>14:00–17:00</td>
<td>6</td>
<td>Professional Development Program workshops</td>
<td>Workshop A: Writing about medicines, Katherine Baverstock, Workshop C: Writing for magazines, Jane Worthington</td>
</tr>
</tbody>
</table>
REGISTRATION FORM

AMWA ANNUAL CONFERENCE 2006

AMWA is GST exempt ABN: 62 060 805 987

To register for the conference, fill in the following form, and send it to the conference secretariat by mail or fax. Alternatively you may go to the AMWA website at www.medicalwriters.org to download a registration form or register on-line. This option provides a link to the website of our conference secretariat and a secure environment to pay by credit card (see section 3).

REGISTRATION DETAILS:

Preferred title (Mr/Mrs/Ms/Dr): ____________________________ First name ____________________________
Surname ____________________________ Organisation ____________________________
Contact address ____________________________________________________________ Postcode __________

Phone ____________________________ Fax ____________________________ Mobile ____________________________
Email ____________________________

☐ Tick here if you do not want your email address to be included in the delegates’ list.

SECTION 1 REGISTRATION FEES

<table>
<thead>
<tr>
<th>AMWA members and F/T students</th>
<th>Non-members</th>
<th>Amount payable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Registration Earlybird (before 18 August)</td>
<td>$240</td>
<td>$310</td>
</tr>
<tr>
<td>Conference Registration Late (after 18 August)</td>
<td>$260</td>
<td>$330</td>
</tr>
<tr>
<td>Friday only</td>
<td>$140</td>
<td>$180</td>
</tr>
<tr>
<td>Saturday only</td>
<td>$120</td>
<td>$150</td>
</tr>
<tr>
<td>Conference dinner Friday night</td>
<td>$65</td>
<td>$65</td>
</tr>
<tr>
<td>Workshop A, B and/or C (each)</td>
<td>$80</td>
<td>$100</td>
</tr>
</tbody>
</table>

Tick the workshop(s) you wish to attend on:

Friday:  ☐ Workshops A (Writing about medicines)  ☐ Workshop B (Tables, figures and references)
Saturday:  ☐ Workshops A (Writing about medicines)  ☐ Workshop C (Writing for magazines)

Total amount payable ____________________________

☐ Tick here if you would like to become an AMWA member. By downloading a membership application form from the AMWA website at: www.medicalwriters.org and mailing or faxing it to the conference secretariat with separate payment, you may register at member prices. This option is not available if you register for the conference on-line (see Section 3).

Registration fee includes abstract book, lunch and refreshments. The workshops, parking and dinner are extra. Should you be unable to attend and have already paid your registration fee, if you notify us by 25 August you will receive a full refund less $100 cancellation fee. After that, you are welcome to send a substitute delegate.

SECTION 2 PAYMENT

TOTAL PAYMENT ENCLOSED $ __________

PAYMENT DETAILS: (Please print clearly in black or dark blue ink.)

☐ I have enclosed a cheque for the total amount due, payable to AMWA Conference.

☐ I wish to pay by credit card.

Please tick which card you wish to use:  ☐ Visa  ☐ Mastercard  Card number: _______ / _______ / _______ / _______ /

Name on card: ___________________________________________ Expiry date: __________ Signature: ____________________________

We will contact you before the event with all necessary information.

Mail or fax form with payment to:  Nell Harrison
Senior Conference Manager
DC Conferences
PO Box 637, North Sydney, NSW 2059
T:  612 9954 4400  F: 612 9954 0666
E: nelii@dcconferences.com.au

SECTION 3 TO REGISTER ON-LINE

To register on-line go to the AMWA website at: www.medicalwriters.org. Click the link from the AMWA website to our conference secretariat to be able to register and pay on-line by credit card in a secure domain. Alternatively you may register on the DC Conferences website at: www.dcconferences.com.au/amwa. Please note that credit card payment must accompany all on-line registrations.