



Invitation to Panel Discussion

“Media Perceptions of Australia in Europe”

**Thursday 19 February 2009
commencing 6.00 pm**

The Australian German Association Inc invites you to attend a panel discussion on media perceptions of Australia in Europe featuring journalists, Urs Wälterlin and Daniele Kemp. The event will be held at the **RACV Club, Level 2, 501 Bourke Street, Melbourne on Thursday, 19 February 2009 commencing 6.00 pm.**

The AGA stands for the continued development of economic, cultural and political ties between Australia and Germany. Bilateral relationships aside, Germany is also seen in the context of a broader Europe and European Union.

How is Australia perceived in Germany? In Europe? The media plays a significant role here, balancing news, public interest and their own commercial objectives (eg to sell newspapers). Is Australia simply a tourist destination? A place of unique and/or dangerous animals? The AGA will address this matter with the help of two distinguished journalists in a panel discussion.

Urs Wälterlin is the South Pacific correspondent for several major newspapers in Switzerland, Germany and Austria, such as Handelsblatt, Süddeutsche Zeitung, Finanz und Wirtschaft and Tages-Anzeiger. He was a former President of the Foreign Correspondents Association and reports for the Swiss national broadcaster on radio and TV. Before migrating to Australia in 1992, Urs was the editor of a newspaper in Zurich/Switzerland.

Daniele Kemp is a journalist and executive producer and presenter for SBS' French language program. She was born in France and has lived in Australia for over 40 years. Daniele joined SBS in 1986. She is a Graduate of Media Studies at the Australian Film and Television School with senior experience in tertiary education and public relations. Daniele holds a Master of Arts, is involved in the Australian Ballet and helps to judge the Victorian Premier's Literary Award.

AGA members are welcome to bring guests at the AGA member price for this event.

Cost: AGA Members: \$50.00
Non-Members: \$65.00

RSVP by 4 pm Monday 16 February 2009 (*Registration Form attached*)



Australian German Association Inc.

Registration Form

**Media Event: Thursday 19 February 2009
RACV Club, Melbourne**

Registration Details:

First name: _____ Surname: _____

Position: _____ Company: _____

Tel: _____ Mob: _____

Email: _____

Are you a member of the Australian German Association: YES / NO

I shall be accompanied by:

First name: _____ Surname: _____

Position: _____ Company: _____

Email: _____

RSVP by 16 February 2009

PAYMENT METHODS

Cost: AGA Members **\$50.00** (inc. GST) Non-Members **\$65.00** (inc. GST)

Cheque or Money Order enclosed payable to "Australian German Association Inc"

American Express [NB: No other credit card facility available]

Card Number:

4-digit number above embossed card number

Expiry Date: /

Cardholder's Name:

Signature of Cardholder:

Please return this form ASAP.

Email to: echieppo@rigbycooke.com.au

Fax to: +61 3 9321 7919

Enquiries to: +61 3 9321 7907

Post to: Elizabeth Chieppo, Rigby Cooke, Level 14, 169 La Trobe Street, Melbourne VIC 3000

**This document will be a TAX INVOICE / RECEIPT for GST purposes when you make payment.
Please keep a copy of completed registration form for your records.**