

Ian Woolverton, [HOSM](#)
www.wolvo.net

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PERSONAL DETAILS

Date of Birth: 2nd February 1972
Marital Status: Single
Nationality: British/Australian Permanent Resident

DETAILS OF CAREER – FIELD ASSIGNMENTS

Oxfam International

Writer – September 2006 & November 2007

Deployed to Aceh, Indonesia to gather stories to help mark two and three year commemorations of the tsunami disaster. In total I spent two-weeks each trip working as a team with a photojournalist to gather stories and images. In total I wrote eleven stories used for print as well as web based media – examples of which can be found at [Oxfam](#).

International Federation of Red Cross and Red Crescent Societies (The Federation)

Deployed to Pakistan's earthquake-affected North West Frontier Province to report on the quake, as well as the Red Cross and Red Crescent response to the disaster, described by the UN as the world's worst ever.

Information Delegate – The Federation, North West Frontier Province, Pakistan (Oct 05)

- Organised, planned and coordinated international media conference in Islamabad to help launch revised global Red Cross and Red Crescent appeal for quake survivors. CNN, BBC World, Reuters, AP, Al Jazeera, The Guardian, The New York Times, Washington Post, Le Monde and other international, as well as national media attended
- Acting as Federation's in country media spokesperson in North West Frontier Province
- Writing stories for International Red Cross, newspapers including Melbourne's Sunday Herald Sun, Perth's Sunday Times, Woman's Day, as well as website stories for www.guardian.co.uk and CNN.com
- Providing visual images of Red Cross & Red Crescent activities – photographs – for the internet as well as print media
- Drafting key media messages and media statements, as well as fact sheets

International Federation of Red Cross & Red Crescent Societies

Deployed to tsunami-affected Aceh Province in Indonesia as part of a multinational Red Cross and Red Crescent rapid response disaster relief team.

Information Delegate - The Federation, Aceh Province, Indonesia (Dec 04 – Jan 05)

- Helping raise the profile of the Red Cross and Red Crescent response to the tsunami disaster
- Responsibility for coordinating and facilitating media visits to 'the field' for international media and major national media such as BBC World, Al-Jazeera, CNN, The International Herald Tribune and Time Magazine.
- Briefing international media on Red Cross and Red Crescent response to tsunami disaster
- Acting as the International Red Cross' spokesperson in Aceh Province
- Writing stories for newspapers, websites such as three for www.guardian.co.uk, plus six for the International Red Cross www.ifrc.org as well as magazines – Woman's Day – and newspapers – Melbourne's Sunday Herald Sun.
- Drafting key media messages and media statements as well as briefing spokespeople and hosting media briefings for international media
- Providing visual images of Red Cross & Red Crescent activities – photographs – for the internet as well as print media

Information delegate – Australian Red Cross, Aceh Indonesia (June 05)

- Travelled to Banda Aceh and Sirombu on Nias Island to help mark the six-month commemoration of the Asia Quake & Tsunami. Published one story titled, '[Nias islanders get a place to call home.](#)' on Federation's website as well one on Reliefweb.
- Facilitated field visit to Nias for Australian TV news personality Ray Martin for his TV Current Affairs Program. On Nias, A Current Affair profiled an Australian Red Cross funded housing project

International Federation of Red Cross & Red Crescent Societies, Geneva (Aug-Sep 04)

- Short secondment from Australian Red Cross to work on specific project namely media pack to mark International Day for Disaster Reduction 2004. The pack, developed for use by Red Cross and Red Crescent National Societies, included a media statement, opinion piece, fact sheets as well as case studies.

Information Delegate – Australian Red Cross, Bali, Indonesia (October 2002)

- Deployed to Bali as part of a six-member disaster response and emergency team following terror attacks on Bali nightclubs killing 202 people including 88 Australians.
- Drafted media statements from the field as well as stories for the Federation. Liaised with Australian media to ensure profile of Red Cross in Australia.

Rudely Interrupted – United Nations, New York

Rudely Interrupted has become arguably Australia's most unique group of musicians. Five out of six musicians share a range of intellectual and physical disabilities (blindness, deafness, aspergers and Down's Syndrome) but, most importantly, a common interest in self-expression through music.

Most recently the band played at the United Nations in New York to mark International Day of Persons with Disabilities on December 3, 2008 where they entertained nearly 300 people including Australian Ambassador to the United Nations Robert Hill. The Rudies went on to confound audiences and challenge pre-conceived ideas about what it means to have a disability with gigs in New York City, Brooklyn, Toronto, London, Bristol and Manchester.

Media Manager, Producer & Photographer (August 08 - Present)

- Raising the public profile of Rudely Interrupted in the media at national and international level in the US, UK, Canada as well as Australia
- Working with the Australian Mission to the United Nations to set up an opportunity for the band to make history and become the first ever indie-band to play UNHQ in New York
- Managing and running every aspect of a sophisticated media strategy spanning three continents and six cities, Melbourne, New York, Toronto, London, Bristol and Manchester as well as a corporate and public fundraising drive in Australia and overseas
- Negotiating the terms of a deal with a Sydney based TV production company to make feature length film tour documentary on the band's tour
- Managing the redesign of the band's new website, www.rudelyinterrupted.com

Oxfam International

355 Lexington Avenue, New York, New York 10017

Oxfam Australia's vision is of a fair world in which people control their own lives, their basic rights are achieved and the environment is sustained.

Humanitarian Media Officer (Apr 08 – August 08)

- Increase public awareness and understanding of the work of Oxfam International through targeted international media coverage, particularly during humanitarian crises
- Produce and lead the media strategy of Oxfam International's Rights in Crisis campaign
- Provide international coordination across Oxfam's 13 affiliates and other regional and national offices to ensure operational media delivery

Oxfam Australia

156 George Street, Fitzroy, VIC, Australia 3065

Oxfam Australia's vision is of a fair world in which people control their own lives, their basic rights are achieved and the environment is sustained.

Acting Media Manager (Nov 07 – Mar 08)

- Coordinating the work of a 7 member team across media and web based communications

Media Liaison Coordinator – Advocacy & Campaigns (Apr 06 – Nov 07)

- Contribute significantly to the development and implementation of Oxfam's overall media and public relations strategies
- Design and implement publicity strategies for Oxfam's campaigns, events and humanitarian emergency work
- Produce effective news and publicity materials in support of the national media strategy
- Produce and place news and feature items for Oxfam's campaigns, events and humanitarian emergency work including coordination of state-based media as required
- Act as the Oxfam Australia media representative within Oxfam International on advocacy and media work
- Travel to Oxfam Australia programs to gather promotional material for use in campaigns, events and emergency activities
- Liaise with media outlets to generate positive media coverage for Oxfam Australia
- Identify and establish effective relationships with key media figures to positively promote Oxfam Australia and related issues
- Coordinate external media briefings and dissemination of background information
- Identifying and developing story ideas and building well targeted media campaigns
- Drafting media releases, [opinion pieces](#) (proactive and reactive), media strategies, key messages and Q&A
- Responsible for launching a number of high profile Oxfam campaigns including, [2007 Mining Ombudsman Report](#), [Close The Gap](#) and [A Price Too High: The Cost of Australia's approach to Asylum Seekers](#)
- Sourcing and writing [human interest stories](#) and Oxfam International [stories from the field](#)
- Media briefing spokesperson in
- Organising media events such as media conferences, photo calls and visits by media
- Excellent media contacts (national and major metropolitan as well as international)
- Supervise volunteers working on media projects

Australian Red Cross

155 Pelham Street, Carlton, Victoria 3053

Australian Red Cross is part of the International Red Cross and Red Crescent Movement the largest humanitarian organisation in the world with more than 97 million volunteers worldwide.

International Communications Officer (Apr 02 – Apr 06)

- Raising the public profile of the International Programs of Australian Red Cross in the media at national and major metropolitan level
- Identifying and developing story ideas and building well targeted media campaigns
- Drafting [media releases](#), [opinion pieces](#) (proactive and reactive), media strategies, key messages and [Q&A](#)
- Drafting editorial for Secretary General of Australian Red Cross as well as keynote speeches
- Responsible for launching a number of high profile Australian Red Cross campaigns including, World AIDS Day, International Youth Conference, [National Missing Persons Week](#), World Disasters Report as well as international Red Cross and Australian Red Cross appeals for Darfur (Sudan) East Timor, China Floods, Iraq 2003 conflict, Bam (Iran) earthquake, Asia Quake & Tsunami and Niger
- Sourcing and writing [human interest stories](#) and Australian Red Cross [stories from the field](#)
- Media briefing spokesperson in Australia and Australian Red Cross delegates overseas
- Conducting media training at the Basic Training Course for Red Cross overseas delegates
- Organising media events such as media conferences, photo calls and visits by media
- Deputy Editor of *Action Abroad*, Australian Red Cross quarterly publication
- Briefing and debriefing Australian Red Cross overseas delegates
- Deputising for International Communications Manager

- Excellent media contacts (national and major metropolitan as well as international)
- Supervise volunteers working on media projects

Inition

75 Curtain Road, London, EC2A 3BS, United Kingdom

Inition specialise in providing interactive real-time 3D graphics, stereoscopic visualisation, high quality rendered animations, motion capture, hardware integration and customisation to clients in a wide range of industries.

Media Officer (Jul – December 01)

- Responsible for maintaining the profile of the organisation in the media throughout its key audiences
- Drafting media releases (proactive and reactive)
- Drafting media Q&As and media strategies

Shelter

88 Old Street, London, EC1V 9HU, United Kingdom

For over 30 years, Shelter has worked towards its vision for everyone to have a decent home. Shelter is a national organisation working to improve the lives of homeless and badly housed people.

Senior Media Officer (Jul 00 – Jul 01)

- Maintaining the profile of Shelter in the media at both national and regional level
- Drafting media releases (proactive and reactive)
- Drafting Q&A and media strategies
- Responsible for launching a number of high profile Shelter campaigns including Far From Home, a joint initiative with Dispatches (Channel 4) which looked at the appalling and often dangerous conditions that many asylum seekers live in England
- Briefing spokespeople from the Director down
- Successfully devised and implemented a Media Contact Development Strategy
- Deputised for the Media Manager
- Excellent ability to identify and research stories
- Excellent knowledge of a range of media outlets and techniques
- Excellent media contacts (national and major regional)
- Experience organising media events such as media conferences, photo calls and visits by journalists
- Ability to work unsupervised, to tight deadlines and produce accurate work under pressure
- Ability to work as part of a large team
- Supervised work of two media officers and a media assistant

CAMRA, The Campaign for Real Ale

230 Hatfield Road, St Albans, Hertfordshire AL1 4LW, United Kingdom

CAMRA's mission is to act as champion of the consumer in relation to the UK and European beer and drinks industry.

Press and Marketing Manager (Jul 97 – Jul 00)

- Responsible for raising the profile of CAMRA in the media at national and regional level
- Successfully developed working relationships with journalists identified as key to reaching CAMRA's target audience. These include cultivating relationships with the consumer editors of The Guardian, The Express and The Observer newspapers
- Drafting media releases and Q&A briefs
- Confident spokesperson representing CAMRA many times on Radio and Television
- Confident public speaker. Addressed the European Beer Consumer Union on 'Working with the Media' and gave talk to forum organised by Essex County Council entitled 'Pubs in the future'
- Drafted CAMRA's media strategy for its generic promotion of Real Ale
- Responsible for planning and developing CAMRA's new website (www.camra.org.uk)
- Responsible for producing CAMRA's internal magazine *The Campaigner*
- Ability to organise own work load and plan to meet deadlines
- Excellent team skills
- Supervised work of volunteer working on media projects

VOLUNTARY WORK

Rudely Interrupted

Rudely Interrupted has become arguably Australia's most unique group of musicians. Five out of six musicians share a range of intellectual and physical disabilities (blindness, deafness, aspergers and Down's Syndrome) but, most importantly, a common interest in self-expression through music.

Media Relations & Photographer (*February 2007 – ongoing*)

- Raising the public profile of Rudely Interrupted in the media at national and major metropolitan level
- Major media has included ABC's 7.30 Report, Triple J News, Channel 10 David & Kim, Channel 9 News, Channel 10 News, Good Weekend Magazine, MX Newspaper
- Presently negotiating a 4-part television documentary on the band with an Australian filmmaker
- Visit www.rudelyinterrupted.com and www.wolvo.net for more information

Darfur Australia Network

The Darfur Australia Network (DAN) is a not-for-profit community organisation aiming to raise awareness about the continuing tragedy in the Darfur region of Sudan, assist in the resettlement of Darfuri refugees and build solidarity between the Australian people and the people of Darfur.

Media Relations (*August 2007 – April 2008*)

- Raising the public profile of DAN in the media at national and major metropolitan level
- Major media has included SBS TV World News, MX Newspaper, Triple J Hack, The Age, Sydney Morning Herald

EDUCATION

Masters in International Relations majoring in Human Rights and International Law
(*commenced 2004*)

BA (Hons) Marketing majored in Journalism

HND Marketing and Advertising majored in Journalism: Distinction

AWARDS

Australian Government's Humanitarian Overseas Service Medal (Indian Ocean Tsunami 04)
Australian Red Cross Service Award 2004

COMPUTER SKILLS

Microsoft Word, PowerPoint, Media Disk, PR Newswire

INTERESTS/ACTIVITIES

My passion is writing and photography. Visit my website at www.wolvo.net for examples of my photography as well as writing. I'm also an avid reader of current affairs, environmental issues, politics and contemporary history. I also enjoy music, film, cooking and travel.

REFERENCES – on request