



The Allen Consulting Group

Wayne Burns

Director

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Wayne joined Allen Consulting Group in 2005 following more than 20 years in corporate public affairs, journalism, politics and publishing. He leads the firm's public affairs practice group and is Director of the Centre for Corporate Public Affairs.

Wayne leads projects, research and provides advice to corporations and organisations in Australia, New Zealand and Asia on best practice corporate public affairs management and structure, reputation, stakeholder engagement, corporate responsibility and issues management.

He also leads or plays a major role as part of major public research projects on public policy matters as varied as philanthropy in higher education, corporate community investment, government community investment policy, corporate volunteering, issues management and stakeholder engagement.

He teaches executive education internationally on stakeholder engagement, issues management, corporate responsibility, public affairs structure, measurement and best practice performance, internal communications, New Media and crisis communications.

Wayne 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. Wayne then worked for four years as press secretary for former Federal Employment Education and Training Minister and Treasurer, The Hon. John Dawkins.

In 1992 he co-founded his own public affairs company, The Millenium Group, where as national director, he oversaw the firm's work with national and multinational clients, and built the firm with its business partner into a successful business operation.

During this time, he was also a member of the National Management Committee and Communications Director for the Australian Republican Movement's Constitutional Convention Election Campaign, the Convention on Constitutional Change and the 1999 Republic Referendum. Wayne was also Communications Director for the Yes Committee during the referendum campaign.

He returned to journalism in 2000 as an editor and later publisher at Fairfax Business Magazines. In 2001 he joined Insurance Australia Group as Corporate Affairs Manager for NRMA Insurance. He 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.

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.

In 2005 he jointly led an international study tour looking at best practice corporate public affairs in the US and Europe, and has delivered best practice public affairs executive education modules in Hong Kong, New Zealand and Singapore.

Wayne is a former deputy chair of the NSW Cancer Council, a former member of the NSW Ambulance Service Board and a past member of the advisory board of Redfern Legal Centre Publishing Service and Amnesty international NSW. He was an inaugural Mitchell Foundation Scholar at Mitchell College in NSW, (now Charles Sturt University), where he earned his Bachelor of Arts communications degree in print and broadcast journalism. In 2005, Wayne received a postgraduate certificate in corporate citizenship from Boston College's Carroll School of Management, which operates the Centre for Corporate Citizenship.

He is a member of the advisory board of the University of Sydney's Masters of Public Affairs program, Charles Sturt University's Organisational Communications program, and is a Member of the International Issues Management Council.