



Jane Caro

Jane Caro has a low boredom threshold and so wears many hats; including author, novelist, lecturer, mentor, social commentator, columnist, workshop facilitator, speaker, broadcaster and award winning advertising writer. The common thread running through her career is a delight in words and a talent for using them to connect with other people.

Today, she runs her own communications consultancy and lectures in Advertising Creative at The School of Communication Arts at UWS.

She has published four books; "The Stupid Country: How Australia is Dismantling Public Education" co-authored with Chris Bonnor (New South 2007), "The F Word. How we learned to swear by feminism" co-authored with Catherine Fox (New South, 2008) "Just a Girl" her first novel (UQP, 2011) and "What Makes a Good School?" co-authored with Chris Bonnor (New South, 2012). Her new book "For God's Sake! An atheist, Christian, Jew and Muslim battle it out" co-authored with Antony Lowenstein, Simon Smart and Rachel Woodlock, was published in 2013 by Pan MacMillan.

She is sought after as a speaker, MC and workshop facilitator by a wide range of organisations, in both the public and private sectors.

She is a weekly regular on Channel 7 Weekend Sunrise and Mornings on Channel 9. She has appeared frequently on ABC's Q&A, Sunrise, The Project, The Drum and Playbox. She is also a regular panellist on the ABC's top-rating show on advertising "The Gruen Transfer." She is a regular on radio and has filled in as host for RN's iconic "Life Matters".

She remains in high demand by advertising agencies as a freelance writer and her advertising work has won many national and international advertising awards including Cannes, AWARD, London International, ATV, Asia Pacific, One Show, Mobius, Kinsale, and Caxton.

She is the only woman to have been Chair of Judges of AWARD (Australasian Writers and Art Directors Association) and both Adelaide and Brisbane Art Directors Awards.

She has a BA in English Literature from Macquarie University. She writes a regular column in Mt Magazine and contributes articles and oped's regularly to The SMH, The Drum, The Conversation, Mamamia, The Hoopla and New Matilda. She mentors young businesspeople

through McCarthy Mentoring. She is on the Boards of Bell Shakespeare and the NSW Public Education Foundation. She is also the mother of two daughters, a wife, a beef producer and a timber grower.

Jane Caro speaking topics

1. Advertising and marketing your business

- . what makes a good message
- . what cuts through, what doesn't
- . why a good ad is good and a bad ad is bad
- . how to craft successful selling messages
- . how to judge them
- . plus a simple checklist to see whether you have created a good selling message or not.

2. Clear and memorable communication in general

- . questions you need to answer before you start
- . how to get attention
- . how to be understood
- . why some writing is good and some bad
- . practical tips on how to improve your communication both written and spoken

3. Image management

- . what is a "good" image?
- . why no image is (or should be) perfect
- . what not to worry about
- . what to do when things go wrong
- . maintaining a good and consistent image over time
- . the importance of congruence and authenticity
- . how to build a personal brand
- . handling the media
- . social media

4. Women in business

- . how to build a career
- . how to survive the setbacks
- . how to stay true to yourself
- . how to juggle home and work
- . how to support yourself
- . how to support others
- . how (& who) to ask for support when you need it
- . the importance of celebrating your successes *and* your failures.

5. Women and society

- . history of women's changing role
- . celebration of how far we've come
- . what's still left to be done
- . the importance of having a challenge bigger than ourselves
- . women to admire
- . re-defining merit

6. Hey Men! What Women Want

- . what women want from a workplace
- . what they want from their life
- . why it is neither mysterious or surprising
- . what women worry about
- . what they laugh about
- . what they want from the world.

7. Motivation

- . what I have learnt
- . why failure is more important than success
- . the importance of your weaknesses
- . overcoming disaster and hardship
- . the importance of fun and humour
- . why you don't have to try harder or change anything much to improve
- . the passing on of courage

8. Writing workshops

- . writing historical novels for young people
- . a practical experiential workshop that is fun and informative
- . designed to quickly improve the skills of any aged writer in an hour or two (and it works).

9. Creative writing; advertising and novels

- . the creative process
- . words and pictures
- . words that create pictures
- . turning dry facts into compelling reading
- . connection, emotion and impact
- . how to tell a good story

10. Education and Schools

- . understanding how schools are funded
- . what makes a good school?
- . how to market your school with no money
- . how parents could make schools better
- . what teachers need, what they don't need
- . how governments could make schools better
- . what's happening in education around the world

11. Parenting

- . a funny, wry and commonsensical look at real life parenting
- . my failures and disasters and why they now don't matter at all
- . how your kids will surprise you
- . how they will also disappoint you

To engage Jane Caro for radio, television, or presentation engagements contact Peter Wall at Wall Media on 0408 489 057 or www.wallmedia.com.au