

Proposal to host Australia New Zealand Communication Association annual conference in Auckland, New Zealand, July 3-6, 2018

Associate Professor Elizabeth Gray, School of Communication, Journalism and Marketing, Massey University, on behalf of organising consortium representing University of Auckland, Auckland University of Technology, Massey University, Unitec Institute of Technology, and Waikato University.

The consortium proposes to host the 2018 conference of the Australia New Zealand Communication Association (ANZCA) in Auckland, New Zealand, from July 3 and July 6, 2018. The conference would be held at the University of Auckland City campus in the heart of Auckland.

The working title for this conference is: **“Multiple realities: Fluidity, Hybridity, and Stability in Global Communication”**

The growing focus within traditional and digital media upon the theme of ‘multiple realities’ has led to media and communication scholars bringing a variety of critical lenses to bear on the various ways that diverse realities are being communicated, reproduced, challenged, and subverted in contemporary communication theory and practice. Conference organisers are especially interested in the processes of fluidity and hybridity, and the tensions between change and stability, transgression and orthodoxy, within the multiple versions of the real.

Background

At the 2016 ANZCA conference in Newcastle, there was initial discussion of a 2018 venue, with the suggestion made that a New Zealand venue would be timely. Both Massey University and Waikato University expressed interest in being involved. Subsequently, an organizing committee representing five New Zealand universities was formed to begin the planning of the 2018 ANZCA conference.

A cross-institutional organizational committee is now in place:

- University of Auckland – Luke Goode
- Massey University – Elizabeth Gray, Barbara May, Stephen Croucher
- AUT – Vijay Devadas, Thomas Owen
- Waikato University – Mary Simpson, Margalit Toledano, Fabrice Desmarais
- Unitec – Giles Dodson

A formal proposal to jointly host the ICA regional conference was presented for consideration by the ICA Board, with the argument that this would extend the reach and diversity of ICA in the Asia-Pacific, and provide a bridge between the successful 2014 ICA regional in Brisbane and the 2020 ICA on the Gold Coast of Australia. The ICA Board

declined to support the proposal, wishing to concentrate ICA promotion efforts on the 2020 conference.

After initial discussions with AUT, the University of Auckland was agreed as the host venue. Auckland is New Zealand's largest city and has excellent international airport routes, with direct connections across Asia and North America. The University of Auckland's City Campus is well situated in the heart of the central city, within walking distance of all the main cultural, entertainment, and commercial hubs, as well as Viaduct Harbour. University of Auckland's brand new Science Centre can cater for groups up to 300, with state-of-the-art facilities for plenary and stream sessions. It is moments away from transport options and a wide variety of quality accommodation providers. (NB. Accommodation is available in central Auckland at a range of price points, to assist self-funded scholars.) Conference attendees would also be provided with information about ancillary travel in the Auckland region and around New Zealand.

Administration of ANZCA/ICA 2018

Tuesday 3 July – ECR and pre-conference roundtables

Wednesday 4 July – first full day of conference

Thursday 5 July – second full day of conference

Friday 6 July – final day of conference

Associate Professor Elizabeth Gray of Massey University is the lead convener, to be nominated as ANZCA Vice-President in due course.

We will recruit a team of graduate students from University of Auckland, AUT, Waikato, and Massey University to assist with the planning of the ECR sessions.

The University of Auckland events team will handle registrations and conference finances, as well as managing the facilities and AV support. We presently have financial commitments from two of the five institutions represented in the organizing committee, providing \$10,000 to support the conference.

The University of Auckland events team will handle the abstract submission process as part of the contract. A publication sub-committee will be formed to organize the conference proceedings and liaise as appropriate regarding special issues of *CRP* and *MIA*. We would hope to emulate the example of the University of Sydney and secure a professional editor for the proceedings (we plan to further discuss systems with ANZCA organisers of the 2016 and 2017 conferences, and want to express our thanks to Janet Fulton for the resources she's made available).

Potential keynote speakers have been identified and initial approaches have been made.

Financial

We recognize that Auckland, while a cosmopolitan centre, may present travel barriers to some attendees. Coordinating with the University of Auckland events team, we have therefore created budget predictions ranging from a modest 150 attendees to a more aspirational 250 (with a 200 midpoint). Break-even is predicted at 170 attendees.

In line with previous years' registration fees, the draft budget imagines that early bird registration would start at NZ\$430 (with reduced prices for graduate students, and tiered registration costs for attendees).

The full budget is attached.

Break-even has been calculated for 170 attendees.

Scenario One: 150 attendees

Revenue \$76,978.26

Expenditure \$80,291.86

Profit [\$3313.60]

Scenario Two: 200 Attendees

Revenue \$99,304.35

Expenditure \$94,702.31

Profit \$4602.04

Scenario Three: 250 attendees

Revenue \$121,630.43

Expenditure \$109,112.76

Profit \$12,517.67

We do not at this time anticipate asking ANZCA for financial support.

Other sponsorship will be sought. We are approaching Fairfax Media for sponsorship of the conference, and the Royal Society of New Zealand (NB this has not been factored into the figures). We anticipate seeking modest sponsorship, perhaps to fund networking sessions, from academic publishers, especially those affiliated with ANZCA (this has not been factored into the figures).

Support within New Zealand and in the region

ANZCA Executive has given preliminary approval to the proposal, with expressions of strong support. Interest extends through the Asian seaboard: we have a preliminary commitment from the Head of the Chinese Academy of Social Sciences (Professor Jiang Fei)

to attend the conference, and from Professor Mohan Dutta of National University of Singapore. We are currently engaging with universities in Guam, the Philippines, Indonesia, Malaysia, and Samoa for representation and support as well. The universities represented in the organizational team have existing strong links with a number of Asian universities, including Communication University of China Nanjing (CUCN), North-east Normal University (NENU), and City University of Hong Kong.

The organizing team represents a wealth of institutional knowledge around previous conference organization (Massey hosted ANZCA in 2008 and PRAD in 2016; Waikato hosted ANZCA in 2011). The PRAD conference sponsored by Massey University and held in Wellington in 2016 attracted 120 attendees from more than ten countries, including mainland China, Hong Kong, Taiwan, Malaysia, and Macau, and was extremely well received by delegates. These connections will be able to be reinforced by an ANZCA conference taking place in New Zealand.

Draft Call For Papers

“Multiple realities: Fluidity, Hybridity, and Stability in Global Communication”

As the world changes rapidly around us, communicators are dealing with new spaces, technologies, and strategies for communication, each of which are creating multiple realities. Communication forms, actors, and messages are in a state of constant flux, negotiating between change and stability, transgression and orthodoxy, hybridity and homogeneity. Emergent communication practices and economies may support diverse modes of expression and/or, potentially, divisiveness. What are the new realities being articulated in our shared public life? What kinds of communication are changing? Are there new unities, alliances, and convergences? Are there new divides? What certainties are being disrupted, and what are they being replaced with? Where is the authority to determine new realities, and where is this being challenged? What impact do these new realities have on publics' trust and respect?

The theme encapsulates multiple dialectical tensions: between fluidity and stability; hybridity and purity; transgression and orthodoxy; inclusion and exclusion; crossing borders and building walls; among the global, the national, hyper-local and hyper-personal. It invites consideration of the roles media and communication play within these tensions, and the ways these tensions impact communication practice, policy, and theory.

Submissions might include, but not be limited to, papers and panels addressing the following:

- What of the ‘old’ remains in the ‘new’ in today’s media and communication ecology? What is stable, what has persevered, and what has changed and evolved?
- What has been the impact of regional economic, political, and technological changes on communication in the Asia-Pacific?
- What are the new multiple realities and claims to knowledge in health, in science, and in workplaces?
- What are the new tensions between mass and personal communication, between macro and micro publics?
- How has acceptance of ‘multiple realities’ enabled a diversity of worldviews and modes of expression to emerge, and how have new players and initiatives challenged oligopolies?
- Has change helped produce new oligopolies, supporting even greater concentrations of power, dependency relationships, divisiveness, etc?
- How has greater inclusivity of worldviews been countered by the suppressive/dismissive labelling of ‘alternative facts’?
- What role does communication play in both the fragmentation of publics, and the formation of collective identities?
- Where are media and communication in the formation of master forums and special interest communities?
- How have traditional cross-cultural points of tension been exacerbated or ameliorated by changing media practices?

- How are communication technologies contributing to journalistic and political transformation, and is theory keeping up?