

run cases as lead counsel and to continue to brief women as senior counsel. Acting as lead counsel is critical experience required for the appointment of senior counsel. I would also love to see more first nations people generally (and especially women and non-binary first nations people) practising in the law, including at the bar. There is so much more work needed to be done in this area, starting with addressing disadvantage and education but also in providing greater access to the world of the bar. For me, I was

lucky enough to work with barristers from the beginning, both in London and in Sydney and this helped me realise that such a career was not only possible but attainable. Such connections are seriously lacking for our indigenous persons.

TARA: What advice would you give to the next generation of female leaders in the industry?

SOPHIE: Be brave and assertive – but I think this generation is already doing that.

TARA: Any final thoughts or comments you would like to share?

SOPHIE: None other than to thank you for the interview and I applaud your efforts for IWD. Good luck Tara with your future career in the law.

TARA: Thanks once again for your time, Sophie. On behalf of CAMLA's readers, we appreciate your insight and advice.

Victoria Buchan

Director of Communications and Public Relations, Nine

Justin Kardi, Senior Legal Counsel in the News Corp Australia group, chats with **Victoria Buchan**, Director of Communications and Public Relations at Nine, about Victoria's career in communications, changes in the industry and her thoughts on International Women's Day.

Victoria Buchan began her career as a journalist on the Daily Mirror before making the shift to work as a publicist and then communications manager with companies such as Network Ten and Southern Star. Victoria led the entire communications strategy for the launch of Fox Studios Australia in the 1990s, following which she joined the ABC to manage government relations, community relations and corporate media relations. With over 15 years in her current role at Nine, Victoria is one of Australia's most experienced professionals in the corporate communications sphere.

JUSTIN KARDI: Thank you for your time, Victoria. Can you start by explaining your role and what a typical day looks like for you?

VICTORIA BUCHAN: My role is Director of Communications and Public Relations at Nine. In this capacity I run the team who provide corporate communications, internal communications, PR for TV, radio and publishing divisions as well as our charity arm 9Cares and talent liaison. The television wardrobe, hair and make-up team also report to me, which aligns with our responsibility for talent relations. With that brief the days are never the same. I work with our team and all our content producers on planning and executing our strategic communications to maximise our audiences and support the business in getting our key messages out to all stakeholders. I also work with the leadership team to ensure our communications – both internal and external – reflect and align with our values. We also have an important issue management role. When significant issues occur we have a strategic approach to ensure our audience and stakeholders are informed in a timely and accurate way, and that all messaging is accurate and aligned. I spend a lot of my time talking, moving around the business to ensure we know what is going on and when big stories are breaking so that we are on the front foot getting word out about what Nine is providing to all Australians across all our platforms.

JUSTIN: With such a broad role, are there particular things that motivate and energise you about the communications and media industries? What do you find most rewarding?

VICTORIA: So many things. Firstly, it is always changing. No two days are the same, particularly in a dynamic business such as ours. What I find rewarding is being able to serve our people, provide advice, and contribute to a sense of calm around us in knowing the communications and issues

management is being thoughtfully executed at all times.

JUSTIN: Have you noticed any dramatic shifts in the industry over recent years? If so, how has this affected your organisation and role?

VICTORIA: In the broader industry it is the pace and the 24 hour nature of the media cycle today – that has caused a drastic shift in how we work and the pressure on everyone. The key shift within our business was that when I started in my role, we were a broadcast TV business with magazines and ticketing. Now, we are a hugely diverse media business with iconic and highly valued and respected brands like the 9Network, The Sydney Morning Herald, The Age, The Australian Financial Review and leading radio brands 3AW, 2GB, 4BC, 6PR, as well as our digital businesses Stan, Pedestrian, Domain, Good Food and Drive. One of the other major things that has changed is the way we work with our legal team. At Nine we have a complementary and respectful relationship with our legal team across all parts of our business, it is vital we are in lock step on all our messaging to ensure we protect our business in what is more and more a highly litigious environment.

JUSTIN: Sounds like your role must be even busier and more varied today than it was five or six years ago. How do you like to unplug from work?

VICTORIA: I have been blessed to have started doing Yoga when I was a young girl and I continue to do that most days. I watch lots of TV, read newspapers and listen to radio. I love spending time with my family; at the beach, sailing with my husband and travelling. I am also the Chair of Adopt Change – an organisation I helped launch to assist children in our society find safe and nurturing homes – and I am on a board at NIDA, supporting our leading training institution for the film and television industry.



JUSTIN: That is a very impressive and healthy schedule of interests and hobbies! What is the best work-related advice you have received? Is there any advice you would like to share with the next generation of female leaders in communications and media?

VICTORIA: There are two pieces of advice that are related. Firstly, when presented with an opportunity say yes, give it a go, throw yourself into it and be bold. The second thing is don't take no for an answer. Be respectful and listen to why you're being told no and then work to find a pathway to yes by adapting your approach. This is a broad generalisation but I feel like women always want to be 100% sure they are qualified or can do something before saying yes, whereas men are more inclined to have a go. I have been a feminist and seen the movement ebb and flow in favour and out, change and adapt to the challenges we confront. I believe it is a movement that serves all of the community – men, women and children – as we find a way to equally value everyone's contribution in all parts of our society to ensure a healthy balance for all.

JUSTIN: If there is one thing you would celebrate about the communications and media industry on International Women's Day, what would it be?

VICTORIA: We should be celebrating the quality, creativity and diversity of our local media industry and truly appreciating the value it provides to our society, particularly the voices of women who have, historically, not been given an equal seat at the table. This is more important than ever as our industry is facing enormous challenges from a largely unregulated social media force that at many times causes so much harm and division.

JUSTIN: Agreed! Thank you so much for sharing your time and insights with our readers!