Ashlee Betteridge

Researcher and Communicator

Profile

Ashlee is an experienced writer, communicator and policy researcher. Her work has focused on **international aid and development policy** and the **Asia-Pacific region**, particularly Indonesia, Timor-Leste and Papua New Guinea.

She has worked with organisations including the Development Policy Centre, Plan International in Timor-Leste, and the Center for International Forestry Research in Indonesia.

As a journalist and news editor, Ashlee was a member of the start-up team at the Jakarta Globe newspaper and worked for News Ltd and the Courier News Group in Sydney. Her reportage and analysis has also appeared on the ABC, the Australian Financial Review, Crikey, Reportage, Reuters AlertNet, The Guardian, Vibewire and 2ser, among numerous other outlets.

Ashlee holds a **Master of Public Policy (Development Policy)** from Crawford School of Public Policy, Australian National University. Her graduate studies included a semester at the American University School of International Service, Washington DC. She holds a Bachelor of Arts in Communications (Journalism) from the University of Technology, Sydney.

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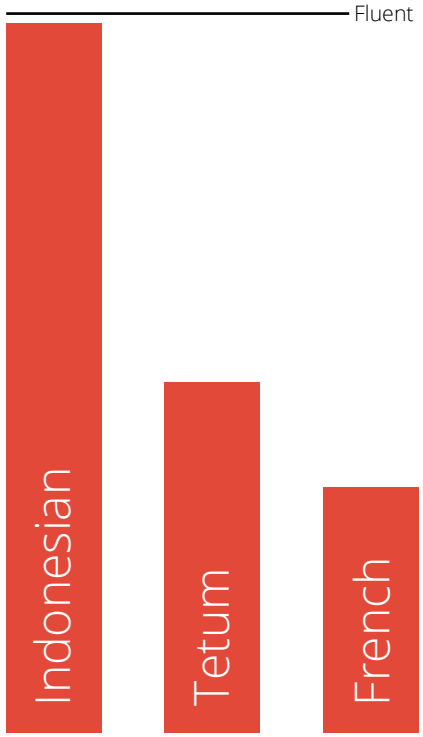
Experience

Research Officer
Development Policy Centre, ANU
March 2013 - present
Responsibilities include research, outreach, social media management, editing the 'In Briefs' section of the Devpolicy Blog, writing posts for the Devpolicy Blog (including several of the most popular posts in 2013), handling media inquiries and promoting research for dissemination, producing podcasts, drafting op-eds and other writing work as required, editing publications and laying out policy briefs in InDesign.

Achievements in 2013 included chairing a panel discussion on social media and development with international speakers, co-authoring an influential policy brief on parliamentary oversight of Australian aid with Professor Stephen Howes, coordinating the redesign of the Devpolicy Blog, rebranding and improving the Centre's podcasts and policy briefs, and significantly increasing media mentions of the Centre's research. I was also interviewed by *Radio Australia* and *The Canberra Times* on my analysis of the Australian Volunteers program.

Communications Specialist
Center for International Forestry Research (CIFOR), Indonesia
Sept 2012 - March 2013
Responsible for writing and project-managing the organisation's 2012 Annual Report. Completed various writing tasks, including blogging, speechwriting, op-eds for *The Guardian*, donor funding proposals and concept notes. Contributed to social media management and copy editing. Participated in international workshops on evidence-based policy research and communications. Covered developments in REDD+ and forestry negotiations from the Doha COP.

Languages



Communications and Advocacy Support Officer
Plan International Timor-Leste
Jan 2012 - July 2012
Worked to build organisational capacity on communications and advocacy skills. Trained staff on writing and editing case studies for communication with donors, and basic video and photography production. Assisted with the implementation of country-level communications and advocacy strategies in coordination with Bangkok HQ. Member of 'Because I am a Girl' gender taskforce for Plan Timor-Leste. Member of a team writing a project proposal with the Ministry for Education on inclusive education policy. Organised a major launch event for Plan's new country strategic plan and designed and produced printed communications materials (booklets, banners, posters). This was an Australian Volunteers for International Development position.

Part-time Research Officer
Development Policy Centre, ANU
August 2011 - Jan 2012
Communications, social media and outreach. Wrote for and edited the Devpolicy Blog.

View a portfolio of my work online at

www.ashbetteridge.com

Copy Editor
Bulletin of Indonesian Economic Studies
March 2011 - Dec 2011
Edited book reviews for the journal under the direction of Editor Liz Drysdale.

Federal Government Report Writer
Media Monitors, Canberra
Feb 2011 - Sept 2011
Liaised with Australian federal government clients to meet their media monitoring needs. Compiled and edited analysis and reports to assist departments in their policymaking and media management.

Advanced Learning Technologies Trainer and Consultant
American University, Washington DC
Aug 2010 - Dec 2010
Trained university faculty on the use of new media, social media and software for teaching, student engagement and academia.Taught group training workshops and tutorials and organised large conferences. Produced instructional documents and designed flyers and brochures.

Copy Editor - Breaking News/Web
The Jakarta Globe
2008 - 2010
Edited and wrote stories for the Jakarta Globe website and print newspaper. Managed website content. Rapidly responded to cover breaking stories with the news team and reporters in the field, including major events such as the Jakarta twin hotel bombings, the 2009 national elections and the Padang earthquake disaster. Established and managed social networking, reader outreach and story crowdsourcing through Twitter and Facebook. Attracted more than 100,000 fans to the Jakarta Globe Facebook page and 20,000 Twitter followers in less than 12 months with high quality engagement and breaking headlines.

Education

Australian National University, Canberra, 2011
Master of Public Policy (Development Policy)
High distinction average

American University, Washington DC, 2010
International Development Graduate Semester
GPA 3.9/4.0

The University of Technology, Sydney, 2004-2006
Bachelor of Arts in Communications (Journalism)
Distinction average

University of Westminster, London, 2006
Journalism Exchange Program

Australian Music Examinations Board, 2007
Associate Diploma in Speech and Drama

Journalist
News Ltd, Sydney
2006 - 2008
Wrote, sourced and photographed news stories for suburban Sydney mastheads. Stories focused on local government and issues such as urban development, mental health funding, transportation and education. Covered federal, state and local government elections.

Copywriter and Journalist
Courier News Group, Sydney
2005 - 2006
Freelance copywriting and journalism for commercial features and lifestyle spreads. Included casual spots on a number of local news rounds.

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Recent publications

Betteridge, A. and Howes, S. 2013. 'A parliamentary committee on aid? Issues and options', Development Policy Centre Policy Brief 8.

Beyond human rights: ending child marriage as a development imperative, Development Policy Centre Blog, February 2014.

Soap operas and Sesame Street: examples for the Australia Network?, Development Policy Centre Blog, January 2014.

Moving beyond the medical for family and sexual violence survivors in PNG, Development Policy Centre Blog, December 2013.

More transparent, open and effective: Julie Bishop on Australian aid (with Stephen Howes), Development Policy Centre Blog, November 2013.

Why we need to talk about periods: menstrual hygiene management in development practice, Development Policy Centre Blog, October 2013.

Why do some men rape? Looking for reasons behind gender based violence in Asia and the Pacific, Development Policy Centre Blog, September 2013.

SWEDOW cows and rotting apricots: bad food aid proposals gaining support of MPs, Development Policy Centre Blog, June 2013.

An ex-volunteer's perspective on improving the Australian Volunteers program, Development Policy Centre Blog, May 2013.

Orphanage tourism: cute kids, cashed up tourists, poor outcomes, Development Policy Centre Blog, May 2013.

Howes, S., Davies, R., and Betteridge, A. 2013. 'ADB defies G20 on hiring new chief', Australian Financial Review, 29 April 2013.

Howes, S., Davies, R., and Betteridge, A. 2013. 'Asian Development Bank defies G20', East Asia Forum, 27 April 2013.

Betteridge, A. 2013. 'The Changing Face of Forestry: Annual Report 2012', Center for International Forestry Research, Indonesia.

Forests as rainmakers: CIFOR scientist gains support for a controversial hypothesis, CIFOR Forests News, January 2013.

Action on agriculture needed at upcoming U.N. climate talks, CIFOR Forests News, November 2012.

Areas of interest

- Gender and development
- Australian aid policy
- The Pacific & Papua New Guinea
- Public attitudes and media coverage of aid and development
- Aid effectiveness
- Media development & C4D
- Economic and social costs of gender-based violence
- Indonesian politics
- Development in Timor-Leste

For references, contact:

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Australian National University
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(Note: US-based)