



Curriculum Vitae: John Bishop

John Bishop is a professional communicator, corporate and PR strategist, writer, teacher, and thinker. He has been active in corporate communications, marketing public relations, and journalism for over thirty years in the public, private and not for profit sectors.

He has particular expertise and experience in developing and implementing communications programmes, government and stakeholder relations, and in media and issues management. He is also a business advisor and mentor, particularly for small, solo and home businesses.

He is a skilled writer, communicator, speaker, presenter, MC, facilitator and commentator. His career has ranged across PR, journalism and broadcasting, business development, teaching and training. He has long standing interests in the issues associated with economic development and prosperity, small business, and media.

Current Position

He currently writes regularly for two Wellington based magazines, and teaches and trains in business and communications practices. He also works as a business mentor.

Skills and Competencies

- Journalism, writing and production – print, electronic and social media
- public sector communications
- corporate communications strategy and management
- government relations
- relationship management and reputation management
- issues and crisis management, media relations
- marketing and positioning
- public speaking and speech writing
- media and presentation training
- small business development

See his website at www.johnbishop.co.nz for writings, testimonials and more details on his skills and experience.

Employment History

An independent management and communications consultant since 1996, John has held the following positions, and/or acted for the following parties:

- Adjunct member of the Department of Communications of the Open Polytechnic of New Zealand, 2006- 2012
- New Zealand Bankers' Association, Communications Advisor and media spokesman, servicing the Chief Executive and member banks, May 2008 – June 2010
- Wellington correspondent for the *National Business Review*, 2003-10 covering a wide range of business, political and economic matters
- Media advisor for the Transport Accident Investigation Commission, variously from 1994 to present day
- Energy Efficiency and Conservation Authority, facilitator for the Home Energy Rating Scheme 2008/09
- The Retail Institute, advising on government and industry relations 2010/11
- The Biz Centre in Wellington, offering courses and advice to start up business, particularly home and solo ventures, variously 1999 – 2009
- Writer, blogger and sometime commentator on National Radio
- Head of Public Relations for Rotary International District 9940, (lower North Island), leading a research project on public knowledge of Rotary 2008-11

- Ministry of Social Development - Strategic Communications Adviser in the National Communications Team, advising senior management and servicing media inquiries, August 2002 – December 2003
- a member of the Executive Support Group for the EQC - 1998 – 2009
- Speechwriter for the mayor of Hutt City, David Ogden, 2004/5
- Parliamentary Office ACT New Zealand - Constituency Services Manager, April 2000 – August 2002, developing relationships with key target groups and organising events
- Five Cities of Wellington Economic Development Group – project team leader (2000), leading a process to get agreement on economic development strategies
- KPMG - Acting Marketing Manager, KPMG, June to November 1999.
- Aetna Health - Corporate Communications Manager, May – Dec 1998, advising senior management and developing relationships with key government, corporate and media audiences
- Telecom – change management communications consultant, Network Challenge project, February to April 1998, leading change in the (then) Network arm of the business
- Victoria University of Wellington acting Communications Manager June – December 1996, handling all aspects of the role
- New Zealand Fire Service – change management communications consultant Jan 1996 – May 1996, leading to the introduction of Community Safety Teams

In addition he has delivered media training courses, various workshops on communications planning, government relations, communications measurement, public affairs and consultation, business start ups, and small and home businesses, and has been a commentator on National Radio and an occasional contributor to other print media.

Educational Qualifications

Diploma of Business Administration, Henley Management College, UK 2002

Diploma of Corporate Management, Institute of Corporate Managers NZ 1992

MA (Hons) in Political Science; University of Canterbury, 1975

Sundry papers in economics, public administration and marketing (Victoria and Massey Universities)

Accredited Business Communicator for IABC, San Francisco 1994

Previous Employment

Corporate Relations Manager, Electricity Corporation of NZ Ltd

Oct 1994 - Dec 1995, responsible for external and government relations, media relations, sponsorship, and print production; budget of \$6.5m and staff of 13.

Managing Director/General Manager Ogilvy & Mather Public Relations Ltd

Mar 1992 - Oct 1994, responsible for leading staff of 12 to service clients and develop business; profit and results accountable.

Director Public Affairs, New Zealand Tourism Dept//Tourism Board

Mar 1990 - Mar 1992, responsible for marketing collateral, overseas media programme and corporate relations; budget of \$4.3m and staff of 10.

Account Director, Consultus New Zealand Ltd

Mar 1987 - Mar 1990, responsible for effective and profitable management of client business, growing business and governance of the company.

Chief Parliamentary Reporter, Television New Zealand,

April 1982 – Feb 1987, responsible for leading team of 3-4 producing daily news coverage of government and politics.

Reporter, Close Up TVNZ Current Affairs (Feb 1981- Dec 1982, and TVNZ News 1980-1981 (including period as London correspondent); and reporter for Radio NZ News, in National Office, Christchurch and Wellington Districts.

Other relevant experience

Business Mentor for Business Mentors New Zealand - funded by major businesses to provide mentoring services to developing businesses. Accepted as member in 2012.

Completed the Institute of Directors' five day course in February 2009.

A member of the Public Relations Institute of New Zealand and the Network of Public Sector Communicators.

An independent director (appointed by SPARC) of the start-up board of the Wellington Rugby League Zone from late 2009 to February 2011.

What others have said

"A great ability to impart skills to empower and encourage others....an acknowledged leader in the communications profession"

Peter Biggs, Head of Clemenger BBDO (formerly CEO Ogilvy & Mather Ltd)

John is a shrewd and perceptive observer of people, groups of people and of "politics" in the various senses of this word. He has a great ability to turn this to advantage when facilitating seminars and similar gatherings. It could be said that he is a gifted herder of cats. John is also able to interpret and eloquently summarise information that is ambiguous, esoteric or both. He should be cloned.

Brett Sangster, Communications Manager Greater Wellington Regional Council and past President SMEI NZ.

John is a great guy who understands in-depth how communications work, both on an interpersonal level and at an organisational and political level. He's also a skilled networker, and I've appreciated his help and advice on many occasions. Simon Young – social media expert

"He prepared for, and confidently took charge of a pre-election panel session where spokespeople from most parties were challenged about aged care and disability policy. John hit just the right note."

Jane Cumming (then of the) NZ Home Health Association

Well worthwhile and I was also impressed by the amount of research John had done so that his presentation hit the target and was applicable to our industry."

John Anderson, Managing Director, Waikato Milking Systems

"I was impressed with John's professionalism and his eye for detail. His speeches were always well written, informative and interesting. He has my firm recommendation."

David Ogden former Mayor Hutt City

This campaign is without doubt the BEST print media campaign I have seen in my 26 years as managing editor of your regional Rotary magazine.

Bob Aitkin Editor Rotary Downunder magazine

Governance Positions

Director	Wellington Rugby League Inc (Oct 2009 – Feb 2011)
	Ogilvy & Mather NZ Ltd (1994)
	Consultus New Zealand Ltd (1988-90)
Board Member	Chair New Zealand Taxpayers' Union July 2013 – present)
	SMEI NZ (2006-08)
	Board of Trustees of Hutt International Boys School 1998-2001
	National Speakers Association of NZ (2004-06)

International Association of Business Communicators - NZ Chapter
(1989-93)

Memberships

- Public Relations Institute of New Zealand
- National Speakers Association of New Zealand
- Network of Public Sector Communicators

Publications

Contributed two chapters on media to *Public Relations and Communication Management: An Aotearoa/New Zealand Perspective*, G Merham, P Theunissen, J Peart, Pearson 2009

Referees

Diana Marriott

Communications Manager,
Bay of Plenty District Health Board
(formerly of the Ministry of Social Development
and the Department of Building and Housing)
Tel 07 579 8029 and 027 387 8000
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Charles Finny

Saunders Unsworth Ltd (Government Relations)
Formerly Chief Executive, Wellington Regional
Chamber of Commerce
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Lois Hutchinson

Chief Executive, Transport Accident Investigation
Commission
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Ian McKinnon

Former Deputy Mayor, Wellington City Council

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