

PROFESSIONAL STANDARDS FORUM

19 MARCH 2020

8:30am – 1:30pm

The Mint,
10 Macquarie St
Sydney

Register by 10 Mar 2020

 Online via [Eventbrite](#)

PANEL SESSION

‘Putting the Consumer
First in Ethics’

8:30am – 10:15am
Followed by morning tea

WORKSHOP

‘Regulating for ethical
conduct using
behavioural insights’

10:45am – 12:30pm
Followed by lunch



PANEL SESSION

8:30am – 10:15am

The 2020 Forum is 'Putting the Consumer First in Ethics: the role of a consumer ethics framework in delivering consumer-focused professional and occupational services'. A panel of distinguished speakers will lead a discussion on the opportunities and challenges in successfully regulating for ethical values, principles and behaviours that are consumer focused.



Mr Terry Evans

The Councils' member from South Australia, Mr Terry Evans, will share the Councils' recent work to encourage and assist occupational associations to develop and implement consumer-centred codes of ethics.

Until recently Terry was engaged as Special Counsel with Minter Ellison in Adelaide. Prior to that he was Deputy Chief Executive of the South Australian Justice Department and Attorney-General's Department. Terry was also Chief Commercial Counsel for the Crown Solicitor's Office, and was a partner with Minter Ellison. He also holds a number of board positions in the corporate, government, education and not-for-profit sectors.



Dr Justine Rogers

Drawing on her research expertise, Dr Justine Rogers will present key findings on professional ethics and regulation from a consumer protection perspective.

Justine is a Senior Lecturer at UNSW Law and the Deputy Director of the NSW Law Society's Future of Law and Innovation (FLIP) research stream. From 2013-2018, Justine was a chief investigator in an Australian Research Council Linkage grant with the Professional Standards Councils on 'professionalism' and 'professional regulation' in the 21st Century. Her recently published articles cover such themes as the role of associations in the professional regulation, and the ethics of AI in professional practice.

Justine completed her DPhil at the Centre for Socio-Legal Studies at the University of Oxford, which was an ethnographic study of London barristers and pupillage.



Mr Ed Bradon

Mr Ed Bradon will introduce behavioural economics and its relevance to the design and delivery of regulation, consumer experiences, and the trustworthiness of professions.

Ed is a Principal Advisor with the Behavioural Insights Team (also known as the 'Nudge Unit'). Ed has led behavioural economics projects in the UK, Australia, New Zealand and Singapore. He is a specialist in organisational and professional decision-making, across domains such as security, justice and policing, forecasting, market design, and ethics.

Ed has recently led BIT's part in the Code for Online Decisions and Ethics (CODE) programme with the Vincent Fairfax Family Foundation, which aims to foster ethical development online. A graduate of the University of Oxford, he is a recipient of the Hicks and Webb Medley Prize in Economics.

WORKSHOP

10:45am – 12:30pm

Mr Ed Bradon, Principal Advisor with the Behavioural Insights Team, will facilitate a workshop on behavioural insights and the ways in which associations can use them to increase engagement on codes of ethics.

Participants will learn how insights and methods from behavioural science can buttress codes of ethics and improve occupational standards. Ed will present practical case studies which illustrate the important ideas from behavioural ethics – such as the phenomenon of 'moral disengagement' – and show how the Behavioural Insights Team works out if a new initiative has actually changed behaviour.

The workshop will conclude with an interactive session where participants will apply the EAST (Easy, Attractive, Social, Timely) framework to a set of topical behavioural challenges in occupational ethics.