

**//// CULTURE
BUSINESS 10
SYDNEY
21-22 NOVEMBER 2019**

PROGRAMME

The art of fundraising



culturebusiness.com

WELCOME



Dear delegates,

I'd firstly like to acknowledge and pay my respects to the Gadigal people of the Eora nation, the Traditional Custodians of the land where we will be coming together over the next three days to explore the key role of leadership in the arts. I also pay my respects to their cultures, and Elders past, present and emerging. I feel extremely grateful and privileged to welcome you today on this rich land.

Three years after our first conference in Australia, we're very excited to bring Culture Business back to Sydney.

I truly hope you'll be inspired by the forty expert speakers who have travelled from Europe, America, Asia and Australia to discuss, debate and explore how arts organisations should initiate and lead global conversations.

Last but not least, I'd like to thank Creative Partnership Australia and all our partners for their trust and confidence to embark with us on a new adventure and make this conference happen.

Have a great conference !

Corinne Estrada
Founder and Director
Agenda



Welcome to Agenda's fourth Australian Culture Business Conference at the Australian National Maritime Museum. The conference theme, *The Art of Fundraising* aligns with Creative Partnerships Australia's mission to foster the culture of private giving, partnerships and investment in the arts and we are thrilled to be supporting the conference as a Principle Partner. The conference brings leaders from around Australia and across the globe to share their expertise on issues arts fundraisers are facing and offers Australia's arts professionals an opportunity to hone their fundraising knowledge. The theories, case studies and strategies presented will provide insights to help attendees find the inspiration and build the skills their organisation needs to succeed. The capacity to fundraise well is essential for all arts organisations and the knowledge shared across the conference will assist attendees grow their skills and expertise, no matter the stage of their fundraising journey.

I am enthusiastic for Creative Partnerships Australia to share our survey research on private sector support and to learn from the delegates and conference presenters, alongside the Creative Partnerships Australia's team of state managers and programmers.

Fiona Menzies
CEO
Creative Partnerships Australia

creative
partnerships
australia



Welcome to Culture Business and this country's museum of the Sea – the Australian National Maritime Museum.

We are delighted to be hosting Culture Business this year which tackles the issues facing arts fundraisers today.

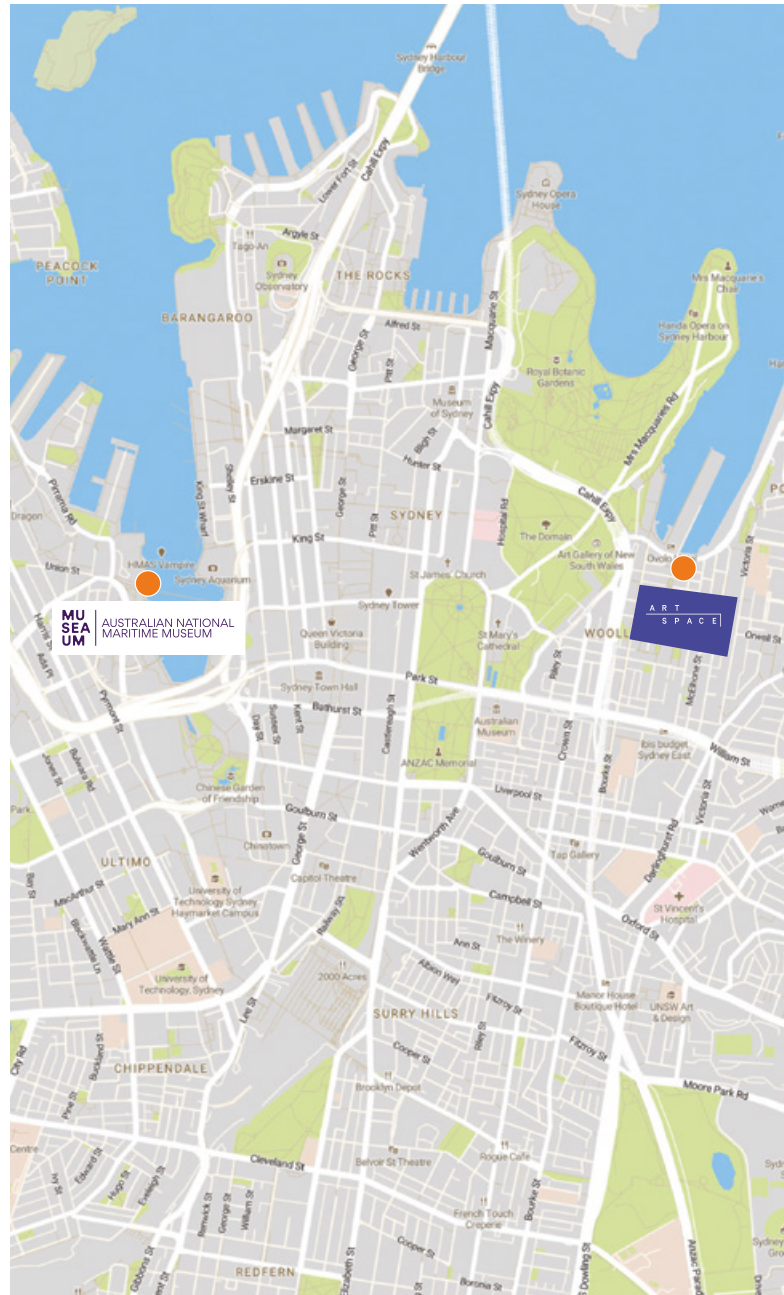
Last year, more than 3.3M people engaged with the museum, including more than one million visitors to the museum's galleries and outdoor exhibits at Darling Harbour. Our attendances have grown rapidly in recent years as we have shifted our brand and invested in a range of new experiences and facilities for visitors. These include a panoramic cinema in the Action Stations Pavilion, a 3D cinema and a series of home-grown, interactive-exhibitions.

The museum is uniquely placed to tell the story of our migration history, located within sight of the docks where new arrivals first set foot on Australian soil for over a hundred years. This story of migration is a pillar of our maritime history. This year we launched a new fund raising initiative, the *Migration Heritage Fund*, so our partners and supporters can help us to continue to tell meaningful migration stories through a wide a range of platforms.

I also encourage you to seek out the museum's Welcome Wall facing Pyrmont Bay, which honours and celebrates all who have migrated from around the world to live here. Registrants who place their names on the wall support us with preserving Australia's maritime history and migration heritage.

Please too enjoy the galleries and outdoor exhibits, while you participate in the wonderful 'Culture Business'.

Kevin Sumption
Director & CEO
Australian National Maritime Museum





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SYDNEY
21-22 NOVEMBER 2019**

**PROGRAMME
THURSDAY 21
NOVEMBER**

Programme subject to change

OVERVIEW

THURSDAY 21 NOVEMBER

OVERVIEW



REGISTRATION	From 8.00am	Terrace Room	Pick up your badge and programme
WELCOME	9.00am	Lighthouse Gallery	Welcome to Culture Business Sydney
WELCOME		Lighthouse Gallery	Welcome to the Australian National Maritime Museum

BIG PICTURE

KEYNOTE	9.30 am	Lighthouse Gallery	Giving Attitude: Findings of the private sector support survey
KEYNOTE	9.45 am	Lighthouse Gallery	Art Gallery of NSW surpasses \$100M fundraising target for expansion
CONVERSATION	10.15 am	Lighthouse Gallery	Taking your community with you
COFFEE BREAK	10.45 am	Ben Lexcen Terrace	

USE YOUR ASSETS

KEYNOTE	11.20am	Lighthouse Gallery	Use data and reach strategy in your funding work
INTERVIEW	11.50pm	Lighthouse Gallery	The Old Vic - Fundraising without a safety net
CONCURRENT SESSIONS	12.30pm	Endeavour Pavilion	1. Continue the Conversation
		Lighthouse Gallery	2. How to involve artists in your Fundraising work?
		Terrace Studio	3. Rocking the boat. Membership at Auckland Art Gallery. Reflections on leading institutional change
		Theatre	4. Prospect segmentation in the real world – you’ve got the data, now what do you do with it?
LUNCH	1.15pm	Ben Lexcen Terrace	Enjoy a lovely lunch, network with your peers.
GUIDED VISITS	1.45pm	Ben Lexcen Terrace	Enjoy the guided visits of the ANMM
BRAINSTORMING	2.30pm	Lighthouse Gallery	Exchange with your peers and generate new ideas and solutions.

PHILANTHROPY

INTERVIEW	2:45 pm	Lighthouse Gallery	How to approach philanthropists?
COFFEE BREAK	3.15pm	Ben Lexcen Terrace	
CONCURRENT SESSIONS	3.45 pm	Endeavour Pavilion	1. Continue the Conversation
		Terrace Studio	2. An ambitious national project: 10 years of fundraising for the new Natural History Museum of Denmark
		Lighthouse Gallery	3. Building Relationships with Australia’s Chinese Community
		Theatre	4. Nuit Blanche business model, from fundraising to sponsorship
KNOWLEDGE MIXER	4.45 pm	Lighthouse Gallery	Exchange Key Takeaways from the Case Study Section with your peers
KEYNOTE	5.00 pm	Lighthouse Gallery	Let’s talk about IMPACT
KEY LEARNINGS	5.30pm	Lighthouse Gallery	Key Learnings & Pending Questions
EVENING RECEPTION	6.30 – 8.30pm	Artspace, 43 - 51 Cowper Wharf Road Woolloomooloo	Official Welcome by Executive Director Alexie Glass-Kantor. Enjoy a drink and nibbles at Artspace.



ARTSPACE

Artspace is Australia's leading interdisciplinary space for the production and presentation of contemporary art. Through exhibitions, performances, artist residencies, and public programs, Artspace is where artists of all generations test new ideas and shape public conversation.

2019 NSW VISUAL ARTS EMERGING FELLOWSHIP

Valued at \$30,000, this Fellowship is offered by the NSW Government through Create NSW to enable a visual artist at the beginning for their career to undertake a self-directed program of professional development. With over 100 years of history, the Fellowship is a key exhibition for profiling the dynamism and breadth of artistic practice in NSW. Now in its 23rd year at Artspace, it continues to define new generations of contemporary art practice for both artists and audiences.

Find out more at artspace.org.au

EVENT DETAILS

THURSDAY 21 NOVEMBER

🕒 9:00am

Welcome to Culture Business

📍 Lighthouse Gallery

Corinne Estrada
Founder, Communicating the Arts
& Culture Business, Sydney
[@AgendaParis](#)

Fiona Menzies
CEO, Creative Partnerships Australia
[@CreativePships](#)

🕒 9:15am

Welcome to the Australian National Maritime Museum

📍 Lighthouse Gallery

Kevin Sumption
Director, Australian National
Maritime Museum, Australia
[@seamuseum_](#)

BIG PICTURE

🕒 9:30am

KEYNOTE

Giving Attitude: Findings of the private sector support survey

📍 Lighthouse Gallery

The Private Sector Support Survey is designed to inform policy and advocacy for investment in the arts across Australia. This report introduces a new rigour and depth to the question of what investment is raised, and what is behind the successes, and how the challenges can be overcome. It offers arts and cultural organisations a guide to the most successful fundraising strategies, and benchmarks to see how their fundraising earnings and costs compare with others.

Matthew Morse
Executive Director, Strategy and Programs
Creative Partnerships Australia, Australia
[@CreativePships](#)

Bridget F. Jones
Founder and Director
Wavelength, Australia
[@rightwavelength](#)

🕒 9:45am

KEYNOTE

Art Gallery of NSW surpasses \$100M fundraising target for expansion

📍 Lighthouse Gallery

John will reveal the insights of the largest public-private partnership of its kind to date in the Australian arts.

John Richardson
Director of Development
Art Gallery of NSW, Australia
[@ArtGalleryofNSW](#)

🕒 10:15am

CONVERSATION

Taking your community with you

📍 Lighthouse Gallery

Alex and Roland will discuss in their talk how a small organisation can foster support for a program of high ambition and how do you build the trust and shared sense of purpose needed to take a community of supporters on a journey into new artistic territory?

Alex Raupach
General Manager
Canberra International Music
Festival, Australia

Roland Peelman
Artistic Director
Canberra International Music
Festival, Australia
[@TheCIMF](#)

EVENT DETAILS

THURSDAY 21 NOVEMBER

USE YOUR ASSETS

🕒 11.20am

KEYNOTE

Use data and reach strategy in your funding work

📍 Lighthouse Gallery

This talk will focus on how the Royal Danish Theater use data and communication strategies for better funding results - and at the same time benefit from reaching a broader crowd.

Magnus Restofte
Communication Director
Royal Danish Theatre, Denmark
[@kglteater](#)

🕒 11.50am

INTERVIEW

The Old Vic - Fundraising without a safety net

📍 Lighthouse Gallery

Natasha will share the changes she implemented and challenges overcome as the Old Vic theatre embark on a £24m capital and revenue campaign over the next 3 years.

Natasha Harris
Director of Development
The Old Vic, United Kingdom
[@oldvictheatre](#)

CHAIR: Louise Parkin
Director – Special Projects
Execucare, United Kingdom
[@ExecucareUK](#)

🕒 12.30pm

PRACTICAL SESSIONS

4 sessions will take place simultaneously.

Participants are invited to select the session they wish to attend

1. Continue the Conversation

📍 Endeavour Pavilion

Discuss further with Magnus Restofte und Natasha Harris

Magnus Restofte
Communication Director
Royal Danish Theatre, Denmark
[@kglteater](#)

Natasha Harris
Director of Development
The Old Vic, United Kingdom
[@oldvictheatre](#)

2. How to involve artists in your Fundraising work?

📍 Lighthouse Gallery

Sue and Sarah discuss the opportunities and challenges of asking the artists to support the fundraising, sponsorship and education activities of your organisations.

Sue Donnelly
Director
Belvoir Theatre

Sarah Gilchrist
Head of Development
Belvoir Theatre
[@BelvoirSt](#)

3. Rocking the boat. Membership at Auckland Art Gallery. Reflections on leading institutional change

📍 Terrace Studio

Christiane shares her experience in growing membership, managing change, establishing commercial partnerships and discuss how one department can start a cultural shift within an organization.

Christiane Pracht
Membership Manager
Auckland War Memorial
Museum, New Zealand
[@aucklandmuseum](#)

4. Prospect segmentation in the real world – you've got the data, now what do you do with it?

📍 Theatre

A cultural organisation's member, visitor and audience data is amongst its most valuable corporate assets – but how do you effectively and efficiently leverage that asset to deepen engagement and build support? Amalia will share her experience in working with organisations, both large and small, on prospect segmentation models that have successfully helped prioritise efforts and deliver results. Taking inspiration from these case studies, we'll turn the mirror to your organisation in a short workshop that will ask you to consider what you know about your current and prospective donors, and provide the tools to shape that information into a segmentation structure that works.

Amalia Hordern
Associate Director
Tessitura Network, Australia
[@tessnetwork](#)

EVENT DETAILS

THURSDAY 21 NOVEMBER

PHILANTHROPY

🕒 2.35pm

INTERVIEW

How to approach philanthropists?

📍 Lighthouse Gallery

Emerging Philanthropy Leadership Award winner Dr Terry Wu will share his insights of his philanthropic activity and his perception of Philanthropy in Australia. He will discuss the expectations of Philanthropists and how the cultural sector should engage with them.

Terry Wu

Board Member
Australian Centre for the
Moving Image, Australia
[@ACMI](#)

CHAIR: Fiona Menzies

CEO, Creative Partnerships Australia
[@CreativePships](#)

🕒 3.45pm

PRACTICAL SESSIONS

4 sessions will take place simultaneously.

Participants are invited to select the session they wish to attend.

1. Continue the Conversation

📍 Endeavour Pavilion

Discuss further with Terry Wu.

Terry Wu

Board Member
Australian Centre for the
Moving Image, Australia
[@ACMI](#)

2. An ambitious national project: 10 years of fundraising for the new Natural History Museum of Denmark

📍 Terrace Studio

In 2023 Denmark opens the door to a new national museum of natural history - the biggest museum project in Denmark for more than 50 years. Behind this success lies all most 10 years of fundraising, political work and strategic communication to bring private foundations, the Danish Government and University of Copenhagen together in the realization of 180 million Euros for the new museum and galleries. Rikke will give us a walkthrough of the process, share insights of the strategy and do's and don'ts when you want to raise support an ambitious national project.

Rikke Sanderhoff Mørch

Head of Communication
Natural History Museum of
Denmark, Denmark
[@NHM_Denmark](#)

3. Building Relationships with Australia's Chinese Community

📍 Lighthouse Gallery

Building strong cultural and business connections across Asia is a strategic priority for the Melbourne Symphony Orchestra. This case study looks at the importance of building relevant relationships within the Chinese community in order to attract and engage sponsors and donors, and how to connect meaningfully for long term outcomes and success.

Suzanne Dembo

Senior Manager, External
Relations & Strategy
Melbourne Symphony Orchestra, Australia
[@MelbSymphony](#)


4. Nuit Blanche business model, from fundraising to sponsorship

📍 Theatre

Since its creation, the success of Nuit Blanche in Paris has led 35 cities to organize their own Nuit Blanche, from Brussels to Kyoto, Melbourne and Taipei. The support of partner companies is indispensable to the event's success as partners provide almost 50% of the budget. Yet partners increasingly want more in return for their financial support: they expect to co-create and involve their community. Given this, the need arises to reshape and redesign fundraising strategies in order to renew strategic partnerships and develop new ones, while assuring the value and artistic independence of Nuit Blanche.

Guillaume Maréchal

Head of Strategic Development,
Media and Commercial Partnerships City
of Paris, France [@Paris](#), [@guillaumarechal](#)

 5.00pm

FACE TO FACE

Let's talk about **IMPACT**

Lighthouse Gallery

In 2020, Science Gallery Melbourne will come to life through the generosity and leadership of a \$4million gift from philanthropists Peter and Ruth McMullin. Part of a global network of galleries, dedicated to building the next generation of creative problem solvers, Science Gallery Melbourne is a landmark project for The University of Melbourne – an Australian University for the world. In this presentation Ruth and Rose will explore the notion of impact. What does it mean to develop a gallery for young people, why the Mc Mullins chose to make such a significant gift to The University of Melbourne and Science Gallery Melbourne and how Ruth and Rose hope to impact the pathways of young adults.

Rose Hiscock

Director

Science Gallery Melbourne, Museums and Collections, University of Melbourne at Science Gallery Melbourne
University of Melbourne, Australia
[@unimelb](#)

Ruth McMullin

PROFESSIONAL DEVELOPMENT

LET'S CONTINUE THE CONVERSATION AND JUMP ON-LINE AFTER THE CONFERENCE TO:

- Access the Key Learnings to share with your team
- Explore the keynote and case studies presentations
- Listen to the podcasts of all the case studies
- Peruse the conference photos

You will have access online to all documents a few days after the conference

STAY TUNED

Want to keep up with the latest international trends in communication and fundraising? Read the interviews with the best leaders in subscribing to our monthly newsletters. Send your request to clementine@communicatingthearts.com

Professional social media is another way to connect with people and extend your network. Connect with other participants all around the world and from all our conferences in following our page Culture Business on LinkedIn.

OUR 4 COMMITMENTS

At Communicating the Arts and Culture Business, we believe in the power of art and people to make a positive change in the world and have four programmes that support:

- 1. ARTISTS:** Communicating the Arts, a non-profit association which support artists engaged in social projects which make an impact on communities. Contact: clementine@communicatingthearts.com
Applications close on 31 December 2019
 - 2. YOUNG TALENT:** To encourage the next generation to cultural leaders, we provide free admission to 30 professionals under 30 to our international conferences. Contact: janine@communicatingthearts.com
 - 3. THE PLANET:** Thanks to a partnership with the Business School of Copenhagen, Arts and Design students will research and select the most sustainable museum in the world. Contact: alexia@communicatingthearts.com
 - 4. PROFESSIONAL AND PERSONAL DEVELOPMENT:** Thanks to a partnership with Leadership Nouveau, a boutique coaching and consulting practice, all delegates are entitled to a complimentary 20-min session to review the results of their Leadership Skills Assessment. Find her at the Tasman Light Gallery at the National Maritime Museum Australia. Contact: suzanne@communicatingthearts.com
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MEET THE PRESS

During the conference, meet with the art editors of The Australian, The Art Newspaper, Time out, Artshub, Sydney Herald, AFR, Le Courrier Australien, SBS French, les Echos

SIMPLY THE BEST

Every year, we publish the "Best of" from the Culture Business and Communicating the Arts Conferences. You will receive the digital version of the *Best Of* from 2018. The *Best Of* 2019 will be available early 2020.

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**PROGRAMME
FRIDAY 22
NOVEMBER**

Programme subject to change



OVERVIEW

FRIDAY 22 NOVEMBER


OVERVIEW

			
REGISTRATION	From 8.00 am	Waterside Studio	Pick up your badge and program
CONVERSATION	8.15 am	Lighthouse Gallery	Celebrating F*** - Ups
WELCOME	9.00 am	Lighthouse Gallery	Welcome to the second day of Culture Business Sydney
WORKSHOP	9.15 am	Lighthouse Gallery	Body Language

SOCIAL IMPACT INVESTMENT

			
KEYNOTE	9.50 am	Lighthouse Gallery	Diversity as an activator for financial growth
CONVERSATION	10.20 am	Lighthouse Gallery	Social Enterprise, Sustainability & Income Generation
COFFEE BREAK	10.50 am	Ben Lexcen Terrace	
CONCURRENT SESSION	11.15 am	Waterside Pavilion	1. Art Gallery of South Australia's principal partnership with BHP to present Tarnanthi, a festival of Aboriginal and Torres Strait Islander art
		Terrace Studio	2. Unlocking the Imagination: A Creative Arts and Positive Mental Health Sponsorship
		Lighthouse Gallery	3. Music Match: Collaboration for Impact
		Endeavour Pavilion	4. Continue the conversation
KNOWLEDGE MIXER	12.15 pm	Lighthouse Gallery	Exchange Key Takeaways from the Case Study Section with your peers
KEYNOTE	12.30 pm	Lighthouse Gallery	Using Customer Experience to transform an organisation
LUNCH	1.00 pm	Ben Lexcen Terrace	Enjoy a lovely lunch, network with your peers
KEYNOTE	2.00 pm	Lighthouse Gallery	The shock of Notre Dame

CREATIVE BUSINESS MODELS & NEW REVENUE STREAMS

			
WORLD CAFÉ	2.30pm	Lighthouse Gallery	How to make it work?
CONCURRENT SESSION	3.00 pm	Waterside Studio	1. The power of funding through Public and Private Ancillary Funds
		Endeavour Pavilion	2. Daring Greatly Workshop
		Terrace Studio	3. The Sustainable Museum: How the International Spy Museum pioneered a new museum model without the need for traditional fundraising?
		Lighthouse Gallery	4. Continue the Conversation
COFFEE BREAK	3.45 pm	Ben Lexcen Terrace	
CONVERSATION	4.15 pm	Lighthouse Gallery	Philanthropy's new role in the media – Guardian Australia case study
PANEL DISCUSSION	4.45 pm	Lighthouse Gallery	Working with Boards for fundraising success
CLOSING REMARKS	5.30 pm	Lighthouse Gallery	Key Learnings

EVENT DETAILS

FRIDAY 22 NOVEMBER

🕒 8:15am

F*** Up Champions

📍 Lighthouse Gallery

Our mistakes and failures are gifts, gems, guideposts in our learning and growth as people. Failures, mistakes, screw-ups and shortcomings need to be embraced because they not only make us uniquely who we are, but they also teach us powerful lessons.

Suzanne Salter

Founder and Principal Coach
Leadership Nouveau, Australia

🕒 9.00am

Welcome back to the 2nd day of Culture Business

📍 Lighthouse Gallery

Corinne Estrada

Founder, Communicating the Arts & Culture Business, Sydney
@AgendaParis

Este Darin-Cooper

State Manager NSW & ACT
Creative Partnerships Australia
@CreativePships

🕒 9.15 am

Body Language Workshop

📍 Lighthouse Gallery

How we communicate determines how we are perceived. Does our physical presence teach people that we are confident, trustworthy and credible? Or do we communicate a story of insecurity, uncertainty and unease? In this session, discover how the embodiment of grounded balance, positive body language, purposeful gestures and an appropriate level of energy greatly enhances physical presence. Remember, you are the author and editor of your physical story. Awareness of physical presence will give you the freedom and power to write a new and more compelling story of physical confidence, ease, flexibility and power.

Anna Houston

Director, Auteur, Australia

Les Chantery

Director, Auteur, Australia

SOCIAL IMPACT INVESTMENT

🕒 9:50 am

KEYNOTE

Diversity as an activator for financial growth

📍 Lighthouse Gallery

Darin will discuss how having a more diverse team will push your institution into different thought processes in your fundraising strategy.

Darin Conley-Buchsieb

Director, Human Resources
San Francisco Ballet, United States
@sfballet

🕒 10:20am

FACE TO FACE

Social Enterprise, Sustainability & Income Generation

📍 Lighthouse Gallery

How can charities / NFPs use seed funding to establish income generation models, meeting their KPIs and contributing towards their bottom line? With discussion around the place of Impact Investment, can Social Enterprise provide a more achievable model for NFPs with the added benefit of financial surplus flowing back into the org instead of out to private investors?

Paul Mayers
Head of Social Enterprise
Carclew

Kirrily Snape
Creative Consultant
Carclew
@Carclew

EVENT DETAILS

FRIDAY 22 NOVEMBER

🕒 11.15am

PRACTICAL SESSIONS

4 sessions will take place simultaneously. Participants are invited to select the session they wish to attend.

1. Art Gallery of South Australia's principal partnership with BHP to present Tarnanthi, a festival of Aboriginal and Torres Strait Islander art

📍 Waterside Pavilion

In 2015 BHP and the Art Gallery of South Australia (AGSA) announced an inaugural partnership to present TARNANTHI, a festival celebrating Aboriginal and Torres Strait Islander art. Following the success of the 2015 partnership a further five-year commitment was announced. This new partnership includes a \$17.54M investment from BHP to AGSA to present TARNANTHI annually from 2017 through to 2021. In the partnership's first year, BHP and AGSA was awarded the SA Premier's Community Excellence Award in Mining and Energy for setting and achieving a high standard for leadership in and commitment to social responsibility initiatives. The presentation will include an overview of the partnership approach, key deliverables talking to test cases from the 2015, 2017 and 2018 events as well as learnings.

Gillian Mercer

Head of Development
Art Gallery of South Australia (AGSA), Australia
[@agsa_adelaide](#)

Emily Perry

Head of Corporate Affairs
BHP Olympic Dam, Australia

2. Unlocking the Imagination: A Creative Arts and Positive Mental Health Sponsorship

📍 Terrace Studio

The Art Gallery of Western Australia (AGWA) and Healthway, Act-Belong-Commit sponsorship commenced in 2016. Healthway are a government organisation who provide sponsorship funding to sporting, community and arts organisations. The sponsorship directs support to AGWA's Annual high school exhibition, Pulse Perspectives, as well as supporting ongoing youth focused activities, programs and workshops. A key AGWA commitment is to incorporate positive mental health messages and themes within the communication strategies for the exhibition, and the broader activities that the sponsorship supports. Time, energy, getting it wrong, getting it right, have all been part of the evolution of this sponsorship. Josephine will talk about her approach, the challenges she faced and how she developed understanding and trust in this partnership.

Josephine Tanham

Development Manager
Art Gallery of Western Australia, Australia
[@ArtGalleryWA](#)

3. Music Match: Collaboration for Impact

📍 Lighthouse Gallery

Music Match is a delivery nexus between music education services and private giving to equalize opportunities for disadvantaged schools. National standardised testing of Australian children consistently shows disadvantaged students falling well below educational expectations. Meanwhile a mounting body of research provides compelling evidence for the positive impact of music education on brain development. Private philanthropy had been filling the funding gap in some schools, paying for the delivery of specialist music programs. Fuelled by the desire to see less duplication and more impactful investments they provided the inspiration for Music Match. Music Match was conceived to trial a model of collaboration that can be replicated and transferred to various social causes.

Hannah Allert

Manager, Arts Programs
Carclew
[@Carclew](#)

4. Continue the conversation

📍 Endeavour Pavilion

Discuss further with Darin Conley-Buchsieb.

Darin Conley-Buchsieb

Director, Human Resources
San Francisco Ballet, United States
[@sfballet](#)

EVENT DETAILS

FRIDAY 22 NOVEMBER

🕒 12.30pm

KEYNOTE

Using Customer Experience to transform an organisation

📍 Lighthouse Gallery

At a time when nonprofits are becoming ever more focused on being donor-centric, Belinda from the Australian Red Cross will discuss how one charity has innovated using research and feedback from its supporters, donors and other stakeholders.

Belinda Dimovski

Director Engagement and Support
Australian Red Cross, Australia
[@RedCrossAU](#)

🕒 2.30pm

World Café

📍 Lighthouse Gallery

Brainstorm and network with your peers.

Corinne Estrada

Founder, Communicating the Arts
& Culture Business, Sydney
[@AgendaParis](#)

🕒 2.00pm

KEYNOTE

The shock of Notre Dame and the resulting large mobilisation

📍 Lighthouse Gallery

The almost 900-year-old Notre Dame is not only a religious symbol, but also a cultural, civic and national emblem for the French. In April of this year, the Cathedral caught fire and the apocalyptic images went viral around the world.

France has collected almost 1 billion Euros in donations within 48 hours.

Guillaume will share key Learnings from on a worldwide fundraising campaign: How fundraisers have developed quick innovative tools to welcome corporate and individual donations? What has been the timeframe?

How has the French government responded to the call? Beyond collecting money, what responsibility do fundraisers have when potential divisions can easily be sown in the face of a national tragedy?

Guillaume Maréchal

Head of Strategic Development, Media and Commercial Partnerships
City of Paris, France
[@Paris](#), [@guillaumarechal](#)

CREATIVE BUSINESS MODELS & NEW REVENUE STREAMS

🕒 3.00pm

PRACTICAL SESSIONS: 4 sessions will take place simultaneously. Participants are invited to select the session they wish to attend.

1. The power of funding through Public and Private Ancillary Funds

📍 Waterside Studio

With over \$457 million and \$390 million distributed by Private (PAF) and Public Ancillary Funds (PuAF) respectively each year, there is considerable opportunity for non-profits to seek funding.

Both Fund types are required to distribute a certain amount of their assets each year, with many distributing much more. Both exist to distribute money, but how does one engage with one? It helps to treat these Funds like people, and the journey like building a relationship, which requires significant research and a good long-term strategy.

A subscription to the Complete Guide to Australia's Private Ancillary Funds contains over 10 years of research into PAFs, and more recently: PuAFs.

Anna Apuli

Senior Researcher
AskRIGHT, Australia
[@Ask_RIGHT](#)

2. Daring Greatly Workshop

📍 Endeavour Pavilion

As Theodore Roosevelt accurately declared, it's not the critic who counts, but he or she who strives to do the deeds; to "Give it a go" as we say in Australia. In this self-discovery workshop, we'll look at what your own daring greatly looks like and what could become possible if you did. We'll also look at what's holding you back. Participants can expect to walk away with a plan and the motivation to dare greatly!

Suzanne Salter

Founder and Principal Coach
Leadership Nouveau, Australia

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3. The Sustainable Museum: How the International Spy Museum pioneered a new museum model without the need for traditional fundraising?

 Terrace Studio

How can museums become self-sustaining without the need for traditional fundraising? The International Spy Museum launched in Washington, DC in 2002 as the first major for-profit museum. Now, 18 years later, the Museum has transcended the traditional museum business model—and ignited a new breed of self-sustaining museums throughout the country. Learn the strategies behind business planning, operations management, private/public partnerships, and out-of-the-box thinking that created this iconic success story. Culture Business attendees will come away with tried-and-true monetization tactics, dos and don'ts of self-operating, and creative strategies to engage new audiences.

Gretchen Coss

Senior Associate, Director of Business Development
Gallagher Museum Services, USA
[@GandA_Design](#)

4. Continue the conversation

 Lighthouse Gallery

Discuss further with Guillaume Maréchal

Guillaume Maréchal

Head of Strategic Development, Media
and Commercial Partnerships
City of Paris, France
[@Paris](#), [@guillaumarechal](#)

 4.15pm

CONVERSATION

Philanthropy's new role in the media – Guardian Australia case study

 Lighthouse Gallery

The decline in advertising revenue experienced across all media outlets means that new models of support are required to safeguard quality independent journalism. Philanthropic support for public interest journalism is established in the US and UK but is relatively new in Australia. Janine Collins has been assisting The Guardian in this early stage of building its new philanthropic program through the Guardian Civic Journalism Trust. The first philanthropic grant to the Guardian Civic Journalism Trust was given by the Balnaves Foundation for an Indigenous affairs reporting and education initiative. Within months, the high impact of the program was evident.

Janine Collins

Cultural Strategist
J9 Consulting,
Australia
[@_janinecollins](#)

Hamish Balnaves

CEO
Balnaves Foundation,
Australia
[@TheBalnaves](#)

 4.45pm

PANEL DISCUSSION

Working with Boards for fundraising success

 Lighthouse Gallery

Board members are key factors in attracting major donors. They can also be especially helpful in soliciting funds from corporations or foundations. Should arts organisations have board members acknowledge that fundraising is part of their job from the outset? How can boards be used to better support fundraising?

Julian Knights AO

Chair, Sydney Art
Quartet & Kaldor Arts Projects,
Australia

Kerri Glasscock

Festival Director/CEO
Sydney Fringe Festival, Australia
[@sydneyfringe](#)

Ann Johnson

Director, W & A Johnson
Family Foundation,
Co Chair, Philanthropy Australia,
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...
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THE ARTS 25
LAUSANNE
22-24 JUNE 2020**
...

Theme: Placemaking
Host venue: Plateforme 10

CONFERENCES TO COME



Communicating the Arts
New Orleans October 2020



Communicating the Arts
Budapest 2021



Communicating the Arts
San Francisco 2021

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