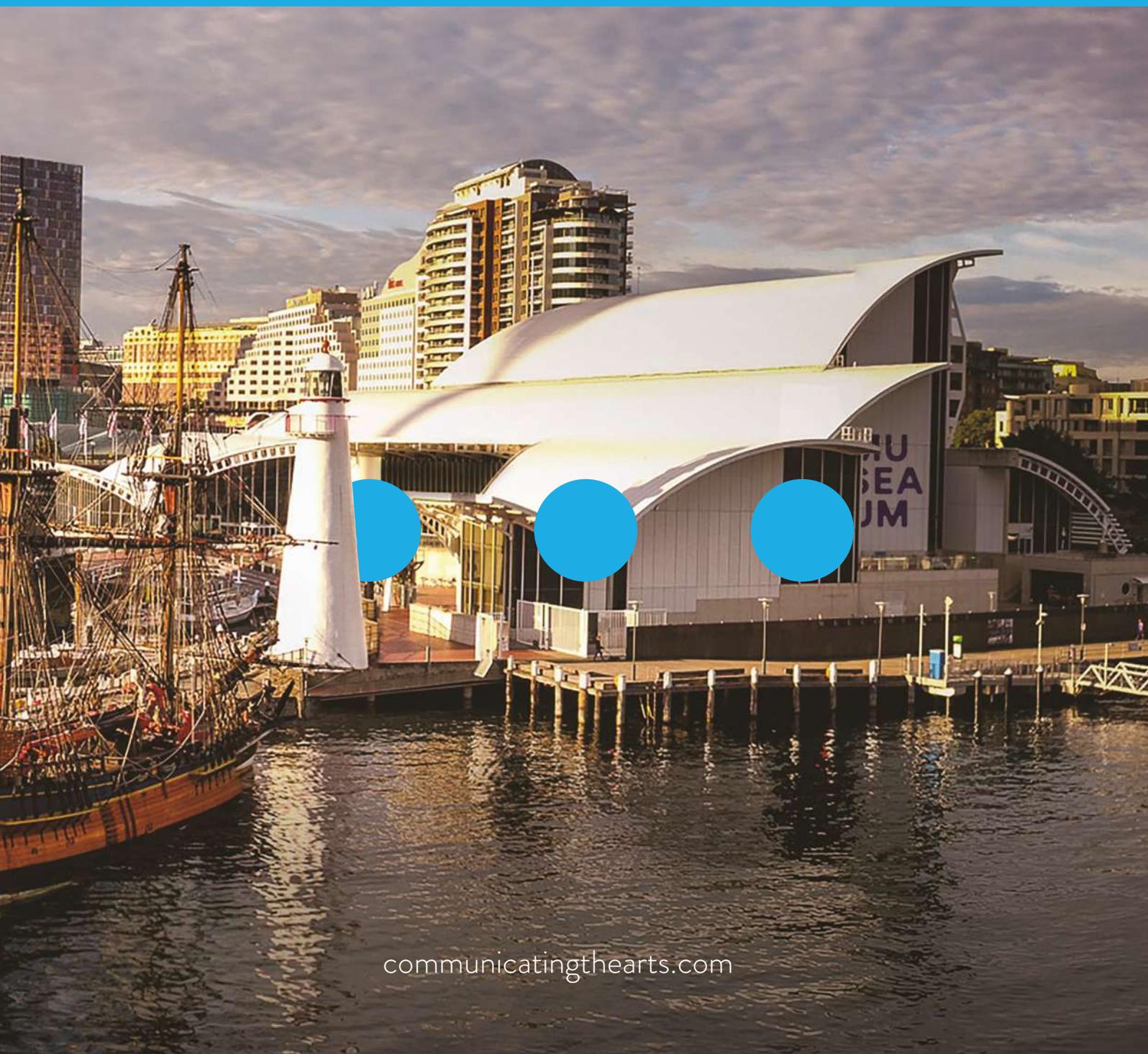


...
**COMMUNICATING
THE ARTS 24
SYDNEY
12-14 NOVEMBER 2019**
...

PROGRAMME

The international conference for cultural leaders



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.

Five years after our first conference in Australia, we're very excited to bring Communicating the Arts back to Sydney and to be opening the conference to the performing arts sector for the first time.

I truly hope you'll be inspired by the forty expert speakers who have travelled from Africa, Europe, the Americas, 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 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



Each year more than one million visitors enjoy our galleries and outdoor exhibits. Our attendances have grown rapidly in recent years, primarily in response to a new range of experiences and facilities we have built over the last five years. These include a panoramic cinema, a separate 3D cinema and a series of home-grown, interactive-exhibitions – all of which I encourage you to seek out.

These new facilities have transformed our visitor's experience and this year we unveiled the next stage of our rejuvenation – a bold, new, attention-grabbing logo and striking colour scheme inspired by the sea - I will certainly be keen to hear your thoughts on whether or not these new facilities and new identity, have indeed captured the spirit and intent of a modern, museum of the sea?

Today, museum visitors expect to have a very personal relationship with “their” museum. To do this we all need both to deploy new technologies and ensure we have a clear and consistent message that's evident in everything we do, from our merchandise to our exhibits.

Because these days there is heightened competition for people's time, so it's more important than ever to stand out in the crowded cultural marketplace. And the best place to see hear and understand who's standing out in the CROWD right now, is at this years “Communicating the Arts” conference.

Kevin Sumption
Director & CEO
Australian National Maritime Museum



As Venue Partner, I'm delighted to warmly welcome colleagues from across Australia and around the world to the Art Gallery of New South Wales. We're one of Australia's flagship art museums, situated on this magnificent site in Sydney.

The Art Gallery of NSW expansion – the Sydney Modern Project – will provide significantly more space for the display and enjoyment of art in all its evolving forms, with more opportunities for our visitors to learn, create and discover. The Gallery's new building, designed by renowned architects, SANAA, brings together art, architecture and landscape in spectacular new ways in one of the world's most beautiful locations.

Dr. Michael Brand
Director
Art Gallery New South Wales



Cultural Leadership is about innovation, collaboration and opportunity. It is about striving to find new ways to present information and engage audiences in a relevant and meaningful way. But primarily, for us, it's about leading by example.

At AGB Events we are continually exploring new approaches to creating innovative solutions. Our work is original, inventive and current – and curated specifically to build, educate and engage audiences across the world.

Our expertise is digital storytelling, AGB Events utilises art and technology to design meaningful concepts that are often inspired by history and culture. We engage a collaborative approach to help create a narrative, re-imagine artefacts and produce visual masterpieces. Staying abreast of technology advances and presenting information in a new light is important in ensuring the audience's cultural experience remain fresh and fascinating.

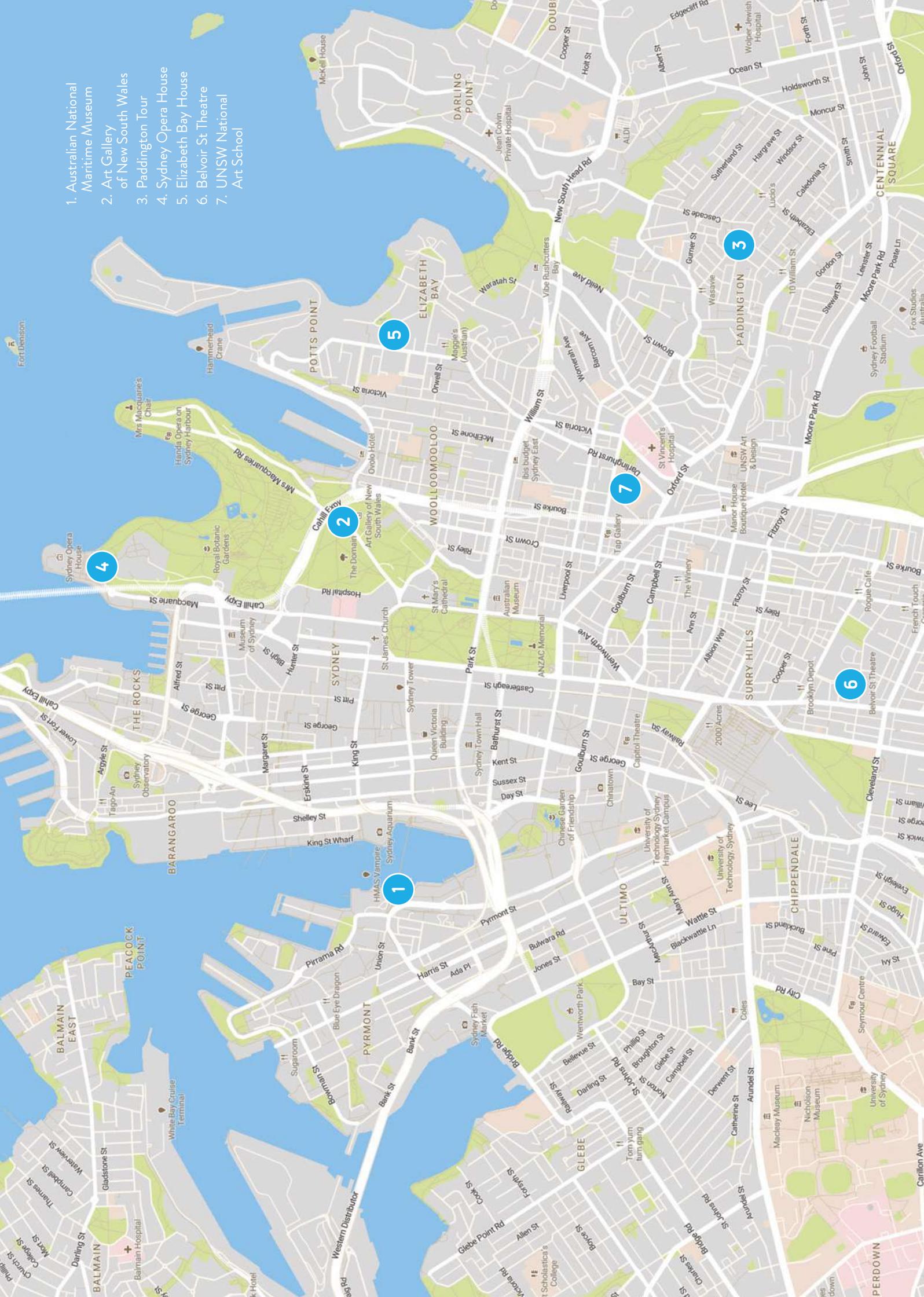
AGB Events is committed to promoting Australia's cultural industry overseas and are thrilled that our most recent work, Beauty, Rich and Rare - commissioned by the National Library of Australia, will be touring overseas in 2020. We'd love you to take a look.

www.agb.events

Anthony Bastic
CEO
AGB Events



1. Australian National Maritime Museum
2. Art Gallery of New South Wales
3. Paddington Tour
4. Sydney Opera House
5. Elizabeth Bay House
6. Belvoir St Theatre
7. UNSW National Art School



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**COMMUNICATING
THE ARTS 24
SYDNEY
12-14 NOVEMBER 2019**

...

**PROGRAMME
TUESDAY 12
NOVEMBER**

Programme subject to change

OVERVIEW

TUESDAY 12 NOVEMBER

OVERVIEW VENUE: AUSTRALIAN NATIONAL MARITIME MUSEUM



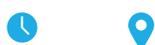
REGISTRATION	8:00am	In front of the Waterside Studio	Pick up your badge and programme
SMOKING CEREMONY	9:00am	Performance Platform	Traditional opening ceremony officiated by Brendan Kerin
WELCOME	9:15am	Lighthouse Gallery	Welcome to Communicating the Arts

BEING BOLD



OPENING KEYNOTE	9:45am	Lighthouse Gallery	How can we sleep while our beds are burning? Arts Leadership, Climate and the Need for Change
PANEL	10:15am	Lighthouse Gallery	Women in charge, Women in charge
COFFEE BREAK	11:00am	Ben Lexcen Terrace	
CASE STUDIES	11:30am	Waterside Studio	1. New Leadership Models 1.1 Practice-based leadership: When artists drive the strategic vision 1.2 The Producer as a Leader
		Theatre	2. Make a U-turn, please. The paradoxes of artistic leadership
		Lighthouse Gallery	3. Engaging with Asian and International Student Audiences 3.1 Are we missing out on the biggest new audience in our cities? Asia Pop Fest 2017 3.2 Sydney Opera House: Engaging Chinese audiences
KNOWLEDGE MIXER	12:30pm	Lighthouse Gallery	Knowledge networking with delegates
LUNCH	1:00pm	Ben Lexcen Terrace	Enjoy a lovely lunch sponsored by Laissez Faire, network with your peers and explore the collections of the Australian National Maritime Museum 

FOSTERING DIVERSITY



KEYNOTE	2:00pm	Lighthouse Gallery	Brand Leadership: Growing a successful brand when everything else is shifting
CASE STUDIES	2:30pm	Waterside Studio	1. Diversity and Collaboration 1.1 Inclusion and Owning the Pipeline 1.2 Collaborative Cultural Leadership
		Theatre	2. Leading in Uncertain Times 2.1 Rising heart: Steering the ship through times of change 2.2 The National Theatre of Parramatta: Leadership in inclusivity and practice, identity and a building brand
		Lighthouse Gallery	3. Building Communities 3.1 HOTA: The Arts Centre as community leader 3.2 Arts Centre Melbourne: Collaboration at the Centre
COFFEE BREAK	3:30pm	Ben Lexcen Terrace	
WORKSHOP	4:00pm	Lighthouse Gallery	Consciously Living and Leading a Creative Legacy
KEYNOTE	4:45pm	Lighthouse Gallery	Circus Zambia: From the Street to Stage
WHAT'S ON YOUR MIND?	5:15pm	Lighthouse Gallery	Pending questions with our provocateur philosopher

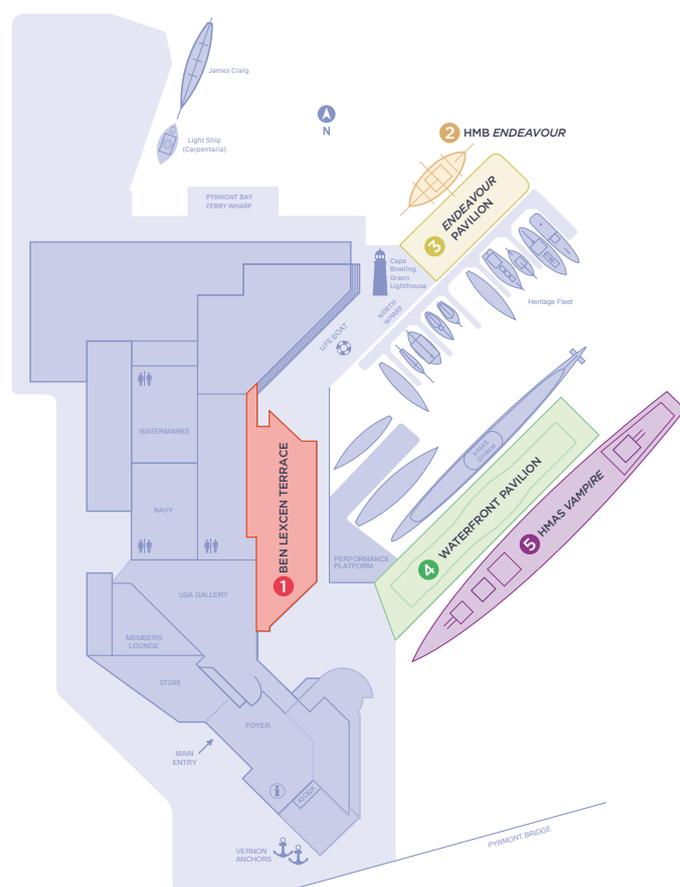
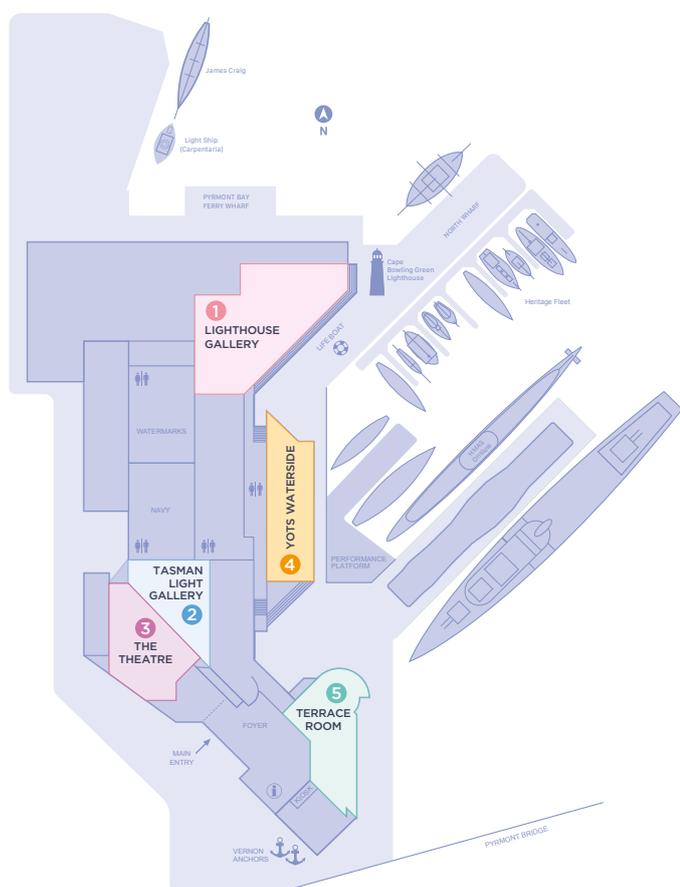
OVERVIEW

TUESDAY 12 NOVEMBER

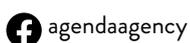
WELCOME RECEPTION SPONSORED BY  urban fitouts & construction



RECEPTION	6:00 – 8:00pm	Endeavour Pavilion	<p>Network with your fellow delegates over drinks and nibbles. Join a conversation with CEO of Urban Fitouts & Construction Dominique Gill and Australian artist Jasper Knight. Thanks to our partners: Archie Rose Distilling Co. for the spirits and Tyrrell's for the wine.</p>
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WITH THANKS TO OUR PARTNERS



EVENT DETAILS

TUESDAY 12 NOVEMBER

VENUE: AUSTRALIAN NATIONAL MARITIME MUSEUM

🕒 9:00am

Smoking Ceremony

📍 Performance Platform

Traditional opening ceremony officiated by Brendan Kerin.

WELCOME

Welcome to Communicating the Arts Sydney

📍 Lighthouse Gallery

Corinne Estrada

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

Welcome to the Australian National Maritime Museum

Kevin Sumption

Director & CEO
Australian National Maritime Museum, Sydney
[@seamuseum_](#)

🕒 9:45am

OPENING KEYNOTE

How can we sleep while our beds are burning? Arts Leadership, Climate and the Need for Change.

📍 Lighthouse Gallery

Our opening keynote is a rallying call for cultural leadership by one of Australia's leading Artistic Directors. The CSIRO identify 6 megatrends that will affect human existence for the next few decades: from social changes, that will see an aging population living longer, to the mass extinction and climate events, from the move to experiences rather than material objects through to the changing power dynamic in favour of the East and South. Against this backdrop, how can arts and culture can play a role in carving out a sustainable future?

Wesley Enoch

Artistic Director
Sydney Festival, Australia
[@sydney_festival](#)

🕒 10:15am

PANEL

Woman in Charge, Woman in Change

📍 Lighthouse Gallery

How can women in the creative industries crack the glass ceiling and shine? What are the issues? How far have we come? What still needs to be done? Join our thought-leader panelists in exploring these key questions.

Tarragh Cunningham

Assistant Director
Queensland Art Gallery | Gallery of Modern Art, Australia
[@QAGOMA](#)

Sue Donnelly

Executive Director
Belvoir St Theatre, Australia
[@Susandonnelly](#)

Dominique Gill

Founder & managing Director
Urban Fitouts & Construction, Australia

Tessa Sexton

Associate Director
McCarthy Mentoring, Australia

Tatyana Franck

Director
Musée de l'Élysée, Switzerland
[@TatyanaFranck](#)

CHAIR: Gina Fairley

Editor in chief
ArtsHub, Australia
[@ginafairley](#)



EVENT DETAILS

TUESDAY 12 NOVEMBER

 11:30am

CASE STUDIES: AGILE LEADERSHIP

Four sessions, with two case studies each, will take place simultaneously. Participants are invited to choose one session and will be invited to share their “golden nuggets” afterwards.

Podcasts of the case studies on [communicatinghearts.com](https://www.communicatinghearts.com)

1. New Leadership Models

 Waterside Studio

1.1 Practice based leadership: When artists drive the strategic vision

This case study explores how generative practice and emerging methodologies interrupt traditional approaches to leadership in large institutions. Lilly curates and invests in hidden moments of impact, creating small engagements as sites for activation and it is from this vantage point that she discusses a new approach to strategic visioning.

Lilly Blue

Education and Visitor Experience Officer
Art Gallery of Western Australia, Australia
[@ArtGalleryWA](https://www.instagram.com/ArtGalleryWA)

1.2 The Producer as a Leader

Producers are a critical component in creating space for art and preventing burn-out, turn-over and drop-off in the performing arts sector, finding and creating resources and developing audiences and artists. After receiving the Rose Byrne Scholarship for an Emerging Female Leader in the Arts, Imogen was given the opportunity to investigate the intersection between producing and leadership in the arts, especially among female producers who must navigate competing interests and gendered assumptions about leadership styles in their work.

Imogen Gardam

Associate Producer, Programming
Griffin Theatre Company, Australia
[@griffinthatre](https://www.instagram.com/griffinthatre)

2. Make a U-turn, please. The Paradoxes of Artistic Leadership

 Theatre

Expectations are high of today's arts leaders. We need to be careful and consistent but also nimble and daring. What happens when things don't go to plan? Today's cultural leaders are defined less by the end result and more by how they deal with the challenges along the way. How do you navigate compromise whilst staying true to your vision? How do you prevail over institutional obstacles? When is the right time to change course? Join Elaine and Anthony as they share their experiences and discuss how perseverance and resilience are essential characteristics of modern leadership.

Elaine Chia

CEO
City Recital Hall, Australia
[@CityRecitalHall](https://www.instagram.com/CityRecitalHall)

Anthony Bastic

Chief Executive Officer
and Creative Director
AGB Events, Australia
[@agbevents](https://www.instagram.com/agbevents)

EVENT DETAILS

TUESDAY 12 NOVEMBER

3. Engaging with Asian and International Student Audiences

 Lighthouse Gallery

3.1 Are we missing out on the biggest new audience in our cities? Asia Pop Fest 2017

Over 200,000 international students call Melbourne home and Mandarin is now the top language spoken by residents of Melbourne's CBD (above English). But how many cultural institutions engage with this huge young demographic, or even know what they are interested in? 6500 international students (and their pop curious friends) screaming themselves hoarse at Asia Pop Fest for Asia TOPA 2017 in the Sidney Myer Music Bowl, showing a glimpse of this significant new cultural force- and new market- in our own city. Kate discusses her experiences in creating a major event for this demographic including marketing strategies, content curation and government / corporate partnerships. She will also reflect on future trends and opportunities for engaging young Asian audiences in Melbourne.

Kate Ben-Tovim

Associate Director
Asia TOPA Arts Centre
Melbourne, Australia
[@Asia_TOPA](#)

3.2 Sydney Opera House: Engaging Chinese audiences

Today, the Sydney Opera House relies on technology and partnerships to engage with Chinese audiences. The customer journey for a performing arts centre often starts online, transitions to an on-precinct experience, and ideally continues after a visitor has returned home. Should a cultural organisation strive for a uniform experience for all visitors? Sydney Opera House considers its diverse audience when making decisions about its technology stack, workforce, products, and payment systems. It relies on CRM marketing to understand and communicate with its audience. How has growing international visitation influenced Sydney Opera House's strategy and priorities? What were the pitfalls and mirages?

Nic Boling

Chief Technology Officer
Sydney Opera House
[@SydOperaHouse](#)

EVENT DETAILS

TUESDAY 12 NOVEMBER

🕒 2:00pm

KEYNOTE

Brand Leadership: Growing a successful brand when everything else is shifting

📍 Lighthouse Gallery

Festivals are inherently ephemeral. When venues aren't owned, programming changes every year and even core staff members are mostly seasonal, how do you retain a clear identity and generate box office success? Tina delves into the art of maintaining a successful arts brand and a healthy box office in an environment when everything is constantly shifting.

Tina Walsberger

Marketing and Communications Director
Edinburgh International Festival, Scotland
[@TinaWalsberger](#)

🕒 2:30pm

CASE STUDIES: TRANSFORMING THROUGH CONNECTION

Three sessions, with two case studies each, will take place simultaneously. Participants are invited to choose one session and will be invited to share their “golden nuggets” afterwards.

Podcasts of the case studies on [communicatinghearts.com](#)

1. Collaborating Cultures

📍 Waterside Studio

1.1 Inclusion and owning the pipeline

Diversity advocate and leader Darin Conley-Burnley discusses diversity issues across the organisational matrix of the board, staff, art, patrons and donors.

Darin Conley-Buchsieb

Human Resources Director and Head of Diversity, Equity & Inclusion
San Francisco Ballet, United States
[@sfballet](#)

1.2 Collaborative Cultural Leadership

In January 2019, the Belvoir St. Theatre embarked on its biggest ever production in its 35 year history: Counting and Cracking, a collaboration with Western Sydney based Co-Curious. Featuring a cast of 16 actors from six different countries, speaking in five languages and performing 50 characters, this huge show was a risky but absolutely essential undertaking for Australian theatre to remain relevant to our wider society. The bigger challenge was the five years leading up to the production in which two quite dissimilar organisations found the common language, aesthetic and determination to make this multi award-winning work and prove that culturally collaborative leadership takes time but if invested in sufficiently, reaps untold benefits. This presentation discusses the challenges, the compromises and the risks involved.

Sue Donnelly

Executive Director
Belvoir St Theatre, Australia
[@susandonnelly](#)

2. Adaptive Leadership

📍 Theatre

2.1 Rising heart: steering the ship through times of change

The only constant in life is change, often though unforeseen events which occur at once. Ashleigh Campbell, Director of KickArts Contemporary Arts, is tasked with charting a new vision for the 27-year-old organization, currently undergoing building and internal redevelopment. This case study covers honing your emotional intelligence, practicing an adaptive leadership style, building unified teams and strategies for shifting habit through action to generate buy-in.

Ashleigh Campbell

Director
KickArts Contemporary Arts, Australia

The National Theatre of Parramatta: Leadership in inclusivity and practice, identity and a building brand

The National Theatre of Parramatta is one of Australia's most dynamic theatre companies. In addition to producing high quality works, it is also taking a fresh approach to theatre making where shows are not the end point, but part of the continuum of an evolving circle which encompasses artists, audience engagement and capacity building. The company is actively building creative communities that speak to a new wave of global theatre-making where authentic, inclusive voices are welcoming new audiences and fresh formerly unheard voices are speaking to the future.

Joanne Kee

Executive Producer
Riverside's National Theatre of Parramatta, Australia
[@RiversideParra](#)

EVENT DETAILS

TUESDAY 12 NOVEMBER

3. Building Communities

Lighthouse Gallery

3.1 HOTA: The Arts Centre as Community Leader

When Criena moved from Melbourne to develop the Gold Coast's Culture Strategy 2023, the city had a reputation as Australia's playground, a cultural desert best known for meter maids, schoolies and the glitter strip. Turns out, the Gold Coast is now investing more in artists, creative industries and cultural infrastructure than just about anywhere else.

Criena share her learnings on why -

- top-down strategy and political leadership are important;
- placing artists at the heart of everything leads to success;
- we need to leverage big moments like the Commonwealth Games
- it's important to create a cultural precinct as a home for the arts;
- she genuinely has to wear her togs to work to see great local art.

Criena Gehrke

CEO

HOTA – Home of the Arts, Australia

[@hotagc](#)

3.2 Arts Centre Melbourne: Collaboration at the Centre

Over the past few years, the breadth and range of performing arts presentations, at Arts Centre's Melbourne's own risk, have increased and diversified. Reflecting on the transformation that was happening across Australia's largest performing arts centre, the programing decisions were driven by the values of being inclusive, welcoming, collaborative and representative of our diverse population. The programs are compelled by urgent energies from here and around the world and illustrated by personal stories told by vital and often underrepresented voices on Australian stages.

Edwina Lunn

Director of Programming
Arts Centre Melbourne, Australia

[@artscentremelb](#)

 4:00pm

WORKSHOP

Consciously Living and Leading a Creative Legacy

Lighthouse Gallery

Join international life coach and clarity leader Vashti Whitfield on a journey to discover your legacy drivers in this experiential workshop. We'll dive deep into a robust and evocative exploration into creativity, resilience, mindset and legacy. Learn about the neuroscience of resilience and how to harness creativity through the filter of a Legacy Driven mindset.

Vashti Whitfield

Clarity & Perspective Coach,
Speaker and Teacher, Australia

[@maybemqueen](#)

 4:45pm

KEYNOTE

Circus Zambia: From the Street to the Stage

Lighthouse Gallery

Our international keynote will close the day presenting the inspirational work Circus Zambia does in local community. Gift Chansa is the Artistic Director of Circus Zambia, a creative hub and a company that equips young people with circus, life skills, social skills, entrepreneurship and job opportunities. He will discuss the work his team does in Chibolya, Lusaka in Zambia combining circus and life skills training and the long term effects this has in his community.

Gift Chansa

Artistic Director
Circus Zambia, Zambia

[@CircusZambia1](#)



Specialists in digital storytelling

Through technology and artistry, AGB Events communicates history and culture into meaningful and memorable audience experiences.

Discover how we can bring your stories to life.

www.agb.events



- *Beauty Rich and Rare* – National Library of Australia
- *Vivid Light Sydney*
- *Parrtjima – A Festival In Light*
- *Treasures Illuminated* – Australian Museum

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**COMMUNICATING
THE ARTS 24
SYDNEY
12-14 NOVEMBER 2019**

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**PROGRAMME
WEDNESDAY
13 NOVEMBER**

Programme subject to change

OVERVIEW

WEDNESDAY 13 NOVEMBER

OVERVIEW VENUE: AUSTRALIAN NATIONAL MARITIME MUSEUM



REGISTRATION	8:00am	In front of the Waterside Studio	Pick up your badge and program
MORNING COFFEE	8:30am	Ben Lexcen Terrace	
WELCOME BACK	9:00am	Lighthouse Gallery	Corinne Estrada and Adrian Collette, CEO of the Australia Council for the Arts, welcome you for the second day of the conference.

TRANSFORMING THROUGH DIGITAL



KEYNOTE	9:15am	Lighthouse Gallery	Leading the conversation in digital: Think China
PANEL	9:45am	Lighthouse Gallery	Connecting: How do contemporary digital practices lead audiences today?
DIGITAL IMMERSION	10:30am	Lighthouse Gallery	Augmented (IR)reality Adventure with Artist Charles Clapshaw
COFFEE BREAK	10:45am	Ben Lexcen Terrace	
CASE STUDIES & WORKSHOPS	11:15am	Theatre	1. Indigenous knowledge and technological development 1.1 John Mawurndjul: the Old and the New 1.2 The Big Sky
		Lighthouse Gallery	2. Managing your Energy in Arts Environments
		Waterside Studio	3. Organisational Creativity for Creative Organisations
		Endeavour Pavilion	4. Daring greatly
WORLD CAFÉ	12:15pm	Lighthouse Gallery	Shaping our futures through conversations that matters
DISCOVERY LUNCH	1:00pm	Ben Lexcen Terrace	Enjoy a lovely lunch sponsored by Laissez Faire, network with your peers and explore the collections of the Australian National Maritime Museum 

CHALLENGING THE STATUS QUO



KEYNOTE	2:00pm	Lighthouse Gallery	Poster Boy: Art and Politics
PAUSE FOR THOUGHTS	2:30pm	Lighthouse Gallery	Stop and think about big ideas
IN CONVERSATION	2:45pm	Lighthouse Gallery	Leadership for the 21st Century Museum
COFFEE BREAK	3:15pm	Ben Lexcen Terrace	
CASE STUDIES	3:45pm	Waterside Studio	1. Bringing Heritage to Life 1.1 Hyde Park Barracks: Sydney Living Museum 1.2 Start Space Entrepreneurs: State Library Victoria
		Lighthouse Gallery	2. Truth Telling: New ways to tell old stories 2.1 Who owns the stories of our institutions? Notes from the Louvre, Abu Dhabi 2.2 Made in Hong Kong: A new reference point in museum storytelling
		Theatre	3. New audience engagement through design 3.1 Leading by design: reinforcing the value of theatre 3.2 Turning the big ship: the Australian National Maritime Museum rebrand
		Endeavour Pavilion	4. The power of advocacy: Australia Council for the Arts in conversation with Dr Amanda Tattersall (Get Up)

OVERVIEW

WEDNESDAY 13 NOVEMBER



KEYNOTE	4:45pm	Lighthouse Gallery	Silently Loud- How Our Inaction Is Keeping Us from Meaningful Change in Arts Culture
BIG IDEAS	5:15pm	Lighthouse Gallery	Pending questions with our provocateur philosopher

AFTER HOURS AT THE ART GALLERY OF NSW



BUS TRANSFER	5:30pm		Bus transfer to the Art Gallery
AFTER HOURS	6:00-10:00pm	Art Gallery of NSW	Enjoy a drink and nibbles at the Art Gallery of NSW and explore the newest exhibitions
ARTIST TALK	6:30pm	Art Gallery of NSW	Renowned Australian artist Ben Quilty in conversation with ABC radio host Robbie Buck

EVENT DETAILS

WEDNESDAY 13 NOVEMBER

VENUE: AUSTRALIAN NATIONAL MARITIME MUSEUM

🕒 9:15am

KEYNOTE

Leading the conversation in digital: Think China

📍 Lighthouse Gallery

Do I need a Chinese strategy? How do I diversify my audience to bring new Chinese visitors to my event or exhibition? Understand Chinese media consumption habits, decision making processes of Chinese consumers, and how Chinese social platforms can be leveraged, to shape data driven strategies tailored to the unique China market. Whether you aim to strengthen your existing China strategy, or enter this market for the first time, get actionable tips that can be scaled to suit your goals.

Charmaine Wong
Account Director
Think China, Australia
[@ThinkChinaAu](#)

🕒 9:45am

PANEL

Connecting: How do contemporary digital practices lead audiences today?

📍 Lighthouse Gallery

Todd Severson from AGB Events chairs a panel including Angie Abdilla, Eric Longo, Tim Girling-Butcher, and VR artist Debra Keenahan, considering implications of being in a post digital world for organisations and audiences.

Tim Girling-Butcher
Head of Digital
Sydney Living Museum

Angie Abdilla
Founder and Chief Executive Officer
Old Ways, New, Australia
[@OldWaysNewTech](#)

Eric Longo
Executive Director
MCN, USA
[@MuseumCN](#)

Debra Keenahan
Artist & Academic
Western Sydney University
and UNSW, Australia
[@DrDebraKeenahan](#)

CHAIR: Todd Severson
Chief Operating Officer
AGB Events, Australia
[@agbevents](#)



🕒 10:30am

DIGITAL IMMERSION

Augmented (IR) reality Adventure with Charles Clapshaw

📍 Lighthouse Gallery

Charles Clapshaw
Artist
Australia

ARTIVIVE

Experience this postcard in augmented reality



Install the Artivive app



View the postcard through your smartphone

EVENT DETAILS

WEDNESDAY 13 NOVEMBER

🕒 11:15am

Two case studies and three workshops will take place simultaneously. Participants are invited to select one session.

CASE STUDIES

1. Indigenous knowledge and technological development

📍 Theatre

1.1 John Mawurndjul: the Old and the New
A digital resource space, johnmawurndjul.com—driven and owned by the artist—was developed by the Museum of Contemporary Art Australia (MCA) to support the major retrospective exhibition *John Mawurndjul: I am the old and the new*. The website is a keeping place and digital platform to share the work, language, and knowledge of renowned Australian artist John Mawurndjul, a Kuninjku master bark painter from Western Arnhem Land. This session will show the process of making johnmawurndjul.com: how to create digital resource driven and owned by and artist and community; which questions were generated and how we resolved them; and the design choices and the UX experience.

Jean-Pierre Chabrol
Head of digital media
MCA, Australia
[@MCA_Australia](#)

Jazz Money
Writer, filmmaker and educator
MCA, Australia
[@MCA_Australia](#)

1.2 The Big Sky

A case study on utilising a Country Centered Design approach to develop a curatorial vision and interpretive strategy for a new public site that explores the interconnected, seasonal and cyclical knowledges related to Indigenous astronomy. The session will include details about processes used that relate to culture, research, strategy and technology.

Prof. Keir Winesmith
Chief Technology Officer
Old Ways, New, Australia
[@drkeir](#)

WORKSHOPS

2. Managing your Energy and Time in Arts Environments

📍 Lighthouse Gallery

Manage your energy, not your time. Whilst the creative sector's growing ambition is met with increasing pressure on resources and staff, this workshop looks at practical ways to strengthen our resilience and bring more of ourselves to work every day. Edinburgh International Festival's Tina Walsberger hosts a workshop with Energx Founder and Chief Energist, Sean Hall, who has helped many of Australia's greatest brands grow staff wellbeing and productivity.

Tina Walsberger
Marketing and Communications Director
Edinburgh International Festival,
Scotland
[@TinaWalsberger](#)

Sean Hall
Founder and Chief Energist
Energx
[@theseanhall](#)

3. Organisational Creativity for Creative Organisations

📍 Waterside Studio

We work in creative organisations so let's harness some creative approaches to our strategy and leadership! Amy will explore processes that keep creativity beating, no matter how resource or time poor we are.

Amy Maiden
Chief Strategy Officer
AKA - The Global Arts
Marketing Agency, Australia
[@AKAagency](#)

4. Daring greatly

📍 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 & Principal Coach
Leadership Nouveau, Australia

EVENT DETAILS

WEDNESDAY 13 NOVEMBER

🕒 12:15pm

WORLD CAFÉ

Shaping our futures through conversation that matters

📍 Lighthouse Gallery

Let's bring everyone's key takeaways together to get a broader vision of the digital transformation.

🕒 2:00pm

KEYNOTE

Poster Boy: Art and Politics

📍 Lighthouse Gallery

'When you're sneaking around the city at night, you feel like a kid again. The seriousness of the world is unmasked as a series of facades, dead objects just waiting to be painted. I was immediately hooked. Out on the street, I could say anything I wanted. So what did I want to say?' Peter Drew's posters are a familiar sight across Australia. His 'Real Australians Say Welcome' and 'Aussie' campaigns took on lives of their own, attaining cult status and starting conversations all over the country. But who made them, and why? Artist Peter Drew explores the deeply personal motivations for his political convictions and asks whether art can play the role of 'circuit breaker' in today's increasingly polarised wider discourse. A provocation for all arts communication professionals.

Peter Drew
Artist
Australia
[@PeterDrewArts](#)

🕒 2:45pm

IN CONVERSATION

Leadership for the 21st Century Museum

📍 Lighthouse Gallery

In this conversation, Tatyana Franck and Alec Coles will discuss the challenges and opportunities facing museums today, including the globalisation of their collections and programmes, the development of new technologies as artistic tools and the shifting terrain of public and private arts infrastructure. The Musée de l'Élysée is one of the partners in the creation of a new arts district in Lausanne, Switzerland.

Tatyana Franck
Director
Musée de l'Élysée,
Switzerland
[@TatyanaFranck](#)

Alec Coles
CEO
Western Australian
Museum, Australia
[@alecwam](#)

CHAIR: Dr Margi Brown Ash
Theatres maker
and therapist
4change, Australia
[@margibrownash](#)

🕒 3:45pm

CASE STUDIES: BEING IN FLOW

Four sessions, most with two case studies each, will take place simultaneously. Participants are invited to select one session.

1. Reinventing: Bringing Heritage to Life

📍 Waterside Studios

1.1 Hyde Park Barracks: Sydney Living Museum
The UNESCO World Heritage-listed Hyde Park Barracks holds the key to understanding our city's convict foundations, its impact on Aboriginal Australia, and early contribution to immigration and institutional care. The Renewal project delivers on the established Interpretation Masterplan, and aligns with the Conservation Management Plan, to unveil an extraordinary new journey. Layered with cutting edge innovation, the museum will redefine the heritage experience, bringing our complex past to life more authentically than ever before.

Rebecca Buchsby
Director Strategy & Engagement (acting) & Project Director Hyde Park Barracks Museum Renewal
Sydney Living Museum, Australia
[@sydlivmus](#)

1.2 StartSpace Entrepreneurs: State Library Victoria
Founded in 1854, State Library Victoria is a venerable temple to knowledge and the fourth busiest library in the world, with over 2 million annual visitors. What happens when you introduce the quiet halls of a library to the contemporary demands of a bustling digital community? The Library created StartSpace, a centre for entrepreneurship and innovation that will support the growth of new businesses in Victoria. It's a big statement of intent about what the library of the future looks like, and how it support the needs of the people it serves. Anna will explore what she wishes she had known at the start of the journey: from the impact on staff, the challenges of changing the operating model to the unexpected new expertise in air-conditioning limits.

Anna Burkey
Head of Audience Engagement (Acting) and StartSpace
State Library Victoria, Australia
[@AnnaNotKarenina](#)

EVENT DETAILS

WEDNESDAY 13 NOVEMBER

2. Truth Telling: New ways to tell old stories

Lighthouse Gallery

2.1 Who owns the stories of our institutions: notes from the Louvre, Abu Dhabi

For museums, we know that being a repository of stories, although admirable, is no longer enough. We also understand that to be 'Cultural Leaders', we have to stand for more than we own. These imperatives are set against a global climate of growing nationalism, restitution cases, funding debates, questions of access and in the Middle East, additional complexities. Louvre Abu Dhabi's narrative takes a global, universal approach to telling a story of humanity – from the collection contextualised within cultural connections between East and West, and the educational initiatives to nurture the next generation of cultural leaders. The current, heightened activist environment presents both opportunities and challenges to remain truthful and relevant. Two years since opening, we are giving the reins to others to tell our story, an ultimate truth for the museum we have built. I'll share with you our approach.

Emma Cantwell

Marketing and Communications Acting Director
Louvre Abu Dhabi, United Arab Emirates
[@Emma_Cantwell](#)

2.2 Made in Hong Kong: A new reference point in museum storytelling

M+ is the new museum of 20th and 21st century visual culture in Hong Kong and is currently under construction in the West Kowloon Cultural District. This case study provides insight into how M+'s bilingual (Chinese/English) storytelling platform and M+ Stories establish the Museum as a leader and innovator in visual culture storytelling. It explores how, as a new museum in Hong Kong, we are creating our own reference point, facing challenges regarding audience interaction, editorial strategy and encompassing both local and global perspectives. Through projects such as M+ Stories, we need to be leaders in the cultural development of Hong Kong, laying the groundwork and informing what comes next.

Chris Sullivan

Senior Producer of Digital Content
M+, Hong Kong
[@mpluseum](#)

Ellen Oredsson

Senior Producer of Digital Content
M+, Hong Kong
[@mpluseum](#)

3. New audience engagement through design

Theatre

3.1 Leading by design: reinforcing the value of theatre

Forward thinking, bold and ambitious – as the home of new Australian writing, the tiny Griffin Theatre in Sydney's King's Cross has always punched above its weight. But it has recently faced severe funding cuts. Design agency Re shares how it partnered with Griffin to evolve its brand year on year, increasing awareness and donations. We share the trials and triumphs of bringing this unique theatre to wider audiences, while staying true to its original spirit.

Jane Duru

Senior Copywriter
Re Agency, Australia

Michael Kirkpatrick

Senior Designer
Re Agency, Australia

3.2 Turning the Big Ship: the Australian National Maritime Museum Rebrand

After more than 25 years as a key attraction in the Darling Harbour tourist precinct, the Australian National Maritime Museum has radically evolved its brand. In this lively case study, Jackson will tell us why the museum changed its stripes and talk about the challenges, triumphs and what he would do differently next time. Importantly, Jackson will also touch on how the new brand has also been a powerful catalyst for cultural change within the museum as well as the delivery of experience-led exhibitions.

Jackson Pellow

Brand & Marketing Manager
Australian National Maritime Museum, Australia
[@seamuseum_](#)

EVENT DETAILS

WEDNESDAY 13 NOVEMBER

4. The Power of Advocacy

 Endeavour Pavilion

Australia Council for the Arts in conversation with Dr Amanda Tattersall (Get Up)

Join Dr Wendy Were, Executive Director Strategic Development and Advocacy, Australia Council for the Arts, in conversation with Dr Amanda Tattersall, scholar and changemaker for this timely conversation to discover where the arts and social change intersect.

Dr Wendy Were

Executive Director
Australia Council for the Arts, Australia
[@auscouncilarts](#)

Dr Amanda Tattersall

Host
ChangeMakers Podcast, Australia

 4:45pm

KEYNOTE

Silently Loud - How Our Inaction Is Keeping Us from Meaningful Change in Arts Culture

 Lighthouse Gallery

Darin is one of the USA's leading Human Resource Directors and a passionate advocate for diverse and human-centred cultural organisations. Diversity, equity and inclusion have been discussed for decades in the business world, yet the needle for meaningful and lasting systemic change has moved very little in recent years. Art is a powerful mechanism of storytelling and storytelling is just how we may be able to move the needle of systemic change in our artform and beyond. In this international keynote Darin will ask - whose story are we telling and why?

Darin Conley-Buchsieb

Human Resources Director and Head of Diversity, Equity & Inclusion
San Francisco Ballet, United States
[@sfballet](#)

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**COMMUNICATING
THE ARTS 24
SYDNEY
12-14 NOVEMBER 2019**

...

**PROGRAMME
THURSDAY
14 NOVEMBER**

Programme subject to change

OVERVIEW

THURSDAY 14 NOVEMBER

WHO ARE THE CHAMPIONS VENUE: ART GALLERY OF NEW SOUTH WALES



COFFEE & BREAKFAST BITES	7:45am-8:15am	Domain Theatre	Enjoy coffee and breakfast bites in the Art Gallery of NSW before the opening hours
STORY TELLING	8:15am	Domain Theatre	Celebrating F*!\$ Ups Our champions are announced! Come listen to their stories and learn together
WELCOME	9:00am	Domain Theatre	Corinne Estrada and Dr Michael Brand, Director of the Art Gallery of New South Wales, welcome you for the third day of the conference
KEYNOTE	9:15am	Domain Theatre	Sacred Eldership
PANEL	9:45am	Domain Theatre	New Voices: Young Cultural Leaders
COFFEE BREAK	10:30am		
EUROPEAN INSIGHTS	11:00am	Domain Theatre	How can the marketing department and artistic teams join forces for more ticket sales?
	11:20am	Domain Theatre	Arts, Emotions and Creativity: A social approach to arts with Fundación Botín
EVERYONE IS A LEADER	11:40am	Domain Theatre	Engage one last time with fellow participants to project all you learn into reality.
DISCOVERY LUNCH	12:00pm	Restaurant Function Space	Enjoy lunch with other delegates and join the Aboriginal Collection Guided Tour
LEARNING SAFARI	2:15pm	Belvoir Street Theatre National Art School Elizabeth Bay House Paddington Art Galleries Tour	Embark on one of 4 behind the scenes tours of Sydney landmarks and discover Sydney as you have never seen it!

FAREWELL



FAREWELL DRINKS	from 4:30pm	Hyde Park House - Level 1 (Jessies)	A final farewell to your fellow delegates and new friends at one of Sydney's best bars
MUCH ADO ABOUT NOTHING	7:30pm	Sydney Opera House	Attend this saucy and razor-sharp play presented by Bell Shakespeare with preferred-rate ticket

EVENT DETAILS

THURSDAY 14 NOVEMBER

VENUE: ART GALLERY OF NEW SOUTH WALES

🕒 8.15am

STORY TELLING

Celebrating F*!\$ Ups

📍 Domain Theatre

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. This early morning is about sharing those lessons, together. Come to listen, learn and most likely empathise with some of your peers including Sheena Boughen, CEO and Chair of Four Winds, and Xavier Rizos, Entrepreneur in Residence at Westpac Innovation, Co-Founder of the Westpac Garage.

Suzanne Salter

Founder & Principal Coach
Leadership Nouveau, Australia

🕒 9.15am

KEYNOTE

Sacred Eldership

📍 Domain Theatre

Dr Goreng Goreng is a Wakka Wakka/Wulli Wulli woman from Central Queensland and carries the traditions of her clan through medicine practice, being a Songwoman and teaching Aboriginal Law & Spirituality to people throughout the world. Her keynote will present the concept of 'Sacred Eldership' and lend an Indigenous perspective to leadership, which embeds emotional, spiritual, cultural, mental and ecological intelligence.

Dr. Tjanara Goreng Goreng

Founder & Chief Visionary
OneNMA Global, Australia
[@TjanaraGG](#)

🕒 9.45am

PANEL

New Voices: Young Cultural Leaders

📍 Domain Theatre

This panel features outstanding young practitioners presenting fresh visions of cultural leadership. Chaired by Associate Professor Lizzie Muller from UNSW Art & Design, a passionate advocate for emerging leaders, the panel will challenge conference delegates to consider how they can make room for new voices to be heard. Speakers include Lucy Stranger, Curator, Orange Regional Gallery and Wesley Shaw, Art Gallery of New South Wales.

CHAIR: Associate Professor Lizzie Muller

Associate Professor
University of New South Wales, Australia
[@artdesignunsw](#)

🕒 11.00am

EUROPEAN INSIGHTS

How can the marketing department and artistic teams join forces for more ticket sales?

📍 Domain Theatre

Explore with our international speaker Magnus Restofte how the Royal Danish Theater facilitates authentic connections between their communication and artistic teams to build more ticket sales, better connections with audiences and a more agile way of working. This keynote will focus on their methods and give you insights from one of the leading communication departments within the art and performance industry.

Magnus Restofte

Communications Director
The Royal Danish Theatre, Denmark
[@MagnusRestofte](#)

🕒 11.20am

Arts, Emotions and Creativity: A social approach to arts

📍 Domain Theatre

Global arts institutions should be, in the first place, local. Join our international speaker Iñigo Sáenz de Miera as he discusses the work of the private foundation Fundación Botín in Cantabria, Spain and Latin America, focussing on exploring new ways of supporting creative talent, to generate wealth in the community.

Iñigo Sáenz de Miera

Director
Fundación Botín, Spain
[@fundacionbotin](#)

CHAIR: John Giurini

Assistant Director for Public Affairs
J. Paul Getty Museum, USA

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 Communicating the Arts 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, found at the Tasmanian Light Gallery. Contact: suzanne@communicatingthearts.com

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.

🕒 2.15pm

LEARNING SAFARI

Behind the scenes at Sydney cultural organisations

Get behind the scenes at some of Sydney's iconic cultural organisations including Belvoir Street Theatre, the National Art School, Sydney Living Museum's Elizabeth Bay House and a contemporary art galleries tour in Paddington guided by the artist Simone Rosenbauer.

🕒 7.30pm

CULTURAL GETAWAY

Much Ado About Nothing

Looking for a cultural getaway?

Save 30% off your ticket to Much Ado About Nothing presented by Bell Shakespeare with the discount code INDUS50 when booking via Sydney Opera House (bit.ly/CTAMuchAdo)

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THE ARTS 25
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Theme: Placemaking

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Communicating the Arts
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Communicating the Arts
San Francisco 2021

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