



# CULTURE **BUSINESS.**

SYDNEY  
PROGRAMME  
21-24 MARCH  
2016

THE ART OF  
FUNDRAISING  
6<sup>TH</sup> EDITION

PRINCIPAL SPONSOR

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# AGENDA

## COMMUNICATIONS AGENCY

### A LOVE STORY WITH LONDON

Created in 1995, Agenda is an international communications agency specialising in art, culture and tourism. 'Agenda is an amazing adventure which started with the inauguration of the Eurostar in 1995. The high speed train network between London, Paris and Brussels generated great new business opportunities for companies on either side of the English Channel. The top 5 museums in London asked me to bring the continental audience to their exhibitions and openings. We were filling the trains with journalists and museum friends to visit galleries. It was a fascinating time' says Corinne Estrada, Founder and CEO of Agenda.

### OUR MISSION

We cultivate dialogue, we raise international profiles, we generate revenue, we foster business, we create networks.

### OUR PROJECTS

Seminars and workshops  
International conferences  
Strategic communications  
International media campaigns  
Social media strategies  
Media planning and buying

### SOME OF OUR CLIENTS

Fundación Mapfre, Spain / Guggenheim Bilbao, Spain / Monumenta, CNAP, France / Museum of Fine Arts, Boston, USA / Museum Kunstpalast, Germany / National Heritage Board, Singapore / Paris Musées, France / Tate, UK / The Olympic Museum, Switzerland / Victoria and Albert Museum, UK / Visit Jersey, Channel Islands / Visit Wales, UK

### OUR INTERNATIONAL TEAM

Our main team is based in Paris and works with an international network of young professionals from Germany, Australia, England and Spain. Our offices are located all over the world in exciting cities such as Berlin, Sydney, London and Barcelona. We also have a talented network of associates and partners, including designers and copywriters.

**Corinne Estrada**, CEO and Founder  
**Pascale Bousquet**, Account Director  
**Clémence Ferry**, Project and Social Media Manager  
**Janine Kersten**, Project Manager  
**Julie Giannesini**, Business Development Manager  
**Emilia Keen**, Executive assistant  
**Tom Jeffreys**, Copywriter  
**Gabrielle Wilson**, Press Manager  
**Arnel Rodriguez**, Graphic Designer



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# MCA, SYDNEY





# CULTURE BUSINESS



## Culture and business join forces

Culture Business is an international conference that seizes the opportunity to connect businesses and the art world. The conference gathers professionals from arts organisations and the corporate sector to maximise the potential of their collaboration. We provide an ideal context in which projects can arise, gain strength and thrive through engaging panel discussions and international speakers sharing their best practice in fundraising and sponsorship.

## Our philosophy: "Everybody is an Expert"

The philosophy of Agenda is to foster collective intelligence that emerges from collaboration and collective working sessions. We encourage dynamic work sessions like World Cafés, Brainstorming sessions, Learning Safaris and interactive workshops. Dialogue is all about connecting and listening to one another's viewpoints. Delegates work together to identify key learnings and focus on an action plan.

## The Culture Business Story

Culture Business was founded in 2008 by Corinne Estrada, CEO of Agenda communications agency. Her vision was to bring together the worlds of the arts and business at an annual conference to discuss new business models and best practice in fundraising and sponsorship. The conference was held in Paris and Madrid and now for the first time in Australia.



## WELCOME TO CULTURE BUSINESS

It is so exciting to be back in Sydney at such a fantastic venue, the MCA. Building this new and amazing programme with Creative Partnerships over the past year has been a great pleasure for all of us.

We have invited 35 speakers from the business sector and the arts to see how these two worlds converge and thrive together today. The speakers come from Los Angeles, Philadelphia, New York, London, Paris, Antwerp, Baltimore and from all over Australia. We have selected their best stories and their best practices so they may be shared with you in the next three days. The philosophy behind the conference is to: Hear the trends, Focus on the examples and Implement the key learnings. Be ready to innovate and change your strategy as you head back to your organisations. Make the most of this experience.

**Corinne Estrada**  
CEO, Agenda communications agency

"Culture needs business and business needs culture. Those exchanges are very exciting because they pave the way for the future."

Sylvain Bellenger, Curator,  
Institut National d'Histoire de L'art



WELCOME FROM  
CREATIVE PARTNERSHIPS  
AUSTRALIA

Arts fundraising is in flux. For arts fundraising professionals, learning how to engage with communities, build relationships with partners and donors and provide creative solutions to funding challenges is essential to future success.

Culture Business Sydney presents an exciting opportunity to learn more about fundraising in all its forms, bringing together great thinkers from around the world to inform and inspire increased investment in the arts. As principal partners of the conference, Creative Partnerships Australia's aim is to encourage a culture of giving to the arts, and equip arts professionals with the skills and resources they need for fundraising success. It's also why we present the Creative Partnerships Awards, which acknowledges leaders across arts, philanthropy and business who've fostered enduring partnerships between the cultural and private sectors. Celebrating these leaders with us is the perfect way to begin your Culture Business Sydney experience.

We hope you leave the conference with fresh ideas, concrete examples of models and methods that work, and renewed contact with colleagues in the arts fundraising field.

**Fiona Menzies**  
CEO, Creative Partnerships Australia

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WELCOME FROM  
THE NSW GOVERNMENT

On behalf of the NSW Government, welcome to the Sydney edition of Culture Business Conference for 2016.

Held in Australia for the first time, at Sydney's Museum of Contemporary Art, this international conference will feature leaders in the business and arts industries discussing new models and best practice in fundraising and sponsorship in a range of panel discussions, presentations and brainstorming sessions.

The Conference is proudly supported by the NSW Government, through its tourism and major events agency, Destination NSW. As Australia's creative services hub and home to 40% of Australia's creative industries workforce, it is fitting that this event takes place in NSW.

I encourage all visitors to Sydney for the Culture Business Conference to take some time to experience everything our city has to offer, particularly our exceptional galleries and art institutions. From world class restaurants, hotels, shopping and attractions to breathtaking natural beauty, there is something for everyone.

I wish you all the best for an enjoyable and informative conference.

**Troy Grant**  
NSW Deputy Premier  
Minister for the Arts



# PROGRAMME

MONDAY 21 MARCH

## BEST PRACTICE REGISTRATION

13:30 TO 14:00

The Mint – 10 Macquarie St

**BEST PRACTICE SESSION: THE FUTURE STARTS NOW – FROM INNOVATIVE IDEAS TO PRACTICAL REALITIES**

14.00 TO 17.00

**Corinne Estrada**, CEO, Agenda

**Clémence Ferry**, Project Manager, Agenda

**Richard Woodward**, Business Development Strategist

### PART 1: STORIES FROM EUROPE

Corinne and Clémence will introduce the session by reflecting on the trends in Europe.

### PART 2: BEST PRACTICES IN CORPORATE PARTNERSHIP

Richard Woodward will draw upon his experience of facilitating strategy workshops, training sessions and corporate partner workshops for Australia's leading arts and cultural institutions to lead the second part of this session.

### PART 3: GROUP INTERACTIVE EXERCISE

The philosophy of Agenda is to foster collective intelligence. In this last session run by Corinne and Richard, we will work in groups to identify the key learnings of this afternoon session. It will be a short and sharp debrief activity to focus on an action plan.

## CONFERENCE REGISTRATION

16.30 TO 18.30

Museum of Contemporary Art (MCA)  
140 George St, The Rocks

**CREATIVE PARTNERSHIPS AWARDS 2016**

18.30 TO 20.30

Harbourside Room, MCA

These awards celebrate outstanding contributions to Australia's cultural life by leaders who have fostered enduring partnerships between the cultural and private sectors.

*RSVP for this event is now closed. If you were lucky enough to secure a ticket via early registration, we look forward to seeing you there.*

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TUESDAY 22 MARCH

## WELCOME TEA AND COFFEE

08.00 TO 09.00

Harbourside Room, MCA

**WELCOME & RULES OF THE GAME**

**Corinne Estrada**, CEO, Agenda

**Fiona Menzies**, CEO, Creative Partnerships Australia

### INTERVIEW: CRÉATIVE FRANCE – THE FRENCH WAY

**Christophe Lecourtier**, Ambassador of France to Australia

## THEME 1: CORPORATE PARTNERSHIPS

**OPENING KEYNOTES: THE VALUE OF CULTURE – GOOD ART EQUALS GOOD BUSINESS**

Chair: **Corinne Estrada**, CEO, Agenda

**David Redhill**, Chief Marketing Officer, Deloitte

**Kate Dezarnaulds**, Head of Partnerships, TEDx Sydney

Kate and David will have a conversation on cultural value and future trends in sponsorship with a particular focus on the increasing role that co-created content and for-purpose campaigns are playing in partnerships in the arts and cultural sectors.

**PANEL: WHY BOTHER WITH SPONSORSHIP?**

Chair: **Andy Wright**, Co-Founder, For The People

**Nick Adams**, Director of CRM, Digital and Loyalty, Telstra

**Helen Carroll**, Manager, Wesfarmer Arts

**Emma Giammarco**, Senior Marketing Manager, Macquarie Centre, AMP Capital Shopping Centres

This panel will explore what sponsors want from their relationships with cultural organisations. What are the key factors in deciding to sponsor a particular cultural organisation? What does a sponsor perceive as a successful sponsorship? How do sponsors measure ROI?

11.00 TO 11.30 MORNING TEA

**KEYNOTE: HOW MANY 'NOS' IN EVERY 'YES'?**

**Jonathan Holloway**, Artistic Director, Melbourne Festival

The road to success is paved with difficulties, and lined by the constant awareness of imminent failure. Jonathan will explore how he has travelled that road, some of the places it led and what he has learned along the way.

**KEYNOTE: LESSONS FROM AMERICA**

**John Giurini**, Assistant Director for Public Affairs, J. Paul Getty Museum, Los Angeles

When it comes to fundraising, the Getty is a young player in the sponsorship game. John will share the lessons learned in developing fundraising efforts at the Getty Museum. He will discuss how the institution needed to take a new approach in order to register success in raising funds for Museum programs.

**12.30 TO 13:30 BUSINESS LUNCH**

Supported by the Embassy of France in Australia

THEME 2: PHILANTHROPY MATTERS

**CONVERSATION: PHILANTHROPY AT THE CORE OF A STRATEGY – A US SUCCESS STORY**

**Annie Burrige**, Director, Philadelphia Opera, Philadelphia  
**Fiona Menzies**, CEO, Creative Partnerships Australia

In this Q & A session, Creative Partnerships Australia CEO Fiona Menzies and Annie will discuss the strategies guiding Opera Philadelphia's transformation from a regional opera producer to a nationally influential opera company garnering international acclaim.

**INTERVIEW: EMERGING MODELS OF PHILANTHROPY**

**Kenneth Watkins**, Director of Philanthropy, The Australian Ballet  
**Katrina Strickland**, Editor, The Australian Financial Review Magazine

In this interview, Katrina Strickland will explore strategies developed by Kenneth Watkins, to build one of the most successful philanthropic campaigns in the Australian arts sector.

**WORLD CAFÉ: CULTURAL CROWDFUNDING – PASSING FAD OR PARADIGM SHIFT**

**Leonard Steinbach**, Lecturer, John Hopkins University, Washington

This world café will take off with a basic understanding of what crowdfunding is, and how examples from a broad range of cultural institutions motivate participation and promote long-term engagement. Leonard will critique the audience's

crowdfunding project ideas, commiserate on institutional and audience barriers, and leave ideas and resources needed to make the right decisions with back home.

**15.15 TO 15.45 AFTERNOON TEA**

Book signing by Kenneth Watkins

**PANEL: THE PHILANTHROPIST'S VIEW**

Chair: **Sam Meers**, Co-founder and trustee, Nelson Meers Foundation  
**Catriona Mordant**, Director, Queensland Ballet  
**Marilyn Darling**, Chair, Gordon Darling Foundation  
**Jojo Ferris**, Director, Documentary Australia Foundation

A unique opportunity to hear from some of the world's leading cultural philanthropists. We all know why cultural institutions need philanthropy, but what drives the philanthropist? Three major figures in Australian culture speak about their passions for the arts, and what attracts them to particular projects, causes, people, or organisations.

**PANEL: THE POWER OF THE BOARD**

Chair: **Ben Strout**, CEO, Biennale of Sydney  
**Bruce Meagher**, Chair, Griffin Theatre Company  
**Iana Atlas**, Chairman, The Bell Shakespeare Company  
**Sandra Yates**, Chair, Australian Festival of Chamber Music  
**Julian Knights**, Chairman, Major Performing Arts Panel

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? Should board members' skills in fundraising and sponsorship be improved through training?

**KEY LEARNINGS OF THE DAY**

**Corinne Estrada** and **Fiona Menzies**

The conference concludes at **17:30**

**18.30 TO 20.30 COCKTAIL RECEPTION**

**Mark Goggin**, Executive Director of Sydney Living Museums will host an exclusive cocktail reception for the conference delegates at The Mint - 10 Macquarie St, Sydney.



Sydney Living Museums is an official partner of Culture Business Sydney.

# PROGRAMME

WEDNESDAY 23 MARCH

## WELCOME TEA/COFFEE 08.00 TO 09.00

Harbourside Room, MCA

## BREAKFAST WORKSHOP: PARTNERSHIP WITH CITIES – HOW TO DRIVE MONEY FOR EVERYBODY

08.00 to 08.30 hosted by izi.TRAVEL

**Chloe Beevers**, Cultural Tourism Consultant Managing izi.TRAVEL in Australia and New Zealand  
**Zoe Whiting**, Maitland City Council

## THEME 3: THE BUSINESS OF CULTURE

## OPENING KEYNOTE: RE-INVENTING THE WHEEL

**Chris Denton**, Director of Marketing, Communications and Digital Strategy, Southbank Centre, London

Chris will focus on the Southbank Centre as a case study on how a well established organisation can adopt new ways of working, become more commercially focused and radically change its way of working. He will share the highs and the lows of the Southbank Centre's journey to remain relevant in times of radical economic and societal change.

## CASE STUDY: UTILISING USER-GENERATED AND ONLINE CONTENT TO DRIVE DONOR ENGAGEMENT

**Emma Dunch**, President, Dunch Arts, New York

Emma will present case studies of arts organisations utilising user-generated and online content to drive donor engagement. Learn innovative techniques for incorporating online content into your donor engagement strategies, and for empowering donors and artists to generate their own fundraising testimonials on your behalf.

## KEYNOTE: THE MAKING OF THE MAS – INVOLVING THE COMMUNITY IN THE BUILDING OF A NEW MUSEUM

**Marieke van Bommel**, Director, MAS, Antwerp

The MAS opened in 2011 after a hugely successful fundraising campaign reliant on the collaboration between the public and private sectors. As well as private donations, long term financial support from companies was secured. Marieke will explore how this public-private collaboration took place.

## 10.30 TO 11.00 MORNING TEA

## INTERVIEW: A FRENCH APPROACH TO FUNDRAISING

**Adèle Parrilla**, Director of Sponsorship, Institut du Monde Arabe, Paris  
**Zoé Macêdo-Roussier**, Individual Giving Manager, Paris Philharmonic, Paris

A new cultural organisation which opened last year and political oriented institution from Paris come face to face to compare their innovative approaches to fundraising.

## KEYNOTE: GET CREATIVE

**Damian Borchok**, Co-founder, For The People

Despite radical changes that are occurring in every part of our world, the business model for most cultural organisations has changed very little. Damian argues that creativity and innovation play too narrow a role in the arts.

## KEY LEARNINGS

Corinne Estrada with guest speaker

## 12.45 TO 13.45 LUNCH



**MASTER CLASS:**  
**ALL YOU NEED IS CASH**

Chair: **David Sefton**, Artistic Director, Adelaide Festival  
**Kim McKay**, Director and CEO, Australian Museum  
**Lindsay Robinson**, Director of Development, Arts and Cultural Engagement, Sydney University

**LEARNING FROM THREE DIFFERENT BUSINESS MODELS:  
AUSTRALIA, US AND UK**

From fully funded to fully fundraised, David reviews the different ways the arts are funded, how it works and how it doesn't, from someone who has worked across three continents with every possible permutation - and some speculation about how things MIGHT work in the future.

**CLOSING THE DEAL**

Kim will focus on the Australian Museum's recent partnership with Westpac, the NSW government and donors to restore the nation's first museum gallery and showcase the AM's 200 most significant treasures.

**LEARNING FROM ACADEMIA**

Lindsay will offer insight into the University of Sydney's INSPIRED campaign, including how the University achieved a record-breaking \$137 million in 2015 and exceeded their initial goal of \$600 million two years early.

**14.45 TO 15.15 AFTERNOON TEA**

**WORLD CAFÉ:**  
**WORK WITH THE EXPERTS**

Speakers will join us for this group exercise facilitated by **David Donnelly**, Owner, Instinct and Reason.

**INTERVIEW:**  
**CORPORATE LEADERSHIP – A FRESH PERSPECTIVE**

Chair: **Corinne Estrada**, CEO, Agenda  
**Bonnie Boezeman**, AO, Managing Director, Business Benefits International Pty Ltd

For this final session of the conference Agenda has invited a distinguished American Business leader to propel us into the future. Bonnie will offer a number of recommendations to run a cultural organisation including how to improve the bottom line, good customer service and motivating employees to be passionate and proud of the organisation they work for.

The conference concludes at **17:15**

**CRUISE BAR**

At the conclusion of the conference Agenda invites you to join the team and speakers for a drink at Cruise Bar, Level 1, Overseas Passenger Terminal.

**THURSDAY 24 MARCH**

**GUIDED TOUR OF THE BIENNALE OF SYDNEY  
EXHIBITION AT COCKATOO ISLAND  
09.00 TO 13.00**

Enjoy a ferry journey across spectacular Sydney harbour to Cockatoo Island, for a highlight tour of the Embassy of the Real exhibition, showcasing 5-6 artworks, while exploring the themes and ideas of the 20th Biennale of Sydney along with some history of the island. To join this tour please RSVP to **Julie Giannesini**: [jgiannesini@agenda.com.com](mailto:jgiannesini@agenda.com.com)

Meet at Circular Quay Ferry (terminal 5) at 08.45am for a 09.30am departure. Purchase your ferry tickets at the terminal for \$12.40 (or use Opal card).

For more information about the Biennale visit [20bos.com](http://20bos.com)



**LEE BUL** *Aubade III*, 2014  
Installation view (2014) at 'MMCA Hyundai Motor Series 2014: Lee Bul', National Museum of Modern and Contemporary Art, Korea. Commissioned by National Museum of Modern and Contemporary Art, Korea Sponsored by Hyundai Motor Company. Courtesy the National Museum of Modern and Contemporary Art, Korea. Photograph: Jeon Byung-cheol

**14.00 TO 17.30**

**WORKSHOP:**  
**AUDIO GUIDES FOR CULTURAL TOURISM**

izi.TRAVEL hands-on workshop at the National Maritime Museum Education Centre, 2 Murray Street Darling Harbour.

Do you want to enhance the visitor experience through mobile storytelling and attract more visitors? This is your chance to become part of the mobile revolution. Develop your own mobile multimedia guide App for free!

To participate in this workshop please register here:  
<https://audio-guides-cbsydney.eventbrite.com.au>

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AGENDA

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