



CULTURE BUSINESS.

CANBERRA
PROGRAMME
20-22 NOV
2018

THE ART OF
FUNDRAISING

PRINCIPAL SPONSOR

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National Gallery of Australia

CULTURE BUSINESS

ACKNOWLEDGEMENT OF COUNTRY

Culture Business acknowledges the Ngunnawa, Ngambri and Ngambri-Guumaal people of the land which welcomes us as the traditional custodians of the place we now call Canberra. We pay respect to all First Peoples Elders (past, present and emerging) and recognise their strength, wisdom and creativity in the art sectors.

WELCOME TO CULTURE BUSINESS

Welcome to Culture Business 2018. This is our third edition in Australia and we are thrilled to see the conference growing in reach and ambition. The Culture Business community is growing with more partners, more diversity amongst delegates, and more international speakers. They come from Europe, North America and Asia to share their fundraising expertise, bringing new and different ideas to the table. This conference would not be possible without the support of our many wonderful partners. First and foremost, we thank Creative Partnerships Australia, the Australia Government's Department of Communications and the Arts and the National Gallery of Australia for their contribution and trust in bringing the conference to Canberra. Thank you especially to our delegates for coming on this 3 day journey with us. We wish you many engaging conversations, valuable connections and practical key learnings.



Corinne Estrada
Director, Agenda, France & Australia

About Culture Business

The Culture Business conference gathers 200 professionals from the worlds of culture and business. Participants are encouraged to take risks and to think beyond the usual limits. Speakers showcase fresh ideas in philanthropy, marketing, sponsorship and development. Hands-on workshops tackle practical methods for operating in new markets. In between these intensive sessions there will be informal opportunities to network with your peers from around the world.

The Culture Business Story

Culture Business was launched in Paris in the aftermath of the financial crisis of 2008. With many concerned for the future, we brought together experts from the worlds of culture and business to learn from each other and foster new collaborations. We showcase fresh ideas and innovative strategies to help you thrive in uncertain times.

CULTURE BUSINESS CANBERRA ADVISORY BOARD

Corinne Estrada, Director, Agenda, France & Australia, @AgendaParis
Fiona Menzies, CEO, Creative Partnerships Australia, Australia, @FionaMenzies17, @CreativePships
Alison Wright, Assistant Director, Engagement and Development, National Gallery of Australia, Australia, @NatGalleryAus
Matthew Morse, Executive Director Strategy and Programs, Creative Partnerships Australia, Australia, @CreativePships



WELCOME FROM
THE HON MITCH FIFIELD,
MINISTER FOR
COMMUNICATIONS
AND THE ARTS

Welcome to Culture Business Canberra and the National Gallery of Australia.

This year's Culture Business Canberra conference will offer Australia's art professionals an opportunity to hone their fundraising skills in all forms.

Creative Partnerships Australia has supported the conference three years in a row. This year's conference theme, *The Art of Fundraising* is at the very essence of Creative Partnerships Australia's mission, to grow the culture of giving, partnership and investment in the arts. I am sure that the theme will spark many important conversations and highlight the endeavours of local and international arts professionals in the fields of arts fundraising, philanthropy and corporate support.

I hope you relish the time spent in Australia's National Capital, taking part in cultural activities and participating in the fantastic program at Culture Business Canberra.



Hon Mitch Fifield
Minister for Communications and the Arts



Australian Government
Department of Communications and the Arts

WELCOME FROM
CREATIVE PARTNERSHIPS
AUSTRALIA

Creative Partnerships' is thrilled to be supporting Agenda's third Australian Culture Business Conference with our colleagues from the NGA and other national collecting institutions in Canberra. The program for this year's conference includes expertise from around Australia, as well as from leaders in the field from the USA and UK. They will present theories, case studies and frameworks that attendees can take back to their own organisations for consideration and implementation.

Importantly, we are setting the scene with a presentation on the state of philanthropy in Australia, and concluding with one of Australia's most enduring artists who has learned the art of fundraising over his many years of practice.

The capacity to fundraise well is essential for all arts organisations and this conference will help attendees grow their knowledge and expertise, no matter what their starting point is.

I look forward to meeting all the delegates and learning from them and the presenters alike, alongside the Creative Partnerships' team of state managers and programmers.



Fiona Menzies
CEO, Creative Partnerships Australia

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WELCOME FROM
THE NATIONAL GALLERY
OF AUSTRALIA

Welcome to the National Gallery of Australia. We are delighted to have played a role in bringing the culture business sector together and hosting everyone at this year's conference. The conference seeks to challenge and question the state of philanthropy and partnerships and hopefully provide everyone with new skills and ideas.

The National Gallery has entered a new era and our family of supporters and partners are enabling a great deal of growth and change. We are Australia's leading national visual arts institution and first opened in 1982. The National Gallery of Australia holds the nation's largest and most valuable art collection, and it belongs to all Australians. I am honoured to be the sixth director to lead this extraordinary organisation, its immerse and unparalleled collection, and a gifted team of dedicated professionals.



Nick Mitzevitch
Director, National Gallery of Australia

NGA
National Gallery of Australia

TUES 20 NOV

NATIONAL GALLERY OF AUSTRALIA: PARKES PLACE

REGISTRATION

10.00 AM Pick up your badge and programme
National Gallery of Australia
Parkes Place, Canberra ACT 2600

NATIONAL LIBRARY OF AUSTRALIA PARKES PLACE EAST

12.00 PM Visit the exhibition *Beauty Rich and Rare* at the National Library of Australia

12.30 PM LUNCH AT THE NATIONAL LIBRARY OF AUSTRALIA

with the kind support of Panasonic

NATIONAL GALLERY OF AUSTRALIA: GANDEL HALL

2.00 PM

WELCOME TO COUNTRY

Paul House

WELCOME

Corinne Estrada, Agenda
Alison Wright, National Gallery of Australia

MASTERCLASS

Nick Mitzevitch, Director, National Gallery of Australia, Australia, @NatGalleryAus

Learn from one of Australia's best fundraisers who was recently announced as the Director of the NGA. Discuss the current trends in the culture sector, what makes successful relationships and how partnerships bring much more to your organisation.

NATIONAL GALLERY TOUR

4.00 PM

Explore and discover the National Gallery of Australia.

EVENING COCKTAIL RECEPTION AT CANBERRA MUSEUM AND GALLERY

**CANBERRA MUSEUM AND GALLERY: CORNER
LONDON CIRCUIT & CIVIC SQUARE, CANBERRA**

6.00 PM

Join us at CMAG for an exclusive cocktail reception and intimate visit of the exhibition *Eurovisions: Contemporary Art from the Goldberg Collection*.



National Museum of Australia
Image © Adam McGrath HCreations

ARE **YOUR** STARS ALIGNED?



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NETWORK

WED 21 NOV

NATIONAL GALLERY OF AUSTRALIA,
GANDEL HALL: PARKES PLACE, CANBERRA ACT

REGISTRATION

8.00 AM

Pick up your badge and programme

8.30 AM ARRIVAL TEA & COFFEE

BIG PICTURE

9.00 AM

WELCOME

Corinne Estrada, Founder and Director, Agenda
Fiona Menzies, CEO, Creative Partnerships Australia
Alison Wright, Assistant Director, Engagement
and Development, National Gallery of Australia

Interview with Mr. **Christophe Penot**,
Ambassador of France to Australia

KEYNOTE:

AUSTRALIAN PHILANTHROPY TODAY: TRENDS, CHANGES AND IMPLICATIONS FOR THE ARTS

John McLeod, Co Founder Philanthropic
Services, JB Were, Australia

Philanthropy in Australia is changing rapidly. The heavily
relied-upon mass market is struggling, while we are
seeing more visibility and growth from higher net wealth
individuals and families. John examines the beneficiaries
of these changes and those who will struggle.

KEYNOTE:

CASH AND COMPROMISE - NAVIGATING THE ETHICAL DOLLAR

Alison Wright, Assistant Director,
National Gallery of Australia, Australia, @NatGalleryAus

Alison draws from global case studies to ask how to ensure
brand values are maintained in a complex world of philanthropy
and corporate sponsorship - is there such a thing as "clean"
money, and how can we ensure organizational values are
protected when external funding sources are so critical?

10.30 AM PAUSE CAFÉ

CASE STUDY:

BUILDING TRUST: DONOR MANAGEMENT & THE NEW ROYAL ACADEMY

Will Dallimore, Director of Public Engagement, Royal
Academy of Arts, UK, @willskii, @royalacademy

Following a £56m (\$100m AU) redevelopment, the RA reopened
its doors to widespread public and critical acclaim in May.
Will talks about the nature of lottery funding, relationship
management and promise delivery in major capital projects.

Chaired by **Laura Sears**, Associate Director,
Execucare, @ExecucareUK

PHILANTHROPY

FACE TO FACE :

ARTS PHILANTHROPY IN SINGAPORE: EFFECTIVE FUNDRAISING FROM THE INSIDE OUT

Peggy Kek, Director of Development & Partnerships, Singapore
Symphony Orchestra, Singapore, @SingaporeSymph

Peggy presents the world of arts philanthropy in
Singapore, and in particular of the experiences at the
Singapore Symphony Group's innovations in development
strategy and practices, including the decision to situate
a corporate communications function with development
and adopting practices from universities.

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

CONTINUE THE CONVERSATION

SPEAK FURTHER WITH

Choose a speaker to continue the conversation
with. Delegates are invited to ask questions, share
ideas and get feedback from speakers.

Alison Wright, Assistant Director, National Gallery of Australia,
Australia, @NatGalleryAus & **John McLeod**, Co Founder
Philanthropic Services, JB Were, Australia, **Gandel Hall West**

Will Dallimore, Director of Public Engagement, Royal Academy
of Arts, UK, @willskii, @royalacademy **James O' Fairfax Theatre**

Peggy Kek, Director of Development & Partnerships,
Singapore Symphony Orchestra, Singapore,
@SingaporeSymph, **Gandel Hall East**

12.45 PM NETWORKING LUNCH
BROUGHT TO YOU BY VISIT CANBERRA

CONVERSATION :
GIVING AND ASKING: THE VIEW
FROM BOTH PERSPECTIVES

Rupert Myer, Director, Myer Family Investments, Australia in conversation with **Fiona Menzies**, CEO, Creative Partnerships Australia

Although known as one of Australia's most generous and dedicated arts philanthropists, Rupert Myer has also spent a considerable amount of time seeking funds in his capacity as a board member and chair of many of our arts institutions. Hear about his experiences as a donor – good and bad – and how he learnt to make the ask.

FACE TO FACE :
DATA DRIVEN FUNDRAISING

Kenneth Watkins, Director of Philanthropy, The Australian Ballet, Australia, @TheAusBallet & **Alecia Benzie**, Executive Manager, Philanthropy, West Australian Symphony Orchestra, Australia, @WASymphony

Fundraising in the arts is relationship based, so how do we use this data to increase, and not undermine, these relationships? Discover the fundraising campaigns driven by well-utilised patron data, increasing the numbers of donors and level of giving.

Chaired by **Este Darin-Cooper**, State Manager NSW/ACT, Creative Partnerships Australia, Australia, @CreativePships

2.30 PM PAUSE CAFÉ

National Gallery of Australia



WED 21 NOV

CASE STUDIES

3.00 PM TO 3.45 PM

3 case studies will take place simultaneously. Participants are invited to select the session they wish to attend.

1 - STORIES FROM THE NATIONAL YOUTH THEATRE

Gandel Hall East

Andrew Deane, Development Manager, Australian Theatre for Young People, Australia, @ATYP_Theatre

Learn the successes and challenges of development work in a small to medium arts organization. Andrew brings together stories of working with celebrity alumni, successes in fundraising with parents, appeal fundraising campaigns along with some of the things that didn't work and why.

2 - MEMBERSHIP BENEFITS: GOOD FOR BUSINESS, GOOD FOR ALL

James O Fairfax Theatre

Deanna Varga, Director, Mayvin Global, Australia, @deannavarga, @mayvinglobal & **Lynda Kelly**, Director, LyndaKellyNetworks, Australia, @lyndakelly61

Many cultural institutions have active membership programs which vary in scale and success, as well as differing in approaches and location within the organisation's structure. This workshop will present general insights into the management of members and membership programs. Drawing from international and Australian research, including case studies from the Australian National Maritime Museum and the Australian Museum, it will detail what members can contribute to an institution's business, answering the often-posed question: why are members important?

3- KICK-STARTING A GIVING COMMUNITY OUT OF DISASTER (AND BUILDING IT FOR THE LONG-TERM)

Gandel Hall West

Joanna Blair, Director, Brown Bread, New Zealand, @jotblair

New Zealand engagement and social partnerships agency, Brown Bread Ltd, has been working on an innovative contractor model with Christchurch Art Gallery's Foundation since 2013 – a relationship and model that was born out of the 2010-2011 Christchurch earthquakes that forced the Gallery to close for five years. In that time, Brown Bread has raised over \$8.5 million for the Foundation in a variety of ways – from two of New Zealand's most successful crowdfunding campaigns acquiring two \$1million+ works of art, to developing a regular giving and major gifts programme.

CORPORATE PARTNERSHIPS

CASE STUDY:

PARTNERING FOR IMPACT - EXPLORING A NEW PARTNERSHIP MINDSET

Fiona Poletti, Executive Director External Engagment, Arts Centre Melbourne, Australia, @artscentremelb &

James Van Smeerdijk, PricewaterhouseCoopers, Australia, @Jvansmeerdijk, @PwC_AU.

Chaired by **Linda Soklich**, Associate Director, Strategic Partnerships, Arts Centre Melbourne, Australia, @artscentremelb

Arts Centre Melbourne and PwC have pioneered a new approach to partnering, taking it beyond the bounds of the traditional sponsorship-centric model of NFP-Corporate partnerships, demonstrating the high impact outcomes that a highly collaborative and co-designed approach can deliver. Fiona and James present the changing nature of NFP-Corporate Partnerships, perspectives on 'cultural impact', and their 'Impact Partnership' as a case study – its vision, factors of success, challenges and achievements.

KEYNOTE:

POSITION YOURSELF TO BE KISSED: THE 3 CRITICAL STEPS TO SPONSORSHIP SUCCESS

Bruce McKaskill & **Tim Wood**, Managing Director, Fit Sponsorship Group, Australia, @fitsponsorship. Chaired by **Matthew Morse**, Executive Director Strategy and Programs, Creative Partnerships Australia, Australia, @CreativePships

This is a strategic expose on how to position your Arts or Cultural organisation to be more attractive to corporate sponsors. Bruce & Tim map out the pathway to a high performing sponsorship department and reveal the sweet spot where arts & cultural organisations of all sizes are enjoying extraordinary results.

KEY LEARNINGS

Corinne Estrada, Founder and Director, Agenda and **Fiona Menzies**, CEO, Creative Partnerships Australia

EVENING COCKTAIL RECEPTION AT NATIONAL MUSEUM OF AUSTRALIA

6.30 PM

Lawson Crescent, Acton Peninsula, Canberra.

Welcome by **Matthew Trinca**, Director, National Museum of Australia, @nma

Join us at the NMA to enjoy an evening with peers and visit the exhibition *Rome: City and Empire*.



THURS 22 NOV

NATIONAL GALLERY OF AUSTRALIA,
GANDEL HALL: PARKES PLACE

REGISTRATION

8.00 AM

Pick up your badge and programme

8.30 AM ARRIVAL TEA & COFFEE

ORGANISATIONAL STRUCTURE

9.00 AM

WELCOME BACK

Corinne Estrada, Founder and Director, Agenda
Fiona Menzies, CEO, Creative Partnerships Australia

KEYNOTE:

ASPIRATION, NOT DESPERATION

Sheena Boughen, Life Ambassador, Four Winds, Australia, @SheenaBoughen

How do you develop a successful philanthropic culture that is sustainable and flexible and that opens inspires and invigorates everyone along the way? Drawing from ten years as Chair and CEO of Four Winds Bermagui, Sheena shares the development of an organisation that had no culture of asking to developing a small, nimble and brilliant team. The Four Winds Bermagui story will be placed alongside Sheena's engagement in other settings to demonstrate the power of putting strategy and culture as good partners.

CONVERSATION:

BUILDING CORPORATE RELATIONSHIPS THAT LAST: A MODEL FOR INCREASED ENGAGEMENT AND FUNDRAISING

Will Cary, Senior Director for Annual and Corporate Giving, Barnes Foundation, USA, @WillCary, @the_barnes

Many companies are supporting fewer causes or simply giving away less in donations, but there is still tremendous opportunity in corporate relationships and the results may be seen throughout all arms of your organisation. Learn how the Barnes Foundation implemented a new structure and best practices for corporate giving so it reflected all of its fundraising programs.

In conversation with **Matthew Morse**, Executive Director Strategy and Programs, Creative Partnerships Australia, Australia, @CreativePships

PANEL DISCUSSION:

THE INTERSECTION OF MARKETING AND FUNDRAISING

Fiona Hulton, Head of Marketing, Bell Shakespeare, Australia, @feef, @BellShakespeare

Debra Reinecke, Head of Development, Bell Shakespeare, Australia, @BellShakespeare

Explore how these two major functions of an arts organisation can mutually benefit from working together in this up close look into the Bell Shakespeare company's collaborative approach.

Chaired by **Julia Gregg**, Marketing and Communications Manager, Contemporary Arts Precincts Ltd, @CapCollingwood

10.45 AM PAUSE CAFÉ





CASE STUDIES & WORKSHOPS

11.15 AM TO 12.00PM

4 case studies and workshops will take place simultaneously. Participants are invited to select the session they wish to attend.

1 - EARNING THE ENCORE: A VISION OF VALUE

Gandel Hall East

Linda Soklich, Director, Strategic Partnerships, Arts Centre Melbourne, Australia & **Sonia Higgins**, Director and Principal Consultant, Vievero, Australia

Innovative NFPs are unlocking the value they can provide to partners through a range of assets - intellectual property, influence, branding, networks, engagement, volunteering, learning, cultural transformation, and innovation - by means of a solution focused-approach to partnerships.

2 - USING EMOTIONAL INTELLIGENCE TO IMPROVE YOUR FUNDRAISING

Gandel Hall Center

Suzanne Salter, Director, Leadership Nouveau, Australia

Suzanne is an educator in people and organisation management in global business. Through theoretical expertise and practical examples, sharpen your skills to bring your walk up to your talk.

3 - CORPORATIONS ARE PEOPLE: A CASE STUDY AROUND MAXIMIZING CORPORATE ENGAGEMENT

Auditorium

Will Cary, Senior Director for annual and Corporate Giving, Barnes Foundation, USA, @WillCary, @the_barnes

This case study will focus on a company with which the Barnes Foundation built a strong relationship – resulting in larger donations, more members and younger audiences.

4 - SUPPORTING STRUCTURES - PHILANTHROPIC SKILLSETS AND TEAM PROFILES IN AUSTRALIAN AND NEW ZEALAND CULTURAL ENTERPRISES

Gandel Hall West

Amalia Hordern, Enterprise Consultant, Tessitura Network, Australia, @tessnetwork

Amalia will share key findings from Tessitura Network's inaugural Australia and New Zealand Regional Philanthropy Report – exploring the evolution and diversification of skills required to navigate our region's changing philanthropic landscape. Through an interactive exercise, participants will have the opportunity to consider their own organisation's core growth areas and assess their readiness to maximise these based on current skillsets, resources and enterprise-wide support.

WORLD CAFÉ

Brainstorm as you network with your peers. Chaired by **Corinne Estrada**, Agenda

1.00 PM NETWORKING LUNCH

THURS 22 NOV

NEW REVENUE STREAMS

KEYNOTE: SETTING UP SEPARATELY - STRUCTURE AND GOVERNANCE AT THE NATIONAL GALLERY COMPANY

Julie Molloy, Managing Director, National Gallery Company, UK, @NationalGallery

The National Gallery Company (NGC) has a unique set up in that it is not a trading subsidiary of the National Gallery, but a separate limited commercial company owned by the National Gallery Trust, where the focus is on profit generation from trading. Julie talks about the reasons for and implications of setting up separately and outlines the nature of business development in an increasingly financially pressed sector.

Chaired by **Deanna Varga**, Director, Mayvin Global, Australia

KEYNOTE: CULTUREBANK - A NEW INVESTMENT PARADIGM FOR THE ARTS

Deborah Cullinan, CEO, Yerba Buena Center for the Arts, USA, @deborahcullinan

YBCA's CultureBank is an evolution of current impact investment strategies to elevate the role of artists and their capacity to develop vision and lift value in communities. This is radical collaboration presents a new model for an arts center as an incubator of breakthrough ideas and a new model for how an arts center builds a new kind of donor class that is interested in art and social justice.

Chaired by **Deanna Varga**, Director, Mayvin Global, Australia

PENDING QUESTIONS: ASK THE EXPERTS

Julie Molloy, Managing Director, National Gallery Company & **Deborah Cullinan**, CEO, Yerba Buena Center for the Arts

Your opportunity to ask your burning questions regarding the new revenue stream examples from the UK and the USA

CASE STUDIES & WORKSHOPS

2.45 PM – 3.30PM

3 case studies and workshops will take place simultaneously. Participants are invited to select the session they wish to attend.

1 - WHAT IMPACT?

Gandel Hall East

Bridget Jones, Director, Wavelength, Australia &

Lynda Kelly, Director, LyndaKellyNetworks, Australia, @lyndakelly61

As government expenditure on culture is precarious, funders are asking us about the outcomes and impact of our work and the question is “why should they give us their money?” Fundraisers need to show how their programs can make a difference to participants and the community. Bridget Jones will give practical examples of how evaluation can be used to support funding in the cultural sector. Dr Lynda Kelly will look at what transformational learning looks like in cultural institutions and how it can be used to connect with funders. This talk will show how audience research can help unpack visitors’ transformative learning experiences through collection of narratives and stories.

2 - PROVING ROI - ATTRACTING AND RETAINING DONORS USING DATA

James O Fairfax Theatre

Michael Chappell, CEO, Culture Counts, Australia, @countsapp

Michael will outline how arts organisations can measure the value they create for their community, which gives them powerful data to prove the impact of sponsorship and philanthropy investment. By aligning metrics with the outcomes they set out to achieve alongside the key objectives of sponsors and donors, they are able to discover how audiences and participants are impacted by the work in a way that is meaningful across the whole organisation. Michael’s presentation will include a case study showing how Perth Festival’s impact on Western Australia’s social, cultural and economic life was measured and reported.

TRANSLATE YOUR VISION
INTO ITS PUREST FORM.

**3 - INVESTING IN TRUST:
PLACING PEOPLE AT
THE HEART OF YOUR
FUNDRAISING STRATEGY**

Gandel Hall West

Pascal Hufschmid, Head of External Affairs,
Musée de l'Élysée, Switzerland,
@PascalHufschmid, @ElyseeMusee

Corporate partnerships always look great on paper. Supported by strong data, your strategy is flawless, the expected return on investment for your museum and its partner is great, and you feel that you've got it all covered, thanks to a successfully negotiated, detailed contract. Nothing could go wrong... but what happens when it does? Can numbers, presentation files and clauses guarantee a successful partnership? That's what Pascal thought until his museum experienced the ultimate stress test. Join him to learn how his approach to fundraising has changed to put people and trust at the heart of his institution's strategy.

**KEYNOTE: HUSTLER -
BALLETLAB'S FUNDRAISING
JOURNEY**

Phillip Adams, Artistic Director, BalletLab, Australia

Adams is celebrated as one of Australia's most risk taking choreographers in the highest regard. Throughout his career he has cultivated fundraising that considers an experience with giving, offering patrons an investment into the making of the work and as a means of supporting an artistic legacy. Adams talks about some of his worst and some of his better moments in fundraising and the risky business of his art that attracts the most discerning of patrons.

Chaired by **Matthew Morse**, Executive Director
Strategy and Programs, Creative Partnerships
Australia, Australia, @CreativePships

CLOSING REMARKS

Corinne Estrada, Founder and Director, Agenda
Fiona Menzies, CEO, Creative Partnerships Australia

MILLE MERCI

TO ALL OUR PARTNERS

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10
PLATEFORME

CONFERENCE PARTNERS



Australian Government
Department of Communications and the Arts

This project is supported by the Australian Government through the Department of Communications and the Arts

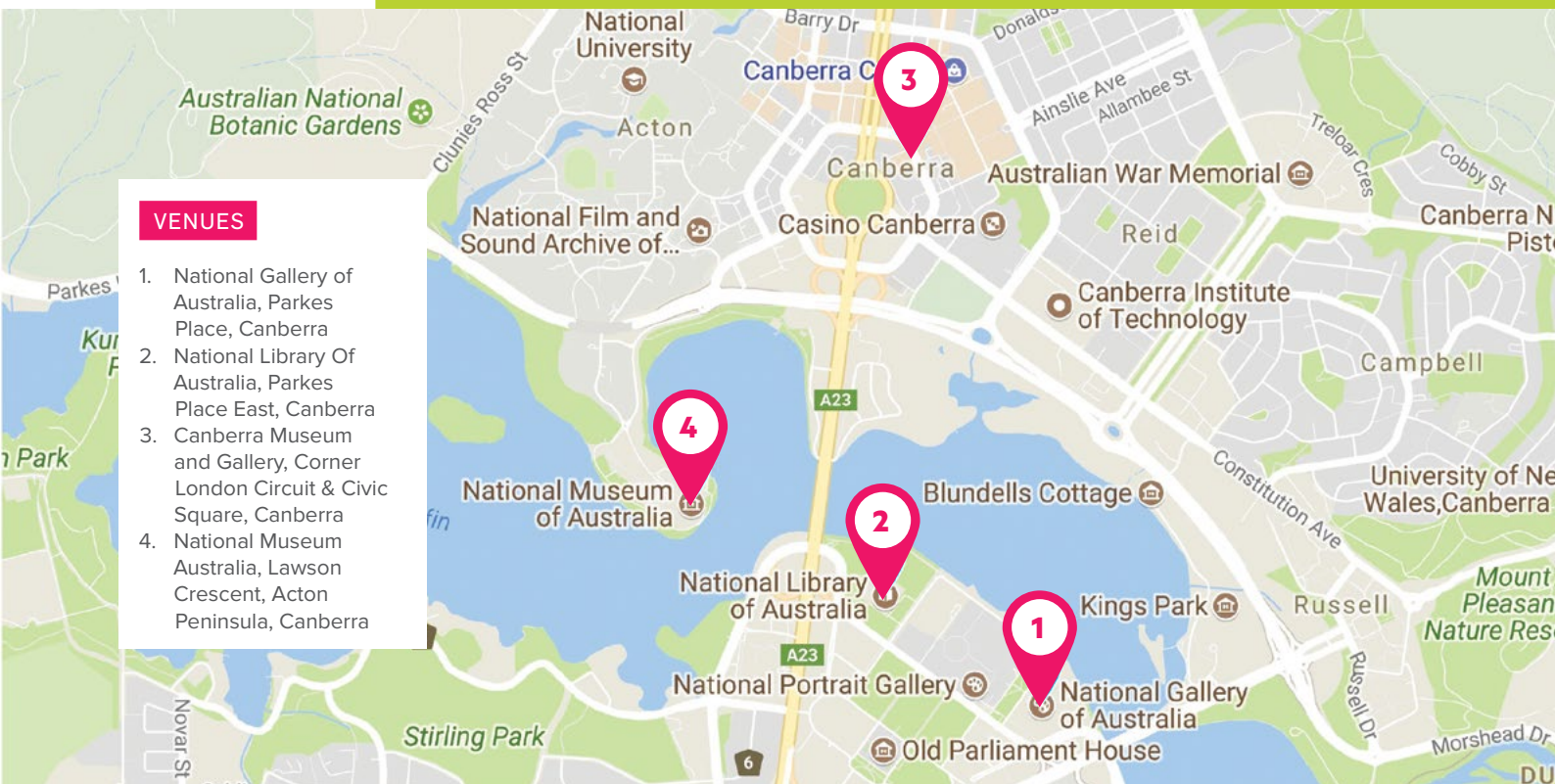


**national
museum
australia**



Panasonic

MAP



VENUES

1. National Gallery of Australia, Parkes Place, Canberra
2. National Library Of Australia, Parkes Place East, Canberra
3. Canberra Museum and Gallery, Corner London Circuit & Civic Square, Canberra
4. National Museum Australia, Lawson Crescent, Acton Peninsula, Canberra

SEE YOU SOON

COMMUNICATING THE ARTS

Copenhagen 17–19 June 2019
Montreal 8–10 October 2019
Sydney 11–15 November 2019
Lausanne 23–25 June 2020



Sydney 11–15 November 2019

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BECOME OUR NEXT HOST

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CALL TO ACTION WORKSHOP

The Culture Business
Call to Action Workshop
helps translate new ideas
into tangible action plans
for your organisation.

While each workshop is tailor made based on the needs of your organisation, the five-step process is identical.

FIVE-STEP PROCESS

1. Clarify the strategic vision of your fundraising plan
2. Review the 'Best Of' ideas from Culture Business conference
3. Analyse the compatibility of each idea in terms of ease of implementation, alignment with vision and expected benefits.
4. Prioritise the ideas
5. Develop a high level action plan

This one day workshop is held internally and is designed for leadership and cross-functional teams.

You can expect to walk away with a high-level action plan for the 'Best Of' ideas that you'd like to take back to work to improve your fundraising strategy.

Conducted by **Corinne Estrada** CEO and Founder of Agenda and **Suzanne Salter** Director and Founder of Leadership Nouveau

Contact : Corinne Estrada
0403 413 120
cestrada@agendacom.com



AGENDA