TUESDAY 12 NOVEMBER

8.00 am
Registration at the Australian National Maritime Museum
Come pick up your badge and meet fellow delegates. Registration is open from 8am to 5pm

9.00 am
Welcome to Communicating the Arts Sydney
Corinne Estrada, founder of Communicating the Arts welcomes you to Sydney for the 24th edition of the conference.

By Corinne Estrada, Agenda, Australia

Welcome to the Australian National Maritime Museum
Kevin Sumption, Director, will welcome the participants to the Australian National Maritime Museum.
Welcome to Country - Indigenous Elders
Acknowledgement of the Traditional Custodians of land

9.45 am
How can we sleep while our beds are burning? Arts leadership, Climate and the need for change.
Our opening keynote is a rallying call for cultural leadership by one’s 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 through to the mass extinction and climate events that we are just now getting a sense of. From the move to experiences rather than material objects through to the changing power dynamic in favour of the East and South. What role does Arts and Cultural activities play in reflecting our community concerns and giving us the tools to tackle an uncertain future? For millennia, the storytellers of the clan have helped shape the future and prepare society for advancement but we are seeing the corruption of the role of the artist to speak truth and help thread communities together. What are the ways Arts and Culture can play a role in carving out a sustainable future?

By Wesley Enoch, Sydney Festival, Australia

10.15 am
Panel: Women in Charge, Women in Change
How can women in the creative industries crack the glass ceiling and shine - what are the issues, how far have we come, what do we need to do? Join our female arts leader panellists in discussing women leading in the arts.

By Tarragh Cunningham, Queensland Art Gallery | Gallery of Modern Art, Australia / Sue Donnelly, Belvoir St Theatre, Australia / Dominique Gill, Urban Fitouts & Construction, Australia

11.00 am
Coffee at the Australian National Maritime Museum
Network with other delegates overlooking Darling Harbour
11.30 am
Case Studies: Being Bold and Risk Taking - inspiring and practical stories

4 different case studies will take place simultaneously

1. New Leadership Models
1.1 Practice Based Leadership: When artists disrupt hierarchies to guide strategic vision
1.2 The Producer as Leader

2. Leadership Journeys and Making Mistakes
2.1 Please Make a U-turn if possible
2.2 Lessons learnt from long term community engagement

By Elaine Chia, City Recital Hall, Australia / Anthony Bastic, AGB Events, Australia

3. How to Engage 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

By Kate Ben-Tovim, Asia TOPA Arts Centre, Melbourne, Australia

4. Artists leading Social Change
4.1 Circus Zambia: Changing Community

By Gift Chansa, Circus Zambia, Zambia

12.30
Knowledge Mixture
Knowledge networking with other delegates

1.00 pm
Lunch at the Australian National Maritime Museum
Networks with your peers enjoying lunch overlooking Darling Harbour
2.05 pm

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

Our international keynote discusses holding onto a brand vision in one of the world’s biggest arts festivals

By Tina Walsberger, Edinburgh International Festival, Scotland

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2.35 pm

Case Studies: Connecting and Reinvention - inspiring and practical stories

4 different case studies will take place simultaneously

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1. Diversity and Inclusion
   1.1 Inclusion and owning the pipeline
   1.2 Intercultural differences in arts leadership

By Darin Conley-Buchsieb, San Francisco Ballet, United States / Miranda Carroll, Art Gallery of NSW, Australia

2. Collaborating Cultures
   2.1 Cross-Cultural stories - Belvoir Street’s Counting and Cracking

By Sue Donnelly, Belvoir St Theatre, Australia

3. Adaptive Leadership
   3.1 Rising heart: steering the ship in times of change
   3.2 Arts Centre Melbourne: Collaboration at the centre

By Ashleigh Campbell, KickArts Contemporary Arts, Australia

4. Building Communities
   4.1 HOTA: The Arts Centre as Community Leader
   4.2 Arts Centre Melbourne: Collaboration at the centre

By Criena Gehrke, HOTA, Home of the Arts, Australia
3.30 pm
Coffee at the Australian National Maritime Museum
Network with other delegates overlooking Darling Harbour

4.00 pm
Consciously Living and Leading a Creative Legacy
Join international life coach and clarity leader Vashti Whitfield on a journey to discover your legacy drivers in this 45 min 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.

By Vashti Whitfield, Vashti Whitfield, Australia

4.45 pm
Running Away to join the Circus – the change makers of Circus Zambia
Join our international keynote to hear of the inspirational work that 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 affects this has in his community.

By Gift Chansa, Circus Zambia, Zambia

5.15 pm
Pending Questions
Share your key learnings of the day and ask your pending questions

By Corinne Estrada, Agenda, Australia

6.00pm
Opening Night Reception at The Australian National Maritime Museum - supported by Urban Fitouts
Enjoy great conversation with your fellow delegates over drinks and canapés
WEDNESDAY 13 NOVEMBER

8.00 am  
Registration at the Australian National Maritime Museum  
Come pick up your badge and meet fellow delegates. Registration is open from 8.00am to 5pm.

9.00 am  
Welcome  
Corinne Estrada and Adrian Collette, CEO of Australia Council for the Arts, welcome you for our second day of the conference  

By Corinne Estrada, Agenda, Australia

9.15 am  
International Keynote on Digital Practises- Think China  
Details to be announced

9.45 am  
Connecting: how do contemporary digital practises lead audiences today?  
Anthony Bastic from AGB Events chairs a panel including digital superstar Keir Winesmith and VR artist Debra Keenahan, considering implications of being in a post digital world for organisations and audiences.

By Anthony Bastic, AGB Events, Australia / Prof. Keir Winesmith, Old Ways, New, Australia / Tatyana Franck, Musée de l’Elysée, Switzerland / Debra Keenahan, Western Sydney University and UNSW, Australia

10.30am  
Augmented Reality Adventure with Charles Clapshaw  
Join visual artist Charles Clapshaw for a AR experience  

By Charles Clapshaw, Artist, Australia
10.45 am
Coffee at the Australian National Maritime Museum
Network with other delegates overlooking Darling Harbour

11.15 am
Workshops - tips and tools to develop your leadership capabilities
Up to 4 different workshops will run simultaneously

1. Ethical decision making for Arts Leaders
Cranlana is Australia’s pre-pre-eminent organisation for promoting responsible leadership and ethical practice. Here the CEO, Vanessa Pigrum will apply these frameworks to cultural organisations.

2. Managing your Energy in Arts Environments
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.

By Tina Walsberger, Edinburgh International Festival, Scotland

3. Organisational Creativity for Creative Organisations
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.

By Amy Maiden, AKA – The Global Arts Marketing Agency, Australia

12.15 pm
World Café - brainstorming exercise
A structured conversation game for knowledge sharing in which groups of people discuss issues and questions around our theme of ‘cultural leadership’ - can the arts lead the way?
13.00 pm
Lunch and visit the Australian National Maritime Museum
Enjoy a lovely lunch, network with your peers and explore the Australian National Maritime Museum collection

2.00 pm
Poster Boy: Art and Politics
‘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.

By Peter Drew, Artist, Australia

2.45 pm
In Conversation: Tatyana Franck and Alec Coles - Leadership for the 21st Century Museum
In this conversation, Tatyana Franck (Director of the Musée de l’Élysée) and Alec Coles (CEO of the Western Australian Museum) will discuss the challenges and opportunities facing museums today, including the globalization of their collections and programs, 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.

By Tatyana Franck, Musée de l’Élysée, Switzerland / Alec Coles, Western Australian Museum, Australia

3.15 pm
Coffee at the Australian National Maritime Museum
Network with other delegates overlooking Darling Harbour
3.45 pm
Case Studies: Practical tools for new storytelling, new approaches to heritage sites, and building audiences

Up to 4 case studies will take place simultaneously

1. Reinventing: Heritage Arts looking towards the future
   1.1 Hyde Park Barracks: Sydney Living Museum

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

   By Emma Cantwell, Louvre Abu Dhabi, United Arab Emirates / Chris Sullivan, M+, Hong Kong

3. New audience engagement through design
   3.1 How to remind audiences that design is for everyone? Re-imaging the Sydney Design Festival
   3.2 National Theatre of Paramatta

   By Jane Duru, ReAgency, Australia / Nick Hill, Sydney Design Festival, Australia

4. The power of advocacy: 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.

   By Dr Wendy Were, Australia Council for the Arts, Australia / Dr Amanda Tattersall, ChangeMakers Podcast, Australia

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

Darin is one of the USA's leading Human Resource Directors and 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 how we just 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? Why?

By Darin Conley-Buchieb, San Francisco Ballet, United States

5.15pm
Everyone is a Leader: Artist and Psychotherapist Dr Margi Brown Ash
To be announced

By Dr Margi Brown Ash, 4change, Australia

THURSDAY 14 NOVEMBER

8.15am
F*** Up Champions
Our champions of F*** Up are announced! Come to hear their stories.

By Suzanne Salter, Leadership Nouveau, Australia

9.00 am
Welcome to the Art Gallery New South Wales
Corinne Estrada and Dr Michael Brand, Director of the Art Gallery of New South Wales, welcome you for the third day of the conference.

By Corinne Estrada, Agenda, Australia
9.15 am

**Sacred Eldership**
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.

By Dr. Tjanara Goreng Goreng, *OnelNMA Global, Australia*

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9.45 am

**New Voices: Young Cultural Leaders**
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.

By Associate Professor, Lizzie Muller, *University of New South Wales, Australia*

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10.30 am

**Coffee at Art Gallery of New South Wales**
Discuss ideas with your colleagues over morning coffee

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11.00 am

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

By Magnus Restofte, *The Royal Danish Theatre, Denmark*
11.30 am
Artistic and civic inspiration: the work of Fundación Botín
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.

By Iñigo Sáenz de Miera, Fundación Botín, Spain

12.00 pm
Lunch and explore the Gallery
Enjoy lunch with other delegates and explore the Art Gallery of New South Wales permanent collections

2.45 pm
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 Woolloomooloo guided by the artist Simone Rosenbauer

5.00 pm
Closing Drinks
A final farewell to your fellow delegates and new friends at one of Sydney’s best bars