

2015 Museums & Galleries Queensland Conference

Outcome Report



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Photographer: LeAnne Vincent

**museums
& galleries**
QUEENSLAND

About 2015 M&G QLD Conference

Museums & Galleries Queensland (M&G QLD) held its 2015 State Conference from 6-7 August at the award-winning The Workshops Rail Museum, part of the Queensland Museum Network, in Ipswich.

The Conference is a major industry event for people working throughout the public museum and gallery sector in Queensland and is held every four years.

M&G QLD took care to structure a unique and relevant program to provide professionals and volunteers who work in the sector with the opportunity to meet, network, share knowledge and learn with and from their peers.

Institutions across the museum and gallery sector strive to be culturally vibrant, stimulating, accessible and essential places for their communities and visitors alike. Without their communities, museums and galleries are redundant – they bring life. It is timely therefore to reflect on why we are here, and to explore ways of encouraging active involvement and fostering a sense of ownership.

At the 2015 Conference, *participation and community engagement* was the focus – to see what it is that makes people excited to get involved and be proud of their local galleries and museums and to see how best to tell the stories that engage communities in all their diversity.

Themes explored during the Conference included:

- Participatory practice *is* community engagement
- Co-creation, collaboration and community
- Volunteers are visitors too
- Programming for diversity
- Demystifying the Australian Curriculum
- What's the story? Compelling narratives to engage audiences
- Password fail – navigating digital engagement.

The Conference comprised a quality program of high-calibre national and international speakers, masterclasses, skills development, parallel sessions, tours and social activities.

Delegates were welcomed to the Conference, The Railway Workshops Museum and to Ipswich by:

- John Waldron, Chairperson, M&G QLD Board of Directors
- Shannon Ruska, Nunukul Yuggera
- Professor Suzanne Miller, CEO, Queensland Museum Network
- Jennifer Howard, MP, Member for Ipswich
- Cr Paul Pisasale, Mayor, City of Ipswich

For more information on the Conference themes, to download the full Conference Program or to watch plenary presentations, please visit the M&G QLD website:

<http://www.magsq.com.au/cms/page.asp?ID=7944>

Conference images are available on Flickr:

<https://www.flickr.com/photos/mgqld/sets/72157657556925595>

Significant Outcomes / Achievements

International keynote speaker

Dr David Fleming OBE, Director, National Museums Liverpool presented the keynote address *Creating the Much Loved Museum*. Dr Fleming is President of UK Museums Association, President of Federation of International Human Rights Museums and of Social Justice Alliance for Museums, Vice President of the European Museum Forum, Chairman of International Council of Museum's Finance and Resources Committee.

He was responsible for the creation of the Museum of Liverpool (Council of Europe Museum Prize Winner, 2013) and the International Slavery Museum. He has lectured worldwide in more than 40 countries on museum management and leadership, city history museums, social inclusion, human rights and politics, and museum ethics. M&G QLD was fortunate and privileged to engage Dr Fleming as the keynote speaker.

Capacity

Seating availability in the venue set the capacity of plenary sessions and this dictated how many Conference tickets could be sold. There was a tremendous response to the Conference promotion and tickets to attend the full Conference were sold out by the earlybird closing date.

Plenary speakers

M&G QLD was able to secure high-calibre plenary speakers from the sector, including:

- Alfredo and Isabel Aquilizan, Artists, presented *Making Do*
- Alec Coles, CEO, Western Australian Museum presented *Whose Museum is it Anyway?*
- Kiersten Fishburn, Director Community and Culture, Casula Powerhouse Arts Centre, Liverpool City Council, NSW presented *At the Heart of Everything: Casula Powerhouse and Community Centred Programming*
- Kirstin Sillitoe, Co-CEO, Arts Access Australia presented *Access: It's All About Breaking the Rules*

Parallel speakers

M&G QLD distributed a Call for Papers prior to the Conference and was overwhelmed with the response. There were 25 parallel speakers drawn from within the Queensland sector, from local government, regional galleries and museums, state institutions, university museums, volunteer run museums along with artists and consultants. This is the first time that M&G QLD has included this number of parallel sessions in the state Conference and it worked extremely well with rich options available.

Masterclasses and Workshops

Masterclasses and workshops were very successful with high participation rates. Presenters included:

- Dr David Fleming OBE, Director, National Museums Liverpool, UK - *The Political Museum*

- Richelle McClymont, Visitor Experience Manager, The Workshops Rail Museum - *More than Playing with Trains – Creating Quality Visitor Experiences*
- Richard Harling, The Cultural Commerce Consultant - *Successful Retail in a Cultural Environment*
- Rick Chen, Co-Founder and Director, Pozible - *Let's Talk Crowdfunding*
- Jop Haverkamp, izi.Travel and Brian Crozier, Crozier Schutt Associates - *Your Heritage Stories Through Smart Phones, without any costs*
- Lucy Quinn, Children's Program Officer, Ipswich Art Gallery and Michael Beckmann, Director, Ipswich Art Gallery - *Child-Centred Creative Practice at the Ipswich Art Gallery*

Networking

One of the major benefits of the Conference was the networking opportunity. This was evidenced by the feedback provided by delegates, who were able to re-connect with friends, meet new colleagues and network over refreshment breaks, at all conference activities and online through social media. Prior to the commencement of the Conference M&G QLD scheduled a *Why use Twitter* session to encourage delegates to tweet and there were many Facebook and Twitter accounts contributing to the online discussion.

Tours

Pre-Conference Tours were held at state institutions, including Queensland Museum, State Library of Queensland, Queensland Maritime Museum and Queensland Art Gallery | Gallery of Modern Art.

A Historic Ipswich Bus Tour was held on Friday afternoon. The tour highlighted the history and architectural heritage of this unique Queensland city. Afternoon tea and a tour of *Gooloowan* were included.

Delegates were able to join curators of The Workshops Rail Museum, David Mewes and Geraldine Mate, for a back-of-house tour of the collections and heritage rolling stock. The tour also went behind-the-scenes at the oldest operating railway workshops in Australia.

Social Activities

On Thursday evening delegates were invited to the opening night of local Ipswich art exhibition, *embrace*, at Studio 188. Many local Ipswich artists also attended the opening.

Delegates then had the opportunity to attend networking dinners at various Ipswich restaurants. These networking dinners were themed around areas of practice including Exhibitions and Display, Public Programs and Community Museum Volunteers/open to all.

The Conference Dinner was held on Friday night at the Darling St Chapel, originally completed in 1879. Dinner began with a performance by acclaimed Aboriginal dance troupe Nunukul Yuggera, followed by a delicious meal and live entertainment from Grace & Beau acoustic duo.

Who attended the 2015 M&G QLD Conference?

The Conference was programmed to appeal to a broad audience and aimed to connect regional and metropolitan volunteers and professionals and provide an opportunity for participants to share expertise and best practice.

Delegates came from a varied cross-section of the sector, including: state galleries and museums, regional galleries and museums, national sector service organisations, contemporary art spaces, regional libraries, university museums, collecting institutions, disability arts organisations, multicultural contemporary art organisations, individual cultural workers, students, consultants, academics, local government representatives and stakeholders from the state government and the corporate sector.

Total number of participants: 192

Metropolitan: 92
Regional: 81
Interstate: 16
International: 3

Each participant was counted once in the following breakdowns:

Delegates (includes parallel speakers): 124
Presenters (includes plenary and welcomes): 12
Trade show exhibitors: 12
Staff: 9
Contractors: 4
Workshop presenters: 8
Tour only attendees: 23

Average and most frequent age range of delegates* was 36-45 years old.

46% of delegates* indicated this was their first museum or gallery conference.

Over two thirds of all delegates* were paid workers, with around 14% of these working in part-time roles in the industry.

Volunteers made up around 16% of delegates*, while students made up around 5%.

*Delegates who responded to the evaluation survey.



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Sponsors

Museums & Galleries Queensland gratefully acknowledges the following supporters of the 2015 Museums & Galleries Queensland Conference.

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CONFERENCE SUPPORTERS



Queensland Government Department of Environment and Heritage
Protection, Heritage Branch

Pre-Conference Tour Venues:

Queensland Art Gallery | Gallery of Modern Art, Queensland Maritime
Museum, Queensland Museum, State Library of Queensland

Queensland Urban Utilities

Trade Show Exhibitors

Thanks to the Trade Show Exhibitors who attended the Conference and networked with the delegates at break times.

Auctioneers and Valuers Association of Australia

www.avaa.com.au

Conservation by Design Australia

www.cxdaustralia.com.au

Deep Creek Digital Pty Ltd

www.deepcreekdigital.com

Dexion

www.dexion.com.au

Eyeline Publishing

www.eyelinepublishing.com

IAS Fine Art Logistics

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Link Electronic Solutions

www.linkelectronicsolutions.com.au

Museums Australia

www.museumsaustralia.org.au

ToadShow

www.toadshow.com.au



Promotional and Advertising Coverage

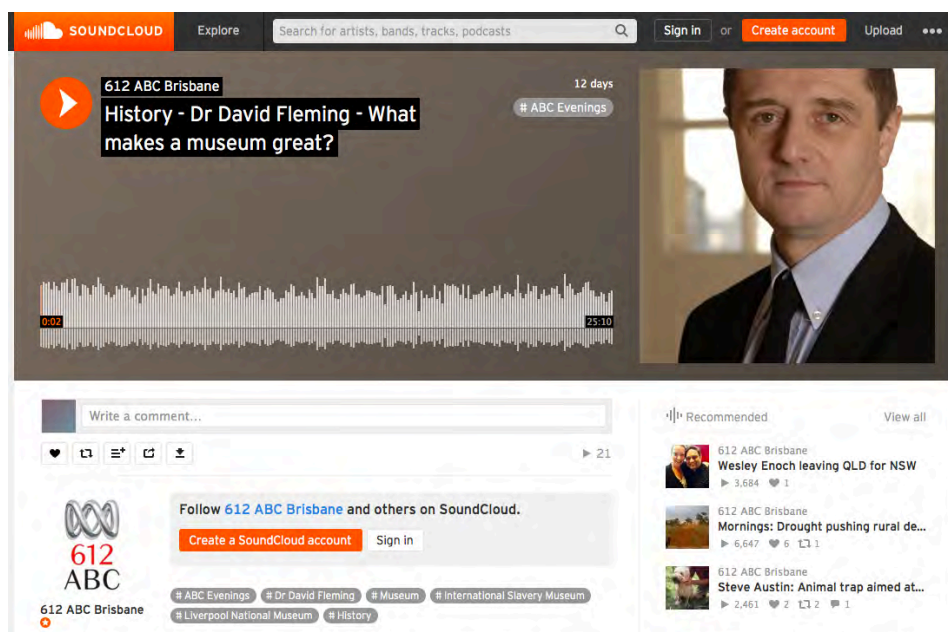
A promotional strategy for the Conference was developed, which articulated the type of promotion, content, recipients and timeframe. Targeted promotion was developed for key stages of the Conference, including call for papers, date claimer, venue confirmation, international keynote speaker announcement, social activities, masterclass presenters, sponsorship and trade show announcements, and registration.

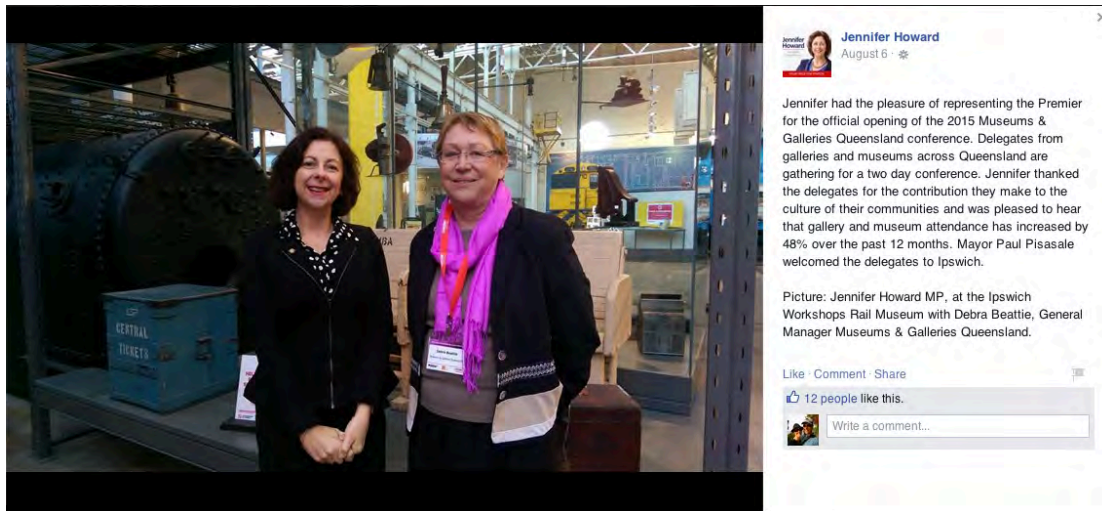
Promotional methods included:

- Direct post to over 350 organisations on the M&G QLD database; and to each local government Mayor and CEO in Queensland
- Direct email to M&G QLD's museum and gallery database
- Emails to delegates from the 2011 M&GSQ Conference
- Regular inclusions in the M&G QLD eNews, which is received by over 1,200 subscribers
- Articles in eNews bulletins published by Arts Queensland, Brisbane's Living Heritage Network, State Library of Queensland, Museums & Galleries of New South Wales, Vast Arts, Museums Australia
- Radio interviews, including 4MBS and 612 ABC Brisbane
- Conference information hosted on the M&G QLD website
- Online promotion including an advertisement on Eyeline Publishing, event listing on National Trust of Australia (Qld) website, State Library of Queensland John Oxley Library blog and Museums & Galleries of NSW website
- Regular posts to M&G QLD's Facebook and Twitter
- Images posted to Flickr after the event

M&G QLD encouraged the use of the hashtag #2015MGQcon for the Conference. This hashtag was used by staff, delegates and attendees throughout the planning and implementation stages. Over 50 different Twitter and Facebook accounts contributed to the online discussion.

Samples of online promotion received:





STATE LIBRARY WEBSITE
OUR SERVICES
RESOURCES
WHAT'S ON
ABOUT US

John Oxley Library

JO
FL
AP
AL
IV
TD
AS
WW
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SEARCH

CATEGORIES ARCHIVES

THE POLITICAL MUSEUM

02 JUL 2015 | MYLES SINNAMON

Guest blogger: Deannah Leith – Museums & Galleries Queensland

Dr David Fleming OBE, Director, [National Museums Liverpool](#), UK, is coming to Australia to present as part of [Museums & Galleries Queensland \(M&G QLD\) 2015 Conference](#). Not only is Dr Fleming the international keynote speaker, he will also present a Masterclass entitled [The Political Museum](#). Dr Fleming will argue that all museums are political, including those pretending not to be. He will explore what is meant by 'political' and try to tease out some Australian experiences of when politics meet museums.

Dr David Fleming OBE, Director, National Museums Liverpool, UK. Image courtesy Museums and Galleries Queensland

Dr Fleming became the Director of National Museums Liverpool in 2001 and has overseen the development and opening of the International Slavery Museum and Museum of Liverpool alongside quadrupling visitation. Before his post in Liverpool, Dr Fleming was director of the multi-award-winning Tyne and Wear Museums for 11 years, where he led teams delivering major capital developments and massive audience growth. Prior to that he was principal keeper at Hull Museums and he started his museum career as founder-curator of the Yorkshire Museum of Farming, York.

The [2015 Museums & Galleries Queensland \(M&G QLD\) Conference](#) is a major professional development initiative dedicated to the volunteer and professional workers in Queensland's public gallery and museum sector.

Held every four years, the Conference provides a forum for the sector to come together and discuss issues affecting contemporary regional and public museum/gallery practice at a local, national and international level.

The Conference is being held at The Workshops Rail Museum, Ipswich on 6-7 August 2015. For more information on the Conference and to book a Masterclass please go to <http://www.magsq.com.au/cms/page.asp?ID=7944>

#2015MGQcon

Museums & Galleries Queensland
Published by Deannah Vieth [?] · June 1 · 🌐

11 days left until Earlybird registrations close for the 2015 Museums & Galleries Queensland Conference. Don't miss out! For more info go to <http://www.magsq.com.au/cms/page.asp?ID=8034>



57 people reached Boost Post

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Museums & Galleries Queensland, Suesann Vos and Gympie Regional Gallery like this.

Write a comment...

Museums & Galleries Queensland
Published by Mags Qld [?] · June 25 · 🌐

M&G QLD staff visited The The Workshops Rail Museum, Ipswich today for a run through of the 2015 M&G QLD Conference. Thanks to the Museum staff for being so helpful and supportive!



393 people reached Boost Post

Like Comment Share

Museums & Galleries Queensland, The Workshops Rail Museum, Marjorie Earl, Wendy Biggs and 13 others like this.

Write a comment...

MAGSQ @MAGSQupdates Aug 24

Thanks for attending #2015MGQcon
@DrDavidFleming @alecwam @MsKierst
@KirstinSillitoe @aqsaqui @RailMuseum_Qld Pics:
flickr.com/photos/mgqld/s...

David Fleming @DrDavidFleming Aug 24

@MAGSQupdates @alecwam @MsKierst
@KirstinSillitoe @aqsaqui @RailMuseum_Qld
always a pleasure to talk museums in Oz!

View conversation

Evaluation and Feedback

M&G QLD implemented an evaluation strategy, which included hard copy survey forms for the Conference and for each masterclass / workshop. It also included an online Survey Monkey form. The evaluation completion rate was 64%.

98.6% of delegates who responded rated their overall satisfaction with the Conference as 'excellent' or 'good'.

100% of delegates who responded rated M&G QLD's organisation of the Conference as 'excellent' or 'good'.

Delegates were asked how they heard about the event. The highest response was via the M&G QLD eNews at 58%. 30% of delegates who responded heard via word of mouth.

What were the highlights of this Conference?

- "Very well coordinated. Operations seem flawless. Great team, well done!"
- "Being in Ipswich; Liverpool presentation; connecting with people in education and public programs."
- "David Fleming was amazing! Thank you for arranging such an incredible international speaker with rich knowledge and experience in the industry."
- "As always the organisers have successfully balanced topics relevant to museums and galleries, and addressed current issues – providing practical case studies."
- "I enjoyed all of it and found it incredibly worthwhile – especially the mix between blue sky thinking and actual results."
- "Mayor Paul Pisasale. The sort of mayor you would admit to voting for. The Museum CEOs were inspiring. Excellent."

What information, skills or ideas will you take away from this Conference?

- "New approach to the way we do things. It has empowered me to assist my team to make the changes we desperately want for our institution."
- "Thinking about access in a multitude of ways instead of just access to collections. Different methods to use to engage or partner with people, community, society."
- "The message from the British bloke from Liverpool – be brave; be controversial, don't play it safe."

Personnel

M&G QLD Conference Management Team

Deannah Vieth	Training & Professional Development Manager
Leisha Lawrence	Training & Professional Development Program Officer

Museums & Galleries Queensland Staff

Rebekah Butler	Executive Director
Debra Beattie	General Manager
Morgan Bundy-Wright	Information Officer
Bonnie Melrose	Exhibition Program Officer
Andrea Higgins	Exhibition Program Officer
Donna Davis	Exhibition Program Officer
Sara Dawson	Administration Assistant

Karika Ashworth	Regional Galleries Association of Queensland/Museums Australia Membership Officer
Elizabeth Bates	Conference Volunteer
Joanne Evans	Sponsorship Consultant

Conference Committee

Special thanks to the Conference Committee:

Tracy Cooper-Lavery	Director, Rockhampton Art Gallery
Dr Geraldine Mate	Senior Curator, Transport and Energy, The Workshops Rail Museum
Anne Keam	Cultural Development Officer, Western Downs Regional Council
Suesann Vos	Abbey Museum of Art and Archaeology
Hamish Sawyer	Project Officer, Regional Services, Queensland Art Gallery Gallery of Modern Art
Melanie Piddocke	Museum Development Officer, Queensland Museum Network

Session Chairs

M&G QLD would like to thank and acknowledge the Conference Session Chairs:

John Waldron	Chairperson, Museums & Galleries Queensland Board of Directors
Prof Suzanne Miller	CEO, Queensland Museum Network
Jo Besley	Consultant
Andrew Moritz	Head of Exhibitions, Queensland Museum Network
Dr Geraldine Mate	Senior Curator, Transport and Energy, The Workshops Rail Museum
Cr George Seymour	Fraser Coast Regional Council