

source

VOLUME 15 NUMBER 1 SPRING 2019



See page 1 for image caption.

122 GERLER ROAD
HENDRA QLD 4011

**museums
& galleries**
QUEENSLAND

P: 07 3059 9740
Freecall 1800 866 101
E: information@magsq.com.au
W: www.magsq.com.au

SPECIAL FEATURE IN THIS ISSUE

**An article by Liza Dale-Hallett seeking
a Call to Action to reveal the
untold stories of women on the land
Pages 15 – 17**

**WOULD YOU LIKE TO MAKE A DONATION TO MUSEUMS & GALLERIES QUEENSLAND
to assist us in supporting Queensland's museums and galleries?**

The Museum and Gallery Services Queensland Donation Account is a tax deductible fund listed on the Register of Cultural Organisations under Subdivision 30-B of the Income Tax Assessment Act 1997.
Donations of \$2.00 or more are tax deductible.

I wish to donate \$ to the Museum and Gallery Services Queensland Donation Account.

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Money Order

Direct Deposit: BSB 514-179 Account Number 1603450
Account: Museum and Gallery Services Queensland Donation Account

(please complete this payment slip and forward to M&G QLD to advise us of the direct deposit, or notify by email: debra.beattie@magsq.com.au)

calendar :

■ Touring Exhibitions | M&G QLD

■ *Dissonant Rhythms*

Ross Manning

Mornington Peninsula Regional Gallery, VIC
17 May – 21 July 2019

■ *Manggan – gather, gathers, gathering*

Griffith Regional Art Gallery, NSW

27 April – 2 June 2019

■ *Reasonable & Necessary: prints and artist books by Artel Artists*

Coalface Art Gallery, Moranbah, QLD

1 May – 21 June 2019

Tanks Arts Centre, Cairns, QLD

26 July – 18 August 2019

■ *Safe Space*

contemporary sculpture

Rockhampton Art Gallery, QLD

4 May – 9 June 2019

Dogwood Crossing @ Miles, QLD

28 June – 20 August 2019

■ *Some people are stories*

Vincent Serico

Nature's Powerhouse, Cooktown, QLD

12 April – 19 August 2019

■ *USE*

Tweed Regional Gallery & Margaret Olley Art Centre, NSW

15 March – 19 May 2019

Hervey Bay Regional Gallery, QLD

14 June – 21 July 2019

■ *Wanton, Wild & Unimagined*

Alison McDonald

Redland Art Gallery, QLD

5 May – 23 June 2019

Warwick Art Gallery, QLD

4 July – 19 August 2019

■ *YOU ARE HERE 2 (The Incredible Lightness of Being)*

Susan Lincoln

Mundubbera Regional Art Gallery, QLD

4 May – 22 June 2019

■ Events | M&G QLD

■ **Opening Doors: 2019 Museums & Galleries Queensland Conference**

Dates: 17–20 September 2019

Venue: Tanks Arts Centre, Cairns, Far North Queensland

<http://www.magsq.com.au/cms/page.asp?ID=10449>

about us :

■ **M&G QLD farewells Exhibition Program Officer, Donna Davis**

M&G QLD Staff and Board will sadly farewell our Exhibition Program Officer, Donna Davis, who resigns as of 16 May 2019.

Donna is leaving to concentrate on her flourishing arts practice.

She has been with the Company on a part-time basis for eight years, and we thank Donna for her hard work and commitment. We will miss her skills and her positive energy in the office.



Front cover: **Xiaohui Yang, *Measurement – Distance Between Fingers Series*, 2017. From *USE* touring exhibition. Silver, paper, varying sizes. Photography: Michelle Bowden, Visual Photography.**

sector development :

■ 2019 Gallery and Museum Achievement Awards (GAMAA)

NOMINATIONS OPEN

CLOSING DATE: MONDAY, 24 JUNE 2019

Nominations for the 2019 Gallery and Museum Achievement Awards (GAMAA) are now open.

There are three **Organisation** categories you can choose from to best match your activity:

- Projects
- Engagement
- Sustainability

The two **Individual** categories are:

- Individuals: Paid Staff
- Individuals: Volunteer Staff

Nomination forms can be downloaded from the M&G QLD website in Word or PDF format at <http://www.magsq.com.au/cms/page.asp?ID=5036>

Nominations close 5:00 pm, **Monday, 24 June 2019**, so get busy to make sure you're part of this year's GAMAA.

We strongly encourage you to think about nominating your great initiatives and projects, and your outstanding volunteers and/or paid staff. Remember that Individuals cannot nominate themselves, so if you know someone worthy, give them the recognition they deserve.

If you are thinking of nominating or have any questions about the 2019 GAMAA, please contact M&G QLD on P: 07 3059 9740 or freecall 1800 866 101, E: information@magsq.com.au

The 2019 GAMAA presentation event will be held in Cairns on Thursday, 19 September, during M&G QLD's 2019 Conference, *Opening Doors*.

The 2019 GAMAA are proudly supported by Brandi Projects; Cairns Regional Council; Brian Tucker Accounting; Public Galleries Queensland; and Australian Museums and Galleries Association Queensland.

■ 'Snapshot' of Queensland museums and galleries for 2018

Each year, M&G QLD collects statistics from the 400+ public galleries and museums across the State. Collecting these statistics is important to us. M&G QLD uses them for a number of purposes including:

- To build a 'snapshot' of visitation trends across regions;
- To analyse trends between groups of galleries and museums – eg. small, medium, large;
- To compare these trends from year to year;
- To allow M&G QLD to build an accurate picture of the sector to inform our current and future programs, services, policies and directions – to better service Queensland galleries and museums;
- To advocate to all levels of government about the value of museums and galleries locally, state-wide and nationally – e.g. as vital institutions within their communities, as tourism destinations within the State, etc.

In 2018, 161 public galleries and museums, including statutory bodies, responded to M&G QLD's annual statistics survey – an increase of 18% on the previous year.

The survey data revealed that, in 2018, these 161 public galleries and museums:

- Attracted a total of 7,204,058 visitors;
- Attracted 876,573 educational visitors;
- Delivered 1,042 outreach programs that engaged 1,795,020 participants;
- Presented 988 self-generated exhibitions and 156 touring exhibitions;
- Operated with a total of 1,651 paid staff and 4,833 volunteer staff.

If you have received a hard copy of this edition of *source*, enclosed is M&G QLD's Annual Statistics Report 2018. It can also be downloaded from the M&G QLD website at <http://www.magsq.com.au/cms/page.asp?ID=10482>

The results above provide a remarkable snapshot of Queensland's vibrant museum and gallery sector. There are, however, around 250

organisations that did not contribute – imagine the inspiring picture we could present if 100% of the sector responded to M&G QLD's Annual Statistics Survey. If you aren't doing so already, start collecting now so that together we can tell the full story for 2019!

■ Visits to Museums and Galleries in Queensland by M&G QLD Staff

M&G QLD staff members visited the following museums, galleries and cultural venues in Queensland during January to March:

- Visit to exhibitions at the State Library of Queensland, South Brisbane
- Visit to Children's Art Centre, Queensland Art Gallery | Gallery of Modern Art, South Brisbane.
- Attended *APT9 Uplate*, Queensland Art Gallery | Gallery of Modern Art, South Brisbane.
- Tour of the Queensland State Archives, Cannon Hill, Brisbane.
- Attended artist and curator talk for *Reasonable & Necessary: prints and artist books by Artel Artists* exhibition at Redcliffe Art Gallery.
- Attended opening of *USE* exhibition at Redland Art Gallery.
- Visit to Cobb+Co Museum, Toowoomba.
- Visit to Pine Rivers Art Gallery.
- Attended opening of *Director's Choice* exhibition at Mitchell Fine Art, Brisbane.
- Visit to The University of Queensland Art Museum, St Lucia.
- Attended opening of *Matches 1* exhibition at FireWorks Gallery, Bowen Hills, Brisbane.
- Assisted with the exhibition installation of *Safe Space contemporary sculpture* at Bundaberg Regional Art Gallery.

- Visit to *The Designers' Guide: Easton Pearson Archive* at Museum of Brisbane.
- Visit to Queensland Maritime Museum, South Brisbane.
- Visit to Miegunyah House Museum, Brisbane.

exhibition touring and development program :

■ New M&G QLD touring exhibition of jewellery and small objects launches at Redland Art Gallery

USE is a new exhibition of contemporary jewellery and small objects, exploring the impact of 'tools' in artisan practice. The exhibition has been developed by the Jewellers and Metalsmiths Group of Queensland, and curated by Lisa Bryan-Brown.

The exhibition artists are: Helen Bird, Jac Dyson, Lois Hayes, Catherine Hunter, Alicia Lane, Catherine Large, Samuel Lintern, Andy Lowrie, Nellie Peoples, Clare Poppi, Kierra-Jay Power, Paola Raggo, Elizabeth Shaw, Katie Stormonth, Rebecca Ward, Helen Wyatt, and Xiaohui Yang.



Catherine Large, L-R: *Tea Scoops and Sugar Shovels: Monochrome #5, Multichrome #3 and Monochrome #2, 2017/18. Sterling silver, fine silver, mother-of-pearl; Sterling silver, fine silver, square yellow plastic button; Sterling silver, fine silver, glass.*
Photography: Michelle Bowden, Visual Photography.



Left: **USE** Curator, Lisa Bryan-Brown, at Tweed Regional Gallery & Margaret Olley Art Centre, NSW. Photograph courtesy of Tweed Regional Gallery.
Above: Exhibition view of Susan Lincoln's **YOU ARE HERE 2 (The Incredible Lightness of Being)** at Hervey Bay Regional Gallery, QLD.

USE launched at Redland Art Gallery, QLD on 25 January, where it was on display until 3 March 2019. Public programs during the exhibition period included a talk by Curator, Lisa Bryan-Brown, and exhibition artist Elizabeth Shaw; a Silver Etched Pendant Workshop by exhibition artist Clare Poppi; and a Drawing Machine Workshop by exhibition artist Helen Bird.

M&G QLD is touring *USE* nationally until 2021. M&G QLD Executive Director, Rebekah Butler, opened the exhibition at Tweed Regional Gallery & Margaret Olley Art Centre, NSW, on 15 March and it will be on display until 19 May 2019. M&G QLD Exhibition Program Officer, Andrea Higgins, also attended the opening.

USE is a touring exhibition in partnership between Jewellers and Metalsmiths Group of Australia (Queensland Chapter) Inc. and Museums & Galleries Queensland. This project is supported by the Visions regional touring program, an Australian Government program aiming to improve access to cultural material for all Australians; the Queensland Government through Arts Queensland; the Australian Government through the Australia Council, its arts funding and advisory body; Liveworm Studio; and the Queensland College of Art, Griffith University.

■ **YOU ARE HERE 2 (The Incredible Lightness of Being)** launches at Hervey Bay Regional Gallery

A new immersive exhibition by Queensland artist, Susan Lincoln, launched at Hervey Bay Regional Gallery, QLD, on 22 March, where it was on display until 28 April 2019.

The exhibition includes installation works, works on paper, video, and large sculptural elements that explore mindfulness and relaxation and reinforce the notion of improving well-being through the arts.

The centrepiece of the exhibition, *TRR (Light Vehicle)*, is a unique, stand-alone, built environment, which upon entering immerses the participant within a sensory experience akin to time inside spectral light.

The exhibition next travels to Mundubbera Regional Art Gallery, QLD, where it opens on 4 May 2019.

A range of public programs are on offer with the exhibition, including an Artist Talk by Susan Lincoln and Gift of Light workshops, which are artist-led youth workshops where participants

create 'light' bracelets that will be presented as a gift from one gallery to the next.

Susan Lincoln is being mentored by M&G QLD through its Artist Touring Mentorship Program, supported by the Visual Arts and Craft Strategy.

M&G QLD will tour *YOU ARE HERE 2* nationally until 2021, dependent upon further funding.

YOU ARE HERE 2 (The Incredible Lightness of Being) is a travelling exhibition organised by Warwick Art Gallery and toured by Museums & Galleries Queensland. This project is supported by the Queensland Government through Arts Queensland; the Visual Arts and Craft Strategy, an initiative of the Australian, state and territory governments; and the Australian Government through the Australia Council, its arts funding and advisory body. Proudly sponsored by International Art Services and ShapeShift Design Technologies; and supported by Designfront, McPherson's Consumer Products and Mitsubishi Pencil Company Ltd.

■ **Reasonable & Necessary: prints and artist books by Artel Artists arrives in Cloncurry**

Due to the extreme weather, flooding and road closures experienced across Queensland in recent months, the delivery of M&G QLD's touring exhibition *Reasonable & Necessary: prints and artist books by Artel Artists* to Dr David Harvey-Sutton Gallery in Cloncurry was delayed.

The exhibition did, however, eventually open on 4 March and was on display until 14 April 2019. It will next be on display at Coalface Art Gallery, Moranbah, QLD, from 1 May 2019.

Reasonable & Necessary: prints and artist books by Artel Artists is an initiative of Museums & Galleries Queensland in partnership with CPL and curated by Lynne Seear. This project has been supported by the Queensland Government through Arts Queensland; the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory governments; and the Australian Government through the Australia Council, its arts funding and advisory body. The project is proudly sponsored by Hutchinson Builders and Moreton Bay Regional Council.

training and professional development program :

■ **M&G QLD Standards Review Program Commences**

2019 Participants

M&G QLD has welcomed 4 organisations from the Mount Isa and Cloncurry regions to participate in this year's Standards Review Program.

Partnering with Museums & Galleries of New South Wales (M&G NSW) to deliver the Standards Review Program for the fifteenth consecutive year, M&G QLD has been delighted with the results from previous years, and is looking forward to another successful program in 2019.

The Standards Review Program is an opportunity for participating museums and galleries to assess their practices and policies against *National Standards for Australian Museums and Galleries*, with the aim of becoming valuable and sustainable community assets. The 'health check' for museums and galleries will result in each of the organisations developing a plan for the future.

The 2019 Standards Review Program participants are:

- John Flynn Place Museum and Art Gallery, Cloncurry;
- Mount Isa Underground Hospital and Museum;
- Riversleigh Fossil Centre and Mount Isa Regional Art Gallery;
- Cloncurry Unearthed Visitor Information Centre and Museum.

Committing to the year-long Standards Review Program requires significant dedication from participant organisations. Assisting in this process are the Standards Reviewers, who volunteer their time and professional expertise to the program. Reviewers are very familiar with the day-to-day operations of the small-to-medium museums/galleries that the Standards Review Program has been targeting since 2005, and act as an ongoing reference group for the Program. The review process is an invaluable opportunity for participants to learn from experienced and

accomplished museum practitioners through onsite visits and the provision of feedback.

M&G QLD is anticipating a productive year working with the 2019 participants to develop action plans that can shape sustainable futures.

Throughout 2019, M&G QLD and M&G NSW will be using *National Standards for Australian Museums and Galleries V1.5*, which is a set of principles, guidelines and benchmarks that all organisations can use for developing best practice across core areas of Managing the Museum, Involving People and Developing a Significant Collection. The *National Standards for Australian Museums and Galleries V1.5* is available from the M&G QLD website, <http://www.magsq.com.au/cms/page.asp?ID=5426>

Briefing Session

The Standards Review Program Briefing Session was held at the Civic Centre, Mount Isa on 19 March. Deannah Vieth, Training and Professional Development Manager, and Leisha Walker, Training and Professional Development Program Officer, travelled to Mount Isa to meet and welcome the participating organisations into the 2019 Program.



Standards Briefing Session held at the Civic Centre, Mount Isa on 19 March 2019. Organisations represented included: John Flynn Place Museum and Art Gallery; Mount Isa Underground Hospital and Museum; Riversleigh Fossil Centre and Mount Isa Regional Art Gallery; and Cloncurry Unearthed Visitor Information Centre and Museum.

The purpose of the full-day Briefing Session was to introduce participants to details of the program and to begin the important task of completing the Self Review Survey. The session allowed organisations to ask specific questions and learn how to access relevant resources for completing the Self Review Survey.

The Briefing Session also provided the opportunity for participants to highlight their achievements and aspirations and discuss expectations. At the Briefing Session participants heard from past participant, Edith Cuffe, Director, Abbey Museum of Art and Archaeology via video about the continuing value the Standards Review Program has had for the Abbey.

■ 2019 M&G QLD | UQAM Seminar *Perspectives on Contemporary Sculpture*

This year's seminar, *Perspectives on Contemporary Sculpture*, explored topics which included the role of sculpture in contemporary art; curating sculptural exhibitions; outdoor/public sculpture; and how regional galleries can engage with artists working in this medium.

The seminar was held on 7 February 2019 at The University of Queensland Art Museum (UQAM) from 1:00–5:30 pm. It was presented in partnership by M&G QLD and UQAM.

Presentations included:

- Christine Morrow, Curator: *Curating Sculpture*;
- Greer Honeywill, Artist: *Creating Light and Shadow – the artist and the exhibition space*;
- Brian Robinson, Artist: *Pui-Palai*.

Unfortunately, due to illness, Simon Lawrie, Balnaves Curator of Australian Sculpture at the McClelland Sculpture Park+Gallery, was unable to attend. However, John Stafford presented a précis of Simon's paper, *Public sculpture – process, perception and politics*.

The afternoon concluded with a facilitated panel discussion with all presenters and moderator John Stafford, Director, CREATIVEMOVE, followed by networking over refreshments.



Left, top to bottom:
Christine Morrow presenting.
Dr Greer Honeywill presenting.
Brian Robinson presenting.

Above, top to bottom:
Panel discussion with John Stafford, Director, CREATIVEMOVE and presenters.
Presenters outside UQ Art Museum with M&G QLD Executive Director, Rebekah Butler.

All photographs by Profile Photographics.

55 people attended the seminar, with representatives from artist run initiatives, local governments, university galleries, Queensland regional galleries, students, artists and industry consultants.

All presentations were recorded and are available on the M&G QLD website, <http://www.magsq.com.au/cms/page.asp?ID=10501>

■ 2019 Securing Funding Workshop: Ipswich

M&G QLD's annual *Securing Funding* Workshop was held at The Workshops Rail Museum, Ipswich, on 14 and 15 March 2019.

Participants identified many strengths of the workshop, including:

'Quality of the presenters and handouts. Visual presentations great.'

'The workshop provided very detailed information about the variety of funding available and very clear guidelines on how to go about making an application.'

'Quality of information, excellent handouts – opportunities to network.'

'The small group made it easy to interact with everyone. The content is comprehensive and over two days gives one a chance to come back with questions.'

'Well organised and good resources.'

'The facilitators took the time to understand the workshop participants' needs on Day 1.'

'Knowledgeable presenters who presented their subject quite well. Friendly atmosphere and the ability to interact with not only the presenters but each other as well.'

'Very open and easy to discuss questions with presenters. Good networking. The large folder of information to take away.'

'Quality and depth of the information.'

'Consolidatory grant writing essentials. Resources – new grant opportunities I wasn't aware of before.'

'Professional presenters. Well organised programme – running to time. Great catering.'

Organisations represented included Botanical Artists Society of Queensland; Lockyer Valley Regional Council; Ipswich Historical Society; Wide Bay Hospitals Museum Society; New Guinea



Ant McKenna, Program Manager, BEMAC presenting on opportunities from *Regional Arts Services Network – Ipswich and Logan*. Photography: Leisha Walker, M&G QLD.

Volunteer Rifles & Papua New Guinea Volunteer Rifles Ex-Members Military Museum; Toogoolawah District History Group; Vocal Art Productions; 9th Battalion War Memorial Museum; Inala Art Gallery; Lockyer Valley Art Society; Laidley Historical Village; Ipswich City Council; and Ipswich Hospital Museum.

Speakers who presented in person included:

- Paul Gurney, State Manager Queensland, Creative Partnerships Australia:
Philanthropy and fundraising
- Debra Beattie, General Manager, Museums & Galleries Queensland:
Preparing a Budget
- Deannah Vieth, Training and Professional Development Manager, Museums & Galleries Queensland:
Finding the right grant for your project; Designing a project; and Writing a grant application
- Fran D'Castro, Coordinator, Community Heritage Grants, National Library of Australia
CHG Grant Program
- Leisha Walker, Training and Professional Development Officer, Museums & Galleries Queensland:
Pozible Crowdfunding
- Annie Wright, Ambassador, Foundation for Rural and Regional Renewal:
FRRR funding programs available to the sector
- Josie Berry, Community Grants Officer, Ipswich City Council:
ICC Community Grants and Regional Arts Development Fund
- Ant McKenna, Program Manager, BEMAC:
Regional Arts Services Network – Ipswich and Logan
- Melinda Parcell, Chairperson, Ipswich Hospital Museum:
Ipswich Hospital Museum – Viva Cribb Bursary and applying for grants
- Olivia McMahon, Ipswich Historical Society:
QANZAC Spirit of Service "Ipswich at War and on the Home Front 1914–1918"
- Sue Banff, Lockyer Valley Regional Council:
LVRC Regional Arts Development Fund
- Alanna McGregor, Arts Queensland:
Arts Queensland funding programs

- Michelle Blair, Regional Arts Services Officer South West Queensland:
Regional Arts Services Network – South West Queensland Seed Funding

Presentations have been added to M&G QLD's website, <http://www.magsq.com.au/cms/page.asp?ID=10451>



L-R: **Olivia McMahon, Ipswich Historical Society; Paul Brown, New Guinea Volunteer Rifles & Papua New Guinea Volunteer Rifles Ex-Members Military Museum; and Shirley Learner, Inala Art Gallery** acting as an assessment panel for Donna Clissold with a funding proposal from Lockyer Valley Art Society.

The workshop was supported by an Ipswich City Council Quick Response Grant.



■ **M&G QLD Cultural Trivia Networking Event**

M&G QLD presented a Cultural Trivia Networking Event on Friday, 29 March 2019 at Outer Space Artist Run Initiative, South Brisbane.

The event was an opportunity for colleagues in the sector to enjoy themselves in an informal atmosphere and undertake some casual networking.

Representatives from Moreton Bay Regional Council; Museum of Brisbane; Old Government House; Supreme Court Library Queensland; Queensland Museum; Arts Queensland; Brisbane's Living Heritage Network; Queensland Police Museum; Queensland Performing Arts Centre Museum; Queensland Art Gallery | Gallery of Modern Art; Outer Space Artist Run Initiative; and HOTA Home of the Arts Gold Coast attended the evening.

M&G QLD would like to thank the generous supporters of the event including: Bruce Heiser; Catherine Large; Designs by Leisha; Eyeline Publishing; Institute of Modern Art; Museum of Brisbane; Outer Space Artist Run Initiative; Queensland Art Gallery | Gallery of Modern Art; Queensland Museum; Razor Images; Sofitel; and Tamborine Mountain Distillery.



Above top, and below: **The crowd at Trivia preparing to score the latest round of questions.**
Above bottom: **The winning team from Gallery at HOTA Home of the Arts, Gold Coast.**
Photographer: Andrea Higgins, M&G QLD.



- **Opening Doors:
2019 M&G QLD Conference**
17–20 September 2019
Tanks Arts Centre, 46 Collins Avenue, Edge Hill, Cairns, QLD

Opening Doors, the 2019 Museums & Galleries Queensland 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 and gallery practice at a local, national and international level.

Opening Doors will explore how museums and galleries today are talking more and more about ways of engaging with our diverse audiences and stakeholders. There is an increasing pressure to grow visitor numbers and much has been written about audience research and development. But how do we as museums and galleries meaningfully engage with our communities and respond to our visitors' voices?

Connecting with visitors is one of the most important aspects of running a museum or gallery. Without a welcoming atmosphere, engaging interpretation and a wide audience reach, people will find other ways to spend their time.

Knowing and understanding who our many communities are, and then listening and communicating with them, is central to developing interpretation and exhibitions, designing relevant programs and promoting them effectively. This should also be integral to how we collect and undertake research.

Challenging ourselves to think beyond counting heads, to the quality of interactive opportunities and audience and stakeholder engagement, will be explored throughout the Conference, along with organisational changes required to become a truly inclusive museum or gallery.

The Conference will include a Welcome Reception; two full days of Keynote and Parallel

Presentations; Networking Dinners at local restaurants; Gallery and Museum Achievement Awards; and Masterclasses and Workshops.

International Keynote Presenters include:

Tasia Duske
CEO, Museum Hack, New York, USA



Tasia Duske is CEO of Museum Hack, an Inc. 5000 renegade tour company that is spreading the good word: Museums Are F***ing Awesome! Tasia's expertise is in scaling scrappy startups to become stable, profitable companies. At Museum Hack, a 100% bootstrapped and fully remote organisation, this work includes overseeing revenue growth from \$1.2 million in 2015 to \$2.7 million in 2018, and a team that has expanded from 30 people to 65.

Tasia is from Seattle, USA; has a Master of Science in Clinical Psychology; and is a fierce advocate for bringing joy, passion, creativity and integrity to your work.

Frith Williams
Head of Experience Design
Museum of New Zealand Te Papa Tongarewa



Frith Williams is Head of Experience Design and Content at the Museum of New Zealand Te Papa Tongarewa. She was Creative Director of Te Papa's new Te Taiao | Nature zone, which merges mātauranga (Māori knowledge) and science, is fully bilingual, and inspires action to protect the natural world.

In 2015, Frith was a Fulbright Scholar in the US, exploring developments in digital and bilingual storytelling in museums. She was Head Writer for the multi-award-winning *Gallipoli: The Scale of Our War*, a collaboration with Weta Workshop, and led the interpretation of Bug Lab, now touring internationally.

With a degree in theatre and film, and a background in multimedia education and children's publishing, Frith loves how immersion, interactivity, and storytelling can combine to take visitors on a voyage of discovery.

Frith lives in Wellington, New Zealand, with her daughters and dog, and likes to ride her bike – except in a howling southerly.

Photographer: Nick Clarkson

Masterclasses / Workshops include:

- *High Leverage Marketing – How to attract + engage audiences without breaking your budget*: Michael Alexis, Director of Marketing, Museum Hack, New York, USA;
- *Storytelling in Space*: Frith Williams, Head of Experience Design, Museum of New Zealand Te Papa Tongarewa;
- *Caring for Paper Documents and Books*: Melanie Sorenson, Conservator;
- *Time Tunnels, animating historical photographs*: Russell Milledge, Lecturer in Media Arts, James Cook University;
- Curating Masterclass: Presenter to be announced

To assist with your travel planning, below is the program outline:

- Tuesday, 17 September, 6pm: Welcome Reception;
- Wednesday, 18 September: Full day of Conference presentations and Networking Dinners;
- Thursday, 19 September: Full day of Conference presentations and Gallery and Museum Achievement Awards;
- Friday, 20 September, 9am-1pm: Masterclasses and Workshops.

Gallery and Museum Achievement Awards (GAMAA)

The GAMAA are presented by Museums & Galleries Queensland to honour the achievements of individuals and organisations in striving towards excellence. The awards are open to all Queensland public/non-commercial museums, galleries, historical societies, keeping places and other related cultural organisations and the individuals who work in them.

The GAMAA:

- Encourage continuous improvement and development of galleries, museums and related cultural organisations;
- Enhance the profile of galleries, museums and related cultural organisations in local and wider communities;

- Inspire and recognise best practice; and
- Recognise and encourage the contribution made by individuals to their organisations and to the gallery and museum sector.

For more information go to <http://www.magsq.com.au/cms/page.asp?ID=5036>.

Nominations are now open, and will close on Monday, 24 June 2019 (see page 2 of this issue).

Registration

Register before 19 July 2019 to take advantage of the early bird rate!

Discounts are available for members of Australian Museums and Galleries Association and Public Galleries Queensland, along with a concession rate for students, pensioners, and volunteers. To book: <http://openingdoors.eventbrite.com.au>

Bursaries

To assist with Conference registration and/or travel costs to attend *Opening Doors*, the following bursaries may be available to you:

- Public Galleries Queensland, closes 30 April 2019;
- Australian Museums and Galleries Association (Queensland), closes 19 July 2019.

Bursary Information: <http://www.magsq.com.au/cms/page.asp?ID=10538>

For more information on the 2019 M&G QLD Conference, including local and travel information, go to <http://www.magsq.com.au/cms/page.asp?ID=10449>

Sponsorship Opportunities

Sponsorship opportunities are available for *Opening Doors*. The Conference is an excellent way to promote your business or organisation to our vibrant and dynamic sector over the four days and continue to be remembered by delegates long after they return to the workplace.

The Conference could not happen without generous support. Thank you to the following supporters of *Opening Doors*!

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CAIRNSARTGALLERY

If you are interested in supporting the sector and M&G QLD, please take a look at the Sponsorship Opportunities document at <http://www.magsq.com.au/cms/page.asp?ID=10503> or call Leisha Walker on 07 3059 9743 to discuss how you can be involved.

sector news :

■ International Museum Day 2019

The worldwide community of museums will celebrate International Museum Day (IMD) on 18 May 2019 around the theme 'Museums as Cultural Hubs: The future of tradition'.

The International Council of Museums (ICOM) initiated IMD in 1977 as an opportunity to raise awareness of museums and galleries as an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples.

Organised on and around 18 May each year, the events and activities planned to celebrate International Museum Day can last a day, a weekend or a whole week.

Participation in International Museum Day is growing among museums all over the world. In 2018, more than 40,000 museums hosted events in 152 countries.

To assist organisations that wish to take part in IMD, the official website has more information: <http://imd.icom.museum>

■ 2019 Museums Australasia Multimedia and Publication Design Awards (MAPDA) Shortlist Announced

Congratulations to the Queensland organisations shortlisted for the 2019 Museums Australasia Multimedia and Publication Design Awards:

- Griffith University Art Museum
- HOTA Home of the Arts, Gold Coast
- QAGOMA
- Museum of Brisbane

- Perc Tucker Regional Gallery, Townsville
- Redland Art Gallery
- William Robinson Gallery, QUT, Brisbane

MAPDA website: <http://www.mapda.org.au>

■ New appointments/staff changes

- Efsthia Skoufa-Klesnik has left her position as Registrar, Preservation Services at State Library of Queensland to take up a position at The University of Queensland Art Museum.
- The Institute of Modern Art (IMA) has appointed Liz Nowell as its new Director, commencing in June 2019. Liz is currently CEO of Adelaide's ACE Open, a position she has held since that organisation's founding in 2017. Prior to this, she was the Executive Director at the Contemporary Art Centre of South Australia, and oversaw its amalgamation with the Australian Experimental Art Foundation to form ACE.
- The previous IMA Co-Directors, Aileen Burns and Johan Lund, have recently re-located to New Plymouth, New Zealand, as Co-Directors of the Govett-Brewster Art Gallery | Len Lye Centre.
- Kevin Wilson has commenced at artisan as Curator. He was previously at QUT Art Museum.

re : source

■ Creative Victoria Audience Research Toolkit

The Audience Research Toolkit is a resource designed to help you discover fresh insights to:

- Understand your audience;
- Build new audiences;
- Set up surveys and consultations;
- Analyse and report results;
- Work with your stakeholders;
- Ensure best practice research.

For more information, visit <https://creative.vic.gov.au/funding-and-support/resources/toolkit>

A Call to Action – Revealing the Untold Stories of Women on the Land

by Liza Dale-Hallett

In late 2018, Liza gave a keynote address on the Invisible Farmer Project at the Small Museums Conference in Roma. In this article, Liza explains more about the project.

Most museums across Australia hold significant but untold stories of women on the land; from the grinding stones of Australia's first farmers, Wagga quilts, butter pats and recipe books to family photographs, garden tools and agricultural equipment. While the contribution of women to Australian agriculture has a rich and very deep history, many of these stories have been unacknowledged and continue to be undervalued within museums and the broader community.

The Invisible Farmer Project is an initiative of Museums Victoria. It is the largest study of women on the land in Australia; a 3-year ARC funded project, involving a nation-wide partnership between rural communities, academics, government and cultural organisations.

Invisible Farmer emerged from over 30 years of trying to address the absence and deliberate exclusion of women in agriculture within museum collections and our broader rural narratives.

The project aims to:

- Reveal the untold stories of women on the land – both past and present;
- Create new narratives of rural Australia;
- Reframe what it means to be a 'farmer' – to make this word gender neutral, to challenge stereotypes and help women be proud to call themselves 'farmers';
- Celebrate and acknowledge the diverse and vital role of women in agriculture.

Women's farm work in local and regional museums is often rendered invisible because much of it is intangible and ephemeral, is characterised by relationships and oral tradition, and dismissed as just 'domestic' work when, in fact, this work is what has often sustained families, farms and communities. The layers of invisibility are even deeper for Indigenous and migrant women.

This project is a call to action to all museums across Australia to help reveal the undervalued, untold and invisible stories of women on the land. Here are strategies for reframing and rewriting the rural narratives of Australia.

STRATEGIES TO REVEAL THE UNTOLD STORIES OF WOMEN ON THE LAND

Acknowledge that Australia's first farmers were Indigenous

- Make contact with local Indigenous women – invite them to share stories about their traditional skills, knowledge, practices of land and resource management using collection items, artwork, local tours.
- Read Bruce Pascoe's book, *Dark Emu*, and become familiar with the many ways in which Australia was farmed prior to settlement, and how important this knowledge is to understanding the land on which we live.
- Acknowledge and celebrate local Indigenous women who have been 'farming' the land



Vicki Petrie, owner of Oakey Silver Scissors, prepared a display on women in agriculture and was awarded the '2018 Oakey Show Foyer Winner'.

for millennia. Involve them in reviewing and reinterpreting your local museum collection to include their stories of ongoing land management and knowledge.

Review your collections and catalogue descriptions

- Review and edit your catalogue records that relate to women's lives on the land. Make sure your key subjects and search terms include 'farmer', 'female', 'women in agriculture', etc.
- Redefine and reimagine 'farming' to include the many hats that farm women wear: food preparation, child rearing, odd jobs, gardening, house work, book keeping, as well as every other activity normally associated with farming, community work. This unpaid and undervalued work relating to domestic and family tasks is essential to the sustainability and daily operation of farm enterprises, and is very definitely 'farm work'.
- Identify collection items that relate to male farmers and dig deeper to uncover, document and celebrate the stories of the women in their lives (wives, daughters, sisters, mothers, etc.).

Invite community participation and partnerships

- Approach your local CWA and Agricultural Society to become an advocate for women's stories. They might have some to share that could be represented in the museum exhibitions and collection.
- Excite your local CWA to help fundraise for a book on rural women in your area – ask the Gregory CWA how they did it!
- Do a call-out for stories and photographs and artefacts relating to women on the land in your area to develop content for your displays and collections.
- Undertake oral histories with local farmers (men and women) about women on the land – mothers, grandmothers, great grandmothers, sisters, daughters, etc.

Celebrate women on the land

- Profile stories of women on the land from your collection in your local media.
- Make 'Women in Agriculture' a theme for your local show and town – be inspired by Vicki Petrie, owner of 'Oakey Silver Scissors' who



Tess Arnold, co-manager of Gregory Downs Station and member of the local Gregory CWA, which published a book featuring stories of 55 women, *Gulf Women*, in 2017.

prepared a display in her shop foyer featuring the theme 'Celebrating women in agriculture'. She was awarded the '2018 Oakey Show Foyer Winner'!

- Initiate a local photography competition of contemporary and historical photographs of women in agriculture – including images of regular daily activities inside the home and on the land – and add to your collection.
- Get your local school involved in the Invisible Farmer Untold Education Program – this program could be a great way to involve students in collecting local stories, documenting and digitising existing collections, and creating outcomes to share with your community.

Share and celebrate your stories and collections on social media

- Create your own Facebook account or website that features stories of local women from your community and collections.
- Follow Invisible Farmer on Twitter, Facebook and Instagram via @invisfarmer #invisfarmer!

CONCLUSION

Women in agriculture is not a new story – it is a foundation story that has gone missing in the work and imaginations of historians and museums. There have been many obstacles to acknowledging and valuing the incredible lives of women on the land – and now is the time for museums to seize this important opportunity to rewrite the history of rural Australia.

The challenges facing the world are big, but many of the best and most effective and meaningful responses will be at the local level. Small museums are perfectly placed to help their communities connect to the past, present and future; to excite, engage and empower through personal stories.

Story is possibly the most powerful tool for identity, connection, education and transformation. Story telling is at the heart of what museums do best. Documenting and sharing farm women's stories re-values their lives and contributions, and, by default, their stories assist in re-valuing agriculture in our daily lives and acknowledges the important contributions of rural, remote and regional communities to Australia, its past and its future.

Encouraging farm women to share their stories is not just about re-writing history, it is fundamental to securing our future.

M&G QLD Staff :

Rebekah Butler | Executive Director
rebekah.butler@magsq.com.au
Phone: 07 3059 9744 (Mon–Thu)

Debra Beattie | General Manager
debra.beattie@magsq.com.au
Phone: 07 3059 9741 (Mon–Fri)

Melissa Fletcher | Information Officer
information@magsq.com.au
Phone: 07 3059 9740 (Mon–Fri)

Deannah Vieth | Training and Professional
Development Manager
deannah.vieth@magsq.com.au
Phone: 07 3059 9742 (Mon–Fri)

Leisha Walker | Training and Professional
Development Program Officer
leisha.walker@magsq.com.au
Phone: 07 3059 9743 (Mon–Fri)

Bonnie Melrose | Exhibition Program Officer
bonnie.melrose@magsq.com.au
Phone: 07 3059 9747 (Tue, Thu)

Andrea Higgins | Exhibition Program Officer
andrea.higgins@magsq.com.au
Phone: 07 3059 9746 (Mon–Fri)

M&G QLD Board :

Karina Devine
Chairperson
Director

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