



# BELONGING

MUSEUMS & GALLERIES QUEENSLAND  
2024 CONFERENCE



Outcome  
Report

# About

**Museums & Galleries Queensland acknowledges the Traditional Custodians of the land on which we work and live, and recognises their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.**

Queensland's public museum and gallery sector came together in Toowoomba, in October 2024 for its first major Conference in five years.

Museums & Galleries Queensland (M&G QLD) presented its 2024 Conference, *Belonging*, at the heritage-listed Empire Theatres precinct and various other locations in Toowoomba, on the lands of the Giabal, Jarowair and Western Wakka Wakka peoples from 9-11 October.

The Conference is an important industry event, traditionally presented by M&G QLD every four years. However, with the disruptions of COVID and natural disasters, *Belonging* marked the first time our sector had come together in five years since our last Conference, *Opening Doors*, held in Cairns in 2019.

This year's Conference was particularly special as it coincided with M&G QLD's 20th anniversary.

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

# Theme

*Belonging* – noun: to feel safe, happy or comfortable in a place, situation or group because you are welcomed and accepted.

*Belonging* – noun: a possession.

M&G QLD's 2024 Conference focused on 'Belonging' and what this means for us as organisations and our communities.

The theme of M&G QLD's 2024 Conference was carefully chosen to examine how our museums and galleries are embracing inclusivity and working with artists, collections, industry leaders and communities to drive positive change in areas of accessibility, diversity and equity.

How can we, as a sector, foster inclusion and belonging? How do we build empathy and understanding in our communities? How can arts, culture and heritage bridge divides and bring people together?

Our museums and galleries are dynamic cultural hubs and play a vital role in our communities. They inspire, tell stories and create meaningful experiences that

reflect who we are, where we live, our pasts and futures. Through exhibitions, education programs and public outreach, they can navigate complex societal issues and actively engage our audiences in important conversations about the world in which we live.

Over the three days of the Conference, delegates heard from esteemed state, national and international speakers, who shared their insights and experiences of creating inclusive and equitable cultural spaces that enrich, shape and benefit society.

# Highlights

## Participants:

- 172 delegates, presenters, sponsors, and supporters

## Program Features:

- High-calibre national and international speakers
- Masterclasses and skills development sessions
- Parallel sessions covering diverse topics
- Inclusive social activities
- Networking with trade sponsors and suppliers

## Inclusion Focus:

- Representation of First Nations, Disability, LGBTQIA+, Migrant, and other voices
- Created a safe, respectful, and caring environment for important conversations

## Keynote Address:

- Speaker: Regan Pro, Deputy Director of Public Programs and Social Impact, Lucas Museum of Narrative Art, USA

## Social Events:

- Welcome drinks and viewing of M&G QLD and Umbrella Studio Contemporary Arts' national touring exhibition *POSTWORLD* at Toowoomba Regional Art Gallery
- Networking dinners
- *The Shape of Music* performance

## Celebration:

- Presentation of M&G QLD's 2024 Gallery and Museum Achievement Awards (GAMAA) at Queensland Museum Cobb+Co
- Marked M&G QLD's 20th anniversary celebrations and 20 years of the GAMAA

## Conclusion:

100% of participants rated the Conference overall as 'Excellent' (92%) or 'Good' (8%)

M&G QLD's 2024 Conference successfully fostered an inclusive atmosphere, promoting rich connections and dialogue. It encouraged delegates to build our sector's 'Belonging' credentials by being brave and telling the stories that are missing from our museum and gallery walls. It also highlighted the important role our sector plays in the ongoing journey toward true 'Belonging' – a journey which unites us, acknowledges and celebrates our differences, and values our lived experiences.



Photograph: Katie Bennett, Embellysh Photography.

# Location

M&G QLD's Conference is traditionally held outside of the Brisbane metropolitan area to showcase regional Queensland – cultural places, exhibitions, artists and attractions – and to contribute to local economies.

As Queensland's largest inland city, Toowoomba is a region renowned for its beautiful surrounds, parklands, gardens, and its arts, culture and heritage. It is home to Queensland's oldest regional gallery, Toowoomba Regional Art Gallery, Queensland Museum Cobb+Co, University of Southern Queensland Gallery, and other cultural facilities including the 'jewel in the crown of the Darling Downs' The Empire Theatre.

Delegates were welcomed to the Conference, to The Empire Theatre and to Toowoomba by:

- Rebekah Butler, Executive Director, Museums & Galleries Queensland
- Tahnee Pearse, Manager Library & Cultural Services, Toowoomba Regional Council



Left: Tahnee Pearse welcoming delegates to Toowoomba. Photograph: Katie Bennett, Embellysh Photography.  
Above L-R: Armitage Centre, The Empire Theatre, photograph by Katie Bennett, Embellysh Photography. Toowoomba Regional Art Gallery. Elephant Mural by Fintan Magee. The Empire Theatre. Foyer of The Empire Theatre. Cobb+Co Museum, photograph by Katie Bennett, Embellysh Photography. Queens Gardens. Mural by Mica Still. Queensland Museum Cobb+Co National Carriage Collection, photograph by Katie Bennett, Embellysh Photography.

# International Keynote

**Regan Pro**, Deputy Director of Public Programs and Social Impact at the Lucas Museum of Narrative Art, USA, presented the keynote address, *Belonging and Belongings*, that posed the questions: How do the belongings in our collections create or dismantle a sense of belonging for our visitors? How can we use a more expansive understanding of what should be on our walls to help visitors see themselves more reflected in our spaces? How do works of art tell us who we are and where we belong?

The Lucas Museum of Narrative Art is a new institution being built in Los Angeles, California, with the mission and moon-shot belief that the art of storytelling helps create a more just society.

Regan's keynote, drawing on her expertise, leadership and deep knowledge in areas of education, inclusion and access, provided the perfect introduction to the Conference. By blending theory, practice and examples from the field, she invited participants to explore how their organisation's foundational objects might reflect the lived and learned experiences of their audiences and foster belonging.

100% of delegates to complete M&G QLD's Conference evaluation 'Strongly Agreed' (82%) or 'Agreed' (18%) that they found Regan Pro's presentation interesting and worthwhile.

*'Regan Pro was inspiring with her explanations of storytelling creating a just society.'*

Conference delegate feedback.

It was a privilege to engage Regan Pro as M&G QLD's 2024 Conference international keynote speaker, and we acknowledge the support of the Gordon Darling Foundation in making her participation at the Conference possible.



# Plenary Speakers

The following high-calibre plenary speakers, presented at M&G QLD's 2024 Conference, *Belonging*:

- **Dr Jim Thompson**, Chief Executive Officer, Queensland Museum Network, **Dr Bianca Beetson**, distinguished Kabi Kabi and Wiradjuri woman, Director First Nations, Queensland Museum, and **Simon Elliott**, Deputy Director, Collection and Exhibitions, Queensland Art Gallery | Gallery of Modern Art (QAGOMA), delivered a powerful and thought-provoking keynote session focused on Truth-telling.
- **Dr Sari Rossi**, Researcher, A New Approach, shared recent findings and policy work focused on investment in the arts and our sector's influence on community health, wellbeing and engagement, along with research surrounding the impacts of cultural programs associated with the Olympic Games.
- **Hugh O'Connor**, Senior Exhibition Designer at Powerhouse Museum, NSW, shared his insights and experiences into the development, community consultation and inclusive design of the empowering exhibition *Absolutely Queer* at the Powerhouse Museum.
- **Morwenna Collett**, Morwenna Collett Consulting, delivered an engaging presentation filled with valuable learnings and practical tips, strategies and resources for museums and galleries to develop a meaningful Access, Equity and Inclusion Plan. Her passion and infectious enthusiasm for building an inclusive arts industry was inspiring.
- **Associate Professor Janice Rieger**, Head of Architecture, Planning and Design at Griffith University reminded us that 'inclusion' is not a nice to have, but rather, a human right, and that fostering 'belonging' requires a holistic approach to co-designing accessible, authentic experiences.
- **Dr Moya McFadzean**, Senior Curator Migration & Cultural Diversity at Museums Victoria, presented valuable case studies to illustrate Museums Victoria's Immigration Museum's work with migrant communities and to generously share the Museum's learnings.



International keynote, Regan Pro, speaking at M&G QLD's 2024 Conference.  
Photographs: Katie Bennett, Embellysh Photography.

*'Thank you for the conference, it was brilliantly organised. The calibre of speakers and theme was inclusive and promoted great reflections and discussion. Bravo amazing M&G crew!'*

Conference delegate feedback.





Dylan Sarra (Gooreng Gooreng peoples) chairing the Truth-telling plenary session.



Keynote speaker Dr Jim Thompson.



Keynote speaker Morwenna Collett.



Keynote speaker Associate Professor Janice Rieger.



Keynote speaker Simon Elliott.



Keynote speaker Dr Blanca Beetson, distinguished Kabi Kabi and Wiradjuri woman.



Keynote speaker Dr Moya McFazdean.



Tracy Cooper-Lavery chairing Hugh O'Connor's plenary session.



Keynote speaker Dr Sari Rossi.



Keynote speaker Hugh O'Connor.



Danielle Harvey chairing Janice Rieger's and Morwenna Collett's plenary sessions.



Paul Brinkmann chairing Dr Sari Rossi's plenary session.

# Parallel Speakers

M&G QLD issued a 'Call for Speaker' proposals ahead of the Conference and the response exceeded expectations. *Belonging* featured 23 parallel sessions with 32 speakers with diverse industry experiences and expertise, including public galleries, libraries, archives, and museums at local, state, national, and international levels. Additionally, speakers came from universities, volunteer-run organisations, the education sector, consultancies, and the arts community.

The parallel sessions were full of insightful content, presenting delegates with a stimulating array of options to select from. Each session offered unique learning and information sharing opportunities, and choosing which one to attend was both exciting and challenging!

Presenter	Title
<b>Pia Robinson</b> , founder of @TheCultureCrusader, and <b>Amy Wockner</b> , Team Leader, Exhibitions and Programs, City of Moreton Bay Galleries	<i>Everyone is welcome   a case study of breaking down barriers to arts participation for neurodivergent audiences through co-design</i>
<b>Chris Stannard</b> , Curator, Cairns Regional Council	<i>This was not a nice place</i>
<b>Claire Sourgnès</b> , Director, Ipswich Art Gallery	<i>Junior Curators   Exhibitions by and for young people</i>
<b>Angela Golding</b> , Creative Director, Goldi Design	<i>Making an Impact Through Design</i>
<b>Michael Brennan</b> , Gallery Director, Noosa Regional Gallery	<i>Uncomfortable Conversations in Public Places – Floating Land: Us and Them</i>
<b>Chrissy Dwyer</b> , Curriculum Leader – Arts, Visual Arts Teacher	<i>Engaging with Teachers and Schools</i>
<b>Jo Salt</b> , Curator and Gallery Manager, Arts Project Australia	<i>Cultivation Through Connection: Arts Project Australia's Practices of Belonging</i>

<b>Rebecca McDuff</b> , Gallery Director, Bundaberg Regional Galleries, and <b>Dylan Sarra</b> (Gooreng Gooreng peoples), artist	<i>The artist, the archaeologist, and the uncovering of truths: Story of the Burnett River Petroglyph</i>
<b>Jodi Ferrari</b> , Curator Children's Gallery, HOTA	<i>Artist as Activist: Why We All Need a Kingdom of Kindness</i>
<b>Alice-Anne McRobbie</b> , Director, Alice-Anne Writes	<i>Unlocking the power of technology to engage with museum and gallery audiences</i>
<b>Desmond Crump</b> (Gamilaroi Nation), Industry Fellow, The University of Queensland, <b>Robert dhurwain McLellan</b> (Gureng Gureng descendant), Industry Fellow, The University of Queensland and <b>Chenoa Pettru</b> , Project Manager, Industry Engagement, The University of Queensland	<i>Enhancing Indigenous Language Data: Insights from the Language Data Commons of Australia (LDaCA) and The University of Queensland Library Collaboration</i>
<b>Tracy Cooper-Lavery</b> , Head, Art Across Australia, National Gallery of Australia	<i>Sharing Art Across Australia</i>
<b>Claudia Little</b> , Museum Officer, Sunshine Coast Council	<i>Bankfoot House Heritage Precinct   Case Study</i>
<b>Michael O'Neill</b> , Manager Collection Imaging, Te Papa Tongarewa, New Zealand	<i>Collection digitisation examples, engagement and outcomes</i>
<b>Sarah Johnson</b> , Senior Curator, Qantas Founders Museum, Longreach	<i>YAYOI IN THE OUTBACK: Bringing Contemporary Art to Remote Communities in Queensland</i>
<b>Dr Bianca Beetson</b> , distinguished Kabi Kabi and Wiradjuri woman, artist and Director of First Nations, Queensland Museum	<i>Customs, Culture and Country – Queensland Museum's First Nations strategy</i>
<b>Gill Nicol</b> , Consultant	<i>The Power of Contemporary Art to Bring People Together</i>
<b>Leanne Butterworth</b> , Founder/Director Empathy First Pty Ltd	<i>Empathy in Action: Creating Inclusive Museums</i>
<b>Joe Hextall</b> , Director/Curator, Eumundi Museum	<i>To Affinity and Beyond!</i>
<b>Serene Fernando</b> , Gamilaraay woman, First Nations Curator, State Library of Queensland, and <b>Sophie Chapman</b> , Exhibitions Producer, State Library of Queensland	<i>Empowering Inclusivity and Accessibility: Deaf in Dance Showcase at the State Library of Queensland</i>
<b>Sarah Empey</b> , Museum and Gallery Consultant, <b>Sarah Barron</b> , PhD Student, Griffith University, and <b>Associate Professor Janice Rieger</b> , Head of Architecture, Design and Planning, School of Engineering and Built Environment, Griffith University	<i>Audio Describing 500,000 Years of Human History</i>
<b>Caylie Jeffery</b> and <b>Kerry Forsythe</b> , Community Engagement Historians	<i>From Dusty Archives to Digital Communities: Unlocking Heritage Through Storytelling</i>
<b>Kerryanne Farrer</b> , Galleries Manager, Redland Art Gallery, <b>Leigh Lynam</b> , Programs and Projects Officer, Redland Art Gallery, and <b>Emma Collerton</b> , Curatorial Officer, Redland Art Gallery	<i>CREATE EXCHANGE on Quandamooka Country</i>



# Chairs

M&G QLD conveys its thanks and appreciation to each of our Conference session Chairs:

- Simon Elliott
- Dylan Sarra
- Paul Brinkman
- Emma Bain
- Michelle Blair
- Sarah Johnson
- Tiffany Shafran
- Renae Belton
- Danielle Harvey
- Tracy Cooper-Lavery
- Chris Stannard
- Niomi Sands



Photographs: Katie Bennett, Embellysh Photography.

# Conference Planning Committee

M&G QLD acknowledges the support and contributions of the 2024 Conference Planning Committee:

- Danielle Harvey
- Deannah Vieth
- Paul Brinkman
- Michelle Blair
- Olivia Robinson





Parallel session speaker Chris Stannard.



Parallel session speaker Claire Sourignes



Parallel session speaker Jo Salt.



Parallel session speaker Alice-Anne McRobbie.



Parallel session speakers Pia Robinson and Amy Wockner.

*'Thanks for presenting an amazing conference with such a relevant and inspiring program of keynote speakers and engaging selection of parallel sessions - loved it!'*

Conference delegate feedback.



Parallel session speakers Dylan Sarra (Gooreng Gooreng peoples) and Rebecca McDuff.



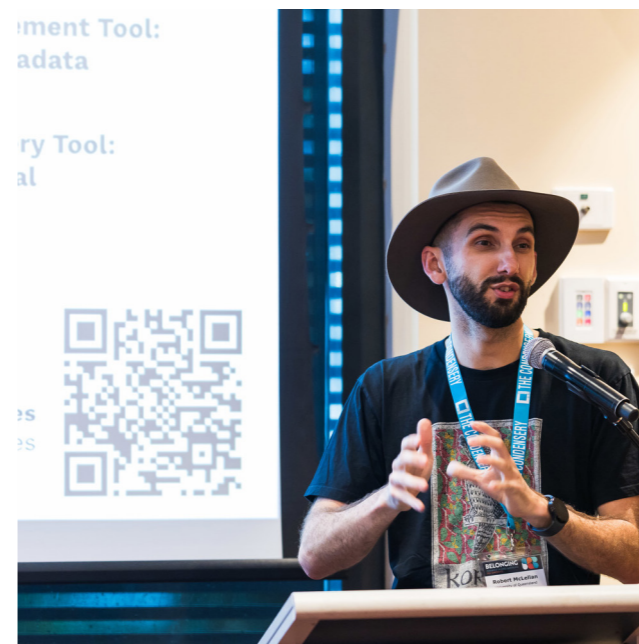
Parallel session speaker Chenoa Pettrup.



Parallel session speaker Angela Golding.



Parallel session speaker Michael Brennan.



Parallel session speaker Robert McLellan (Gureng Gureng descendant).



Parallel session speaker Desmond Crump (Gamilaroi Nation).

Photographs: Katie Bennett, Embellysh Photography.



Parallel session speaker Michael O'Neill.



Parallel session speaker Dr Bianca Beetson, distinguished Kabi Kabi and Wiradjuri woman.



Parallel session speaker Sarah Barron.



Parallel session speaker Sarah Empey.



Parallel session speaker Leanne Butterworth.



Parallel session speakers Sophie Chapman and Serene Fernando, Gamilaraay woman.



Parallel session speaker Tracy Cooper-Lavery.



Parallel session speaker Gill Nicol.



Parallel session speaker Jodi Ferrari.



Parallel session speaker Joe Hextall.



Parallel session speaker Sarah Johnson.

**'All of them inspired whether it be content, presentation skills or new things learnt. I took something from each speaker that will help in my work as an artist and curator.'**

Conference delegate feedback.





***'I always come away from the conference feeling more calm and more focused on my organisation's role and mission. I feel like I am part of a big, amazing team achieving positive outcomes for all our communities. Thank you, I got so much from this year's conference.'***

Conference delegate feedback.

***'Thank you to all involved on stage and behind. It takes a well-oiled team to pull off such a successful conference. This program shows incredible integrity, and I feel privileged to have attended. The ripple should be far reaching. Congratulations! Thank you!'***

Conference delegate feedback.



Photographs: Katie Bennett, Embellysh Photography.

# Masterclasses

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

- **Regan Pro**, Deputy Director of Public Programs and Social Impact, Lucas Museum of Narrative Art, USA

Masterclass: *Who are your communities? Neighbours as museums*

- **Renae Belton**, Engagement Coordinator, QUT Galleries and Museums; **Sarah Barron**, PhD student, Griffith University; **Sarah Empey**, Museum and Gallery Consultant; and **Associate Professor Janice Rieger**, Head of Architecture, Design and Planning, School of Engineering and Built Environment, Griffith University

Masterclass: *Unpacking co-design with audio description*

# Skills Workshops

Skills Workshops were also very engaging and successful, with high participation rates. Presenters included:

- **Michael O'Neill**, Manager of Collection Imaging, Te Papa Tongarewa Museum of New Zealand

CHG Skills Workshop: *Capturing your collection, digitising in a museum environment*

- **Olivia Robinson**, Proud Bidjara woman and Museum Consultant

CHG Skills Workshop: *First Nations Collections and Community Museums*

- **Lydia Egunnike**, Paper and Photograph Conservator at LE Conservation Services

CHG Skills Workshop: *Preservation of paper-based collections*

# Participation

M&G QLD's 2024 Conference attracted a diverse group of attendees including representatives of regional and metropolitan public galleries and museums, state and national statutory bodies, university museums, health organisations, contemporary arts organisations, peak bodies, membership organisations, suppliers and state and local government and individual artists, educators, consultants and academics.

Total number of participants: 172\*

Metropolitan: 64

Regional: 95

Interstate: 11

International: 2

Each participant was counted once in the following breakdowns:

- Delegates including parallel speakers: 130
- Presenters (plenary and welcome sessions only): 9
- Trade presenters: 8
- Closing First Nations performance: 7
- M&G QLD staff and contractors: 9
- Workshop / Masterclass only attendees: 16.

The most frequent age range of delegates was 46-55 years old (32%), followed by 56-65 years (27%) and 36-45 years (20%).\*\*

25% of delegates indicated that this was their first museum or gallery conference.\*\*

2% identified as First Nations.\*\*

5% identified as having a culturally diverse background.\*\*

9% identified as having a disability.\*\*

5% identified as LGBTQIA+.\*\*

90% of all participants were paid cultural workers, with around 7% of these working in part-time roles in the industry. 8% were volunteers and 4% were students.

\*This figure excludes people attending the 2024 Gallery and Museum Achievement Awards.

\*\*Based on evaluation survey data - survey completed by 33% of delegates.

# Bursaries

Public Galleries Queensland (PGQ) and Australian Museums and Galleries Association Queensland (AMaGAQ) provided individual professional development bursaries to assist paid and volunteer workers in attending the Conference.

3 bursaries were awarded to the following recipients:

PGQ funded two individuals:

- Sarah Johnson, Qantas Founders Museum
- Tenielle Limpus, Maranoa Regional Council

AMaGAQ funded Fiona Eastwood, Redland Museum.



***'My learnings have been so relevant.'***

***'This conference was a perfectly timed opportunity to gather information on current best practice on desiging and building [our museum's] First Nations Education Centre.'***

Conference delegate / Bursary recipient feedback.



# Social Activities

Social activities were organised for delegates during the Conference. These included:

- **Welcome Drinks at the Toowoomba Regional Art Gallery**, Queensland's oldest regional gallery. Delegates were welcomed by Director, Sue Lostroh, and *POSTWORLD* exhibition talk by Co-curators Kate O'Hara, Director, Umbrella Studio, and Daniel Qualischefski, Curator, Umbrella Studio, followed by networking over food and beverages in the Gallery.
- **Networking Dinners** at various Toowoomba eateries. These networking dinners were themed around areas of practice including:
  - Public programs / community engagement / visitor services
  - Exhibition / curatorial / interpretation
  - Australian Museums and Galleries Association (Queensland)
  - Open to all delegates
- ***The Shape of Music*** at The Empire Theatre's Armitage was a captivating contemporary classical musical performance that shed light on the creative process of the talented, neurodiverse, award-winning artist / composer Matt Ottley, and his condition of synaesthesia. Delegates attending this special Queensland premiere experienced live improvised music based on drawings Matt created on stage, and performed by internationally acclaimed pianist Ayesha Gough and other special musical guests, including conductor/violinist Marco Bellasi. Conference delegate Erin Davis won the lucky door prize receiving two signed children's books by Matt Ottley.
- Preceding the Conference, M&G QLD presented the **2024 Gallery and Museum Achievement Awards (GAMAA)** at Queensland Museum Cobb+Co on Tuesday 8 October.



# Sponsors & Supporters

Contributing to the success of M&G QLD's 2024 Conference was the high-level support of our sponsors and supporters.

M&G QLD gratefully acknowledges the following sponsors and supporters of our 2024 Conference, *Belonging*:

## Principal Sponsor



Alison Guthrie, Business Development Manager, International Art Services, Principal Sponsor presentation.  
Photograph: Katie Bennett, Embellysh Photography.



## Conference Partner



## International Keynote Supporter



## Skills Development Supporter



This activity is supported by the Community Heritage Grants program. The Community Heritage Grants program is funded by the Australian Government through the National Library of Australia; the Department of Infrastructure, Transport, Regional Development, Communications and the Arts; the National Archives of Australia; the National Film and Sound Archive of Australia and the National Museum of Australia.

Photographs: Katie Bennett, Embellysh Photography.

Trade Sponsor



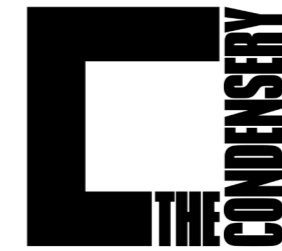
Conference Program Sponsor



Coffee Cart Sponsor



Lanyard Sponsor



Above: Yvette Linton-Smith, ERCO Cluster Manager, ERCO, presenting. Martin Disley and Yvette Linton-Smith, ERCO Trade Sponsor display. Photographs: Katie Bennett, Embellysh Photography.

Supporters



Venue Supporters



Satchel Insert Sponsors



Listen | Understand | Connect



Photographs: Katie Bennett, Embellysh Photography.

# Promotion & Marketing Coverage

M&G QLD engaged Goldi Design to develop the brand concept for our 2024 Conference. This laid the foundation for all design elements, promotions and collateral associated with the event.

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

Promotional methods included:

- Direct email to over 350 organisations on the M&G QLD database
- Emails to 2019 M&G QLD Conference delegates
- Regular inclusions in the weekly M&G QLD eNews, which is received by over 1,600 subscribers
- Promotions in four editions of M&G QLD's industry magazine *source*, which is posted in hardcopy to over 400 organisations and individuals and available online
- Articles in e-newsletters and bulletins published through industry networks including:
  - Public Galleries Queensland
  - Australian Museums and Galleries Association (Queensland)
  - Public Galleries Association of Victoria
  - Regional Arts Services Network
  - Brisbane Living Heritage
  - State Library of Queensland
  - Museums & Galleries of New South Wales
- Conference information hosted on the M&G QLD website
- Over 220 posts to M&G QLD's Facebook, Instagram and LinkedIn, which were shared by speakers, colleagues and organisations
- Videos of keynote presentations uploaded to Vimeo and the M&G QLD website following the event

M&G QLD encouraged the use of the hashtag #MGQ24 for the Conference. This hashtag was used by staff, delegates and attendees throughout the planning stage and during the event.

## Branding:

Branding for M&G QLD's 2024 Conference 'Belonging', with sub-themes of inclusivity, accessibility, equity, and diversity, was developed by Goldi Design, and is based on:

**IMAGERY**  
— Graphic interlocking 'speech-bubble' style graphics in a flexible grid system that can be used over a variety of applications

**COLOUR**  
— To complement the retro Swiss-style graphic, a bold and eye-catching colour palette in complimentary colours has been developed

**LAYOUT AND TYPOGRAPHY**  
— Bold sans serif typography to compliment the graphic style

## Brand Concept

**BRAND ELEMENTS**

**LOGO**

**COLOURS**

	CMYK	RGB
MINT	49, 0, 35, 0	129, 204, 182
BLUE	74, 11, 32, 0	40, 170, 177
ORANGE	4, 68, 89, 0	234, 114, 53
RED	5, 95, 99, 0	227, 50, 40
WHITE	0, 0, 0, 0	255, 255, 255
BLACK	0, 0, 0, 100	0, 0, 0

**TYPEFACES**

**ABCDEFGHIJH abcdefghijk**  
Brother 990 Extended

**ABCDEFGHIJH abcdefghijk**  
Brother 990 Regular

**ABCDEFGHIJH abcdefghijk**  
Europa Bold

**ABCDEFGHIJH abcdefghijk**  
Europa Regular

**ABCDEFGHIJH abcdefghijk**  
Europa Light

**GRAPHIC DEVICES**

**IMAGERY**

MUSEUMS & GALLERIES QUEENSLAND 2024 CONFERENCE BRAND IDENTITY | DEVELOPMENT | 20.02.2024 | © 2024 GOLDI DESIGN PTY LTD goldi

## Marketing Plan:

**Conference Goals**

- Goal n° 01** Showcase Queensland's cultural places, exhibitions, artists, collections and attractions.
- Goal n° 02** Build the cultural capacity of Queensland's public museums and galleries.
- Goal n° 03** Promote and grow best practice through a quality program of state, national and international keynote speakers, skills workshops and masterclasses.
- Goal n° 04** Create impactful networking and information sharing opportunities.
- Goal n° 05** Promoting a culture of inclusion, access, equity and diversity.

**Marketing Channels**

To effectively reach M&G QLD's target audience, we will use the following marketing channels:

- 01 Email Marketing**  
M&G QLD weekly eNews  
Targeted emails
- 02 Website**
- 03 Social Media**  
Facebook  
Instagram  
LinkedIn  
Vimeo
- 04 Industry Networks**  
e.g. Public Galleries Queensland  
Australian Museums and Galleries Association Queensland  
Regional Arts Services Network  
Brisbane Living Heritage  
ABC Queensland
- 05 Publications/Local Media**  
M&G QLD eNews, Annual Report  
Channel 7 News Toowoomba  
3 News Toowoomba  
The Chronicle  
ABC Toowoomba 430  
Toowoomba Regional Council

Select pages from M&G QLD's 2024 Conference Marketing Plan.



# Evaluation

M&G QLD implemented an evaluation strategy, which included hard copy survey forms for the two full days of the Conference and each of the masterclasses / workshops. Following the Conference, an online survey was distributed to delegates to further capture their feedback.

The Conference evaluation completion rate was 33%.

The Masterclass / Skills Workshop evaluation completion rate was 92%.

**100%** of delegates who responded rated their overall satisfaction with the Conference as 'Excellent' (84%) or 'Good' (16%).

**100%** of delegates who responded rated M&G QLD's organisation of the Conference as 'Excellent' (84%) or 'Good' (16%).

## When asked *'What were the highlights of the Conference?'* delegates responded with:

- *'The plenary speakers and topics were brilliant! The Shape of Music performance was also amazing and an appreciated opportunity.'*
- *'Thank you for this informative, friendly and inclusive conference. The conference opened my eyes to new exhibition excellence and ways forward to the future.'*
- *'It had a very positive vibe from the outset. There was a good mix of listening and interacting.'*
- *'Some great speakers, tight organisation, helpful organisers, well catered, great conference theme.'*
- *'Great theme. Really enjoyed ALL the presentations!'*
- *'Overall, achieving such a diverse and far-reaching coverage of the topic. Regan, Sari, Janice, Sarah E/Sarah B and Hugh were my highlights.'*
- *'The theme of Belonging was a really great choice. The majority of the speakers took the theme and presented what it means to belong, while challenging how we are inclusive as a sector. The venue, catering, and networking opportunities were superb.'*
- *'Highlights included the quality and diversity of speakers, reconnecting with friends and colleagues, networking, and the warm, friendly vibe of the conference. Congratulations to M&GQ for curating such a great, inclusive, program of speakers!'*
- *'The keynote speakers were spot on! Highly relevant, sparking lots of conversations during the breaks and following the conference. Great to talk with peers and share our experiences and know that others are facing similar challenges.'*

**When asked 'What information, skills or ideas will you take away from the Conference?' delegates responded with:**

- *'I feel that I now have a background of knowledge to be able to state my case when it comes to the role of institutions in truth-telling, representation and equality.'*
- *'Awareness of processes underway in other organisations to build accessibility and inclusion – new networks – ideas regarding approaching co-design and consultation.'*
- *'Strong focus on information around First Nations and disability access.'*
- *'A totally unclear but utterly motivated desire to inject Council with a big dose of fear antidote and start the messy but worthy process of levelling with community and 'de-silo-ing' divisional culture and placing co-design in front of all future council initiatives.'*
- *'A sense of belonging to amazing organisations and new ideas to suggest to our museum.'*
- *'The networks, truth-telling, management of curating – how to best go about it, thoughts of looking from the outside as a new person in our galleries and museums. How best to fit digital components.'*
- *'A broader mind, thinking about connections in the community, acknowledging that connections take years to nurture.'*
- *'How to better integrate accessibility into programs. How to better engage with students/teachers.'*
- *'The importance of co-design and how this can foster belonging. Engaging our communities and telling their stories to educate others, and contribute to healing.'*
- *'I am still processing! Speakers were open and genuine in sharing their knowledge and learnings. Co-design and working with our communities were strong themes that resonated with me.'*
- *'Hearing from Regan Pro and the process of building a cultural institution from the ground up; First Nations speakers and LGBTIQA+ speakers; ability to network with speakers in the breaks.'*



Photograph: Katie Bennett, Embellysh Photography.

**'Thank you MAGSQ team and all the speakers for a timely, engaging and informative conference.'**

Conference delegate feedback.



Photograph: Katie Bennett, Embellysh Photography.

**'Always one of the best Conferences.  
The QLD team are the best.'**

Conference delegate feedback.

## When asked if they would like to provide **'Further Comments'** delegates responded with:

- *'Regan Pro was inspiring with the explanations of storytelling creating a just society. Truth-telling as presented by Dr Beetson, Dr Jim Thompson and Simon Elliott was inspiring as a way to address ways to reframe the conversation. The reason I came to the conference was to hear Janice Rieger present and learn about the culture of inclusion: excellent presentations and knowledge.'*
- *'Thank you for the generosity, sharing and caring and creating.'*
- *'I was very inspired by Janice Rieger and the work she does. Regan Pro – a whole new perspective.'*
- *'Regan Pro – great Choice – fascinating.'*
- *'Continue the excellent work you do.'*
- *'I like that there was a theme, 'Belonging', which informed the curation of the program, and consequently all presentations felt cohesive and connected. This made it more manageable to absorb, and they were all topics of interest to me.'*
- *'First time I have attended, and I found it very valuable. I'm looking forward to the Masterclass workshop on the final day.'*
- *'Thank you for this experience – totally enjoyed the conference and networking. Meeting new people that can help advise communities. Also putting names to faces. Love the idea of workshops afterwards.'*
- *'I have thoroughly enjoyed the whole conference, the organisation, communication, production, engagement and content have been outstanding. The speakers were excellent in knowledge presentation and engagement. Thank you for having me. The social activity inclusions really worked to help foster a better sense of community as well.'*





*'Happy birthday  
MAGS! What a great  
way to celebrate!  
Here's to the next 20  
years!'*

*Thank you – a  
fantastic conference!*

Conference delegate feedback.

Photograph: Rebekah Butler, Museums & Galleries Queensland.



David McCarthy, Owner and Director of Ngarrumban Arts & Cultural Experience. Photograph: Katie Bennett, Embellysh Photography.

***'Thank you for producing this amazing  
event. Thank you for your care.'***

Conference delegate feedback.



Closing performance by Ngarrumban Arts & Cultural Experience.  
Photographs: Katie Bennett, Embellysh Photography.



*'The closing session was a highlight – the performance was a wonderful inclusion and the perfect note to end on.'*

Conference delegate feedback.

# Masterclasses

M&G QLD successfully delivered two high-end masterclasses during our 2024 Conference, *Belonging*, on Friday 11 October. The masterclasses focused on topics that foster community belonging, inclusion and access:

- *Who are your communities? Neighbour as museums*, presented by Regan Pro, Deputy Director, Public Programs and Social Impact, Lucas Museum of Narrative Art, USA.
- *Unpacking co-design with audio description*, presented by Renae Belton, Sarah Barron, Sarah Empey and Associate Professor Janice Rieger.

## Highlights:

- 30 museum and gallery workers from across Queensland participated in the masterclasses. Regions included Brisbane, Cleveland, Eumundi, Gold Coast, Hervey Bay, Logan, Mackay, Moranbah, Roma, Sunshine Coast, Toowoomba, Tully and Warwick, representing 18 organisations and promoting valuable networking and information sharing.
- 100% of masterclass participants rated this series of workshops overall as 'Excellent' (92%) or 'Good' (8%), the two highest ratings.
- 100% of participants 'Strongly Agreed' (92%) or 'Agreed' (8%) that they felt able to put what they learnt into practice.



***'Regan was amazing with the facilitation of the masterclass. It was a warm, welcoming and gentle space. I learnt so much. Thank you.'***

Masterclass participant feedback

International keynote speaker and Masterclass presenter, Regan Pro with M&G QLD's Executive Director, Rebekah Butler.  
Photograph: Katie Bennett, Embellysh Photography.

## Who are your communities? Neighbour as museums

Presented by Regan Pro, Deputy Director, Public Programs and Social Impact Lucas Museum of Narrative Art, USA

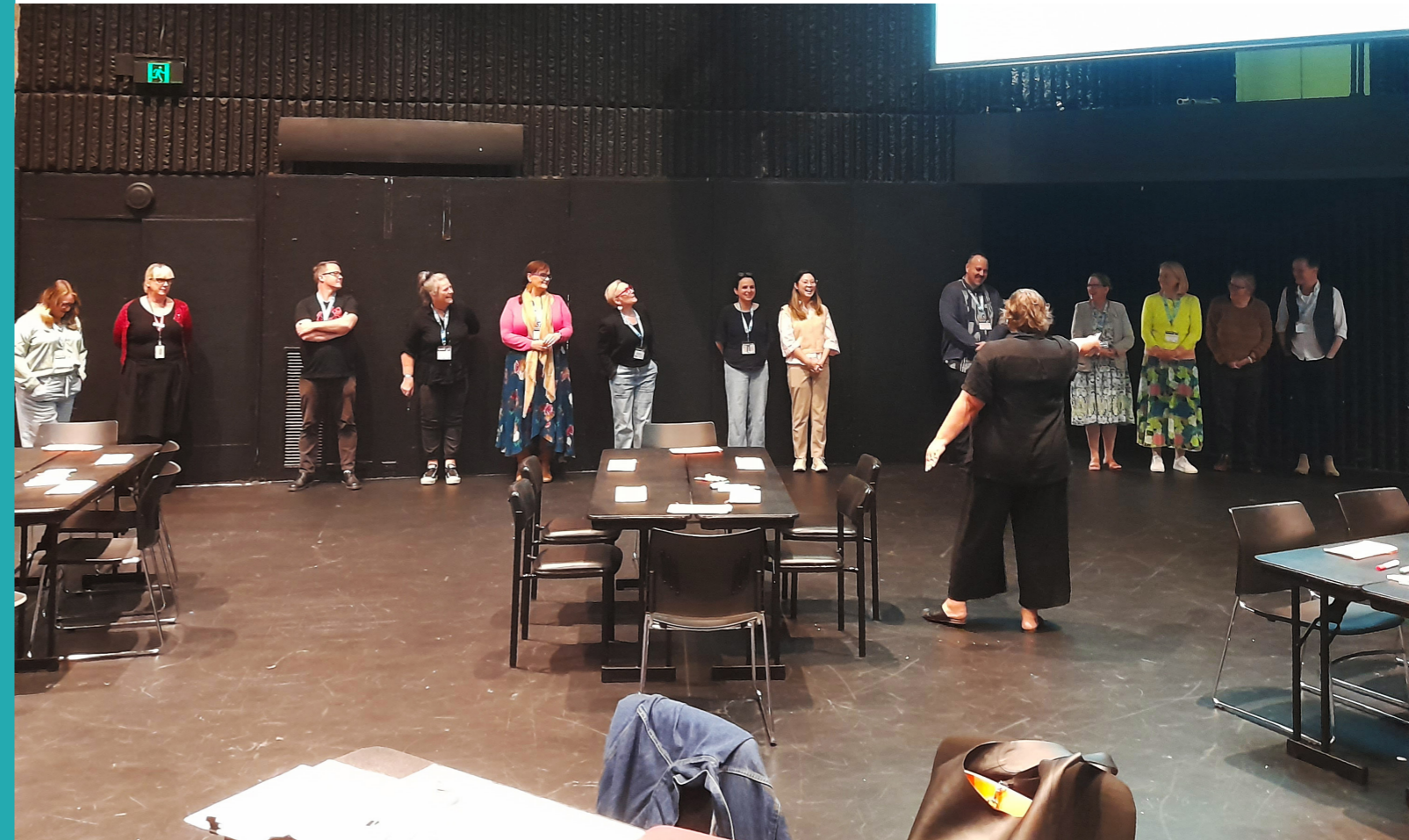
100% of participants rated this masterclass overall as 'Excellent' (92%) or 'Good' (8%).

100% of participants 'Strongly Agreed' (92%) or 'Agreed' (8%) that they learnt new skills or ways of doing things.

100% of participants 'Strongly Agreed' (75%) or 'Agreed' (25%) that they felt able to put what they learnt into practice.

When asked 'What were the strengths of this masterclass?', participants responded with:

- *'The structure of the course, through respect and connection between participants.'*
- *'Regan's knowledge and expertise. Everyone's kindness, knowledge.'*
- *'The respectful environment that was established, the activities and the really considered discussion that developed in the session, that will continue outside the forum.'*
- *'Very supportive environment by an experienced and interactive leader. Practical ideas to put into practice.'*
- *'The facilitation, the approaches to exploring relationships with neighbours.'*
- *'The gentle inclusive approach, the short activities and crossover into following activities.'*
- *'The talking circles, Regan's gentle approach, the various learning styles offered, the group sharing, the activities.'*
- *'Learning from peers, the strength of group support, sharing the burden. The tenacity of everyone to share ideas and listen.'*



# Unpacking co-design with audio description

Presented by Renae Belton, Sarah Barron, Sarah Empey and Associate Professor Janice Rieger

100% of participants rated this masterclass overall as 'Excellent' (92%) or 'Good' (8%).

100% of participants 'Strongly Agreed' (92%) or 'Agreed' (8%) that they learnt new skills or ways of doing things.

100% of participants 'Strongly Agreed' (75%) or 'Agreed' (25%) that they felt able to put what they learnt into practice.

When asked 'What were the strengths of this masterclass?' participants responded with:

- 'A wealth of case studies showcasing successes, challenges and versatile methods. An inclusive and warm masterclass environment – lots of fun!'
- 'Very engaging presenters.'
- 'Expert knowledge delivered in an accessible friendly manner – just fantastic!'
- 'How to include A.D. in your building and on your website and what to consider in the creation of audio description.'
- 'Interactivity. I work in a museum and feel this class has given me ideas to help present our museum to people with disabilities.'
- 'Having Sarah Empey's input was excellent.'



Participants in the *Unpacking co-design with audio description* masterclass held at Queensland Museum Cobb+Co. Photographs: Ben O'Dwyer, Museums & Galleries Queensland.

# CHG Skills Workshops

M&G QLD successfully delivered three impactful skills development workshops during our 2024 Conference, *Belonging*, on Friday 11 October. The workshops focused on essential topics including:

- *First Nations Collections and Community Museums*, presented by Olivia Robinson, a proud Bidjara woman and respected museum consultant.
- *Capturing your collection, an overview of collection object photography*, presented by Michael O'Neill, Manager Collection Imaging, Te Papa Tongarewa, New Zealand.
- *Preservation of paper-based collections*, presented by Lydia Egunnike, Paper and Photograph Conservator at LE Conservation Services.

These workshops were actively promoted to the sector, including community and volunteer-run organisations, throughout Queensland, attracting participants from wide-ranging areas such as Brisbane, Brookfield, Bundaberg, Caloundra, Cherbourg, Cleveland, Clifton, Gold Coast, Injune, Mackay, Mapoon, Moranbah, Ipswich, Toowoomba and Tully. The workshops not only enhanced participants' skills but also fostered important networking opportunities, enabling connections that support ongoing learning and collaboration.

## Highlights:

- 41 museum and gallery workers (staff and volunteers) from across Queensland participated in Museums & Galleries Queensland's 2024 CHG Skills Workshop Program, representing more than 25 organisations and fostering valuable networking and information sharing.
- 100% of workshop participants rated this series of workshops overall as 'Excellent' (95%) or 'Good' (5%), the two highest ratings.
- 100% of participants 'Strongly Agreed' (78%) or 'Agreed' (22%) that they felt able to put what they learnt into practice.



Workshop participants networking over breaks, The Empire Theatre.  
Photographs: Rebekah Butler, Museums & Galleries Queensland.

# First Nations Collections and Community Museums

Presented by Olivia Robinson, Proud Bidjara woman and Museum Consultant

100% of participants rated this workshop overall as 'Excellent'.

100% of participants 'Strongly Agreed' (90%) or 'Agreed' (10%) that they learnt new skills or ways of doing things.

100% of participants 'Strongly Agreed' (80%) or 'Agreed' (20%) that they felt able to put what they learnt into practice.

When asked 'What were the strengths of this workshop?' participants responded with:

- *'First-hand experience, plus the knowledge of the presenter.'*
- *'Quality of the presenter, approachable, friendly environment and welcoming space. Helpful, real-world examples and information.'*
- *'Olivia's knowledge and sharing of experiences.'*
- *'That we covered everything that we asked for / hoped to achieve in the workshop.'*
- *'The creation of a safe place, and the openness of the facilitator meant we could ask questions without judgement.'*
- *'Learning more about how to address cultural protocols.'*
- *'The candid, open and generous information shared in such a safe and supportive space.'*
- *'The toolkit and USB to use later.'*



Participants in the *First Nations Collections and Community Museums* CHG Skills workshop held at The Empire Theatre. Photographs: Madeleine Green, Museums & Galleries Queensland.

## Capturing your collection, digitising in a museum environment

Presented by Michael O'Neill, Manager of Collection Imaging Te Papa Tongarewa Museum of New Zealand

100% of participants rated this workshop overall as 'Excellent' (93%) or 'Good' (7%).

100% of participants 'Strongly Agreed' (93%) or 'Agreed' (7%) that they learnt new skills or ways of doing things.

100% of participants 'Strongly Agreed' (80%) or 'Agreed' (20%) that they felt able to put what they learnt into practice.

When asked 'What were the strengths of this workshop?' participants responded with:

- *'Great practical troubleshooting ways to overcome issues with lighting, focus etc. when shooting collection pieces. Great basic photography skills.'*
- *'An excellent overview of professional but approachable/implementable photography techniques for smallish institutions. The practical demonstrations were invaluable.'*
- *'Relaxed but very informative. Nice number of informational slides and hands-on practical demonstrations – a great balance.'*
- *'Michael explained complex information in a simple way that was easy to understand, and the practical part gave a lot of tips that can be used in a museum setting.'*
- *'Practical technical tips. Accessible information. Keen to implement knowledge in collections documentation.'*
- *'This was a great practical workshop. Michael was a brilliant presenter.'*
- *'A complex subject explained as clearly as possible with patience, humour and detail. Michael tailored advice to suit different circumstances with simple, practical solutions.'*



Participants in the *Capturing your collection, digitising in a museum environment* CHG Skills workshop held at The Empire Theatre. Photographs: Rebekah Butler, Museums & Galleries Queensland.



## Preservation of paper-based collections

Presented by Lydia Egunnike, Paper and Photograph Conservator, LE Conservation Services

100% of participants rated this workshop overall as 'Excellent' (91%) or 'Good' (9%).

100% of participants 'Strongly Agreed' (91%) or 'Agreed' (9%) that they learnt new skills or ways of doing things.

100% of participants 'Strongly Agreed' (73%) or 'Agreed' (27%) that they felt able to put what they learnt into practice.

When asked 'What were the strengths of this workshop?' participants responded with:

- *'The in-depth knowledge that Lydia brings is amazing. Allowing attendees to undertake a small practical activity, as well as providing a material pack, has been an insightful and great experience as a student.'*
- *'Great package, real-life situations, and being able to see and feel the materials for paper preservation. Short, practical but awesome to be part of it!'*
- *'The ability to ask questions pertaining to the collection I work with and getting helpful answers and advice.'*
- *'The fantastic knowledge of speaker.'*
- *'Examples / discussion / learning new skills / excellent presenter!'*



Participants in the *Preservation of paper-based collections* CHG Skills workshop at The Empire Theatre. Photographs: Sharna Barker, Museums & Galleries Queensland.



# Gallery and Museum Achievement Awards

Museums & Galleries Queensland was delighted to announce the Winners, Highly Commended and Finalists of the 2024 Gallery and Museum Achievement Awards (GAMAA) on Tuesday 8 October, at a special awards presentation proudly hosted by Queensland Museum Cobb+Co, Toowoomba.

Now in its twentieth year, the GAMAA were established by M&G QLD to honour the achievements of our State's individuals and organisations in striving towards excellence.

The event was attended by 102 guests who enjoyed a tour of Queensland Museum Cobb+Co ahead of networking over food and beverage service.

Guests were then warmly welcomed by Traditional Owner, Uncle Shannon Bauwens, who conducted a moving smoking ceremony, sharing stories of his Country and inviting people to pass through the cleansing smoke, before moving into the Museum's National Carriage Collection Gallery for the Awards' formal proceedings.

Dr Jim Thompson, Chief Executive Officer, Queensland Museum Network, generously welcomed guests to Queensland Museum Cobb+Co and the National Carriage Collection Gallery, which had been beautifully fitted out with fairy lights, a bespoke chandelier made from a wagon wheel and hurricane lights. Guests were surrounded by carriages, phaetons and other horse-drawn vehicles and displays of a bye-gone era.

The 2024 Winners received an exquisite trophy created by far north Queensland artist, Monique Burkhead. The 2024 GAMAA trophies were supported by Brian Tucker.



Uncle Shannon Bauwens welcoming guests to Country at Queensland Museum Cobb+Co, Toowoomba.  
 Photograph: Katie Bennett, Embellysh Photography.

**'The Welcome to Country at the Queensland Museum Cobb+Co event was beautifully explained and done.'**

Conference delegate feedback

## 2024 Gallery and Museum Achievement Awards Recipients

### PROJECTS: ORGANISATIONS WITH PAID STAFF

Winner:  
**Griffith University Art Museum** for *Taring Padi: Tanah Tumpah Darah*

Highly Commended:  
**University of Queensland Anthropology Museum** for *Kirrenderri, Heart of the Channel Country Touring Exhibition*

Finalists:  
**Bundaberg Regional Galleries** for *Wajgan's Return: Bringing Ron Hurley Home*  
**Ipswich Art Gallery** for *Junior Curators: Mysterious Realms*

### PROJECTS: ORGANISATIONS VOLUNTEER RUN

Winner:  
**Yimbaya Maranoa Arts Collective** for *The Mount Moffatt Residency, 2023 – Time on Country*

Finalist:  
**Eumundi Museum** for *Antiquated Anaesthetic Apparatus*

### ENGAGEMENT: ORGANISATIONS WITH PAID STAFF

Winner:  
**The Condensery, Somerset Regional Art Gallery** for *Healing Garden*

Highly Commended:  
**Logan Art Gallery** for *Robyn Daw Visual Artist Scholarship*

Finalist:  
**Bundaberg Regional Galleries** for *Phantom: Off the Drawing Board*  
**State Library of Queensland** for *Meet the Artists Exhibition in slq Gallery*

### SUSTAINABILITY: ORGANISATIONS WITH PAID STAFF

Winner:  
**Queensland Museum** for *Innovate Reconciliation Action Plan publication in partnership with visual artist, Dylan Sarra.*

### INDIVIDUALS: VOLUNTEER

Winner:  
**Dr Gary Smith** – Honorary Curator, ADAQ Museum of Dentistry

Highly Commended:  
**Lindsay Wilson** – Lead Research and Volunteer, Australian Army Military Intelligence Museum

Finalist:  
**Robyn Wallace** – Secretary, The Queensland Women's Historical Association (QWHA)

### INDIVIDUALS: PAID

Winner:  
**Sarah Johnson** – Senior Curator, Qantas Founders Museum

Highly Commended:  
**Jodi Ferrari** – Curator, Children's Gallery, HOTA, Home of the Arts

**LIFETIME ACHIEVEMENT AWARD:**  
**Michael Wardell** – Art Gallery Coordinator, Logan Art Gallery



2024 Gallery and Museum Achievement Awards Winners, Highly Commended and Finalists.

L-R: Back row: Makiko Ramsay, Deena Dodd, Vernessa Fien, Anastasia Tyurina, Dylan Sarra, Dr Jim Thompson

Middle/front row: Jude Taggart Roberts, Lizzie Riek, Jane Willcock, Jane Nicholson, Samantha Bourke, Madeline Brewer, Ellia Shurte, Holly Riding, Niomi Sands, Michael Wardell, Sarah Johnson, Dr Bianca Beetson, Dr Gary Smith, Robyn Wallace, Jodi Ferrari, Colleen Hurley, Lindsay Wilson, Rebecca McDuff, Joe Hextall, Angelina Hurley

Photograph: Katie Bennett, Embellysh Photography.



2024 Gallery and Museum Achievement Awards trophies created by Queensland artist, Monique Burkhead.  
Photograph: Katie Bennett, Embellysh Photography.

# Sponsors & Supporters

The 2024 Gallery and Museum Achievement Awards were proudly supported by Queensland Museum and sponsored by Public Galleries Queensland and Australian Museums and Galleries Association Queensland.

The 2024 GAMAA trophies are generously supported by Brian Tucker.

**QUEENSLAND  
MUSEUM**



**Queensland  
Government**

**pgQ**  
Public Galleries Qld

**AMaGA  
Queensland**

# Celebrating 20 years

Thank you to the many people and organisations we have worked with over the years, in helping us to deliver an extraordinary number of programs and activities to advance Queensland's public museum and gallery sector, and to share our unique arts, culture and stories.



**3,987** artists showcased  
**audience reach 2.5M**  
**459** training & professional development programs delivered  
**26,000** sector inquiry responses  
**196** national & international exhibitions  
**248** GAMAA winners and finalists celebrated



Help us to continue this valuable work and donate to Museums & Galleries Queensland today.

Donations of \$2 or more are tax deductible

Museums & Galleries Queensland  
122 Gerler Road, Hendra, Queensland 4011  
P: 07 3059 9740  
E: [information@magsq.com.au](mailto:information@magsq.com.au)  
W: [www.magsq.com.au](http://www.magsq.com.au)



Museum and Gallery Services Queensland Ltd trading as Museums & Galleries Queensland - ABN 32 109 874 811 is supported by the Queensland Government through Arts Queensland.