



Opening Doors



Since 1986 International Art Services (IAS) has been a leader in the packing, storing, transportation and installation of precious fine art locally across Australia and internationally around the world. Working closely with artists, collectors, gallery curators, auction houses and investment fund managers, we understand the value of good service.

A deep passion and an unwavering love of art is what separates us from our competitors. We have passionate people in our offices in Sydney, Melbourne, Brisbane, Canberra and Perth, overseeing the largest commercial fleet of climate-controlled moving vehicles in Australia, who will assist you at every step, making your immediate needs their priority.



PACKING

Securely pack and protect your precious artworks.



CRATING

Custom-made, highest museum bespoke specification.



TRANSPORT

Local, domestic and international art relocation.



SHUTTLE

Australia-wide, cost-effective, fixed schedule.



INSTALLATION

Two-dimensional to large sculptures and public projects.



STORAGE

Climate and non-climate controlled, secure storerooms.

We offer all our clients expert advice and full service art handling, no matter whether you're shipping or storing one art piece or an entire collection.

Talk to us today before committing your precious artwork to anyone else.

IAS SYDNEY
9667 1077

IAS MELBOURNE
9329 6262

IAS BRISBANE
3890 7422

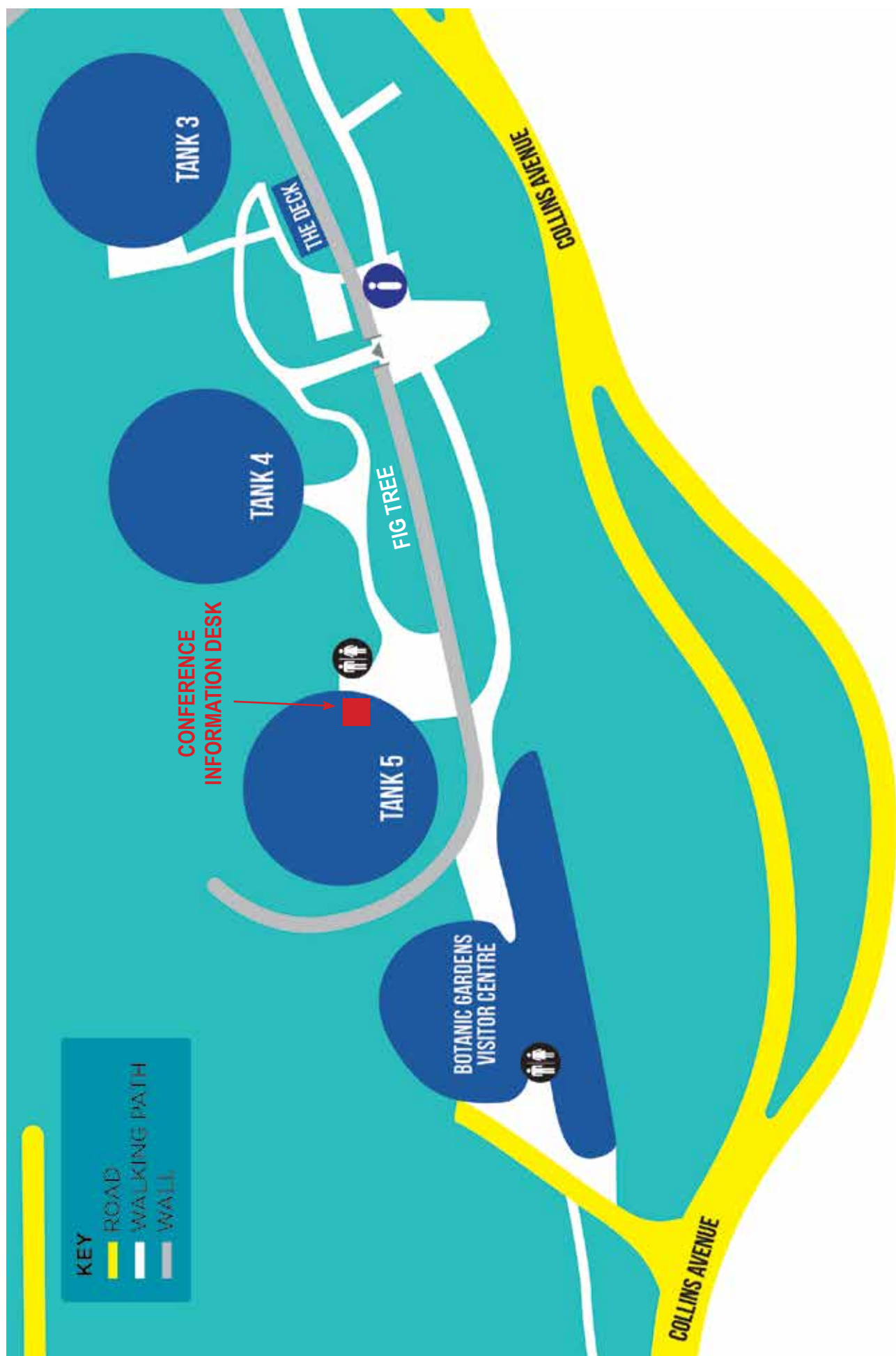
IAS CANBERRA
6232 9773

IAS PERTH
9249 5376



www.iasdas.com.au

Conference Rooms: Tanks Arts Centre



Acknowledgement of Country

We respectfully acknowledge the Yirrgandji people and Gimuy Walubara Yidinji people, the traditional custodians of the land and waters where we meet for this Conference. It is a privilege to be on traditional country.

We pay our respects to Elders past, present and future for they hold the memories, traditions and the hopes of their culture.

In the spirit of reconciliation, we acknowledge the valuable contribution and important role that Aboriginal peoples and Torres Strait Islander peoples continue to play within our community.

Local Language

| Language and Location | Greeting Word | Pronunciation |
|------------------------------------|---------------------------|-----------------|
| Djabugay [Kuranda Range] | Djirri-nyurra = hello | Ji-rii-new-ra |
| Yindiny [Cairns, North Queensland] | Goorin boongun = good day | Goo-rin boon-un |

State Library of Queensland, Aboriginal and Torres Strait Islander Words List

State Library of Queensland (SLQ) supports communities in the revival, documentation and preservation of traditional languages. SLQ has many valuable resources available including tool kits to promote community language revival programs and activities. 2019 is also the United Nations International Year of Indigenous Languages.

Welcome by Executive Director, Rebekah Butler

On behalf of Museums & Galleries Queensland (M&G QLD) Board and Staff, I warmly welcome you to Far North Queensland's beautiful city of Cairns for our 2019 Conference, *Opening Doors*.

Held every four years, M&G QLD's Conference is an opportunity for colleagues to come together to share information and experiences, celebrate significant achievements, network and to learn from leading state, national and international speakers.

The focus of M&G QLD's 2019 Conference, *Opening Doors*, has been carefully chosen to highlight the special role that museums and galleries can play in fostering inclusivity and social value within our communities.

The 2019 Conference program reflects a diversity of approaches to how our cultural institutions are listening and responding to our communities' voices in a meaningful way. It provides an excellent platform to challenge ourselves beyond measuring our successes via visitor numbers, and to think creatively about what constitutes meaningful engagement and how we achieve, measure and communicate this.

M&G QLD extends its thanks to all those who have contributed to the development and presentation of the 2019 Conference including the Conference Committee members, Conference supporters, sponsors and speakers. In particular, I acknowledge the great support of our host, Cairns Regional Council, and our Principal Sponsor, International Art Services. I also commend M&G QLD Staff for their vision, hard work and commitment in presenting this exciting program.

I thank you for being part of M&G QLD's 2019 Conference and wish you continued success in the important work that you perform to make our public museums and galleries' exhibitions, programs, collections and facilities truly inclusive and accessible.

Rebekah Butler
Executive Director
Museums & Galleries Queensland

About Museums & Galleries Queensland

Museums & Galleries Queensland is the peak professional body for the public museum and gallery sector in Queensland comprising over 400 public museums, galleries, Indigenous keeping places and heritage organisations. We strive to ensure a future where museums, galleries and keeping places are relevant, accessible and valued by their communities.

M&G QLD delivers a range of programs and services in the key areas of:

- Sector Development
- Training and Professional Development
- Exhibition Development and Touring
- Information and Communication



Sector Development

Initiatives delivered under M&G QLD's Sector Development program include our State Conference, Gallery and Museum Achievement Awards, advocacy, research and evaluation.

Training and Professional Development

M&G QLD coordinates and delivers a diverse range of training and professional development opportunities informed by the needs of volunteers and paid professionals in the sector. This includes the Standards Review Program which supports museums and galleries through a process of self-review and external feedback.

Exhibition Development and Touring

M&G QLD's exhibition program includes touring, exhibition development and support services. The high-quality touring program provides metropolitan, regional and remote communities with access to contemporary visual arts practice. The program includes exhibitions of art, craft, social history, Aboriginal and Torres Strait Islander cultures, architecture and design.

Find a Museum or Gallery

The Queensland Museum & Gallery Finder is a directory of museums, galleries and cultural organisations throughout Queensland. Listing in the directory is free for public/non-commercial galleries, museums and other cultural organisations in Queensland that are open to the public. If you would like to add your organisation to this directory, please visit www.magsq.com.au

M&G QLD eNews

You can sign up to M&G QLD's weekly eNews to receive the latest information about our events, workshops, touring exhibitions, sector news, funding, jobs and other opportunities available in the sector.

M&G QLD Staff

Rebekah Butler, Debra Beattie, Deannah Vieth, Leisha Walker, Melissa Fletcher, Andrea Higgins, Bonnie Melrose, Rachael De Groot, Sara Dawson

Contact Museums & Galleries Queensland

Phone: 07 3059 9740 (freecall: 1800 866 101)

Email: information@magsq.com.au

Address: 122 Gerler Rd, Hendra QLD 4011



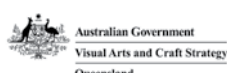
@magsq



@MAGSQUupdates



@magsq



Museum and Gallery Services Queensland Ltd trading as Museums & Galleries Queensland is supported by the Queensland Government through Arts Queensland, and is assisted by the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments.

Opening Doors – Sponsors and Supporters

Principal Sponsor

IAS Fine Art Logistics is proud to be the Principal Sponsor of the Museums & Galleries Queensland Conference for 2019.



IAS is Australia's only national fine art logistics company, providing a full suite of services across town, across the country and across the world.

Whether it's the latest methods and materials of crate construction, packing or installation, climate or non-climate controlled museum standard secure storage or company owned and operated custom designed art vehicles, offering world leading temperature and humidity control systems (21 degrees Celsius and 50% relative humidity), IAS is uniquely equipped to meet your art logistics requirements.

If you require your artworks to be safely transported anywhere in Australia, our interstate art shuttle service links Brisbane, Sydney, Canberra, Melbourne, Hobart, Adelaide, Darwin, North Queensland and Perth. These services operate on fixed schedules and are a cost effective option to move single works of art and small exhibitions between the major metropolitan cities and regional centres.

Our crating division, T.E.D. Fine Art Australia, is the largest fine art packing and crating company in Australia. Specialising in the design and construction of custom-made packing solutions for any type of artwork, however large or small, the T.E.D. range extends from value for money, one-way crates to the highest museum bespoke specification.

IAS offers company operated secure storage facilities in Brisbane, Sydney, Melbourne, Canberra, and Perth.

Major Supporter



Keynote Speaker Supporter



Lanyard Sponsor



Trade Presenters



Venue Supporters



CAIRNSARTGALLERY



Supporters



Pre-Conference Activities

Tuesday 17 September

1pm-5.30pm: Cultural Bus Tour

This tour will include afternoon tea and a visit to Mulgrave Settlers Museum in Gordonvale, followed by a visit to Yarrabah Arts & Cultural Precinct including Menmuny Museum and a Boardwalk tour.

3pm-4.30pm: Weaving Workshop

Led by artist Anne Jillett, Ellis Road Fibre Art, who creates woven forms from natural materials, yarn and recycled fabrics.

In this workshop Anne will share the technique of Cobbling, a weaving method used to bind and structure natural materials to hold shape and form. This technique can be applied to numerous natural fibres, each highlighting their own characteristics while reflecting the hands that created them.

Hosted by KickArts Contemporary Arts.

Photo: Example of Cobbling (random weave). Courtesy Anne Jillett.



5pm-5.45pm: Cairns Arts and Culture Map – Public Art Walking Tour

This tour will provide an introduction to Cairns Arts & Culture Map and a taste of the vibrant collection of public art in the Cairns CBD.

Hosted by Cairns Regional Council.

Photo: Hew Chee Fong and Loretta Noonan, *The Herd*, 2003.



5pm-5.45pm: Cairns and District Chinese Association Inc. Tour

This tour will cover a brief history of the collection, significant objects and preservation projects undertaken to date and take you into the storage area to get a sneak peek at this significant collection.

6pm-7.30pm: Welcome Reception

This event will include a Welcome to Country by Traditional Custodians and will be an opportunity to meet other Conference attendees, with drinks and nibbles provided.

Hosted by Cairns Museum.

Thank you

Thank you to our Cairns and Far North Queensland colleagues who have been instrumental in providing information and offering advice when organising this Conference.

Thank you to the hosts of the Pre-Conference Activities.

Special thanks to Celestine Doyle and Donna Davis.

Conference Committee

Special thanks to:

- Michael Brennan
- Trudie Leigo
- Nicholas McDougall
- Shanna Muston
- Ann Sutherland

General Conference Information

Conference Information Desk

For the duration of the Conference, M&G QLD will be staffing an Information Desk, located at the entrance to Tank 5 (main Conference room).

If you have any questions, please see the staff at this Information Desk.

Delegate name tags

Name tags are to be worn to all Conference activities.

Your name tag will also unlock discounted entry to Tjapukai Aboriginal Cultural Park and the Australian Armour & Artillery Museum (see page 9 for details).

Conference Shuttle Bus

M&G QLD has chartered a bus for Conference delegates for transport between the Conference venue and select hotels (see map below):

- Pullman Cairns International Hotel
- Novotel Cairns Oasis Resort
- Cairns City Sheridan

This bus is free for Conference delegates.

The bus schedule is listed in the Conference Program Overview – see page 12. We ask that you please be ready at the pickup point at the specified time.

Wi-fi Access

Free wi-fi is available at Tanks Arts Centre:

Username: opening

Password: doors2019

Twitter and Instagram – #MGQ19

We encourage delegates to tweet and post throughout the Conference using #MGQ19

Luggage

M&G QLD staff can store luggage for you. Ask at the Conference Information Desk.

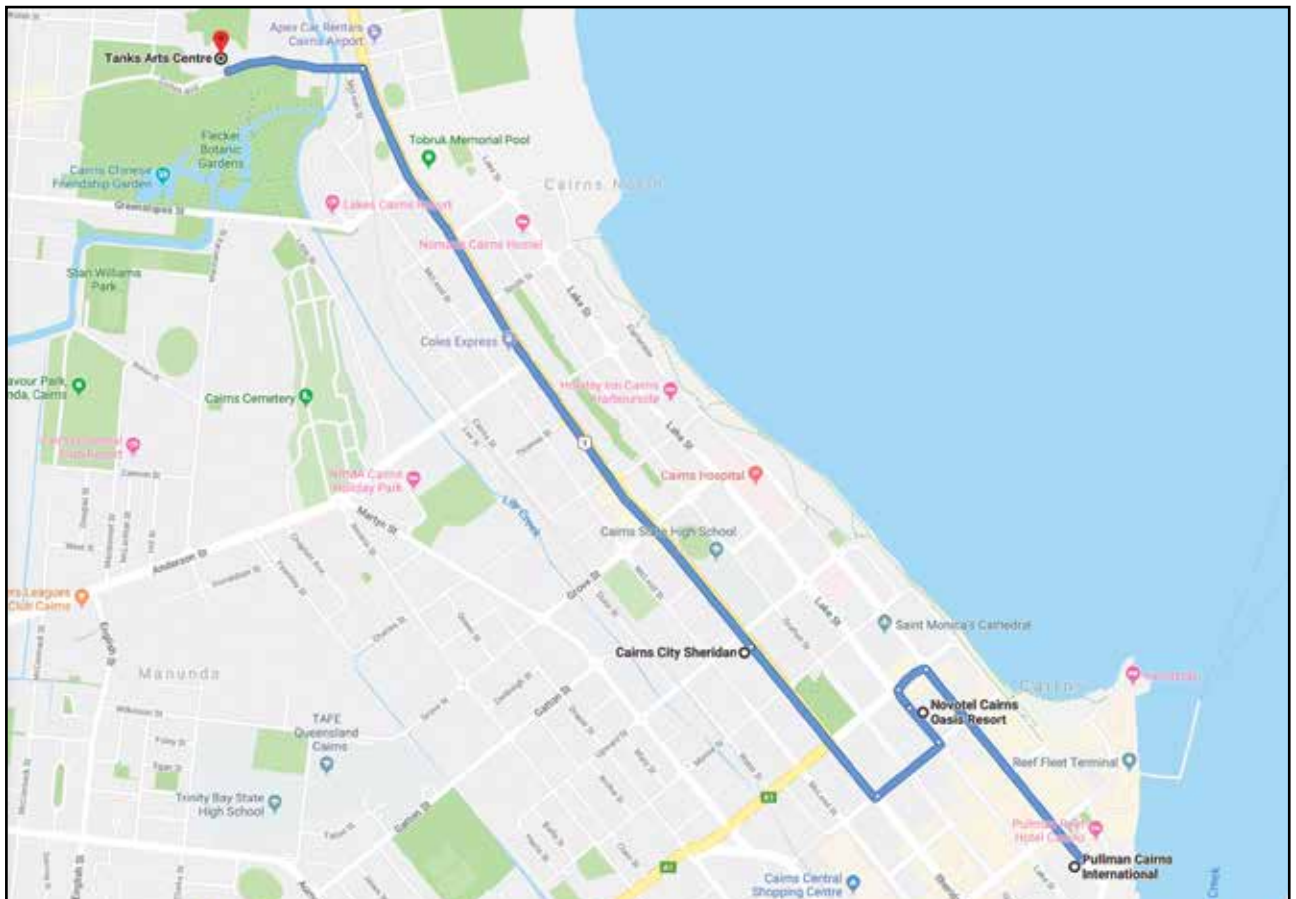
Evaluation

There is an evaluation form in your Conference satchel. Please fill in this form before you leave Tanks Arts Centre at the conclusion of the Conference and put into the 'Evaluation Box' on the Information Desk. Submit your form, and go in the draw to win a great prize – see page 9.

Your feedback will assist us in planning future professional development activities for the Queensland museum, gallery and heritage sector.

Disclaimer

Information in this publication is correct at the time of printing. M&G QLD reserves the right to change the program or details if required.



General Conference Information (cont.)

WIN WIN WIN

Make sure you complete the Conference evaluation form so you go in the draw to win one of the following prizes:

- A yearly subscription to **Eyeline** in digital and hardcopy formats.

Eyeline is an Australian contemporary art magazine publishing criticism and analysis of contemporary visual arts. In a unique content mix, *Eyeline* brings together exhibition and book reviews, artist interviews and monographs, specialist columns and researched articles on the people, ideas, and issues which are shaping the arts today.

- A family day pass to the **Abbey Medieval Festival** (Caboolture, July 2020)

In July each year the Abbey Medieval Festival welcomes thousands of visitors to experience life in the Middle Ages, specifically 600 to 1600AD in Europe and the Middle East. The Abbey Museum of Art and Archaeology, together with re-enactors, jousting, performers, and food vendors, delivers one of Australia's premier living history events.

Curio Publisher – WIN

See the Curio Publisher demonstration after the keynote on Wednesday, sign up for their newsletter, and you will be in the draw to take a one-year subscription home to your institution. You'll be making your own touchscreen interactives in no time!

Tjapukai Aboriginal Cultural Park – DISCOUNTED ENTRY

Discover where Australia begins at Tjapukai Aboriginal Cultural Park, 15 minutes from the heart of Cairns. See Aboriginal performers bring the world's oldest living culture to life through dance, art and interactive demonstrations. Visit by day, and learn about bush foods, the didgeridoo and hunting methods.

Visit at night and take a magical journey into Australia's Dreamtime. Meet the Bama Indigenous rainforest people, who will paint your face to link you to their traditional land. Participate in a Fire Ceremony followed by a corroboree celebrating Aboriginal Dreamtime stories, and join the Rainbow Serpent circle to learn traditional language songs before the ceremonial fire is lit. For dinner, enjoy Australian meats, seafood and an array of salads and desserts featuring tantalising Indigenous flavours. Relax around the fire with the Tjapukai warriors where there is time for an intimate chat.

A visit to Tjapukai is the perfect way to gain a deeper understanding of Australia's diverse Aboriginal heritage.

Offer to Museums & Galleries Queensland Conference delegates:

Show your Conference name tag on arrival to receive 50% discount on Day or Night tickets.

Please contact Reservations for more details.

Phone: 07 4042 9999

Valid 17 September – 23 September 2019.

Australian Armour & Artillery Museum – DISCOUNTED ENTRY

The Australian Armour & Artillery Museum collects, preserves, restores and displays armoured vehicles and artillery from the 1800s to the present day. Their collection includes armoured vehicles and artillery from both world wars with a particular focus on World War II. Currently their collection consists of over 150 armoured vehicles and artillery pieces, many of which will not be found anywhere else in Australia.

Offer to Museums & Galleries Queensland Conference delegates:

Show your Conference name tag on arrival to receive discounted museum entry.

Phone: 07 4038 1665

JAPAN TOURS



ROBERT DAY TRAVEL

Art • Architecture • Design • Ceramics • Craft • Culture



Robert Day Travel offers specialised **Japan Tours** focusing on the art, architecture, design, ceramics and culture of Japan. Japan is world renowned as a global design epicentre. It is the essential travel destination for anyone interested in all facets of the design arts.

All Japan Tours are personally led by Australian architect, former Japan resident and Japan expert, Robert Day. Take advantage of Robert's 30 year association with Japan and his personal connections that unlock doors to some truly remarkable and exclusive Japanese artistic experiences.

Annual Japan Tours offered by Robert Day Travel include the **"Cherry Blossom"**, **"Autumn Leaves"** and **"Art Island"** Japan Tours that showcase all areas of Japanese artistic endeavour and expression.



Robert Day Travel can also offer customised private Japan Tours for Gallery and Museum societies and Arts and Crafts groups at any time of the year that might suit. These private small group tours would incorporate interesting galleries and museums around Japan, events such as the Setouchi Triennale, the Biwako Biennale, the Echigo-Tsumari Art Field and other art and craft festivals.

For more information about JAPAN TOURS by ROBERT DAY TRAVEL, contact Robert on robert@rdayarch.com.au, 0407611972 or visit www.robertdaytravel.com






Opening Doors – Conference Focus

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.



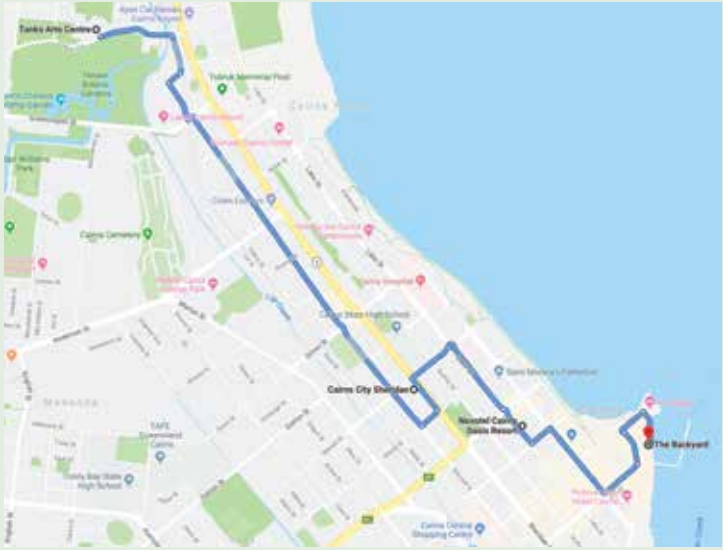
Program Overview – Wednesday 18 September

| Time | Session details | | |
|----------------|--|--|--|
| 8am | A Conference Shuttle Bus will depart at 8am from: <ul style="list-style-type: none"> • Pullman Cairns International Hotel Picking up at: <ul style="list-style-type: none"> • Novotel Cairns Oasis Resort, and • Cairns City Sheridan Arriving at Tanks Arts Centre at 8.30am | | |
| 8am-9am | Registration TANKS ARTS CENTRE – FIG TREE | | |
| 9am-9.45am | Welcome Session TANK 5 Henrietta Marrie AM , Traditional Custodian, Walubara Yidinji Minjil Dancers Rebekah Butler , Executive Director, Museums & Galleries Queensland Cr Bob Manning OAM , Mayor, Cairns Regional Council | | |
| 9.45am-10.45am | International Keynote Presentation TANK 5 Frith Williams , Head of Experience Design, Museum of New Zealand Te Papa Tongarewa <i>Opening the Door to the New Te Papa: Guiding Principles</i> Chair: Dr Jim Thompson, CEO and Director, Queensland Museum Network | | |
| 10.45am-11am | Sponsor Presentation TANK 5 IAS Fine Art Logistics Alison Guthrie, Business Development Manager, IAS Fine Art Logistics | | |
| 11am-11.30am | Morning Tea – FIG TREE AND THE DECK Sponsor Showcase Table – IAS Fine Art Logistics | | |
| 11.30am-12pm | TANK 5 Bianca Acimovic , Gallery Director, Rockhampton Art Gallery <i>Feasibility to Funding: The New Rockhampton Art Gallery</i> | TANK 3 Rebecca Maclean , Public Programs Officer, Bundaberg Regional Galleries <i>Not All Glue & Glitter: Children’s Perspectives on Community through Meaningful Arts Engagement</i> | VISITOR CENTRE Georgie Sedgwick , Head of Engagement, Museum of Brisbane <i>Reimagining the Visitor</i> |
| 12pm-12.30pm | Melanie Sorenson , Collections Manager & Melissa McQuillan , Volunteer Coordinator, Cairns Historical Society <i>What are the ingredients for a successful volunteer program?</i> | Chris Stannard , Curator, Cairns Regional Council & Sandra Ross , Education & Public Programs Officer, Gympie Regional Gallery + Hayley Mahaffey and Olivia Azzopardi <i>Year 13+ Retaining young creatives in the arts, and in their region, after Year 12</i> | Samantha Faulkner , Coordinator, Exhibitions, State Library of Queensland <i>A new exhibitions model, a new engaged exhibition program</i> |

Program Overview – Wednesday 18 September

| Time | Session details | | |
|---------------|---|---|--|
| 12.30pm-1pm | <p>TANK 5</p> <p>Sheona White, Director, Penrith Regional Gallery</p> <p><i>Leading Creative Engagement</i></p> | <p>TANK 3</p> <p>Continued: <i>Year 13+ Retaining young creatives in the arts, and in their region, after Year 12</i></p> | <p>VISITOR CENTRE</p> <p>Ian Tully, Director, Swan Hill Regional Art Gallery</p> <p><i>Open all doors</i></p> |
| 1pm-2pm | <p>Lunch FIG TREE AND THE DECK</p> | | |
| 2pm-3.10pm | <p>TANK 5</p> <p>Julian Meyrick, Strategic Professor of Creative Arts, Flinders University <i>Meaning versus Metrics in Evaluation Processes: a struggle for the soul of arts and culture</i></p> <p>Deanne Fitzgerald, Senior Aboriginal and Torres Strait Islander Advisor, Western Australian Museum and Member of Australian Museums and Galleries Association's First Peoples Roadmap Advisory Group <i>First Peoples: A Roadmap for enhancing Indigenous Engagement in Museums and Galleries</i></p> <p>Chair: Lesley Buckley, Acting Branch Manager, Cultural Services, Cairns Regional Council</p> | | |
| 3.10pm-3.25pm | <p>Sponsor Presentation TANK 5 DatacomIT Eamonn Donohoe and Tim Handfield, DatacomIT</p> | | |
| 3.25pm-3.55pm | <p>Afternoon Tea – FIG TREE AND THE DECK Sponsor Showcase Table – DatacomIT</p> | | |
| 3.55pm-5.15pm | <p>TANK 5</p> <p>Suzanne Gibson, Manager, Cairns Museum, Dr Jo Besley, Consultant & Dr Jo Wills, Museum Development Officer <i>Reimagining Cairns Museum: renewal through engagement</i></p> <p>Dr Jo Wills, Museum Development Officer, Queensland Museum Network <i>On the road with the MDO: exploring Far North Queensland's changing museum landscape</i></p> <p>Cultural Services, Cairns Regional Council <i>Building an Arts Capital</i></p> <p>Pam Bigelow, Manager, Indigenous Art Centre Alliance <i>IACA Reaching for the Peak</i></p> <p>Chair: Tracy Cooper-Lavery, Gallery Director, HOTA Home of the Arts</p> | | |

Program Overview – Wednesday 18 September

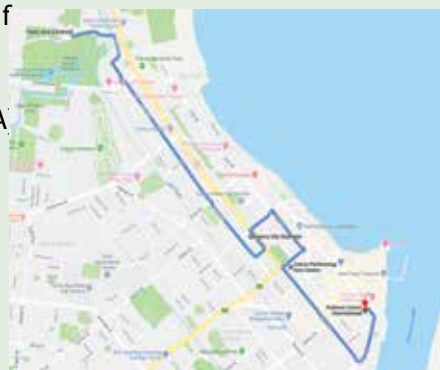
| Time | Session details |
|----------|---|
| 5.30pm | <p>A Conference Shuttle Bus will depart at 5.30pm from Tanks Arts Centre, dropping off at:</p> <ul style="list-style-type: none"> • Cairns City Sheridan • Novotel Cairns Oasis Resort • The Backyard (for Pre-Dinner Drinks)  |
| 6pm-7pm | <p>Pre-Dinner Drinks Australian Museums and Galleries Association (AMaGA) and Public Galleries Queensland (PGQ)</p> <p>Facilitated by the AMaGA Queensland and PGQ committees, come along and meet fellow members. Not a member? That's OK, you are welcome to attend and find out more about AMaGA and PGQ.</p> <p>Venue: THE BACKYARD, Pier Point Rd, Cairns</p> <p>Delegates are to pay for their own drinks.</p> |
| From 7pm | <p>Networking Dinners</p> <p>Network with colleagues over dinner and try the culinary delights that Cairns has to offer. Restaurants will be within walking distance from The Backyard and Cairns CBD.</p> <p>Delegates are to pay for their own dinner and drinks on the night.</p> <p>Networking dinners are grouped by area of interest:</p> <ul style="list-style-type: none"> • Public programs / community engagement / visitor services • Exhibition / curatorial / interpretation • Open to all delegates <p>Check the ticket in your lanyard or ask at the Conference Information Desk to find out which restaurant you are going to.</p> |

Program Overview – Thursday 19 September

| Time | Session details | | |
|-------------------|--|---|---|
| 8am | A Conference Shuttle Bus will depart at 8am from: <ul style="list-style-type: none"> • Pullman Cairns International Hotel Picking up at: <ul style="list-style-type: none"> • Novotel Cairns Oasis Resort, and • Cairns City Sheridan Arriving at Tanks Arts Centre at 8.30am | | |
| 8.30am-9am | Registration TANKS ARTS CENTRE – FIG TREE | | |
| 9am-10.15am | International Keynote Presentation TANK 5 Tasia Duske , CEO, Museum Hack, New York, USA <i>Museum Hack: Redefining the Museum Experience</i> Chair: Simon Elliott, Deputy Director, Collection and Exhibitions, Queensland Art Gallery Gallery of Modern Art | | |
| 10.15am-10.30am | Sponsor Presentation TANK 5 Curio Publisher Emily Loughnan, CEO and Co-Founder, Curio Publisher | | |
| 10.30am-11am | Morning Tea – FIG TREE AND THE DECK Sponsor Showcase Table – Curio Publisher | | |
| 11am-11.30am | TANK 5 Jodi Ferrari , Education and Audience Development Officer, Tweed Regional Gallery & Margaret Olley Art Centre <i>#coolexhibition: New Ways of Thinking About Our Young Audiences</i> | TANK 3 Michael Wardell , Art Gallery Coordinator, Logan Art Gallery <i>He kākano āhau (I am a seed) – Logan Art Gallery's recent project with the local Māori Community</i> | VISITOR CENTRE Nicola Holly , QCA Galleries Manager, Queensland College of Art, Griffith University <i>Half n' Half: Bringing an Exhibition to Your New Audience</i> |
| 11.30am-12pm | Sarah Barron , Public Programs Officer, QUT Art Museum and William Robinson Gallery <i>Making Visible</i> | Karina Devine , Gallery Director, Warwick Art Gallery & Jolanta Szymczyk , Artist <i>Parallel Visions – 15,000 km apart</i> | Shanna Muston , Arts and Cultural Advisor, Banana Shire Council / Banana Shire Regional Art Gallery <i>A Tribute to Modern Pioneers</i> |
| 12pm-12.30pm | Elysha Rei , Public Programs Officer, Queensland State Archives <i>Queensland State Archives: it's all about access</i> | Sarah Lyons , Senior Education and Audience Engagement Officer & Joel Evans , Senior Arts Programming Officer, Bunjil Place Gallery <i>We're Not Gonna Wreck the Place: Multi-Artform Youth Engagement at a Suburban Arts Centre</i> | Lisa Jones , Curator, Queensland Police Museum <i>Bringing your display alive with Augmented Reality (AR)</i> |

Program Overview – Thursday 19 September

| Time | Session details | | |
|----------------|---|--|---|
| 12.30pm-1.30pm | Lunch – FIG TREE AND THE DECK | | |
| 1.30pm-2pm | <p>TANK 5</p> <p>Elsbeth McEachern, Senior Cultural Heritage Officer, Sunshine Coast Council</p> <p><i>Applying the Awesome Principle to museums and galleries</i></p> | <p>TANK 3</p> <p>Pia Robinson, QUT Precincts Widening Participation Programs Officer, Queensland University of Technology</p> <p><i>Vision of Youth</i></p> | <p>VISITOR CENTRE</p> <p>Ann Kreger, Cairns and District Chinese Association Inc.</p> <p><i>Walking and Talking: Chinese Culture in Cairns</i></p> |
| 2pm-2.30pm | <p>Rachel Arndt, Gallery Programs & Touring Exhibitions Manager, Museums & Galleries of NSW</p> <p><i>Cultural Mediation in Australia</i></p> | <p>Jennifer Garcia, Communications and Programming Manager, Newstead House & Dianne Aylward, Principal, Moreton Bay Environmental Education Centre</p> <p><i>Theatre in Education: The War Years at Newstead</i></p> | <p>Judith Hickson, Curator, Queensland Stories, Culture and Histories Program, Queensland Museum</p> <p><i>Collecting for the Future</i></p> |
| 2.30pm-3pm | Afternoon Tea – FIG TREE AND THE DECK | | |
| 3pm-4.30pm | <p>TANK 5</p> <p>Gail Mabo, Curator and Kellie Williams, Director, Umbrella Studio Contemporary Arts <i>Legacy: Reflections on Mabo</i></p> <p>Tracy Puklowski, Director of Creative Arts and Cultural Services, City of Launceston and Director, Queen Victoria Museum and Art Gallery <i>Standing on two shores – new directions at QVMAG</i></p> <p>Chair: Sheona White, Director, Penrith Regional Gallery</p> | | |
| 4.30pm-5pm | Conference closing session TANK 5 | | |
| 5.15pm | <p>A Conference Shuttle Bus will depart at 5.15pm from Tanks Arts Centre, dropping off at:</p> <ul style="list-style-type: none"> • Cairns City Sheridan • Cairns Performing Arts Centre (for the GAMAA) • Pullman Cairns International Hotel | | |
| 5.30pm-8pm | <p>M&G QLD's 2019 Gallery and Museum Achievement Awards (GAMAA) Venue: CAIRNS PERFORMING ARTS CENTRE, 9-11 Florence St, Cairns The Awards are presented by M&G QLD to honour the achievements of individuals and organisations in striving towards excellence.</p> | | |



Program Overview – Friday 20 September

| Time | Workshop details | | | |
|--------------|---|---|---|--|
| | Delegates are to make their own way to workshop venues | | | |
| 9am-9.30am | Registration At each venue – see below | | | |
| 9.30am-11am | <p>Workshop</p> <p><i>High Leverage Marketing – How to attract + engage audiences without breaking your budget</i></p> <p>Venue: CAIRNS ART GALLERY, 40 Abbott St, Cairns</p> <p>Michael Alexis, Director of Marketing, Museum Hack, USA</p> | <p>Masterclass</p> <p><i>Storytelling in Space</i></p> <p>Venue: KOKODA HALL MUSEUM, Cairns RSL, Level 2, 119 Esplanade, Cairns</p> <p>Frith Williams, Museum of New Zealand Te Papa Tongarewa</p> | <p>Workshop</p> <p><i>Time Tunnels</i></p> <p>Venue: JAMES COOK UNIVERSITY, 36 Shields St, Cairns</p> <p>Russell Milledge, Lecturer in Media Arts, James Cook University</p> | <p>Workshop</p> <p><i>Caring for Paper Documents and Books</i></p> <p>Venue: CAIRNS MUSEUM, Cnr Lake & Shields Sts, Cairns</p> <p>Melanie Sorenson, Conservator</p> |
| 11am-11.30am | Morning Tea | | | |
| 11.30am-1pm | Continued <i>High Leverage Marketing</i> | Continued <i>Storytelling in Space</i> | Continued <i>Time Tunnels</i> | Continued <i>Caring for Paper Documents and Books</i> |
| 2pm-3.30pm | Committee Meeting – Australian Museums and Galleries Association (Queensland) Venue: Meeting Room, Cairns Museum, Cnr Lake & Shields Sts, Cairns | | | |

Relax and enjoy your time in Cairns and Far North Queensland!

Wednesday 18 September

Session details, presentation abstracts and speaker biographies

9am-9.45am, TANK 5
Welcome Session

9.45am-10.45am, TANK 5
Plenary Session

Frith Williams

Head of Experience Design and Content, Museum of New Zealand Te Papa Tongarewa

Opening the Door to the New Te Papa: Guiding Principles

In 1998, the Museum of New Zealand Te Papa Tongarewa (Te Papa) opened as a new kind of national museum – bicultural, audience-focused, innovative, fun. It would go on to become the most visited museum in Australasia.

But what do these words – bicultural, audience-focused, innovative – mean today? Twenty years on, the museum recognised that it needed to renew to stay relevant in an ever-changing world. It embraced a new mission, new ways of thinking about and involving its audiences, and a new approach to measuring success.

The museum has now completed the redevelopment of its natural-history zone, *Te Taiao Nature*, and art galleries, *Toi Art*. Within these spaces, it set out to confront some tough topics in creative, inspiring ways, and empower audiences well beyond their visit.

Frith Williams will explore the key interpretive principles that guided this transformation, and share examples of their expression in the exhibition space. She'll focus primarily on *Te Taiao Nature*, in which community collaboration was central. This fully bilingual exhibition zone intertwines mātauranga (Māori knowledge) and science, and supports revitalisation of the Māori language.

At a time when many museums are renewing, Frith will touch on key challenges faced and lessons learned along the way.



Biography

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.

Twitter: @Te_Papa

10.45am-11am, TANK 5
Sponsor Presentation

IAS Fine Art Logistics

Presenter: Alison Guthrie, Business Development Manager, IAS Fine Art Logistics



Company profile (see page 6)

Wednesday 18 September

11am-11.30am

Morning Tea

FIG TREE AND THE DECK

Sponsor Showcase Table

Visit IAS Fine Art Logistics representatives at the Sponsor Table during this break.

11.30am-1pm, TANK 5

Parallel Sessions

11.30am-12pm

Bianca Acimovic

Gallery Director, Rockhampton Art Gallery

Feasibility to Funding: The New Rockhampton Art Gallery

From 2016-2019 Rockhampton Art Gallery has undertaken a transformation. In this time Rockhampton Art Gallery has renewed its focus on supporting access, honouring transparency, growing engagement and driving activation. These strategies were guided by the vision to develop the case for the new Rockhampton Art Gallery, to test and prove that a new art gallery was needed and wanted. Hear about the journey so far, from feasibility to funding in 30 months.

Framed by the CBD Redevelopment Framework, the plan to relocate Rockhampton's Art Gallery is identified as a key project in the revitalisation strategy. This strategy focuses on creating a vibrant cultural hub and active community precinct around the historic Customs House and Quay Street.

Planning for the redevelopment of the Rockhampton Art Gallery has been in play for a number of years and is supported by feasibility analysis that shows economic, cultural and community benefits for Rockhampton, the Central Queensland region, and the state.



Biography

Bianca Acimovic has over 15 years' experience working in regional galleries, state institutions, University galleries and state departments. In these positions she has developed a record of positively contributing to development and management of the institutions, expanding engagement and breaking down stigmas to sit them at the heart of community.

Bianca holds a Bachelor of Visual Arts, Master of Museum Studies and is undertaking a Master of Applied Innovation and Entrepreneurship. Bianca has specialised her formal training in contemporary art, with a focus on the operation and management of art institutions in an innovative and progressive mode.

12pm-12.30pm

Melanie Sorenson, Collections Manager, Cairns Historical Society

Melissa McQuillan, Volunteer Coordinator, Cairns Historical Society

What are the ingredients for a successful volunteer program?

The Cairns Museum and Cairns Historical Society (CHS) rely on volunteers for a major part of their operations and currently have 96 active volunteers, aged from 15-79 years of age. This number has increased significantly since the reopening of the Cairns Museum in 2017.

The recruitment, training and management of its volunteer workforce is a major component of the Society's HR investment and resources. CHS volunteer tasks encompass Front of House roles – reception, guiding, school guiding and research assistance – as well as Back of House roles in collections management – cataloguing, scanning, data management, conservation, collection and exhibitions research.

Wednesday 18 September

This paper will reflect on the CHS experience of recruiting, training and retaining volunteers for skilled roles. It will identify the strategies that have been successful in engaging volunteers as well as the issues that can prevent volunteer retention. It will also include perspectives from long-term and recent Society volunteers on their experiences and the things that matter to them in their decisions about where to donate their time, energies and skills.



Biography

Melanie Sorenson is an art conservator, specialising in paper and photographs, in Far North Queensland. Most recently from Canberra, Melanie loves working with community groups and collections based in the Tropics. The climate in Queensland is so diverse and offers a new suite of challenges in collection care and preservation. She has worked with the National Library of Australia, the Public Records Office of Victoria and Museum of Victoria.



Biography

Melissa McQuillan is Volunteer Coordinator with the Cairns Historical Society. She has worked extensively with volunteers and also volunteered with a range of non-government organisations, in addition to her work in the travel industry.

12.30pm-1pm

Sheona White

Director, Penrith Regional Gallery

Leading Creative Engagement

Growth, new audiences, relevance in people's lives is now, more than ever, essential for gallery/museum sustainability. Leadership is vital for a responsive and innovative workplace culture able to face these challenges. Leadership which models inclusive conversations and listening builds an internal culture of trust, learning and creative engagement. The quality of this productive internal engagement evokes a greater capacity to respond to the 360-degree needs analysis of audience, internal and external gallery/museum stakeholders.

Since the 18th century, galleries/museums have been in the process of democratisation. They have shifted from being the repositories of knowledge with treasured objects for a privileged few, to now sharing power with visitors and stakeholders drawn from a broad citizenry. The basic premise is that if visitors and potential visitors do not understand museum content and it is not meaningful for them, they will not attend. How do we facilitate meaningful engagement as a whole of gallery experience?



Biography

Sheona's professional focus is on creative curatorial engagement and lifelong learning. Her emphasis is on the delivery of cultural leadership through meaningful curatorial programs, listening to and analysing the community's leisure and learning needs, interests and curiosities and marrying these with the curatorial vision to develop programs, will enhance the gallery/museum as an enjoyable civic and social community space.

Sheona has developed programs with many major cultural institutions including the National Museum of Australia, the National Gallery of Australia, City of Sydney Libraries, the Art Gallery of NSW and the Museum of Contemporary Art.

Wednesday 18 September

11.30am-1pm, TANK 3

Parallel Session

11.30am-12pm

Rebecca Maclean

Public Programs Officer, Bundaberg Regional Galleries

Not All Glue & Glitter: Children's Perspectives on Community through Meaningful Arts Engagement

Involving over 300 children across 10 regional kindergartens, the 'Our Town' project showcased the importance of harnessing art as an inclusive vehicle for children's voices. A strategic partnership between Bundaberg Regional Galleries and the Creche & Kindergarten Association of Queensland, the project successfully used meaningful arts engagement opportunities to develop a body of artwork which was exhibited in a public exhibition during the annual community arts and cultural festival. Utilising a variety of art techniques, together with activities responding to artworks from the Bundaberg Regional Galleries' Art Collection, the project presented a child's perspective of the region in which they reside back to those communities. This project has gone on to win a state C&K Excellence and Innovation Award, and a 2018 Gallery and Museum Achievement Award for Engagement.



Biography

Rebecca Maclean is the Public Programs Officer for Bundaberg Regional Galleries, part of Bundaberg Regional Council. Rebecca's passion for improving arts learning and gallery engagement for the community, particularly children, stems from her previous careers as a psychologist working across the paediatric and disability fields. For five years, Rebecca was contracted by Creative Regions Inc. to manage the Children's CRUSH Festival, which was part of the broader Bundaberg CRUSH festival, an annual celebration of arts and culture across the region. She has also undertaken

contract work for the Queensland Performing Arts Centre, under the Yonder Project. Where possible, Rebecca aims to bring some frivolity and fun to the world of art, and has developed characters such as Dottie Lottie to assist with this process.

12pm-1pm

Chris Stannard, Curator, Cairns Regional Council

Sandra Ross, Education and Public Programs Officer, Gympie Regional Gallery

Olivia Azzopardi and Hayley Mahaffey

Year 13+ Retaining young creatives in the arts, and in their region, after Year 12

One of the critical issues facing regional centres is the retention of young artists after they leave school. In Cairns and Gympie, public galleries are recognising their duty to receive from the school system those students who have shown promise, and help them transition from a school-based practice to a studio / gallery / community-based practice. Through mentorship projects, exhibition opportunities and career guidance, young artists are given experiences that have helped them to find their way in the local industry, build their confidence and navigate pathways to higher education, employment and further opportunities in the local arts sector.

The Year 13+ Program is a consolidation of these projects, a collaboration between public galleries, and a research and evaluation stream. In the context of a decline in regionally-based tertiary education in the visual arts, and a preference amongst today's school leavers for hands-on, real-life learning experiences, is this a new and viable model?

Wednesday 18 September



Biography

Chris Stannard has more than 25 years' experience in community cultural development, cutting his teeth on a broad spectrum of social justice and community issues in Queensland. In 2006 he moved to Cairns to take the position of Curator at the Tanks Arts Centre.



Biography

Sandra Ross has been the Education and Public Programs Officer at the Gympie Regional Gallery since 2007 and is passionate about giving regional youth an opportunity to further their artistic careers through collaboration with local professional artists, skill sharing, mentoring and exhibition opportunities.



Biography

Olivia Azzopardi held her first solo exhibition just three months after finishing high school. She studied visual art (briefly) at Melbourne University but returned to Cairns to practice in her home town, study art at TAFE and has become a mentor to other school leavers through the Year 13+ Program.



Biography

Hayley Mahaffey joined the inaugural *project connect* as a Year 12 student in 2011 and upon leaving school was the Gallery Trainee while pursuing her Bachelor of Visual Arts at Griffith University and residing in the Gympie region. She is currently employed full time as the Gallery Assistant at Gympie Regional Gallery.

11.30am-1pm, VISITOR CENTRE

Parallel Session

11.30am-12pm

Georgie Sedgwick

Head of Engagement, Museum of Brisbane

Reimagining the Visitor

Over the past four years, Museum of Brisbane has made a conscious shift from an object-centred to a participation-centred museum model. This has reframed our perception of our audiences from *visitor* to *participant*, in turn transforming our understanding of how people can contribute, co-create and form part of the museum vernacular. This has radically transformed the way we program and more significantly how we see our role within the community, reorienting ourselves as a reflexive mechanism, facilitating a shared understanding of our history. From the establishment of curatoriums and artist-led perspectives, to embedding immersive and participatory experiences in our programming, the Museum is focusing on the experiential engagement of audiences with a view to building an ever-evolving and multi-perspective understanding of Brisbane's history and culture.

Wednesday 18 September



Biography

Georgie Sedgwick has over 15 years' experience working across the visual and performing arts in programming roles in festival, touring and GLAM contexts. She is currently Head of Engagement at Museum of Brisbane and formerly Creative Producer of WOW Women of the World Festival Melbourne at Footscray Community Arts Centre; Senior Producer at Darwin Festival; Program Manager at Kultour; Program Manager at South Project; Manager of Asialink's Visual Arts Residency program and the Indonesia-Australia Arts Management Program; and was a member

of the South Project Inc. Board. During this time, she also independently produced and curated multiple cross-cultural and cross-art form projects in diverse presentation contexts.

12pm-12.30pm

Samantha Faulkner

Coordinator, Exhibitions, State Library of Queensland

A new exhibitions model, a new engaged exhibition program

The (re)establishment of a dedicated Exhibitions department and the implementation of an exhibitions model has seen State Library of Queensland work towards a re-engaged and inclusive exhibition program. The exhibitions model and an engagement framework help guide the development of new processes and open up new opportunities to connect with Queensland communities and audiences.

Exhibitions staff at State Library work with diverse project teams to create visitor experiences which best connect and communicate stories from across the state; building relationships; engaging communities and audiences; and harnessing the expertise of team members. With the implementation of the exhibitions model State Library aims to create:

- an exhibitions program that functions as an interpretive, inspirational and open environment for the telling, sharing and exploration of shared and disparate stories from across Queensland and within the broader national and international context.
- unique and purposeful exhibitions that tell stories, connect communities and collections, invite participation and challenge perceptions.
- clear and effective internal practices which are reviewed, tested and improved to create a coordinated, future focussed and inclusive program.

This presentation will focus on State Library of Queensland's new exhibitions model and provide examples of what the changes have meant for the team and audiences.



Biography

Samantha Faulkner is the Coordinator, Exhibitions at the State Library of Queensland. She has worked in Exhibitions Management and Curation in small and large scale museums, galleries and libraries for more than ten years. Samantha holds a Bachelor of Creative Industries majoring in Visual Arts and has professional experience contributing to Australian and overseas exhibitions programs. Her primary interest is working collaboratively to create exhibitions with visitor experience and community engagement at the centre.

Wednesday 18 September

12.30pm-1pm

Ian Tully

Director, Swan Hill Regional Art Gallery

Open all doors

In the highly competitive world of screen time and real time, Swan Hill Regional Art Gallery is actively pursuing greater content and collaboration from the community that owns it.

Building new audiences has partly been met through outreach programs that present outcomes in unusual places. More recently a range of curated exhibitions has been introduced where local artists, collectors, hobbyists, or in some cases the general public, are invited to contribute artworks, artefacts or stories; sometimes in direct response to works from the permanent collection, or in other cases to a particular theme.

The installation last year of one complete side of a twin cab ute spray painted by a highly accomplished local panel beater was hung alongside a series of delicately handprinted images of aeroplanes. In keeping with the common theme of flight and motion, a local collector's immaculately restored 1947 BSA motorbike sat in close proximity to the master Indigenous weaver Yvonne Koolmatrie's suspended "Hot Air Balloon", while a local model plane enthusiast's large hand-built WWI biplane hung menacingly, not far from the late Michael Riley's iconic image of a feather floating. With this seemingly eclectic collection came a similarly eclectic support crew, friends and families for the launch and subsequent visits.



Biography

Ian Tully is the Director of Swan Hill Regional Art Gallery and Creative Director of the rural outreach program, the ACRE Project. Prior to this he was Educational Manager of Visual Media Studies at Sunraysia Institute of TAFE and lectured in printmaking for La Trobe University Mildura. A practicing artist and musician, Tully resides in the small river town of Moulamein, NSW on the banks of the Billabong Creek and Edward River.

1pm-2pm

Lunch

FIG TREE AND THE DECK

2pm-2.40pm, TANK 5

Plenary Session

Julian Meyrick

Strategic Professor of Creative Arts, Flinders University

Meaning versus Metrics in Evaluation Processes: a struggle for the soul of arts and culture

This keynote introduces the work of Laboratory Adelaide, a humanities-based research team at Flinders University studying the problem of value in the arts and cultural sector. Now in its seventh year of operation, Laboratory Adelaide has published extensively on the limits of metrics and quantitative data in providing stakeholders with meaningful evidence of the benefits that cultural objects and activities generate. Our book, *What Matters? Talking Value in Australian Culture*, published by Monash Press in 2018, lays out an alternative approach to evaluation, including a Charter of Cultural Reporting that seeks to balance different evidentiary methods in a more holistic assessment framework. I will discuss the details of this Charter, and what a principles-based, rather than a methods-based, approach to communicating value involves. I will show how it can give meaning to a reporting task that is usually resented, distrusted or regarded wearily as just "ticking the boxes". I will talk about Laboratory Adelaide's forthcoming three-year research project with the government of South Australia, and our attempt to reform value reporting for artists and cultural organisations so that something of the soul of their work can be articulated and heard in evaluation processes.

Wednesday 18 September



Biography

Julian is Strategic Professor of Creative Arts at Flinders University, South Australia, the Artistic Counsel for the State Theatre Company of South Australia (STCSA), and a member of both the Currency House Editorial and CHASS Boards. He was Associate Director and Literary Advisor at Melbourne Theatre Company (MTC) 2002-2007 and Artistic Director of kickhouse theatre 1989-1998.

He has published histories of Sydney's Nimrod Theatre and the MTC, and numerous articles on Australian theatre, culture, and cultural policy. He is Chief Investigator for both the AusStage database and Laboratory Adelaide, an ARC Linkage project studying the problem of culture's value, and a regular contributor to *The Conversation*. *The Retreat of Our National Drama*, his second Currency House Platform Paper was launched in 2014. He is the director of over 40 award-winning theatre productions, including *Angela's Kitchen*, which attracted the 2012 Helpmann for Best Australian Work. He was a founding member and Deputy Chair of PlayWriting Australia 2004-2009 and a member of the federal government's Creative Australia Advisory Group 2008-2010. His book *Australian Theatre after the New Wave: Policy, Subsidy and the Alternative Artist* appeared in 2017. *What Matters? Talking Value in Australian Culture*, co-authored with Robert Phiddian and Tully Barnett, was published by Monash University Publishing in 2018.

Twitter: @Flinders

2.40pm-3.10pm, TANK 5 Plenary Session

Deanne Fitzgerald

Senior Aboriginal and Torres Strait Islander Advisor, Western Australian Museum and Member of Australian Museums and Galleries Association's First Peoples Roadmap Advisory Group

First Peoples: A Roadmap for enhancing Indigenous Engagement in Museums and Galleries

'The Indigenous Roadmap' is the result of several years of planning and work initiated by the Australian Museums and Galleries Association (AMaGA). Led by consultant, Terri Janke & Co, the Roadmap is arguably the most important document yet to inform our thinking about the ways in which Australian museums and galleries need to review their relationships with Aboriginal and Torres Strait Islander Peoples.

Despite so many best intentions, much of historical museum practice in Australia could be characterised as 'doing for and doing to' Indigenous people rather than 'doing with'. The Roadmap seeks to change this paradigm.

The launch of the Roadmap at the recent AMaGA Conference in Alice Springs was warmly received by the sector, backed with a clear recognition that the hard work begins now!

The Roadmap is built on 5 Elements of Change:

- Reimagining Representation
- Embedding Indigenous Values into Museum and Gallery Business
- Increasing Indigenous Opportunity
- Two Way Caretaking of Cultural Material, and
- Connecting with Indigenous Communities

This session will introduce the Roadmap and explore the practical ways in which museums and galleries can begin the journey towards an equitable, inclusive and meaningful relationship with Australia's Indigenous Peoples.

Wednesday 18 September



Biography

Deanne Fitzgerald is a Yamatji/Nyoongar woman who has been working in Perth for the last 25 years.

Deanne has a BA Hon in Culture Heritage and has been working in this area in both government and non-government including the mining sector for a number of years. Deanne is the Senior Aboriginal and Torres Strait Islander Advisor at the Western Australian Museum and has been working at the Museum for 5 years.

Deanne's main role is to provide advice to the CEO, Executive and Museum staff regarding Aboriginal and Torres Strait Islander matters. She has developed the Museum's Reflect and Innovate Reconciliation Action Plans, and continues to support the Museum's Aboriginal Advisory Committee and the staff of the WA Museum.

Deanne is a member of the AMaGA Indigenous Roadmap Advisory Group.

Twitter: @WAmuseum

3.10pm-3.25pm, TANK 5

Sponsor Presentation

DatacomIT

Presenters: Eamonn Donohoe and Tim Handfield, DatacomIT



3.25pm-3.55pm

Afternoon Tea

FIG TREE AND THE DECK

Sponsor Showcase Table

Visit DatacomIT representatives at the Sponsor Table during this break.

3.55pm-4.15pm, TANK 5

Plenary Session

Suzanne Gibson, Manager, Cairns Museum

Dr Jo Besley, Consultant

Dr Jo Wills, Museum Development Officer, Queensland Museum Network

Reimagining Cairns Museum: renewal through engagement

It's not often a community gets to reimagine and renovate a museum in regional Australia. But when the Cairns Museum reopened in July 2017, a new museum was exactly what Cairns got. The redevelopment delivered four social history exhibitions, a temporary gallery, a shop, as well as work spaces and a collection store. The Museum now operates six days a week, employing both staff and volunteers. Engagement has been at the heart of the redevelopment process and remains central to the Museum's operational philosophy.

This presentation explores the benefits, challenges and tensions of pursuing an engagement methodology to drive the redevelopment of the museum. Cairns Museum Manager, Suzanne Gibson, and curators Dr Jo Besley and Dr Jo Wills, will reflect on the successes and stumbling blocks of this journey, and consider:

- Why the redevelopment project began
- How we defined and engaged with our community partners
- The enormity of pursuing an engagement agenda, and skills and resources required
- How we developed the curatorial methodology for the galleries
- What we learnt along the way
- What we might do if we had our time again.

Wednesday 18 September



Biography

Suzanne Gibson is the Manager of the Cairns Museum. She has a degree in Communications, a Grad Dip in History and an MA in Museums and Collections. Suzanne led a seven-year process of reimagining and redeveloping the Cairns Museum, including all aspects of its business, organisational and curatorial planning. Prior to this she worked with the National Museum of Australia and as a social history recordist, documentary maker and reporter. She has lived and worked in North Australia for over 20 years.



Biography

Dr Jo Besley is a Curator with over 25 years' experience in the arts, culture and heritage fields. She is currently the Curator for Coffs Harbour City Council, curating exhibitions for both the gallery and museum. She curated the new Cairns Museum in Far North Queensland and was formerly Senior Curator at both the Queensland Museum and Museum of Brisbane.

In 2018, she completed a PhD about museums, testimony and traumatic histories at The University of Queensland.

Most of her projects combine social history and visual arts in innovative ways and involve close collaboration with communities. She has curated exhibitions with topics as diverse as protest, sculpture, mental health, cinema, silky oak furniture, architecture and skateboarding and worked with many leading Australian artists.



Biography

Dr Jo Wills has worked as the Museum Development Officer (MDO) in Far North Queensland for Queensland Museum for the last seven years. She has a PhD in museology and community engagement, and a background as a curator and historian. She is a migrant with an interest in storytelling and historical landscapes, and an enduring love of the sea.

4.15pm-4.35pm, TANK 5
Plenary Session

Dr Jo Wills

Museum Development Officer, Queensland Museum Network

On the road with the MDO: exploring Far North Queensland's changing museum landscape

By showcasing museum projects from the Torres Strait, Cape York, Gulf country, Tablelands and Cairns, Dr Jo Wills, Queensland Museum's Cairns-based Museum Development Officer, will share her unique understanding of Far North Queensland's museum landscape.

As she takes you on a tour through the region, Jo will familiarise you with the region's diverse history and the joys and trials of working in the tropical and remote museum sector. She will introduce you to some of the region's collections, organisations and people, and consider the critical role that councils, volunteers and community champions play in keeping the sector alive. Jo will reflect on how the industry has developed and changed since starting her role in 2012, and conclude by outlining the challenges she believes Far North Queensland museums must tackle if they are to remain relevant and sustainable.

Biography (see above)

Wednesday 18 September

4.35pm-4.55pm, TANK 5
Plenary Session

Cultural Services, Cairns Regional Council

Building an Arts Capital

In recent years, Cairns Regional Council has built two magnificent performing arts venues: Munro Martin Parklands and Cairns Performing Arts Centre. It has transformed an inner city street into a pedestrian park, featuring an abundance of local Indigenous public artworks. Now Council is planning a gallery precinct in the centre of town, incorporating three heritage listed buildings and a brand new AAA gallery. All of these projects are of a scale and ambition usually associated with a capital city, because they're driven by a corporate plan with a key objective to "be recognised as the arts and cultural capital of Northern Australia".

But far from replicating the facilities and programming of other capital cities, these venues are designed for the unique lifestyle and cultural product of Far North Queensland. They complement the climate. They're comfortable and accessible. They give shape to the experience of participating in the arts. They are built and programmed for everyone.

4.55pm-5.15pm, TANK 5
Plenary Session

Pam Bigelow **Manager, Indigenous Art Centre Alliance**

IACA Reaching for the Peak

The Indigenous Art Centre Alliance (IACA) is the youngest peak body supporting Indigenous owned and run art centres in Australia. Now into its eighth year of operations, IACA has 14 member art centres spread across remote communities in Cape York, the Torres Strait into the Gulf of Carpentaria and south to Cardwell. It serves approximately 400 artists and 70 arts workers and management staff.

During this presentation, Pam will track the establishment and rise of this grassroots, member created and conceived arts organisation on its journey to support, promote, train and advocate for the Indigenous artists of remote Far North Queensland. She will share the successes, the challenges and struggles of working in the not for profit sector and making change for the lesser known Indigenous artists of this spectacular region.



Biography

Pam Bigelow is the founding Manager of the Indigenous Art Centre Alliance. She has successfully developed a peak body for Queensland art centres that supports culturally strong best practice Indigenous art enterprises. Pam has worked with Indigenous communities for over 30 years in a wide variety of roles, including Indigenous Lead Centre, Wet Tropics Natural and Cultural Heritage Interpretation, and the Conservation Commission of the Northern Territory. Pam is a Director on the Darwin Aboriginal Art Fair Foundation and the Indigenous Art Code Boards and the newly formed Indigenous Art digital labeling reference group.

Wednesday 18 September

SOCIAL ACTIVITY

6pm-7pm

Pre-Dinner Drinks with Australian Museums and Galleries Association (AMaGA) and Public Galleries Queensland (PGQ)

VENUE: THE BACKYARD, PIER POINT RD, CAIRNS

Facilitated by the AMaGA Queensland and PGQ committees, come along and meet fellow members. Not a member? That's OK, you are welcome to attend and find out more about AMaGA and PGQ.

Delegates are to pay for their own drinks.



SOCIAL ACTIVITY

From 7pm

Networking Dinners

VENUE: VARIOUS RESTAURANTS ALONG PIER POINT RD, CAIRNS

Check the ticket in your name tag or ask at the Conference Information Desk to find out which restaurant you are going to.

Network with colleagues over dinner and try the culinary delights that Cairns has to offer.

Delegates are to pay for their own dinner and drinks on the night.

Networking dinners are grouped by area of interest:

- Public programs / community engagement / visitor services
- Exhibition / curatorial / interpretation
- Open to all delegates

Thursday 19 September

Session details, presentation abstracts and speaker biographies

9am-10.15am, TANK 5

Plenary Session – International Keynote

Supported by

Tasia Duske

CEO, Museum Hack, New York, USA



Museum Hack: Redefining the Museum Experience

Did your last museum tour include wine and scandalous stories? Museum Hack tours do... plus secrets about the museum and selfies with a \$45 million dollar painting. Tasia Duske, CEO of the renegade tour company that the *New York Times* describes as having "a different sensibility", shares with you the ways that Museum Hack reimagines the museum experience for millennials and people who think they don't like museums.



Biography

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

Twitter: @TasiaDuske or @MuseumHack

10.15am-10.30am, TANK 5

Sponsor Presentation

Curio Publisher

Presenter: Emily Loughnan, CEO and Co-Founder, Curio Publisher



10.30am-11am

Morning Tea

FIG TREE AND THE DECK

Sponsor Showcase Table

Visit Curio Publisher representatives at the Sponsor Table during this break.

This is your only chance to win a special prize from this sponsor – see page 9.

11am-12.30pm, TANK 5

Parallel Sessions

11am-11.30am

Jodi Ferrari

Education and Audience Development Officer, Tweed Regional Gallery & Margaret Olley Art Centre

#coolexhibition: New Ways of Thinking About Our Young Audiences

With the growing preoccupation with social media and technology, it is increasingly challenging to engage young people with our exhibition programs and collections. How do we get them to look up from their phones when they enter our institutions? How do we get them to join the discussion in a group tour? If they don't post an image to Instagram, did they even really see that artwork? This paper will look at how young people engage with cultural institutions in the social and digital age, and offer some provocations about how galleries and museums might operate differently to attract and engage young audiences.

Thursday 19 September



Biography

Jodi Ferrari completed a Bachelor of Arts (Art History) at The University of Queensland in 1999 and Master of Education (Visual Arts) at University of Technology, Sydney, in 2001. She has held professional roles in Public Programs, Media and Education in Queensland and New South Wales regional galleries, including SH Ervin Gallery, Gosford Regional Gallery and Gold Coast City Gallery. In her current role as Education and Audience Development Officer at Tweed Regional Gallery & Margaret Olley Art Centre, she is responsible for the development and

delivery of high quality education programs and resources to complement the Gallery's exhibition program of regional, national and international exhibitions.

11.30am-12pm

Sarah Barron

Public Programs Officer, QUT Art Museum and William Robinson Gallery

Making Visible

Art exhibitions by their nature often take a vision-centred approach – how can art galleries and museums become more accessible and enable different ways of seeing? In this presentation you will hear about the processes and learnings from the development and delivery of public programs in conjunction with the *Vis-ability* exhibition at QUT Art Museum.

Through collaboration and co-creation, *Vis-ability* brought together a selection of recent acquisitions from the QUT Art Collection with inclusive public programs, a tactile interpretation of an artwork, soundscape, audio descriptions, simulation goggles and video, and a digital catalogue. The public programs included a drop-in Maker space, descriptive tours for people who are blind or have low vision, and *Making Visible* workshops where students developed tactile interpretations of the exhibited artworks.

The exhibition and public programs aimed to broaden audiences' perceptions of 'visual' art, as well as increase the visibility of the QUT Art Collection. The project also promoted understanding of the lived experiences of people who are blind or have low vision.



Biography

Sarah Barron combines her passion for art, education and engaging with audiences in her role as Public Programs Officer at QUT Art Museum and William Robinson Gallery in Brisbane, where she has worked since 2015. Sarah is also a longstanding member of the Flying Arts Alliance Inc. Board and curator with the Art Series Hotels in Brisbane, The Johnson and The Fantauzzo. She holds a Bachelor of Creative Industries (Honours), majoring in Art and Design History, from QUT. She has previously worked in programming and exhibition roles at Flying Arts, Boxcopy Contemporary Art Space, Logan Art Gallery and FireWorks Gallery.

12pm-12.30pm

Elysha Rei

Public Programs Officer, Queensland State Archives

Queensland State Archives: it's all about access

Since December 2017, Queensland State Archives (QSA) has refocused its approach to access and engagement. After building a new team of professionals from various backgrounds, QSA developed a suite of projects, events, exhibitions and activities targeted at new and diverse audiences. One part of this strategy includes the Memory Lounge project. This formed part of the process for QSA to be formally recognised as a Dementia Friendly Organisation, by Dementia Australia. This presentation will share the development phase and key learnings from implementing a project that has enabled the organisation to increase its attendance and engagement with new audiences. This has been achieved through the physical redevelopment of public space to increase accessibility, staff training in Dementia Awareness and tailored facilitated activities that connect with individuals in the community and groups from respite and care facilities.

Thursday 19 September

The Memory Lounge project is an example of how accessibility to our cultural and collecting institutions can start from the inside out. The result is a thriving new-age archive that inspires the public with new ways of accessing, using and experiencing the collection – physically and digitally.



Biography

Elysha Rei is the Public Programs Officer at Queensland State Archives. She coordinates events, workshops and activities that promote access and engagement with the State's archival collection. With a background as a visual artist and arts manager, Elysha is passionate about using arts and culture as platforms for meaningful engagement. She holds a Masters in Business Administration and Bachelor of Visual Arts; founded the Sam Rit Residency in Thailand in 2013; and Co-Directed the ARI, Made Creative Space in Toowoomba for three years. She has

run Dogwood Crossing, Miles and managed programming for Flying Arts Alliance. Elysha also continues to practice as an artist, exhibiting internationally and completing commissions for public and private clients.

11am-12.30pm, TANK 3

Parallel Sessions

11am-11.30am

Michael Wardell

Art Gallery Coordinator, Logan Art Gallery

He kākano āhau (I am a seed) – Logan Art Gallery's recent project with the local Māori Community

The Logan Art Gallery exhibition, *He kākano āhau (I am a seed)*, resulted from an intensive period of consultation with Logan's Māori community. Its aim was to develop an exhibition celebrating Māori arts and culture by and for the community. A new curatorial structure was devised whereby gallery staff acted as facilitators and not as decision makers. Direction came from the community and curatorial decisions were made by the artists themselves.

A Māori Project Coordinator was nominated at an early meeting of artists, Elders and other community members and was contracted to provide a liaison between the artists and the gallery, to provide cultural advice, and to coordinate the final exhibition and public events. Eight local Māori artists met with the Coordinator at regular meetings and collectively devised the title, theme and content of the exhibition. The exhibition also included a large collaborative artwork made by Logan's community under the guidance of the artists.

This project successfully showcased local Māori artists and the beauty of traditional Māori culture. It established a close relationship between the Gallery and the local Māori community and also provided valuable lessons on how the Gallery could work with other cultural groups in Logan.



Biography

Michael Wardell has worked in Australian art galleries since he arrived from Ireland in January 1976 – Monash University Gallery, National Gallery of Australia, Art Gallery of New South Wales and Artspace Mackay. From 1986 to 1997, he owned and managed a private gallery in Melbourne, 13 Verity Street / Michael Wardell Gallery. He has been Coordinator at Logan Art Gallery since July 2012. He was Vice President of the Regional Galleries Association of Queensland, 2011-2012 and is currently a Committee member of the Australian Museums and Galleries Association Queensland.

Thursday 19 September

11.30am-12pm

Karina Devine, Gallery Director, Warwick Art Gallery

Jolanta Szymczyk, Artist

Parallel Visions – 15,000 km apart

In different hemispheres, cultures apart, two women conceptualised events that, over time, would become integral to their respective communities and highly valued events on an international level.

This is the story of Warwick's (Australia) *Jumpers and Jazz in July* festival and Gdynia's (Poland) *Baltic Miniatures* exhibition. Both visions faced challenges in the early years, but today enjoy a passionate and devoted following and make a significant impact on their respective economies.

The *Baltic Miniatures* is a triennial event, and selected works from the collection toured to Australia between 2011 and 2014, including Warwick Art Gallery where, to this day, it remains one of the most influential exhibitions for the region's vibrant textile community. This is where the serendipity of the two events begin to align, and a working friendship began between Warwick Art Gallery Director, Karina Devine, and Jolanta Szymczyk, a Polish artist now living in Brisbane who instigated the tour of the Baltic collection down under.

For the two small communities, 15,000 kms apart, these textile art events have recalibrated each community's identity, boosting the economy and elevating participation and appreciation of contemporary textile art.

Jolanta and Karina continue to collaborate, working together to celebrate textile art and to plan a second tour of the *Baltic Miniatures* to Australia in 2020/2021. In their presentation, the pair will share the similarities and differences of the two events, championing the significance of the textile arts to contemporary communities.



Biography

Karina Devine has 25 years' experience as an artist, art educator and gallery manager. Karina has been employed as the Director of Warwick Art Gallery for thirteen years. She moved from secondary school teaching into the gallery sector in 2005 when she commenced employment at Dogwood Crossing, Miles. In 2005 she was appointed Centre Manager of Dogwood Crossing where she supervised the gallery, library, IT centre and interactive social history displays.

Karina has a passion for the arts and a strong commitment to the growth of regional communities embracing the lifestyle of Queensland country towns and striving to achieve equity and sustainability for rural Queensland through the arts. Karina is artistic director of the fabulous *Jumpers and Jazz in July* festival which celebrated its sixteenth year in 2019. This event has evolved and expanded under her direction into a ten-day music and art festival that, at its core, fosters collaborations between the arts sector, tourism, education and business in the community.



Biography

Jolanta Szymczyk is a Polish born, Brisbane-based exhibiting textile artist and photographer. With a background in botanical illustration, surveying, mapping and learning, she combines her creative skills with an eye for detail. Jolanta's works demonstrate ongoing passion for native flora.

Jolanta established her art practice and started to exhibit from early 2000, mostly focusing on photography; over time adding botanically focused works and textiles to the collection. She completed a Brisbane-based botanical illustration education, immersed in rich and captivating Australian flora. This last decade she has focused on printing and textiles, and considers these to be the most rewarding mediums.

Since 2015, Jolanta has run a boutique tour business specialising in small, highly personalised and artisan-focused cultural, art, design and textiles tours – "Experience Poland" – further extending and growing her expertise in the area of design and textile traditions.

Thursday 19 September

12pm-12.30pm

Sarah Lyons, Senior Education and Audience Engagement Officer, Bunjil Place Gallery

Joel Evans, Senior Arts Programming Officer, Bunjil Place Gallery

We're Not Gonna Wreck the Place: Multi-Artform Youth Engagement at a Suburban Arts Centre

Young people are notoriously difficult to engage with. It is challenging to encourage them to choose to visit an art gallery or museum in their leisure time when they could be hanging out at the local shopping centre with their mates. Additionally, how do galleries and museums change the experience of a young person from a focus on formal education to one that fosters genuine, long-term engagement? Why should we even bother?

As a new arts centre located in south-east suburban Melbourne, Bunjil Place has adopted co-design as a youth-engagement tool. Bunjil Place's youth arts collective, Arts Agitators, has provided a platform for young people to gain access to creative development opportunities, develop and deliver their own creative projects and build a community of arts-engaged young people within the setting of the suburban arts centre.

Co-design is not a new idea – youth-focused organisations have been doing it for years – however, when an arts institution takes the step to commit to the target audience not only being involved in the delivery of the program, but also driving and developing the program, the institution is forced to reconsider its approach to programming 'for' an audience.



Biography

Joel and Sarah work at Bunjil Place where they deliver community programs for the theatre and gallery respectively. Working closely with one of the most diverse communities in Australia, reflecting the diversity of their community drives the programming choices of Joel and Sarah.

Prior to Bunjil Place, Sarah was Children's Programs Officer at National Gallery of Victoria. She holds a Bachelor of Visual Arts and Business, and a Masters of Arts: Arts Management.



Prior to Bunjil Place, Joel was Outreach Coordinator at Arts Centre Melbourne. He holds a Bachelor of Contemporary Arts: Drama, a Post-Graduate Certificate in Teaching Shakespeare, and a Masters of Education.

11am-12.30pm, VISITOR CENTRE

Parallel Sessions

11am-11.30am

Nicola Holly

QCA Galleries Manager, Queensland College of Art, Griffith University

Half 'n' Half: Bringing an Exhibition to Your New Audience

This presentation explores the successes and failures of the cross-industry exhibition 'Morphosis' which was held in two locations between the Queensland College of Art (QCA), Griffith University and Flight Centre, South Bank.

The recent opening of Flight Centre Headquarters across from QCA gave us an extraordinary new audience of nearly two thousand people – the problem was how to successfully engage with them. Many of the workers complete their standard 9-5 hours and, although our gallery was at their fingertips, it wasn't a priority for their working day. The solution came about by turning the foyer of their building into an art gallery, thereby giving them no other option than to experience the exhibition.

Thursday 19 September

This resulted in opening up the exhibition to a substantially larger number of visitors than we could have ever expected had it been held in the gallery alone. This presentation outlines the benefits and drawbacks of moving an exhibition off-site to cater for new audiences, and explores the on-going relationship between the Queensland College of Art and our surrounding neighbours in South Bank.



Biography

Nicola Holly is currently the Galleries Manager at the Queensland College of Art, Griffith University. She holds a MA in History of Art from University College Cork, Ireland, and has lived and worked in Australia for over eight years. Nicola has a demonstrated experience in working in public, private and regional galleries in Queensland having held positions with Heiser Gallery and Stanthorpe Regional Art Gallery.

11.30am-12pm

Shanna Muston

Arts and Cultural Advisor, Banana Shire Council / Banana Shire Regional Art Gallery

A Tribute to Modern Pioneers

Banana Shire Regional Art Gallery presents the project, *A Tribute to Modern Pioneers*, a curated exhibition and publication capturing the stories of regional Queenslanders through photography. This project illustrates how community involvement in curation, exhibition development and as subject can open doors to new audiences and allow the institution to go beyond the building and out into the community.

This presentation will cover concept development, project planning, successes and challenges along the way and the project outcomes. The project, and the processes used, are particularly relevant to regional spaces with limited time, resources and professional staff to develop new projects and exhibitions.

A key challenge for regional spaces and communities is to strike a balance when engaging professional artists from outside the local area while maintaining a genuine, honest and connected process. This presentation covers how we worked with an urban artist in a rural setting, and how collaboration between artist, community and gallery created a multi-faceted project reaching beyond the initial brief.

The project further illustrates how community involvement can create a sense of local ownership of the collections, buildings and spaces that record and preserve our local history and stories for the future.



Biography

Shanna Muston is the Arts and Cultural Advisor at Banana Shire Council. Her primary role is managing the Banana Shire Regional Art Gallery located in Biloela, undertaking this work since 2014.

Shanna grew up in Biloela and left to pursue an arts career, studying a Bachelor of Fine Art at the Queensland College of Art in Brisbane. She has one foot on each side of the gallery door, also being an artist at heart. She is passionate about the role that regional galleries play in enriching the local community and is working towards completing a Graduate Certificate in Museum Studies.

Thursday 19 September

12pm-12.30pm

Lisa Jones

Curator, Queensland Police Museum

Bringing your display alive with Augmented Reality (AR)

The Queensland Police Museum partnered with Virtual Reality / Augmented Reality (AR) specialists Immerse Enterprise to replace our physical simulated Crime Scene with a wholly augmented reality App version. The physical Crime Scene had been in place since 1990 and was very popular with school children and adults alike, however, it had a variety of limitations we were unable to adequately overcome. AR superimposes a computer-generated image onto a user's view of the real world, through an App that can be run on your mobile phone. AR interactivity allows us to give visitors a more immersive idea of what it would be like to work as a trainee Scenes of Crime Officer. Users will be able to photograph evidence and then sample it; learn about the proper forensic processes and techniques used at a murder scene; and submit a forensic report to their police Supervisor. Stage 1 of the project means that the AR App can only be used within the museum exhibition space, however Stage 2 will hopefully see it made accessible to every visitor and non-visitor alike.



Biography

Lisa's museum journey began in 1985, in the first year of her BSc at Griffith University when she spent her spare time at the old Queensland Museum (QM) packing dinosaur bones, before being offered the role of casual Guide in the new QM building in 1986. Lisa worked as a Guide while also volunteering in QM's Anthropological and Social History sections until 1995. She completed an MLitt in Museum Studies at JCU, Townsville and gained employment at QM as an Assistant Curator and Curatorial Assistant. In 1995 she became a full-time Consultant Curator, travelling to small regional museums. Lisa has been the Curator of the Queensland Police Museum since July 1997 and is responsible for the management of the Museum's day-to-day operations.

12.30pm-1.30pm

Lunch

FIG TREE AND THE DECK

1.30pm-2.30pm, TANK 5

Parallel Sessions

1.30pm-2pm

Elspeth McEachern

Senior Cultural Heritage Officer, Sunshine Coast Council

Applying the Awesome Principle to museums and galleries

For every action there is a reaction.

Research into visitor attendance at museums and galleries shows that it's more than what is presented that creates valued visitor experience. In a society where time is pressured into small bites, galleries and museums must examine their value-proposition to attract and retain visitors. This means taking a whole-of-approach to their exhibitions and public programming which is integrated with research and marketing.

In this session, Elspeth examines the importance of integrating all aspects of operations so that linkages create an uninterrupted flow for visitors. Opportunities to increase attendance figures can be achieved without compromising value. Elspeth outlines what she calls 'The Awesome Principle' and revisits Kaplan's 'Attention and Restoration Theory' on the positive benefits sought from visitors to museums and galleries. Examples are provided from her current role in Cultural Heritage Services with Sunshine Coast Council, and her past experience as a Regional Gallery Director in Victoria and Heritage Park Coordinator in New Zealand. In a case study taken from a preeminent Sunshine Coast Heritage Precinct, Elspeth highlights the integrated approach taken to raise the benchmark for visitor experience.

Thursday 19 September



Biography

Elsbeth McEachern has worked in arts, culture and heritage at different times throughout her career. She is currently the Senior Cultural Heritage Officer for Cultural Heritage Services, Sunshine Coast Council. Past roles include Regional Gallery Director in Victoria, Heritage Park Coordinator in New Zealand, and Arts and Culture Policy Officer for the LGAQ. Additional positions have included senior roles in marketing, public relations and community engagement. She holds a Masters of Arts, Museum Studies from University of London, Graduate Diploma Business Marketing, G.D. Adult and Further Education, Bachelor of Education (visual art), and Diploma in Teaching (visual art).

2pm-2.30pm

Rachel Arndt

Gallery Programs & Touring Exhibitions Manager, Museums & Galleries of NSW

Cultural Mediation in Australia

Cultural mediation can offer museums and galleries a means to connect with their audiences in a personalised and in-depth way, extending existing audience engagement activities and public and educational programming.

Widely recognised as an invaluable tool by institutions across Europe, cultural mediation generally refers to the process of gaining and negotiating knowledge about the arts (or social or scientific phenomena) through exchange, reaction and creative response. Cultural mediators work within organisations to improve the quality of the public's visit to the museum or gallery and to broaden the possible ways of experiencing and interacting with an artwork and its context.

Mediation is a relatively new concept in Australia. Sitting part-way between a curator, a guide and an educator, a mediator acts to form relationships between the visiting public, works, artists and institutions themselves focusing on the individual's perception of art and the inherent knowledge a visitor brings to the experience of viewing art.

Contemporary Australian artist Mel O'Callaghan's experience in working with professional mediators in European institutions forms the starting point for Museums & Galleries of NSW's work in this area, and the national tour of her exhibition, *Centre of the Centre*, provides an opportunity to test and explore ideas at a regional and local level.



Biography

Rachel Arndt has worked in the visual arts for over 15 years holding roles in both Australia and the UK, including the Arts Council Collection, Hayward Gallery, London, Christ Church Picture Gallery, Oxford and multiple program roles at the Australia Council for the Arts. Since joining Museums & Galleries of NSW in 2010, she has developed and managed over 30 exhibitions for tour as well as federally-funded strategic initiatives, *Engaging Art* (2016-2019) and the *National Touring Initiative* (2012-2015).

She has a Masters in Art Administration from UNSW Art + Design, and a Bachelor of Fine Arts Honours (Photomedia) from the University of Sydney.

Thursday 19 September

1.30pm-2.30pm, TANK 3

Parallel Sessions

1.30pm-2pm

Pia Robinson

QUT Precincts Widening Participation Programs Officer, Queensland University of Technology

Vision of Youth

QUT Precincts is breaking boundaries in 'Widening Participation' through the power of partnerships and art. *Vision of Youth* is a culmination of these learnings over seven years of programming within this unique collision between the cultural and university sectors with community.

'Widening Participation' aims to build on aspiration and awareness around pathways for low socio-economic students. This is achieved through a number of methods: on-campus, in-school, online and, recently piloted, in-communities. The task at hand is difficult to achieve with the complexities of firstly reaching these students, secondly having access to them, and thirdly creating meaningful connections with them in a way that sparks their imagination, confidence, independent-thinking and generates aspiration around wanting more than what they currently think is achievable, accessible and possible.

Vision of Youth is the resulting exhibition created by seventeen young people who participated in The Saturday Club, a transformative seven-week program at Caboolture Hub in partnership between QUT and the Moreton Bay Regional Council. The participants of The Saturday Club are from the Moreton Bay region and beyond. Aged 14 to 20 years old, participants self-nominated to be in the program which is aimed at demystifying the visual arts industry.



Biography

Pia Robinson is uniquely placed, working within a University art gallery and 'Widening Participation' program. As a result her role is to build upon aspiration and awareness around careers and study pathways for high school students from low socio-economic communities through the power of art.

Pia Robinson has been working across the visual arts sector for fifteen years in varying roles within philanthropy, not-for-profit, public art, urban design, public programs, commercial galleries, and educational institutions. She champions accessibility to visual arts through her varying roles in 'Widening Participation' at QUT, as well as an Urban Designer in the Public Art Team at Brisbane City Council, project managing the William Jolly Bridge Projections and Outdoor Gallery.

2pm-2.30pm

Jennifer Garcia, Communications and Programming Manager, Newstead House

Dianne Aylward, Principal, Moreton Bay Environmental Education Centre

Theatre in Education: The War Years at Newstead

The jewel in the crown of South East Queensland's historic homes, Newstead House successfully delivers education programs for primary and secondary school students. Learn how the partnership between Newstead House and Moreton Bay Environmental Education Centre created an interactive theatre experience that sees the house museum transformed into the stage for the audience to experience history in situ.

The War Years: the Americans at Newstead House engages students and adults using museum theatre, whereby participants are transported back to 1942. Audiences are immersed in the culture clash experienced by people of Brisbane when the 'American Invasion' of US service personnel occurred during WWII's expansion into the South Western Pacific from 1941.

The team behind the successful program will share their story – from the initial research, resource development, to key learnings throughout the process. Be inspired to re-think how your history may be reimagined as a theatre experience, offering innovative ways to welcome new audiences.

Thursday 19 September



Biography

Jennifer Garcia is a passionate advocate for the arts, with extensive experience in cultural programming, events management, marketing and partnerships. Jennifer has evolved a holistic approach to arts programming and education informed by these distinct yet related fields.

As Communications and Programming Manager for Newstead House, Jennifer has been instrumental in reinvigorating the house museum through an immersive education program and engaging public programming calendar. Underpinning this programming philosophy is an understanding that the future sustainability of the museums, arts and heritage sectors relies on an innovative interdisciplinary approach that integrates concerts, exhibitions, education programs and research through strategic partnerships between community, government, business and the university sectors. Jennifer Garcia is currently the Deputy Chair of Brisbane's Living Heritage Network Board.



Biography

Dianne Aylward is an award-winning educator continually striving for innovative ways to engage students, teachers and the broader community. She was the recipient of the Queensland College of Teachers' Award for Excellent Leadership in Teaching and Learning. Under her leadership, Moreton Bay Environmental Education Centre, along with treasured partners, received the Department of Education Showcase Award for Excellence in Industry Partnerships and the Healthy Land and Water Sustainable Education Award.

After beginning her career at Ipswich State High School, Di has taught regionally, been Head of Department, Deputy Principal and is currently a proud Principal. She has worked in Central Office managing state-wide initiatives including the Earth Smart Science schools program and the initiation of an alcohol and other drugs education program. During weekends you will find her catching up with friends, listening to music and enjoying long walks along the beach.

1.30pm-2.30pm, VISITOR CENTRE

Parallel Sessions

1.30pm-2pm

Ann Kreger

Cairns and District Chinese Association Inc.

Walking and Talking: Chinese Culture in Cairns

Cairns Museum has a history of broad community engagement in actively pursuing the conservation of Far North Queensland's material and cultural heritage.

In 2018 and 2019, in partnership with the Chinese and District Association Inc (CADCAI), Cairns Museum proposed, guided and managed two markedly different events – a funded exhibition of Chinese temple artefacts from the former Lit Sung Goong Temple, and a series of heritage walks conducted in the city's former Chinatown precinct.

Both projects had input from both CADCAI and Museum volunteers, the former including CADCAI members as curators and exhibition guides, the latter being a rigorous exercise in historically accurate scripting and a sincere attempt at smooth delivery from eight variously talented presenters. Interest in both projects was excellent, with higher visitor numbers than anticipated to the curated exhibition, while the heritage walks was a sell-out program. Feedback from all areas was positive, with the local media supportive of both events.

Our presentation focuses on the manner in which both initiatives demonstrated a sensitivity to the many dimensions which exist in any community, nurtured under the banner of 'community engagement'.

Thursday 19 September



Biography

During Ann's remote area nursing career over 30 years, she learnt about the often under acknowledged, yet significant, contribution of Chinese migrants to early settlement in North Australia.

Inspired by the Lit Sung Goong Temple artefact collection, that she only learnt about as a Cairns and District Chinese Association Inc Heritage group volunteer in 2013, Ann now works with Mary Low, Coordinator and on the CADCAI management committee to promote awareness about the collection and Chinese history in North Queensland. The priority is to establish safe storage and permanent exhibition space to ensure this nationally significant artefact collection and the Chinese history of the region is protected and shared with Cairns' residents and visitors.

2pm-2.30pm

Judith Hickson

Curator of Social History, Cultures and Histories Program, Queensland Museum

Collecting for the Future

Around the world, museums are engaging more critically with the changing social and political world around them. Recently, the Social History team at Queensland Museum has begun formulating an approach to identifying and acquiring objects and stories relating to the defining issues of our contemporary world and the events that are occurring around us and before our eyes. Collected in context, these objects have the power to inspire and encourage audiences to reflect on, to engage critically with and to spark discussion and debate about current events and issues. This type of collecting allows us to actively engage with people and communities to reflect what is important to them, to keep up-to-date with social and political change, to break down barriers and to create a collection that will serve our communities into the future. This paper explores both the intent and the challenges of collecting in our rapidly evolving social, political and technological environment.



Biography

Judith Hickson is currently Curator of Social History in the Cultures and Histories Program at Queensland Museum and previously worked as a curator and researcher at the National Museum of Australia. In her current role, Judith is particularly interested in the capacity of objects to reveal the intrinsic depths and complexity of lived human experience, and sees time and spaces for dialogue and recording as integral to this work. She is especially interested in the ways that museums, as centres of learning and understanding, can use these objects and their narratives,

not just as tangible records of history, but as conduits to discussion and debate, especially to promote understanding, acceptance and respect within and between communities.

2.30pm-3pm

Afternoon Tea

FIG TREE AND THE DECK

3pm-3.45pm, TANK 5

Plenary Session

Gail Mabo, Artist and Curator

Kellie Williams, Director, Umbrella Studio Contemporary Arts

Legacy: Reflections on Mabo

From 2017-2019 Umbrella Studio Contemporary Arts developed a new exhibition called *Legacy: Reflections on Mabo*. This is the first major exhibition to explore the life and legacy of Eddie Koiki Mabo from both Indigenous and non-Indigenous perspectives, and the first to incorporate significant curatorial direction by the Mabo family. Curated by Eddie's daughter, Gail Mabo; Umbrella Studios Director, Kellie Williams; and former Director, Dr Jonathan McBurnie, this show launched in July 2019 and will tour nationally for four years.

Thursday 19 September

This project features a unique curatorial approach that celebrates diversity and encourages open conversations about Indigenous land rights and, more broadly, race relations in Australia. With the goal of accessibility, the curators have consciously stepped away from industry conventions with some aspects of this exhibition.

Under Gail's direction, this exhibition attempts to move forward from past historical museum-like analysis of her father's legacy, and instead explores more about who he was as a person, with these stories being told through voices of many, coming from different perspectives and places. By doing this, the curators hope to contemporise Eddie's legacy, exploring what it means for people today.



Biography

Gail Mabo has been exhibiting artwork as an artist in her own right for over a decade, and acts as her family's representative for Eddie Koiki Mabo's cultural legacy. Gail is a Co-Curator of Umbrella Studio's landmark exhibition, *Legacy: Reflections on Mabo*, that will be touring Australia for four years. Gail is also a founding member of Murriss in Ink (MII), a group of Aboriginal and Torres Strait Island printmakers who live and work in the Townsville region. The group works from Umbrella Studio and has been developing the artists' skills as printmakers since 2008 through a series of masterclasses, workshops and artist residencies.



Biography

Kellie Williams commenced as Director of Umbrella Studio Contemporary Arts in 2018. Kellie is a Co-Curator of Umbrella Studio's landmark exhibition, *Legacy: Reflections on Mabo*, that will be touring Australia for four years. Kellie has a Bachelor of Fine Art (Visual Art) and is a graduate of the Australian Institute of Company Directors. Kellie has strong business management experience, including 18 months contributing to the leadership of a cutting edge regional arts company; three years as CEO of an innovative not-for-profit, almost five years working for

State Government, including grants management at Arts Queensland; one year with a state-run art gallery; and five years as a professional artist. Her skills include partnership and business development, event management and financial planning.

Twitter: @UmbrellaStudio

3.45pm-4.30pm, TANK 5

Plenary Session

Tracy Puklowski

**Director of Creative Arts and Cultural Services, City of Launceston and
Director, Queen Victoria Museum and Art Gallery**

Standing on two shores – new directions at QVMAG

Museums in New Zealand operate in a unique paradigm; the national museum, Te Papa Tongarewa, has long been noted for its bicultural and inclusive stance. Museums are encouraged to reflect the principles of the Treaty of Waitangi in their practice, and a national process of settling Treaty claims is putting the notion of 'ownership' of natural and cultural treasures firmly in the spotlight.

What does this mean for a Museum Director new to the shores of Tasmania, and what might it mean for the museum she's leading, the Queen Victoria Museum and Art Gallery (QVMAG)?

In this presentation, Tracy Puklowski will discuss the ways in which her experiences working in the New Zealand cultural sector, and museums she's visited internationally, have shaped her practice as well as her plans for QVMAG.

Thursday 19 September



Biography

Tracy Puklowski is the Director of Creative Arts and Cultural Services for the City of Launceston. The position spans various functions including the Directorship of the Queen Victoria Museum and Art Gallery, and driving the cultural strategy for the city.

A graduate of the highly competitive Getty Museum Leadership Institute, Tracy has over 20 years' experience in strategic and executive leadership, specialising in the cultural heritage sector.

Tracy was responsible for some of New Zealand's most significant cultural programs and projects in her previous positions as Director of the National Army Museum of New Zealand; Associate Director of Living Cultures at the Museum of New Zealand Te Papa Tongarewa; and the Associate Chief Librarian, Research Collections at the National Library of New Zealand.

Tracy is passionate about using values-based models to drive transformational change, and achieving positive results for communities through arts, culture and heritage.

Twitter: @QVMAG

4.30pm-5pm, TANK 5 Conference Closing Session

SOCIAL ACTIVITY

5.30pm-8pm M&G QLD's 2019 Gallery and Museum Achievement Awards

Venue: CAIRNS PERFORMING ARTS CENTRE, 9-11 Florence St, Cairns

The Awards are presented by M&G QLD to honour the achievements of individuals and organisations in striving towards excellence. They are open to museums, galleries, historical societies, keeping places and other related cultural organisations and the individuals who work in them.

This event will include networking over refreshments and the Award presentation to the 2019 winners and finalists.

Sponsor presentation – Brandi Projects

Presenter: Conrad Herwig, Senior Project Manager, Brandi Projects



Friday 20 September

High Leverage Marketing – How to attract + engage audiences without breaking your budget

Venue: CAIRNS ART GALLERY, 40 Abbott St, Cairns

9am-9.30am, Registration

9.30am-1pm, Workshop

Michael Alexis

Director of Marketing, Museum Hack, New York, USA

Museum Hack develops our own high performing marketing techniques and we will share some of these in the workshop, including:

1. A simple format for improving results across the board, including email performance, admission sales, membership signups and more.
2. A unique method we've used to generate press from media like *The New York Times*, *The Wall Street Journal*, *Forbes* and others.
3. How to spend less time on social media and still get thousands of followers and likes.
4. Instantly improving your position on review sites like TripAdvisor and Yelp.
5. More :-)

Designed for:

Anyone who wants to attract new audiences to their institution.

Learning outcomes:

- Improving email performance, admission sales and membership signups
- How to get featured in major media (and media of all sizes)
- 10x your results on social media like Twitter, Facebook and Instagram
- Rank higher on sites like TripAdvisor and Yelp



Biography

Michael Alexis is Director of Marketing at Museum Hack. He is a former lawyer, Canadian, and quite fond of tai-chi. Michael was the first full-time marketer at Museum Hack and helped bootstrap the company to \$2.7 million in annual revenue. Before that, he led growth for a tech company that won Richard Branson & Shopify's competition for highest sales compared to 20,000+ other new businesses (with systems that went on to generate \$3+ million in sales), and started and sold an ecommerce startup.

Friday 20 September

Storytelling in Space

Venue: KOKODA HALL MUSEUM, Cairns RSL, Level 2, 119 Esplanade, Cairns

9am-9.30am, Registration

9.30am-1pm, Masterclass

Frith Williams

Museum of New Zealand Te Papa Tongarewa

You're about to create an exhibition. You've selected your objects. You know what you want to say. Excellent. But have you taken full account of the 3-D space in which the ideas will sit and how audiences will receive them there? And are you using all the tools that storytelling offers to support memorability and learning?

When we talk about 'narrative-based exhibitions', we often mean exhibitions formed around key ideas and connections (not just a place, time, collector's interest, or the primacy of individual objects). But can narrative be more? Can our visitors even be our protagonists? Storytelling is, after all, an art in its own right, with particular considerations in the museum setting.

In this workshop, activities will include reviewing exhibition labels, looking at exhibition plans in relation to message position, and considering different storytelling forms and tools to meet objectives. We'll also touch on ways to embrace Indigenous languages to support awareness and learning.

Designed for:

Anyone with a base knowledge of exhibition interpretation (and particularly narrative-based interpretation) who's keen to develop their thinking and approaches.

Some experience in museum interpretation is required, eg setting key messages, writing or editing labels, 'reading'/using exhibition plans, selecting media, etc. If you're not sure of your level, come anyway – we'll cover some fundamentals before moving onto the more nuanced areas.

Learning outcomes:

- The characteristics of museum visitors – how they receive content in exhibitions/3D space, and what that means for how we present/write stories
- The importance of key ideas
- The characteristics of effective storytelling and how they can apply to exhibitions – including what we can do in this environment that isn't possible elsewhere



Biography (see page 18)

Friday 20 September

Time Tunnels

Venue: JAMES COOK UNIVERSITY, 36 Shields St, Cairns

9am-9.30am, Registration

9.30am-1pm, Workshop

Russell Milledge

Lecturer in Media Arts, James Cook University

Time Tunnels introduces a method of visual storytelling that reanimates historical photographic imagery. Through engagement with media arts tools, participants will learn how to effectively use motion to bring new meaning and perception to static 2D images in a simple process known as 2.5D animation.

Designed for:

Anyone with an interest in extending photographic and graphic collections into new forms of presentation. Anyone interested in the media arts, filmmaking, animation, digital signage, video marketing or motion graphics techniques.

Basic knowledge of Adobe Photoshop is preferable as the workshop will use digital imaging techniques associated with this software.

Learning outcomes:

- Understand the intermediate process of 2.5D animation
- Repurpose historical photographic and graphic material for a contemporary audience
- Extend meaning and perception through media arts



Biography

Russell has a passion for creative arts which is expressed through the presentation of exhibitions and events annually. His artworks are in the collections of QAGOMA and Cairns Art Gallery, amongst others. He has contributed to the establishment of many of Far North Queensland's significant contemporary arts enterprises and spaces, including as a founder of KickArts Contemporary Arts Ltd, Bonemap and the New Move Network.

Russell attended the National Art School in Sydney, completed a Master of Fine Arts (MFA) at Queensland University of Technology and a Doctor of Philosophy at James Cook University. Inspired by the unique social and educational value of the arts, he has contributed to many partnerships within the sector including Cairns Indigenous Art Fair (CIAF), Cairns Festival, Indigenous Art Centre Alliance, *Realtime* Magazine, Ausdance, Queensland Artworkers Alliance, Regional Galleries Association of Queensland, *Eyeline* Art Magazine and others. Current JCU internal engagement includes TEDxJCU Cairns Technical Director, Research Fellow at the Cairns Institute and Lecturer in Creative Arts specialising in media art. He is Co-chief Investigator on the innovative State of the Arts Report, a partnership with Cairns Regional Council to undertake a longitudinal evaluation of the social impact of arts and culture in the Cairns region. He is the guest curator for KickArts Contemporary Arts major retrospective of Torres Strait Islander artist Billy Missi.

Friday 20 September

Caring for Paper Documents and Books

Venue: CAIRNS MUSEUM, Cnr Lake & Shields Sts, Cairns

9am-9.30am, Registration

9.30am-1pm, Workshop

Melanie Sorenson

Conservator, Sorenson Art Conservation

Come along to this workshop to learn some practical skills and approaches to looking after paper and bound documents in collections. Care for photographs will be discussed briefly, however the main focus of this workshop is cost-effective methods of caring for collections in line with international conservation practice and sound advice. Participants are invited to discuss examples and concerns regarding the storage of their own collections.

Designed for:

Volunteers and paid staff working with museum and gallery collections that hold paper documents, photographs or books.

Special Note - Participants must wear enclosed shoes due to scalpels, scissors and tools being used.

Learning outcomes:

- Knowledge of how to care for paper, photographs and books.
- Basic cleaning techniques for paper and books.
- Basic encapsulation for paper documents.



Biography
(see page 20)



LUCIDEA

ARGUS

MUSEUMS COLLECTIONS MANAGEMENT SOFTWARE

**Engaging.
Imaginative.
Immersive.
Innovative.
Essential.**

REQUEST A FREE DEMO TODAY!

Learn more at lucidea.com/argus

Gallery and Museum Achievement Awards Sponsors

Brandi Projects

Brandi Projects are trusted leaders in creating engaging displays and exhibits in museums, galleries and heritage sites around Australia that become newsworthy national attractions and local community assets.



The multi-disciplined team is dedicated to designing, producing and installing exciting interactive displays and attention-grabbing educational exhibits that integrate modern technology with robust functional elements to provide unique and memorable experiences for all visitors.

The highly-experienced Brandi Projects team pride themselves on the consistent quality and longevity of their customised installations, often showcasing rare and precious artefacts. Projects are delivered on time and within budget, backed by repeat clients and a portfolio full of satisfied customer testimonials.

The Brandi Projects website gallery features some of their most memorable and popular displays to date, scattered from the Australian coast to the outback.

Connect and follow them online via LinkedIn, Instagram, Twitter and Facebook.
Contact Brandi Projects direct to discuss your next project details.

Local Sponsor



Trophy Sponsor



Travel Sponsors



Trophies by Queensland artist, **Lucy Quinn**



2019 Museums & Galleries Queensland Conference

**museums
& galleries**
QUEENSLAND