



**VAPAC Member's Meeting Agenda
Meeting 64 February 5 & 6 2019**

Stage Door Suite, Hamer Hall, Arts Centre Melbourne (entrance via Southbank Avenue)

Day 1

9.45 am Meeting Commences – morning tea available from 9.30 am

- **Welcome to country**
- **Apologies**
- **Minutes of previous meeting**
- **Business Arising –**
- **Treasurer's Financial Report – Penny Hargrave**

General Business

Executive Update – Chair of VAPAC – Andrew Thomson

Network Reports

Sub networks Updates

Xavier Dannock & Vanessa Dwyer

Showcase Victoria Update

Gemma Robertson

RAV Update

Joe Toohey

PAC (Aust) Update

11.15 Hot issues from the network:

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| - Touring Review Update- | Creative Victoria. TBC |
| - Childsafe Legislation | Janice Haynes |
| - 2019 Budget & Membership Review | Andrew Thomson/Penny Hargrave |

- **General Meeting finishes**

12.30pm

Lunch

Professional Development workshops and case studies

1.30 “What Matters? Talking Value in Australian Culture” –

When did culture become a number? When did experience become data? “*What matters*” explores the major tensions in contemporary evaluation strategies, and puts forward practical solutions to the current metric madness. Too often, cultural leaders and policy makers want to chase the perfect metric for activities whose real worth lies in our own personal experience. The major problem facing Australian culture today is demonstrating its value – to governments, the business sector, and the public in general.

Julian Meyrick is a theatre director, historian and cultural policy analyst. He was Associate Director and Literary Adviser at Melbourne Theatre Company, 2002-07, where he established the new play development program, Hard Lines. Currently, he is Strategic Professor of Creative Arts at Flinders University, Artistic Counsel of the State Theatre Company of South Australia, and a member of both Currency House editorial committee and Council of Humanities, Arts and Social Sciences Board. He has directed more than forty award-winning theatre productions, and has written for the Conversation, Daily Review, InDaily, the Monthly and the Sydney Review of Books.

Dr Tully Barnett is a Lecturer in English at Flinders University, and Research Fellow with the ARC Linkage project Laboratory Adelaide: The Value of Culture. She has ‘stuck with the trouble’ on digital humanities since multi-path novels on CD were a cool thing and publishes across cultural policy, digital humanities, and reading as a practice. She is the co-author of “Counting culture to death: an Australian perspective on culture counts and quality metrics” (2017) . She serves on the boards of the Australasian Association of Digital Humanities and the Australasian Consortium of Humanities Research Centres.

3.30 Afternoon tea

3.45 The Gannawarra – Creating a soul where art influences a creative economy

Tom O’Reilly CEO Gannawarra Shire Council -As a business and finance professional, Tom’s career includes extensive corporate experience. Across Northern Victoria he has been engaged in numerous leadership roles in both the private and public sector. He has held senior management roles with Goulburn Valley Water, Goulburn Murray Water, Metzke+Allen Chartered Accountants and Greater Shepparton City Council. Tom is a degree qualified Certified Practising Accountant (CPA). He has served on several community Boards, is a Fellow of both CPA Australia and Goulburn Murray Community Leadership. Having been raised in country Victoria, Tom has a passion for rural Victoria and loves the innovation and resilience of small communities. Tom loves spending time with his family of five children and seven grandchildren. He and his wife have travelled extensively and another of Tom’s great joys is running marathons – which he describes as four hours of mobile yoga.

Roger Griffiths, Manager Economic Development - Roger joined the Gannawarra Shire in 2001 following 12 years working for Goulburn Murray water in a role that involved large scale irrigation developments, policy and reporting and supporting the Water Services Committee and Management Team. After arriving at Gannawarra I quickly realised the Gannawarra was a complex place and that there would be significant opportunities mixed with significant challenges. I often described the Gannawarra as the kid at school that everyone picked on. Realising this I decided to stay and fight back. Gannawarra now stands tall and ready for action. My role is very broad and includes agriculture, business development across all sectors, industrial estate development, energy developments, tourism and strategic planning and projects. I take somewhat of a simplistic “strategic” approach to Economic Development. I don’t chase rainbows and I want projects that

deliver significant outcomes. It's about identifying what the area has in terms of natural and built environments, identifying the strengths, identifying what type of business the area can support and having the background work undertaken so we are "investment ready". One important aspect of my work is developing relationships with a huge cross section of people. I advise developers not to expect a Council styled service – we don't work by the clock - we work towards outcomes.

5.15 Networking Drinks – The Barre in Arts Centre Melbourne will be open.

7.00 Dinner – Blondie, Melbourne Recital Centre

Day 2 –

9.00 Murray Johnstone is the Manager of Technical Training and Development at the Arts Centre Melbourne, responsible for both training internally for ACM's needs, but also providing outreach training and support to the arts community, supported by Creative Victoria. A project started 2-3 years ago with Chris Hayes was to look at providing Technical training of a high standard to regional areas, as the difficulties of groups of people going to Melbourne for training are understood. The ACM as an RTO has taken a lead role in developing the program now called TECH CONNECT, which will be rolled out as a pilot program in 2019. This program will allow regional venue tech staff to earn a qualification (Cert III in Live Production) whilst coming to a central hub venue.

9.30 "Working with the challenges driving community engagement with the arts today"

Performing Arts Centres – and the Councils typically responsible for their funding and management – are facing many challenges today. Budgets need to be balanced and the arts are competing with numerous other demands on council resources. Yet despite these challenges and frustrations we need to recognize that we are now living through the good times. According to Oxford University, McKinsey and other reputable research centres we will see close to half of today's jobs disappear and few new jobs replacing them. Imagine the impact on Councils, Performing Arts Centres and the Arts!

Every change – challenging as it may be – also brings opportunities to those who are prepared and willing to take a leadership position. While the world has changed dramatically and change will become even faster and more disruptive, the fundamental drivers of our behaviour – the neurotransmitters and hard-wired brain circuits that drive what we do, our brain's plasticity, our core goals and how we address them – have not changed. That is why this session will explore the challenges facing us today and in the future from a neuroscience perspective. Scientific findings explaining what drives behaviour and how behaviour can be shaped provide a sound foundation for establishing the value of the arts and how this value can be extracted by Councils and their Performing Arts Centres today and in the future.

Dr Peter Steidl, Neurothinking- Peter has carried out assignments in more than 20 countries on four continents. He counts a number of Fortune Global 100 companies amongst his clients. His academic career includes positions with the Graduate School of Business at the Vienna University of Economics & Business and the University of Adelaide as well as Adjunct Professor of Computing at Curtin University. Peter has authored or co-authored 12 books, including six neuromarketing books as part of the Neuromarketing Science and Business Association publication series, as well as contributions to books and a multitude of articles.

In the arts sector, Peter has conducted various strategy and board workshops with the Australia Council, Canberra Arts Marketing, Regional Arts Australia and individual arts organisations. He is a past editor of the Ripe online arts marketing program and has prepared strategic reports and

manuals on behalf of the Australia Council, the Federal Department for Communications and the Arts, and the Australian Foundation for Culture and the Humanities. He presented the CEO Leadership Seminar at the 4th World Summit on Arts and Culture in Johannesburg, South Africa, and a keynote address at the APACA national conference in Perth.

10.30 Morning Tea

10.45 Workshop Session continues

12.15 Workshop ends

12.30 Lunch