

Creative State Summit

29 — 30
June 2017

CREATIVE VICTORIA

Quick Guide

creativestatesummit.com

Message from the Minister for Creative Industries



Welcome to the Creative State Summit, the first event of its kind for Victoria – I hope the first of many.

The Creative State Summit puts our local creative industries in a global context and is an opportunity for us to think about where to next for our creative state.

The Summit is one of the 40 actions of the Victorian Government's Creative State strategy and caps off the first year of implementing this \$115 million plan to strengthen our state's creative industries from the ground up.

The next couple of days will present a range of perspectives from artists and creative practitioners, cultural leaders, technologists, creative thinkers and entrepreneurs. It's not just about what's happening on the stage; it's about sharing ideas and hearing from everyone in the room. I encourage you to get involved, ask questions, make connections and apply leading edge thinking to your own career.

I hope it inspires your practice, sparks new opportunities and is just the start of many creative conversations to come.

MARTIN FOLEY
MINISTER FOR CREATIVE INDUSTRIES

The Creative State Summit thanks...



acmi

NATIONAL GALLERY OF VICTORIA NGV



TimeOut



Summit Format

Throughout the Creative State Summit, you can choose between three streams running concurrently in different rooms:

● Main Stage

A stage bursting with ideas and inspiration, you will hear from international and local keynote speakers and explore a range of ideas through lively panel discussions.

Day 1 (June 29) Cinema 2, ACMI
Day 2 (June 30) The Pavilion, Arts Centre Melbourne

● Deep Dive

Get an in-depth exploration of concepts, provocations, and projects delivered by industry experts – providing you with actionable tips to help put these new ideas into action.

Day 1 (June 29) The Cube, ACMI
Day 2 (June 30) Clemenger BBDO Auditorium, NGV International

● The Lab

An intimate space for you to engage in conversation and to find new opportunities to collaborate with interactive, informal workshops and discussions led by key speakers and our facilitators.

The Lab is also where you can talk directly with keynote speakers in our **Follow The Speaker** facilitated sessions.

If you are keen to meet new people and make new connections, head to **The Mixer** in The Lab during breaks, where you will try out a range of fun networking exercises.

Day 1 (June 29) Studio 1, ACMI
Day 2 (June 30) Hugh Williamson Room, Level 7, Arts Centre Melbourne

Day 1 Schedule Thursday 29 June

ACMI, Federation Square
Flinders Street, Melbourne

MAIN STAGE Cinema 2, ACMI	
8:15 – 9:00	Tea, Coffee, Nibbles & Registration
9:00 – 9:10	Welcome to Country Aunty Joy Murphy, Wurundjeri Elder
9:15 – 9:30	Welcome to The Creative State Summit Jonathan Holloway, Melbourne Festival
9:30 – 9:45	Creative State Martin Foley, Minister for Creative Industries
9:45 – 10:15	Building The Creative State Rachael Maza, Ilbijerri Theatre Company
10:15 – 10:45	Holzmarkt: A Creative Place Ania Pilipenko, Holzmarkt
10:45 – 11:15	BREAK ACMI Lightwell
11:15 – 12:00	Panel: Building the Creative State – What are the Key Ingredients?
12:00 – 12:15	The New Economics of Creative Policy
12:15 – 12:30	Design Issues
12:30 – 12:45	The Collision of Art and Science
12:45 – 1:00	Artificially Intelligent Cultural Organisations
1:00 – 2:00	LUNCH ACMI Lightwell
2:00 – 2:55	Panel: Experience Economy – Creating Extraordinary Moments and Stories That Get People Talking
2:55 – 3:45	Panel: The Future of Storytelling
3:45 – 4:15	BREAK ACMI Lightwell
4:15 – 4:45	Transforming the Design Museum – A Tale of Creativity, Cultures and Change
4:45 – 5:00	Closing Remarks Jonathan Holloway
5:00	RECEPTION <i>Wallace & Gromit and Friends: The Magic of Aardman</i> at ACMI

DEEP DIVE The Cube, ACMI	THE LAB Studio 1, ACMI	
		8:15 – 9:00
		9:00 – 9:10
		9:15 – 9:30
		9:30 – 9:45
		9:45 – 10:15
		10:15 – 10:45
BREAK ACMI Lightwell	THE MIXER	10:45 – 11:15
Case Study: Made in Natimuk – Extending the Range of Place Created Art	The Art Ludique Story	11:15 – 12:00
	Follow The Speaker (12:00 – 1:00) Rachael Maza Ania Pilipenko	12:00 – 12:15
Panel: Toward Integration – Interpretive Access Services		12:15 – 1:00
LUNCH ACMI Lightwell	THE MIXER	1:00 – 2:00
Case Studies: Creative Responses to Difficult Times (2:00 – 2:55)	Panel: The Book is Dead! Long Live the Book!	2:00 – 2:45
	Workshop: How to Survive Wearing So Many Hats (2:45 – 3:30)	2:45 – 2:55
Case Study: Design-Led Human-Centred Housing (2:55 – 3:45)		2:55 – 3:30
		3:30 – 3:45
BREAK ACMI Lightwell	THE MIXER	3:45 – 4:15
Panel: There is No Culture in the Suburbs!		4:15 – 4:45
		4:45 – 5:00

Welcome to Country

● 9:00 – MAIN STAGE

Aunty Joy Murphy
Wurundjeri Elder

Welcome to the Creative State Summit

● 9:15 – MAIN STAGE

Jonathan Holloway
Artistic Director, Melbourne Festival

Creative State

● 9:30 – MAIN STAGE

Martin Foley
Minister for Creative Industries (Victoria)

Minister Foley will talk about the Victorian view on the creative state debate, how art and creative content can shape the wider cultural, social and economic landscape, and how in the political minefield of Australian cultural funding Victoria can have a leadership role, both nationally and internationally.

Building The Creative State

● 9:45 – MAIN STAGE

Rachael Maza
Artistic Director, Ilbjerri Theatre Company

Rachael will reflect on how Victoria can become the Creative State through the lens of her work and approach as a leading creative practitioner.

Holzmarkt: A Creative Place

● 10:15 – MAIN STAGE

Ania Pilipenko
Co-Founder, Holzmarkt,
Chair of Cooperative for Urban Creativity

Holzmarkt is a community-led alternative development project in Berlin, featured in *The Guardian* as a case study for how a city can 'grow up without losing its soul'. What can Victoria learn from Holzmarkt?

Panel: Building the Creative State – What are the Key Ingredients?

● 11:15 – MAIN STAGE

Marcus Westbury
CEO, Collingwood Arts Precinct (Chair)

Rachael Maza
Artistic Director, Ilbjerri Theatre Company

Ania Pilipenko
Co-Founder, Holzmarkt Project, Berlin

Angelita Teo
Director, National Museum of Singapore

Tony Reed
CEO & Founder, Game Developers Association
Australia & The Arcade

What are the critical factors for building a relevant and sustainable creative state, and which trends will help us shape the future of Victoria's creative industries?

Case Study: Made in Natimuk – Extending the Range of Place Created Art

● 11:15 – DEEP DIVE

Verity Higgins
Producer, Made in Natimuk

Greg Pritchard
General Manager, ACT-Natimuk

An insight into the evolution of the business model, *Made in Natimuk*, which aims to inform the producing capacity of local artists, their work and the brand coming from Natimuk to support sustainable regional arts practice.

The Art Ludique Story

● 11:15 – THE LAB

Diane Launier
Director, Art Ludique

Learn about first museum in the world dedicated to the art of entertainment and how they are bringing together influential artists of the last few centuries with contemporary artists working in comic books, manga, cinema, live animation and video games from around the globe.

The New Economics of Creative Policy

● 12:00 – MAIN STAGE

Jason Potts
Professor of Economics, RMIT University

New approaches to the economics of creative industries build on evolutionary and information economics emphasising demand-side discovery. Why is this entrepreneur-centred, rather than artist-centred, approach to cultural and creative industries policy better for the sector?

Follow The Speaker

● 12:00 – THE LAB

Rachael Maza
Artistic Director, Ilbjerri Theatre Company

Ania Pilipenko
Co-Founder, Holzmarkt,
Chair of Cooperative for Urban Creativity

Panel: Toward Integration – Interpretive Access Services

● 12:15 – DEEP DIVE

Will McRostie
Director, Description Victoria (Chair)

Susan Emerson
Director, Auslan Stage Left

Alex French
Director, Captioning Studio

Mija Gwyn
Coordinator, Deaf Arts Network,
Arts Access Victoria

Dr Kevin Murfitt
Lecturer, Deakin University

Captioning, Auslan interpretation and audio description are essential access services for the arts. Looking beyond access to inclusivity – how can these interpretive crafts be integrated into creative processes to make them more inclusive of people with disability and create opportunities within arts institutions?

Design Issues

● 12:15 – MAIN STAGE

Ewan McEoin

The Hugh Williamson Senior Curator of Contemporary Design and Architecture at the National Gallery of Victoria

This is a chance to hear about some of the big issues in the design space and how we support design in Victoria and Australia.

The Collision of Art and Science

● 12:30 – MAIN STAGE

Rose Hiscock

Director, Science Gallery Melbourne

Hear about the experimental and interdisciplinary thinking that lies at the heart of the Science Gallery.

Artificially Intelligent Cultural Organisations

● 12:45 – MAIN STAGE

Seb Chan

CXO, ACMI

Beyond predictive box offices and personalisation, machine learning and artificial intelligence offer much to organisations and their visitors. Explore the possibilities, challenges and caveats ahead.

Panel: Experience Economy – Creating Extraordinary Moments and Stories That Get People Talking

● 2:00 – MAIN STAGE

Claire Spencer

Director, Arts Centre Melbourne (Chair)

James Boyce

Creative Director and Funding Director, Grumpy Sailor

Tamasein Holyman

Mistress of Make-Believe, Underground Cinema / Secret Squirrel

Veronica Fil

Creative Director, WeNeverSleep & Restaurant Lume

What are the sophisticated strategies required to respond to living in a world of sensory overload? Panellists will explore completely new types of experiences that do not rely on physical touch points or geographic location.

Case Studies: Creative Responses to Difficult Times

● 2:00 – DEEP DIVE

Angharad Wynne-Jones

Artistic Director, Arts House (Chair)

Rani Pramesti

Artist & Producer

Jen Rae

Lecturer, Faculty of VCA and MCM, The University of Melbourne & Director and Co-Founder, The Riparian Project

Tania Cañas

Arts Director, RISE

How can we channel creative thinking and practice to build resilience in challenging times and provide new perspectives and understanding on local, national and global issues? Panellists will consider how the creative sector can contribute in times of trouble or unrest using a deep dive into three case studies.

Panel: The Book is Dead! Long Live the Book!

● 2:00 – THE LAB

Justine Hyde

Director Library Services and Experience, State Library Victoria (Chair)

Ash Davies

Founder & CEO, Tablo

Astrid Edwards

Garret podcast, Writers Victoria Board, RMIT

David Ryding

Director, Melbourne UNESCO City of Literature Office

Izzy Roberts-Orr

Artistic Director & Co-CEO, Emerging Writers' Festival

What's hot and what's next in the world of digital publishing, writing and reading? This panel of word wranglers, literature lovers and publishing pioneers will explore these questions and more.

Panel: The Future of Storytelling

● 2:55 – MAIN STAGE

Katrina Sedgwick

Director & CEO, ACMI (Chair)

Dan Koerner

Creative Director, Sandpit

Tim Ruse

Founder, Zero Latency

Katy Morrison

Co-Founder & Producer, VRTOV

Storytelling has always been critical for effective communications and providing a sense of continuity between generations. How is technology impacting the way we tell and experience stories?

Case Study: Design-Led Human-Centred Housing

● 2:55 – DEEP DIVE

Kate Dundas

Landscape Architect, Strategic Planner & Urban Designer (Chair)

Andrew Maynard

Founder, Austin Maynard Architects

Jeremy McLeod

Founder, Nightingale Project / Breathe Architecture

Rachel Nolan

Principal, Kennedy Nolan

How do we create a world in which contemporary urban housing is built to support wellbeing, community and liveability? Panellists will discuss the benefits and challenges to community design-led housing.

Workshop: How to Survive Wearing So Many Hats

● 2:45 – THE LAB

John Paul Fischbach

CEO & Chief Alchemist, Auspicious Arts Incubator

Being a creative entrepreneur often leads to burn out. Learn about some essential skills for balancing all the roles you have to play.

Transforming the Design Museum: A Tale of Creativity, Culture and Change

● 4:15 – MAIN STAGE

Alice Black

Director, Design Museum (London)

Hear about the epic journey of the Design Museum; the rise of the creative industries in the UK, the ambition of a London local authority and a partnership with a property developer.

Panel: There is No Culture in the Suburbs!

● 4:15 – DEEP DIVE

Bec Carey-Grieve

Cultural Producer (Chair)

Holly DeMaria

Cultural Development Officer, Cardinia Shire Council

Tilla Buden

Executive Officer Cultural Development, Yarra Ranges Council

Rosalie Hastwell

Team Leader Arts and Cultural Development, Maroondah City Council

Panellists will explore the innovative projects and initiatives outside inner Melbourne and examine the critical issue of how we can best support and grow cultural activity and infrastructure in the suburbs.

Closing Remarks

● 4:45 – MAIN STAGE

Jonathan Holloway

Artistic Director, Melbourne Festival

Reception at ACMI

● 5:00 – ACMI

Including access to *Wallace & Gromit and Friends: The Magic of Aardman*.

Day 2 Schedule Friday 30 June

NGV International
180 St Kilda Rd, Melbourne

Arts Centre Melbourne
100 St Kilda Rd, Melbourne

MAIN STAGE The Pavilion Arts Centre Melbourne	
8:15 – 9:00	Tea, Coffee & Nibbles
9:00 – 9:10	Welcome – Day 2 Rose Hiscock
9:10 – 9:35	Dangerous Ideas I Jacob Boehme, Yirramboi First Nations Arts Festival
9:35 – 10:00	Dangerous Ideas II: Chroma Keynote 2017 Dr Sarah Jane Pell, Artist & Astronaut
10:00 – 10:45	Panel: Dangerous Ideas
10:45 – 11:15	BREAK The Pavilion Entry Foyer, Level 8
11:15 – 11:40	Growing Cultural Participation: Creativity, Expansion and Innovation for the Arts
11:40 – 12:20	Panel: Money, Money, Money, Money! Funding the Creative Industries
12:20 – 1:00	Panel: Being Commercial and Creative – How to Monetise What You Do
1:00 – 2:00	LUNCH The Pavilion Entry Foyer, Level 8
2:00 – 2:25	The Museum as Creative Ecology
2:25 – 2:50	Innovative Cities
2:50 – 3:45	Panel: Everyone's a Gamer
3:45 – 4:15	BREAK The Pavilion Entry Foyer, Level 8
4:15 – 5:00	Future Crunch
5:00 – 5:15	Closing Remarks
5:15 – 6:00	RECEPTION Informal delegate meet-up at The Barre, Arts Centre Melbourne
6:00	NGV FRIDAY NIGHTS <i>Van Gogh and the Seasons</i> (requires pre-registration)

DEEP DIVE Clemenger BBDO Auditorium NGV International		THE LAB The Hugh Williamson Room Arts Centre Melbourne	
			8:15 – 9:00
			9:00 – 9:10
			9:10 – 9:35
			9:35 – 10:00
			10:00 – 10:45
BREAK The Pavilion Entry Foyer, Level 8	THE MIXER		10:45 – 11:15
Panel: Is Copyright Shifting Innovation or is Copyright Fundamental to Innovation? (11:15 – 12:00)	Follow The Speaker Alice Black		11:15 – 11:40
Panel: The Pea Under the Mattress and the Pea on the Plate (12:00 – 1:00)	Follow The Speaker Donna Walker-Kuhne (11:40 – 12:20)		11:40 – 12:00
			12:00 – 12:20
	Panel: Not to be Missed – The Biggest New Audience in Melbourne		12:20 – 1:00
LUNCH The Pavilion Entry Foyer, Level 8	THE MIXER		1:00 – 2:00
Panel: Future of Festivals	Destination Wellbeing – Connecting Arts & Health in a Creative State		2:00 – 2:25
	Follow The Speaker Angelita Teo		2:25 – 2:50
Panel: Social Enterprise – The Business of Doing Good	Follow The Speaker Clora Romo		2:50 – 3:45
BREAK The Pavilion Entry Foyer, Level 8	THE MIXER		3:45 – 4:15
			4:15 – 5:00
			5:00 – 5:15

Welcome – Day 2

● 9:00 – MAIN STAGE

Rose Hiscock

Director, Science Gallery Melbourne

Dangerous Ideas I

● 9:10 – MAIN STAGE

Jacob Boehme

Creative Director,
Yirramboi First Nations Arts Festival

Confronting, controversial, radical, dangerous and risky – how does creative practice help us think outside the box? How do artists and creative practitioners use innovative ideas and approaches to understand and frame the world differently?

Dangerous Ideas II: Chroma Keynote 2017

● 9:35 – MAIN STAGE

Dr Sarah Jane Pell

Artist & Astronaut

Hear about techniques for layering two creative streams together, finding the green space between them, and dangerous ideas that appear in post-production. Explore the image of the experimental and emerging artist and relationships with various industries.

Panel: Dangerous Ideas

● 10:00 – MAIN STAGE

Michael Williams

Director, The Wheeler Centre (Chair)

Scott Price

Ensemble Member, Back to Back Theatre

Jacob Boehme

Creative Director, Yirramboi First Nations Arts Festival

Dr Sarah Jane Pell

Artist & Astronaut

Baby Guerrilla

Street Artist

Our morning keynotes are joined by other creative practitioners to delve into the ideas and themes discussed in the *Dangerous Ideas* presentations.

Growing Cultural Participation: Creativity, Expansion and Innovation for the Arts

● 11:15 – MAIN STAGE

Donna Walker-Kuhne

Vice President, Community Engagement,
New Jersey Performing Arts Centre & Author,
Invitation to the Party

Get an insight into audience diversity strategies, engagement strategies and cultural tourism that empower the arts and make them more resilient when confronted with economic, environmental or political challenges.

Panel: Is Copyright Stifling Innovation or is Copyright Fundamental to Innovation?

● 11:15 – DEEP DIVE

Matthew Rogers

General Manager, UNIFIED

Benji Rogers

Co-Founder, PledgeMusic & Dot BlockChain Music

Yasmin Naghavi

Senior Lawyer, Media Arts Lawyers

The copyright question continues to divide in the midst of a digital revolution that offers countless new opportunities. This discussion is tackled from the perspective of the music industry but the conversation will be relevant to all.

Follow The Speaker

● 11:15 – THE LAB

Alice Black

Director, Design Museum (London)

Panel: Money, Money, Money! Funding the Creative Industries

● 11:40 – MAIN STAGE

Cathy Hunt

Co-Founder, Positive Solutions

Berry Liberman

Co-Founder & Creative Director, Small Giants

Dr Mitzi Goldman

CEO, Documentary Australia Foundation

Christine Christian

Director of New York's Powerlinx Inc.,
State Library of Victoria, Lonsec Fiscal Group,
and Victorian Managed Insurance Authority

Alan Crabbe

Founder & CEO, Pozible

How can we unlock new resources that will sustain the cultural and creative industries and provide the means to fuel expansion and further grow the creative economy?

Follow The Speaker

● 11:40 – THE LAB

Donna Walker-Kuhne

Vice President, Community Engagement,
New Jersey Performing Arts Centre & Author,
Invitation to the Party

Panel: Being Commercial and Creative – How to Monetise What You Do

● 12:20 – MAIN STAGE

Honor Eastly

Founder & Host, Starving Artist podcast (Chair)

Paul Hoskins

Country Manager Australia, Etsy

Jemma Birrell

Creative Director, Tablo

Brodie Lancaster

Critic & Editor

How realistic it is for different parts of the creative industries to scale their creative businesses? How can individual creative producers and organisations develop new business models to balance commercial and creative objectives?

Panel: The Pea Under the Mattress and the Pea on the Plate

● 12:00 – DEEP DIVE

Michael Rodrigues
CEO, Time Out Australia (Chair)

Aunty Carolyn Briggs
Boonwurrung Elder

Jacob Boehme
Creative Director,
Yirramboi First Nations Arts Festival

Bruce Pascoe
Author

Jen Rae
Lecturer, Faculty of VCA and MCM,
The University of Melbourne & Director
and Co-Founder, The Riparian Project

Art, food and drink are culture – they help define people and place, and are often an expression of community beliefs. Both art and food have the power to nourish and to heal, and both are important in cultural ritual for Indigenous and non-Indigenous people alike.

Panel: Not to be Missed – The Biggest New Audience in Melbourne

● 12:20 – THE LAB

Kate Ben-Tovim
Associate Director, Asia TOPA (Chair)

Wenona Lok & Lydia Teh
Founders, Imagikai

175,000 international students call Melbourne home, how can we engage with them, or even know what they are interested in? What trends and opportunities are emerging for engaging young Asian audiences in Melbourne?

The Museum as Creative Ecology

● 2:00 – MAIN STAGE

Angelita Teo
Director, National Museum of Singapore

Hear how the transformation of the National Museum of Singapore has encouraged a stronger museum-going culture and the evolution of Singapore into a creative industries hub.

Panel: Future of Festivals

● 2:00 – DEEP DIVE

Simon Abrahams
Director, Melbourne Fringe Festival (Chair)

Georgie Meagher
Director / CEO, Next Wave

Lisa Havilah
Director, Carriageworks

Bryony Nainby
Director, Benalla Art Gallery

The panellists will consider the future of festivals in Victoria, exploring different approaches and models for delivering incredible festival experiences.

Destination Wellbeing – Connecting Arts & Health in a Creative State

● 2:00 – THE LAB

Irene Verins
Manager, Mental Wellbeing, Victorian Health Promotion Foundation (VicHealth)

Get an insight into the diverse collaborations, frameworks and tools required to achieve “destination wellbeing” and how these have been implemented by VicHealth.

Innovative Cities

● 2:25 – MAIN STAGE

Clora Romo
Co-Founder & Director of Projects,
Laboratory for the City, Mexico

In 2030, six out of ten people on Earth will be city dwellers. Learn about the creation of a creative/experimental think tank in Mexico City that is striving for civic innovation and urban creativity.

Follow The Speaker

● 2:25 – THE LAB

Angelita Teo
Director, National Museum of Singapore

Panel: Everyone’s a Gamer

● 2:50 – MAIN STAGE

Ben Britten
CTO, Mighty Games Group (Chair)

Creatrix Tiara
Creative Producer, Media-Maker,
Artist, Writer, Activist

Ally McLean
Project Lead, Robot House

Katie Gall
Co-Founder, Lumi Consulting

Snow McNally
Fiction Writer & Game Designer

What trends that are driving the growth of the dynamic and diverse games industry? Hear about cutting edge projects that have turned Victoria into the Games hub of Australia.

Panel: Social Enterprise – The Business of Doing Good

● 2:50 – DEEP DIVE

Omar de Silva,
Co-Founder, The Plato Project (Chair)

Kaj Lofgren
Director, The School of Life (Australia)

Eugenia Flynn
CEO, The Social Studio

Amanda Tattersall
Co-Founder, GetUp.org.au &
Founder, Sydney Alliance

The growth of social enterprise has fuelled the development of new business models that better balance profits with other measures of success. The panellists will explore the latest developments in social entrepreneurship and mindful leadership, from communications to business models, blending purpose with profit.

Follow The Speaker

● 2:50 – THE LAB

Clora Romo
Co-Founder & Director of Projects,
Laboratory for the City, Mexico

Future Crunch

● 4:15 – MAIN STAGE

Tané Hunter & Dr Angus Hervey
Co-Founders, Future Crunch

Future Crunch are field guides to the future. Hear about what’s on the frontiers of science and technology and what it means for human progress.

Closing Remarks

● 5:00 – MAIN STAGE

Jonathan Holloway
Artistic Director, Melbourne Festival

Reception at The Barre

● 5:15 – THE BARRE

Delegate meet-up at The Barre, Arts Centre Melbourne.

NGV Friday Nights

● 6:00 – NGV

Delegate access to NGV Friday Nights. Includes access to *Van Gogh and the Seasons* (requires pre-registration).

What kind of Creative Victorian are you?



Creative Victoria supports:

NEW WORK

RESEARCH & DEVELOPMENT

BRINGING WORK TO YOUR REGION

TOURING

MARKETING

PROFESSIONAL DEVELOPMENT

WORKING WITH COMMUNITIES

WORKING IN SCHOOLS

RESIDENCIES

BUSINESS & SKILLS DEVELOPMENT

REACHING NEW MARKETS OR AUDIENCES

AND MORE

Whether you're an independent creator, or part of an organisation or business, find out how the Victorian Government is backing creative Victorians at:

creative.vic.gov.au

Follow us on social media or sign-up to our eNews to hear the latest on new opportunities as they are announced.

