

Creative State Summit

30 — 31
May 2019

CREATIVE VICTORIA



Program

creativestatesummit.com #creativestate





Message from the Minister for Creative Industries



Welcome to the third Creative State Summit where we will explore how we can take our creative industries to the next level in a time of change.

This year's summit asks "What's Next?" and will explore the big issues and ideas that will influence and move our sectors in the years ahead.

It couldn't be a better time for this discussion. As we near the conclusion of the Andrews Labor Government's four-year Creative State strategy, our sights are firmly set on the next four years and beyond.

In July we will we launch the consultation for our next creative industries strategy and I invite you all to get involved. I also encourage you to think about how the ideas raised at this summit can help shape, strengthen and grow our creative industries.

I welcome our guest speakers from across the world and from our own creative community, and I encourage you to join them in robust and refreshing discussions over the two days ahead.

MARTIN FOLEY
MINISTER FOR CREATIVE INDUSTRIES

With thanks to our partners:



**MUSEUMS
VICTORIA**



TimeOut

Summit Theme

This year's summit will take a bold step into the future and ask 'What's next?'

Get ready to explore the innovations, opportunities, and disruptions that lie ahead for the creative industries at the third annual Creative State Summit 2019.

Extend your summit experience

The Creative State Summit is much more than what is happening on our stages. Connect with your fellow summit attendees through the following activities:

Marc O Matic Augmented Reality Exhibit

FOYER

Victorian Artist and XR Technologist, Marc O Matic has been pioneering unique intersections between analogue art mediums and immersive tech to bring stories to life in front of audiences. Bringing his international showcase home, Marc's living breathing augmented reality collection explores engaging ways to express art and ideas in the 'Experience Age.'

Personalise Your Name Tag

FOYER

Customise your name badge to reflect your mood, background, or state of mind. Share your pronouns, your twitter handle, your preferred name or whatever else you want your fellow delegates to know about you.

Museum Tours

MEET AT THE SUMMIT REGISTRATION DESK

From the new science of the *Gut Feelings* exhibition to the ancient technologies in *First Peoples* – Melbourne Museum has developed some special tours exclusively for the Creative State Summit. Visit the Melbourne Museum website for further information, <https://museums.victoria.com.au/summit-tours-19>

Networking Event Featuring Mama Alto

MAIN FOYER

Join us at the conclusion of Day 1 for a networking opportunity where you can meet your fellow Summit attendees and discuss the day. We will be entertained by jazz singer, cabaret artiste and gender transcendent diva, Mama Alto.

What's next? Ideas Wall

FOYER

Provoke us. Prod us. Push us in the right direction. Our big wall of big ideas for Victoria's creative industries needs your input! Visit the wall and add your thoughts on the future of our creative state: what are the issues, ideas and questions that will shape and propel our creative industries?

Summit Format

Welcome to the Creative State Summit 2019. We hope you have an invigorating couple of days. If you need any help, speak to one of the friendly summit volunteers who are wearing rainbow lanyards.

Throughout the Creative State Summit you can choose between different streams running concurrently across the museum. Venue maps are available at the registration desk.

Follow the conversation on Twitter [#creativestate](#) [@CreativeXch](#) [@Creative_Vic](#)

● Keynotes

IMAX AND MUSEUM THEATRE

Storytellers, activists, inventors and provocateurs tackle the role of what's next for the creative industries.

● Follow the Speaker

SEMINAR ROOM

Want to hear more from one of our speakers? Follow them from their keynote presentation to a small group Q&A in an informal setting.

● Treetops Stage

TREETOPS ROOM

Inspiration, discussions and practical ideas you can take back to your practice or workplace.

● Workshops (Day 1)

BACK OF HOUSE – MIND AND BODY GALLERY

A series of practical workshops for professional development. Arming practitioners with the tools required to thrive in the creative industries.

● Creative Entrepreneurship (Day 2)

BACK OF HOUSE – MIND AND BODY GALLERY

Explore the journeys of creative entrepreneurs and learn how they are inventing new approaches to cultural engagement and developing innovative business models.

Thursday 30 May

Day 1 Snapshot

	8:30	Arrival, Registration & Refreshments
		KEYNOTE STAGE IMAX and Museum Theatre
IMAX	9:15 – 9:20	Acknowledgement of Country & Welcome Sista Zai Zanda, Storyteller, Educator & Curator
	9:20 – 9:30	Martin Foley MP, Minister for Creative Industries
	9:30 – 9:45	Host Introduction Sista Zai Zanda
	9:45 – 10:05	Creative Ecologies: How our cities shape creativity and vice versa Barrie Barton, Right Angle Studio (Australia)
	10:05 – 10:30	Challenging the colonial order in the arts Nayuka Gorrie, Writer (Australia)
	10:30 – 11:10	How to fail, steal and fake your way to creative success Marcela Sabino, Museum of Tomorrow (Brazil)
	11:10 – 11:40	BREAK
	11:40 – 12:00	Making mirrors – the importance of seeing ourselves reflected in art Caroline Bowditch, Arts Access Victoria (Australia)
	12:05 – 12:45	The future of media, celebrity and influence Jim Louderback, VidCon (USA)
	12:45 – 1:45	LUNCH
	1:45 – 2:05	Forge your own future Tim Ruse, Zero Latency (Australia)
	2:10 – 2:30	Indigenous placemaking – a holistic based approach Jefa Greenaway, Greenaway Architects (Australia)
	2:35 – 2:55	From place to platform – the near future, the network, museums and galleries Seb Chan, ACMI (Australia)
2:55 – 3:25	BREAK	
Museum Theatre	3:25 – 3:45	What's next in emerging technology for the creative industry Rone (Australia)
	3:50 – 4:10	Changing our future: Mental health in the performing arts Claire Spencer, Arts Centre Melbourne (Australia)
	4:15 – 4:40	Digital Art by teamLab Takashi Kudo, teamLab (Japan)
	4:45 – 5:15	Closing Remarks, Thanks & Takeaways Sista Zai Zanda
	5:15 – 7:00	Networking Reception Including a performance by Mama Alto, Singer (Australia) Museum Foyer

FOLLOW THE SPEAKER STAGE Seminar Room	TREETOPS STAGE Treetops Room	WORKSHOP STAGE Back of House – Mind & Body Gallery
Barrie Barton		
Nayuka Gorrie		
Marcela Sabino	Panel: Supporting the new fashion ecosystem in conversation Kiri Delly, Prof. Robyn Healy, Dr. Jenny Underwood and Andre Reich	Workshop: Rethinking & reframing self-care in the arts Tracy Margieson
Caroline Bowditch		
Jim Louderback	What the f*** do we do about diversity? (A crash course on moving rhetoric into action) Caroline Bowditch & Veronica Pardo	What is the future of arts journalism? Richard Watts
Tim Ruse	Panel: Diversifying creative processes Jacob Leaney, King IV, Miss E, Alexandra Hillee and Jack Wilson	
Jefa Greenaway		
Seb Chan	Practice beyond geographic boundaries – is it possible? Ros Abercrombie	Workshop: Audience Research Toolkit jumpstart Tandi Palmer Williams
Rone	What's next in emerging technology for the creative industry Rita Arrigo	
Claire Spencer		Workshop: An introduction to cross cultural learning Karen Milward

* Schedule correct at time of printing.

Thursday 30 May

Day 1 Program

KEYNOTE STAGE

9:45 – 10:05 IMAX

Creative Ecologies: How our cities shape creativity and vice versa

Barrie Barton

Strategy and Insights Director, Right Angle Studio; CEO, Paramount Recreation Club and Golden Age (Australia) @barriebarton

Cities are currently the most creative places on earth but will that last? As our urban lives speed up it is getting harder to think clearly and creatively, posing an existential problem for fast growing cities. Will Melbourne end up eating the creatives that made its great name?

KEYNOTE STAGE

10:05 – 10:30 IMAX

Challenging the colonial order in the arts

Nayuka Gorri

Writer (Australia) @NayukaGorrie

We are experiencing catastrophic climate change and other dystopian trends such as an increase in police powers and the expansion of the prison industrial system. Amongst this backdrop we have a black arts community that is thriving and responding to these events. Is there some relationship between the two? And what can the industry do to support those on the frontlines of dystopia?

KEYNOTE STAGE

10:30 – 11:10 IMAX

How to fail, steal and fake your way to creative success

Marcela Sabino

Lab Director, Museum of Tomorrow (Brazil) @MuseumTomorrow

We have access to more cultural offerings than ever before and competition has never been more fierce for attendance and dollars. The Laboratory of the Museum of Tomorrow in Rio de Janeiro prototypes, applies cross-disciplinary ideas and uses rapid applied research methodologies on new technologies to create memorable experiences on tight budgets.

KEYNOTE STAGE**11:40 – 12:00 IMAX****Making mirrors – the importance of seeing ourselves reflected in art**

Caroline Bowditch

CEO, Arts Access Victoria (Australia)
@AgentBowditch

"If you want to make a human being into a monster, deny them, at the cultural level, any reflection of themselves" Junot Diaz.

Diversity and inclusion are buzz words flying around the arts and cultural industries at the moment, but who's defining diversity and who's included?

TREETOPS STAGE**11:40 – 12:45****Panel: Supporting the new fashion ecosystem**

Kiri Delly

Associate Dean – Industry Engagement,
School of Fashion and Textiles,
RMIT University (Australia)

Prof. Robyn Healy

Dean of the School of Fashion and Textiles,
RMIT University (Australia)

Dr. Jenny Underwood

Associate Dean – Fashion and Textiles
Technology, School of Fashion and Textiles,
RMIT University (Australia)

Andre Reich

Consultant (Australia)

Fashion is experiencing a moment of serious reflection. Technology innovations and improved environmental, social and ethical practices are transforming the sector, changing the way clothes are designed, made, consumed and experienced. Focusing on connecting education and research into creative industry and community, how are we preparing for future directions in fashion?

WORKSHOP STAGE**11.40 – 12.45****Rethinking and reframing self-care in the arts**

Tracy Margieson

Arts Centre Melbourne

Creativity requires vulnerability, innovation, energy, and commitment. Self-care is essential in this, but is often easier said than done. The pressures of the performing arts industry are well-known, and these pressures can impact our mental health. Whether it's an opening night, festival season, or grants time; how do you take simple, effective and meaningful steps towards self-care?

KEYNOTE STAGE**12:05 – 12:35 IMAX****The future of media, celebrity and influence**

Jim Louderback

Founder, VidCon (USA) @jlouderb

The creative industries are in a pivotal moment in time as the visual arts now experience a similar digital disruption to print, radio and music. Where is it going and how does the rise of influencer culture impact these changes?

KEYNOTE STAGE**1:45 – 2:05 IMAX****Forge your own future**

Tim Ruse

CEO and Founder, Zero Latency (Australia)
@zerolatencyVR

"The future is already here — it's just not very evenly distributed." Take a ride into the possible, as we unravel fact from fiction. Catch a glimpse into what the future may hold and how you can claim it.

TREETOPS STAGE

1:45 – 2:05

What the f* do we do about diversity?
(A crash course on moving rhetoric
into action)****Caroline Bowditch**CEO, Arts Access Victoria (Australia)
@AgentBowditch**Veronica Pardo**CEO, Multicultural Arts Victoria (Australia)
@ArtsAccessVic

Diversity seems to be the latest buzz word, but should upholding cultural rights be considered a fad, or do the creative industries just need to get on with the job of dealing with our entrenched prejudices and exclusive practices?

WORKSHOP STAGE

1:45 – 2:30

What is the future of arts journalism?**Richard Watts**Performing Arts Editor/Editorial Team Leader,
ArtsHub (Australia) @richardthewatts

As the media landscape changes, artists and organisations are finding it challenging to get their stories out to potential audiences. In this session, arts writer and broadcaster Richard Watts (ArtsHub, 3RRR) will discuss the arts media landscape, narrowcasting, niche audiences and strategies for working more effectively with the media.

KEYNOTE STAGE

2:10 – 2:30 IMAX

**Indigenous placemaking –
a holistic based approach****Jefa Greenaway**

Director, Greenaway Architects (Australia)

Can we meaningfully engage with Indigenous culture in our places and spaces, and if this is deemed important how do we move beyond the standard tropes or clichés towards an integrated response that celebrates our shared heritage while facilitating Indigenous agency?

TREETOPS STAGE

2:10 – 2:55

Panel: Diversifying creative processes**Jacob Leaney**Screenwriter and Game Developer (Australia)
@monstrmansion**King IV**Future-pop Artist, Songwriter and Performer
(Australia) @KingIVsounds**Miss E**

Contemporary Pop Surrealist Painter (Australia)

Alexandra Hiller

Theatre and Film Set Designer (Australia)

Jack WilsonVideo Game Designer and Producer (Australia)
@t_jackwilson

This session asks a panel of creatives from contrasting fields and industries (music, video games, art, design), to share their creative processes and tools. We'll compare these to uncover the benefits and challenges between them, learn how to leverage them to drive innovation, and discover common ground to encourage collaboration.

KEYNOTE STAGE

2:35 – 2:55 IMAX

**From place to platform – the near future,
the network, museums and galleries****Seb Chan**

CXO, ACMI (Australia) @sebchan

Technology has transformed the contemporary museum and gallery irrevocably yet the opportunities of the networked institution are still largely unrealised. As our communities fragment and the opportunity gap between large and small institutions grows, does the networked institution still hold promise?

KEYNOTE STAGE

3:25 – 3:45 MUSEUM THEATRE

What's next in street art: Art as an experience**Rone**

Artist (Australia) @Roneofficial

Street art has gone from anti-establishment underground culture to a tool to increase tourism and property values. How did this happen and where does it go to from here?

TREETOPS STAGE

3:25 – 3:45

Practice beyond geographic boundaries – is it possible?

Ros Abercrombie

Executive Director, Regional Arts Australia (Australia) @rosabercrombie

Geographic diversity and locational politics are vitally important conversations of utmost significance in the Australian arts landscape. Could 'what's next' acknowledge the diversity of culture, place and differences of practice without being defined as 'other'? By recognising the multifaceted identities and intersection of artists and communities are we better able to understand contemporary, creative practice for its artistic rigour rather than a box to be ticked?

WORKSHOP STAGE

3:25 – 4:10

Audience Research Toolkit jumpstart

Tandi Palmer Williams

Managing Director, Patternmakers (Australia) @tandi_will

Are you keen to do research but lack the time, money or specialist skills? In this workshop, you'll dive into Creative Victoria's new Audience Research Toolkit and get started on a project plan. We'll walk through some common scenarios, share top tips and things to look out for. Plus, get answers to curly questions and troubleshoot your issues with the Toolkit's creators, Patternmakers.

KEYNOTE STAGE 3:50 – 4:10 MUSEUM THEATRE

Changing our future: Mental health in the performing arts

Claire Spencer

CEO, Arts Centre Melbourne (Australia) @ClaireS_CEO

In 2016 a Victoria University report put numbers to what many of us anecdotally knew to be true – our industry is in distress. In response Arts Centre Melbourne initiated the Arts Wellbeing Collective, a consortium of arts and cultural organisations whose shared vision is better mental health and wellbeing for performing arts workers.

TREETOPS STAGE

3:50 – 4:10

What's next in emerging technology for the creative industry

Rita Arrigo

Chief Digital Advisor, Microsoft (Australia) @rarrigo

The digital world goes beyond two-dimensional screens and enters our three-dimensional world. Mixed reality, AI, the intelligent edge and intelligent cloud are changing how we work, learn, communicate and get things done. Come and discover how to take advantage of these trends in the creative landscape.

KEYNOTE STAGE 4:15 – 4:45 MUSEUM THEATRE

Digital Art by teamLab

Takashi Kudo

Communications Director, teamLab (Japan) @teamLab_net

teamLab aims to explore a new relationship between humans and the world through art. Digital technology has allowed art to liberate itself from the physical and transcend boundaries. teamLab sees no boundary between humans and the world; one is in the other and the other in one.

WORKSHOP STAGE

4:15 – 5:00

An introduction to cross cultural learning

Karen Milward

Aboriginal Consultant

This workshop aims to equip attendees with the knowledge required to better work with both Aboriginal and non Aboriginal communities. Karen is a Yorta Yorta woman who was born and raised in Melbourne. In this workshop she engages participants in a process of cross-cultural learning.

Friday 31 May

Day 2 Snapshot

	9:00 – 9:20	Arrival & Refreshments
		KEYNOTE STAGE IMAX and Museum Theatre
IMAX	9:20	Host Introduction Joel McGuinness, Geelong Performing Arts Centre (Australia)
	9:35 – 10:05	The critical importance of creativity Russel Howcroft, Chief Creative Officer, PWC (Australia)
	10:10 – 10:30	How can we grow together? Hilary O'Shaughnessy, Playable City, Watershed (UK)
	10:35 – 10:55	Panel: Making space – diversity & inclusion in the independent sector Joshua Allen, Producer & Writer (Australia) Leah Jing McIntosh, Writer & Photographer (Australia) Andy Butler, Writer, Curator & Artist (Australia) Moorina Bonini, Artist (Australia)
	11:00 – 11:20	
	11:20 – 11:45	BREAK
Museum Theatre	11:50 – 12:10	Digital buildings – inside and out Terry Ryan, Arup (Australia) Dr Niels Wouters, Science Gallery (Australia) Finola Reid, Arup (Australia)
	12:15 – 12:35	Your difference is your superpower Tara McKenty, Google (Australia)
	12:40 – 1:00	Mona 2.0 – the pursuit of growth (and by growth we mean nonsense) Robbie Brammall, Mona (Australia)
	1:00 – 2:00	LUNCH
	2:00 – 2:20	Performance: NoiseDrawers Maize Wallin, Sleep No More (Australia)
	2:25 – 2:45	What do we want? Engaging audiences for the future Caro Llewellyn, Musuems Victoria (Australia)
	2:50 – 3:10	How to fund what's next Neal Harvey, The Myer Foundation & Sidney Myer Fund (Australia)
	3:10 – 3:40	BREAK
	3:40 – 4:20	The epic and the intimate in the work of Punchdrunk and Maxine Doyle Maxine Doyle, Punchdrunk & Sleep No More (UK)
	4:25 – 4:55	What the heck is a 'Micro-Amusement Park' and what's next? Nancy Bennett, Two Bit Circus (USA)
	4:55 – 5:15	Closing Remarks, Thanks & Takeaways Joel McGuinness, Geelong Performing Arts Centre (Australia)
	5:15	CLOSE

FOLLOW THE SPEAKER STAGE Seminar Room	TREETOPS STAGE Treetops Room	CREATIVE ENTREPRENEURSHIP STAGE Back of House – Mind & Body Gallery
	Playable City Melbourne Troy Innocent	
Russel Howcroft	Private museums in a future cultural landscape Corbett Lyon	Introduction to creative entrepreneurship and Foundry658 Creative Industries Accelerator Anna Burkey & Helen Simondson
Hilary O'Shaughnessy & Troy Innocent	Public libraries stepping beyond the room of requirement Chris Buckingham	Going big Tamasein Holyman
	The spectrum – low art, high art, class, identity and value Irine Vela	From magazine to market Michael Rodrigues
	Workshop: Creativity and consent: the odd couple Brodie Turner	Lightning Talks & Discussion The Big Feels Club Sandpit Queer Town Audioplay Making Things Grumpy Sailor
Terry Ryan, Finola Reid & Dr Niels Wouters		
Tara McKenty	Access to Fashion – if you can't see it, create it Carly Findlay	
Robbie Brammall	Humans in Geelong inspire, connect and strengthen our community	Workshop: Steps to building a creative business
Maize Wallin	Jacqui Bennett, Althea Abraham, Rini Lombard, Kim Cooper and Brandon Dellow	
Caro Llewellyn	How to build a design-led economy in Victoria Luke van O	
Neal Harvey	Generative patterns: Design and code	Workshop: steps to building a creative business (cont)
Maxine Doyle	Melanie Huang	

Friday 31 May

Day 2 Program

KEYNOTE STAGE

9:35 – 10:05 IMAX

The critical importance of creativity

Russel Howcroft

Chief Creative Officer, PWC (Australia)
@howcroft

What is the critical importance of creativity and the 'creative economy deficit'? How can creative thinking be embraced by all sectors of the community, for the future prosperity of Australia? Russel Howcroft proposes that the establishment of a 'Creativity Commission' would help bring this conversation to the forefront and institutionalise the intangible art of finding creative solutions to complex problems.

TREETOPS STAGE

9:35 – 10:05

Playable City Melbourne

Troy Innocent

Artist (Australia) @_Troy_

64 Ways of Being explores what's next for playable cities through an inventive blend of live art, game design and public art. Via augmented reality, this Creative State Commission situates people within urban play experiences that re-imagine Melbourne's identity via its creative, linguistic, cultural, social and urban diversity.

KEYNOTE STAGE

10:10 – 10:30 IMAX

How can we grow together?

Hilary O'Shaughnessy

Lead Producer, Playable City,
Watershed (UK) @PlayableCity

Using examples from the Pervasive Media Studio in Bristol (UK) – a research lab, home to artists, technologists, startups, researchers and industry – Hilary O'Shaughnessy will illustrate the challenges and opportunities of creative industry growth.

TREETOPS STAGE

10:10 – 10:30

Private museums in a future cultural landscape

Corbett Lyon

Founding Patron, Lyon Housemuseum (Australia)

The Lyon Housemuseum is a speculative and experimental project that explores the nexus between public and private realms. Architect and collector Corbett Lyon presents a new model for engaging with creative practice across art, architecture and design.

CREATIVE ENTREPRENEURSHIP STAGE 10:10 – 10:30

Introduction to creative entrepreneurship and Foundry658 Creative Industries Accelerator

Anna Burkey

Head of StartSpace, State Library Victoria (Australia) @AnnaNotKarenina

Helen Simondson

Head of ACMIX and Special Projects, ACMI (Australia)

What do we mean by creative entrepreneurship, what are some of the common experiences faced by entrepreneurs in creative sectors, and what support is available for those wanting to start a new creative enterprise?

KEYNOTE STAGE

10:35 – 11:20 IMAX

Panel: Making space – diversity and inclusion in the independent sector

Joshua Allen

Producer and Writer (Australia)

Leah Jing McIntosh

Writer and Photographer (Australia)
@_leahleahleah

Andy Butler

Writer, Curator and Artist (Australia)
@AndyRay87

Moorina Bonini

Artist (Australia)

How can we imagine and work towards a truly intersectional arts sector? In this panel, independent artists and producers will discuss their practice and share insights on creating opportunities for underrepresented communities.

TREETOPS STAGE

10:35 – 10:55

Public libraries stepping beyond the room of requirement

Chris Buckingham

President, Public Libraries Victoria (Australia)
@GippslandSurfer

The recent state wide *Libraries Change Lives* campaign has revealed a deep appreciation of libraries within the community. However their raison d'etre remains undefined in the minds of influencers and decision makers.

CREATIVE ENTREPRENEURSHIP STAGE 10:35 – 10:55

Going Big

Tamasein Holyman

Mistress of Make-Believe, Immersive Cinema, Underground Cinema and Secret Squirrel (Australia)

What happens when you go ten times bigger? The journey from Underground Cinema to Immersive Cinema, a partnership with Mushroom Group and Frontier Touring. The challenges, the successes and the vision for the future.

TREETOPS STAGE

11:00 – 11:20

The spectrum – low art, high art, class, identity and value

Irine Vela

Outer Urban Projects (Australia) @OuterUrban

“To understand a work of art you must first ask who paid for it”.

Excellence as a form of resistance and protest linked to identity and class. Irine Vela will speak to her role as Artistic Director of Outer Urban Projects, her trajectory as an artist of NESB background in the 80's and ethnic stereotyping.

CREATIVE ENTREPRENEURSHIP STAGE 11:00 – 11:20

From Magazine to Market

Michael Rodrigues

MD, Time Out (Australia)

How can an organisation use assets such as brand, content, expertise or spaces in new ways to create revenue sources? In this talk, Michael Rodrigues shares some of the brand's experiences of re-inventing itself by developing new propositions including the Time Out Market in Lisbon, with Miami launching in May 2019 and Brooklyn due to launch in the coming months.

KEYNOTE STAGE 11:50 – 12:10 MUSEUM THEATRE

Digital buildings – inside and out

Terry Ryan

Senior Audio Visual and Theatre Design Consultant, Arup (Australia)

Dr Niels Wouters

Head of Research and Emerging Practice, Science Gallery (Australia)
@mediatecture

Finola Reid

Principal, Arup (Australia)

Ranging from 'digital bricks' to 'immersive lightscapes' and wearable technology, we discuss the process that brings Melbourne University's new Science Gallery Melbourne to life.

TREETOPS STAGE 11:50 – 12:35

Workshop: Creativity and consent – the odd couple

Brodie Turner

Creative Producer, MEAN Projects (Australia)
@brodiewriter

The way we think and talk about consent in the creative industries has changed so how do we move forward? This session will explore opportunities, raise concerns, facilitate strategies, and share stories from the research project 'Consent in the Creative Industries'. Counselling support will be available at this session.

CREATIVE ENTREPRENEURSHIP STAGE 11:50 – 1:00

Lightning Talks and Discussion

Honor Eastly and Graham Panther

The Big Feels Club (Australia)

@Honor_Eastly @grahampanther

Sam Haren

Creative Director, Sandpit (Australia)

@sam_haren

Archie Boulter and Grace Carey

Queer Town (Australia) @queertown_

Gemma Pepper

Co-Founder, Audioplay (Australia)

Jessie Summons

Chief of Staff and Operations

Making Things (Australia) @chessiqua

Ana Tiquia

Head of Development and Strategy,

Grumpy Sailor (Australia) @anatiquia

Developing your own creative business – insights from creative entrepreneurs

A chance to hear a series of lively tales from creative entrepreneurs that are disrupting a variety of industries. What practical lessons have they learned from their experiences, and what advice would they share with those about to embark on an entrepreneurial adventure?

KEYNOTE STAGE 12:15 – 12:35 MUSEUM THEATRE

Your difference is your superpower

Tara Mckenty

Creative Director, Google (Australia)

Homogenous teams produce homogenous outcomes. Diverse teams, built on different perspectives and experiences, innovate faster and more meaningfully. So, by that logic, you're only as innovative as you are inclusive. Tara will speak about the advantages of inclusion, and discuss the power that differences of perspective can have on our ability, to innovate, and produce original ideas, and connect more meaningfully with the vast cross-section of society that makes up our audiences.

KEYNOTE STAGE 12:40 – 1:00 MUSEUM THEATRE

**Mona 2.0 – the pursuit of growth
(and by growth we mean nonsense)**

Robbie Brammall

Director of Marketing and Comms,
Mona (Australia)

Opening in 2011, Mona has helped transform Tasmania into Australia's fastest growing cultural destination. Hear what ill-advised ideas the team at Mona has planned for the next phase of growth, and how creativity is again at the heart of the strategy.

TREETOPS STAGE 12:40 – 1:00

**Access to Fashion – if you can't see it,
create it**

Carly Findlay

Writer, Speaker, Appearance Activist (Australia)
@carlyfindlay

Carly Findlay will talk about creating *Access to Fashion* at Melbourne Fashion Week in September 2018. She created an event for disabled people to walk or wheel the catwalk, and calls for access, inclusion and representation in the fashion industry – at Fashion Week and beyond.

KEYNOTE STAGE 2:00 – 2:20 MUSEUM THEATRE

**Performance: NoiseDrawers – A virtual
reality musical instrument, the future
of virtual concerts**

Maize Wallin

Composer, Sound Designer and Audio
Programmer (Australia) @MaizeWallin

Maize Wallin performs using NoiseDrawers, an instrument played in VR that can be performed on stage, or privately in your own home. Maize believes that virtual concerts and instruments will be a large part of the future of music consumption and the music making pipeline.

TREETOPS STAGE 2:00 – 2:45

**Panel: Humans in Geelong inspire,
connect and strengthen our community**

Jacqui Bennett

Social Entrepreneur, Founder and Voluntary
Coordinator, Humans in Geelong (Australia)
@HumansinGeelong

Althea Abraham

Volunteer, Humans in Geelong (Australia)

Rini Lombard

Volunteer, Humans in Geelong (Australia)

Kim Cooper

Videographer, Humans in Geelong (Australia)

The Humans in Geelong team use the powerful medium of storytelling to create positive social change by sharing the inspirational stories of locals. This talk will showcase the innovative multi-media model, its successes and how it can be replicated elsewhere. Be swept away by the HuG movement!

CREATIVE ENTREPRENEURSHIP STAGE 2:00 – 2:45

**Workshop: The steps to building a
creative business (interactive sessions)**

In the first of two interactive workshop sessions, we begin by considering five key ingredients of a successful creative enterprise: the importance of focus, defining your audience, developing a value proposition, building a team and identifying a business model.

KEYNOTE STAGE 2:25 – 2:45 MUSEUM THEATRE

**What do we want? Engaging audiences
for the future**

Caro Llewellyn

Director, Experience and Engagement,
Museums Victoria (Australia) @CaroLlewellyn

Cultural institutions and the creative industries are being challenged to rethink their remit, their reason, their rights, and their responsibilities. Audiences are asking us to move faster, dig deeper, be braver and get involved. Is our job to also give them the inspiration and the tools to create a better world?



KEYNOTE STAGE 2:50 – 3:10 MUSEUM THEATRE

How to fund what's next

Neal Harvey

Program Manager, The Myer Foundation
and Sidney Myer Fund (Australia)

Australia's arts organisations need a funding model that encourages and rewards the kinds of behaviours that produce more vibrant, more inclusive, and more diverse art. This is a case study in exactly that – a new funding model and very visual, very literal evaluation of its impact for recipients.

TREETOPS STAGE 2:50 – 3:10

How to build a design-led economy in Victoria

Luke van O

Managing Director, VAN O (Australia)
@LukevanO

The design sector is undergoing unprecedented change, placing great pressure on the many diverse people within it, and the businesses they represent. It's time to discuss how business and design can work together to create a future-proof economy for us all.

KEYNOTE STAGE 3:40 – 4:20 MUSEUM THEATRE

The epic and the intimate in the work of Punchdrunk and Maxine Doyle

Maxine Doyle

Associate Director, Punchdrunk and Co-Creator, Sleep No More (UK)

Maxine will talk about innovations of both artistic and producing practice with special reference to *Sleep No More* (Punchdrunk), *Lost Lending Library* (Punchdrunk) and *Sunset* (Punchdrunk).

TREETOPS STAGE 3:40 – 5.10

Workshop: Generative patterns – design and code

Melanie Huang

Interactive Designer and Founder, Technecolour Workshops @melaniehuang_

In this express workshop, participants will learn some coding basics from scratch to create patterns entirely with code. These patterns can be used for custom fabric, poster, gift wrap and more with every participant leaving the workshop with their own creation. All you need is a laptop and your imagination.

Note: attendees will be required to bring their own laptops.

CREATIVE ENTREPRENEURSHIP STAGE 2:00 – 2:45

Workshop: The steps to building a creative business (interactive sessions cont)

This second interactive session continues to explore the ingredients of successful enterprises. The final two elements are money, including a consideration of grants, tax breaks and legal structures; and how to pitch your idea. Whatever your stage of development, come along for some hands-on advice.

KEYNOTE STAGE 4:25 – 4:55 MUSEUM THEATRE

What the heck is a ‘Micro-Amusement Park’ and what’s next?

Nancy Bennett

Creative Director, Two Bit Circus (USA)
@itfrom2bit

With the opening of the world’s first Micro-Amusement Park, a new social playground has emerged. Immersive entertainment is taking a hold of a market starved for meaningful play experiences. Nancy will share exactly what a ‘Micro-Amusement Park’ is along with her thoughts on how XR (extended reality) will drive our creative future.



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