2014 PATHWAYS PROGRAM
BUILDING A SUSTAINABLE CAREER IN THE ARTS
19 – 20 September
2014 Symposium Sessions

Friday 19 September, 9am – 5pm
Clemenger Theatre, National Gallery of Victoria

9.00am Registration

9.15am Welcome Address with Professor Andrea Hull AO

9.30am Session 1: Career artists and their journey

10.45am Morning Tea Join us for morning tea

11.10am Session 2: The first steps of an arts career

12.45pm Lunch

1.30pm Session 3: Where to get the resources and support to continue your practice?

3.00pm Afternoon Tea Join us for afternoon tea

3.20pm Session 4: How do you do it yourself?

5:00pm: Networking at Curve Bar Join us for a drink!

Saturday 20 September, 10.30am – 5.30pm
Federation Hall, Victorian College of the Arts

10.30am Session 5: The business end of being an arts practitioner

12.00pm Lunch Join us for lunch

1.00pm Session 6: Getting it together # 1

2.40pm Session 7: Getting it together # 2

4.00pm Session 8: Let’s Talk (Lionel’s Lounge, Grant Street, Southbank)

Pathways is a new initiative by the VCA & MCM, made possible by the support of the State Government through Arts Victoria.
WELCOME ADDRESS WITH PROFESSOR ANDREA HULL AO

Professor Emeritus Andrea Hull has had a distinguished career in the arts, cultural policy, and arts education in Chief Executive and Board roles in Federal and State governments and in education. She retired in 2009 as the Director/CEO of the Victorian College of the Arts, after 14 years. She was the Chief Executive of the WA Department for the Arts, and credited with advocating for the arts to be on the social and economic agenda, which liberated millions of dollars for artists. Prior to this, over an 11 year period she held the Australia Council positions of Director of the Community Arts Board, the founding Director of the Policy and Planning Division and the founding Director of the Strategic Development Division.

Currently she has her own consultancy practice, is an executive coach and a cultural tour leader. She is the Deputy Chair of the National Museum of Australia, Deputy Chair of Breast Cancer Network of Australia, non-executive Director of the Florey Neuroscience Institute, Melbourne Forum and the Melbourne Prize and a member of the Expert Advisory Panel to Lirrwi Cultural Tourism, East Arnhem Land. She is a recent member of the boards of the National Gallery of Victoria, The Abbotsford Convent Foundation and the Melbourne Theatre Company.

Previous board memberships include The Australian Korea Foundation, the Australia Japan Foundation the WA Health Promotion Foundation, the Victorian Arts Centre and a part-time Commissioner of the Commonwealth Tertiary Education Commission. She has served on a wide variety of Federal and State Boards covering cultural, educational, health research and promotion, cultural and public diplomacy, urban renewal and design, tourism and innovation agendas. She has advised the governments of New Zealand, Singapore, Hong Kong, South Africa, Shanghai and Korea on cultural policy matters.

She has a BA and Dip Ed (University of Sydney) and an MBA (University of Melbourne), with executive education at Australian Graduate School of Management and Harvard. She is a Fellow of the Australian Institute for Company Directors. In 2003 she was awarded an Order of Australia for services to the arts, arts education and cultural policy and in 2004 the Melbourne Achiever Award for Creativity and Innovation.
SESSION ONE

Career artists and their journey

A conversation with successful career artists about their journey, reflections and guidance for those starting out.

CHAIR – Dean of the VCA and MCM, Professor Barry Conyngham AM

Panellists: Phillip Adams (BalletLab), Glenda Linscott, Eugene Ughetti (Speak Percussion), Jon Cattapan, Stuart McDonald.

PROFESSOR BARRY CONYNGHAM AM (DEAN OF THE VCA AND MCM)

Australian composer Barry Conyngham studied with Peter Sculthorpe and Toru Takemitsu. He is Emeritus Professor from the University of Wollongong and from Southern Cross University where he was Foundation Vice-Chancellor (1994–2000). Conyngham was also the first musician to hold the Chair of Australian Studies at Harvard University (2000–2001), and has been a Churchill, Harkness and Fulbright Fellowship holder. In 1997, he was awarded a Member of the Order of Australia for his contribution to music.

With premieres and performances of his works in Japan, North and South America, Europe, the UK and Australia, Conyngham is one of Australia’s international composers. He has over eighty published works and over thirty recordings including those by the London, New Zealand, Sydney and Melbourne Symphony Orchestras, as well as ensembles from Japan, the UK, Europe, America and Australia.

He has been involved with a number of arts organisations including, the Australia Council (Chair of Music Board), Opera Australia (Deputy Chair), the World Music Council, Northern Rivers Performing Arts (Treasurer) and the Australian Music Centre (Chair).
PHILLIP ADAMS (BALLETLAB)

Phillip Adams is one of Australia’s seminal interdisciplinary dance artists. He cultivates ground breaking contemporary dance and hybrid cross-disciplinary performance projects that embrace a cultural risk in the arts as a highly recognised platform for rigorous experimentalism.

Adams proposes projects that exist between two established cultural frameworks: performance/venue and museum/gallery. Adams is responsively attuned to audiences, critical engagement and the insatiable appetite for the new to produce bold artistic statements that experientially resonate and inspire. Adams process into the world of collaboration is an investigation through the medium of performance design fashion architecture cinema queer culture visual arts sciences and other modes of unorthodox practises.

JON CATTAPAN (VISUAL ARTIST)

Jon Cattapan is an extensively exhibited visual artist who lives and works in Melbourne, Australia. He first began exhibiting in 1979 and his works deal primarily with ways of representing urban topographies and narratives.

He is known for panoramic layered city vistas and figurative groupings and has a long held preoccupation for the way human beings negotiate territories. Within his paintings, drawings and prints we see influences of contemporary global culture and recent history that range from science fiction and film through to urban social debates. His extensive travels in Asia and living in cities such as New York, London and Venice have deeply influenced his practice.

Cattapan’s work has been accorded many accolades. In 2006 he was honoured with a major retrospective ‘The Drowned World: Jon Cattapan works and collaborations’ at the Ian Potter Museum of Art, University of Melbourne. In 2008 he took up a commission through the Australian War Memorial to become Australia’s 63rd Official war artist and was deployed to Timor Leste, where he explored Night Vision technology as an aesthetic tool, which continues to inform his work. In his most recent work the artist has been documenting urban refuse and reconfigures collections of discarded objects into ‘rafts’. He turns to saturated fields of colour and these gathered objects to explore uncanny presences in the urban environment.

Cattapan’s works can be found in the collections of all Australian State museums and many regional galleries including the National Gallery of Australia, the National Gallery of Victoria, the Art Gallery of New South Wales, the Gallery of Modern Art/Queensland Art Gallery and the Museum of Contemporary Art, Sydney. His work is also held in major private and corporate collections. In 2013 Cattapan was the recipient of the $80,000 Bulgari Art Award.
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GLENDAL LINSCLOTT (ACTOR)

Glenda graduated from NIDA in 1978 and enjoys a successful career as a professional actress, with 39 years' experience in Australian theatre, film, television and radio.

In between performing commitments Glenda works as an actor trainer and started at The Actors Centre in Sydney 1987. Since then she has worked most of the major actor training institutions in Sydney, Brisbane and Melbourne, including professional development workshops for the Media Entertainment and Arts Alliance (MEAA). In 2012, she was nominated for a Greenroom Award for Best Actress for *Bad Blood Blues*, Chapel Off Chapel. Last year she appeared with William Zappa in *Hate* by Stephen Sewell for Malthouse Theatre.

She has just directed two shows for Complete Works Theatre Company, the *Life of Galileo* and *Summer of the Seventeenth Doll* and is currently shooting three episodes of *Winners & Losers* playing Lily Patterson, Frances’ wayward mother. This year Glenda was appointed Head of Acting at Patrick Studios Australia an organisation that trains music theatre performers. She also runs her own business Perform with Confidence which providing training and coaching services to the corporate sector.

STUART MCDONALD (DIRECTOR)

Stuart McDonald graduated from the Swinburne Film and Television School in 1992.

He is probably best known with Australian audiences for his creative collaborations with Chris Lilley as director on *Summer Heights High, Angry Boys, Ja’mie: Private School Girl* and *Jonah From Tonga*.

Stuart has also directed for television programs such as *Rush, Spirited, Tangle, Secret Life of Us, MDA* and *Seachange*.

In 2006 Stuart directed *Stranded*, a fifty minute coming-of-age drama film that won best short film at the AFI, Dendy, IF, Film critic's circle and Atom Awards.

In America Stuart has directed on *Happy Endings, Suburgatory* and *Super Fun Night*.

Most recently Stuart directed the feature film *Oddball* starring Shane Jacobson due for release in 2015.
EUGENE UGHETTI
(SPEAK PERCUSSION)

Eugene Ughetti is a percussionist, composer, conductor and artistic director of Speak Percussion. His work focuses on new chamber music and hybrid-arts collaboration. Eugene has instigated numerous international arts projects involving Australian chamber music, hybrid-arts collaboration, commissioning international artists and taking other Australian artists overseas.

Eugene has worked with most of Australia’s leading new music ensembles including conducting Elision in the world premiere of Richard Barrett’s Construction in the 2011 Huddersfield Festival. He has worked with some of the world’s finest composers including Steve Reich and Pierre Boulez and with conductors Valery Gergiev, James Levine and Charles Dutoit. He has composed works for The Australian Ballet, Melbourne Symphony Orchestra, ABC and Bionic Ear Institute. His works have been presented internationally and broadcast nationally.

Eugene has worked with choreographers Martin Del Amo, Antony Hamilton and Phillip Adams, performed a dance work by Deborah Hay for percussionist and has been commissioned by JACK Productions.

Eugene occasionally lectures at The University of Melbourne, the Victorian College of the Arts, Monash University and the Australian National Academy of Music in percussion, composition and chamber ensemble practice. He has been twice a finalist for the Melbourne Prize for Music in both the Outstanding Musician Award and the Development Award. His work Automation won Best Music Award in the 2012 Melbourne Fringe Festival. He is the winner of the inaugural Sidney Myer Creative Fellowship, MCA/Freedman Fellowship for Classical Music and the Australia Council Creative Fellowship – early career.
SESSION TWO

The first steps of an arts career

Examine some of the organisational support structures for a sustainable career in the arts.

CHAIR – Director, Regional Arts Victoria, Esther Anatolitis

Panellists: Felix Preval (Melbourne Fringe Festival), Bec Carey-Grieve (Footscray Community Arts Centre), Danny Lacy (West Space Gallery), Martina Murray (Melbourne Theatre Company), Ariel Katz (triple j Unearthed).

ESTHER ANATOLITIS
(DIRECTOR, REGIONAL ARTS VICTORIA)

Writer and arts advocate Esther Anatolitis is Director of Regional Arts Victoria and Co-Curator of Architecture+Philosophy. Esther’s oblique trajectory through the arts, media and design makes for one of the most comprehensive career experiences in the industry, spanning strategy and program, old and new media, urban and regional arts. Esther has formerly led Melbourne Fringe, Craft Victoria, SYN Media, Express Media and the Emerging Writers’ Festival, and has presented sole and collaborative work around the world. She writes regularly for the arts, design and mainstream media, blogs at estheranatolitis.net and tweets as @_esther.

BEC CAREY-GRIEVE
(FOOTSCRAY COMMUNITY ARTS CENTRE)

Bec has worked in the arts and community sectors in Australia and overseas for over 13 years. For the last six years she worked as Marketing Manager and General Manager for the Centre for Contemporary Arts (CCA), a flagship contemporary arts venue in Glasgow. Previously Bec lived in Melbourne and worked with contemporary...
opera company, Chamber Made Opera, and youth literary organisation, Express Media. She has also sat on the board of the Arts Industry Council Victoria.

ARIEL KATZ (TRIPLE J UNEARTHED)

Ariel Katz is the Community Producer of triple j Unearthed making her the first point of contact for all enquiries from Unearthed users. She fosters Unearthed’s presence across varied social media platforms, moderates music and reviews songs uploaded to the site each day, and helps curate new music for Unearthed’s digital radio station. Before taking up the role at triple j Unearthed she was the Entertainment Editor and Community Moderator at TheVine.com.au.

DANNY LACY (WEST SPACE GALLERY)

Danny Lacy has been director of West Space since July 2012. He previously worked as Curator at Shepparton Art Museum (2012-12), Program Administrator at Monash University Museum of Art (2007-10), Installation and Project Coordinator at the Australian Centre for Contemporary Art (2005-6) and Gallery Assistant at Gertrude Contemporary (2003-5). He completed a MA (Visual Culture) from Monash University in 2004. Over the past 12 years he has had an active independent curatorial practise and curated over 25 exhibitions across a wide variety of artist-run and contemporary art spaces. Recent projects include Transparency featuring work by Andrew Hazewinkel and Gosia Wlodarczak at West Space in 2012, Raafat Ishak and Tom Nicholson’s Proposition for a Banner March and A Black Cube Hot Air Balloon, and Sam Jinks Body in Time at Shepparton Art Museum.

MARTINA MURRAY (MELBOURNE THEATRE COMPANY)

Martina is currently Melbourne Theatre Company’s Producer, where she works in main stage programming and tours, as well as producing a range of additional activities for the company including NEON Festival of Independent Theatre. Having studied at the VCA, Martina began her professional career in Stage Management, working with companies such as Sydney Theatre Company, Malthouse Theatre (Playbox), Victorian Opera, MTC and more. In 2008 Martina took up the position of MTC’s Artistic Administrator which began her transition into administration and producing. At this time, Martina lent her spare hours to be Assistant to Simon Phillips on various commercial musicals nationally and internationally. In 2012
Martina joined the MTC Artistic Team as Associate Producer, which led to her current role as Producer. In addition to these roles, Martina has been an active member of various independent theatre companies, most recently as Executive Producer for the multi-award-winning independent company The Hayloft Project.

**FELIX PREVAL (MELBOURNE FRINGE FESTIVAL)**

Felix has been involved in the independent arts scene for over ten years as a director, actor, writer and producer. He was the creative director of an award winning independent theatre company for five years. Later he took on the additional mantles of tertiary educator, arts facilitator and artist mentor. His practice spans the mediums of theatre, film and television, visual and literary arts and has taken him to New Zealand, Japan, UK and USA. He is currently the Producer, Festival and Artist Services for Melbourne Fringe.

### SESSION THREE

**Where to get the resources and support to continue your practice.**

A presentation from each speaker followed by a Q&A forum on current funding opportunities, detailing what they look for in funding applications and how to apply.

**CHAIR** – Deputy Director of Development, University of Melbourne, Alex Furman

**Panellists:** Christabel Harvey (Arts Victoria), Simon Spain (City of Melbourne), Steven Richardson (Creative Partnerships Australia), Alan Crabbe (Pozible).
ALEX FURMAN (DEPUTY DIRECTOR OF DEVELOPMENT, UNIVERSITY OF MELBOURNE)

Alex Furman gained Master’s degrees in music from the University of Melbourne and Royal College of Music, London. Following a short professional performing career, he moved into arts management, working in senior roles across artistic operations, development, marketing and PR with Victoria State Opera, Opera Australia, and Melbourne International Arts Festival. He subsequently joined Murdoch Childrens Research Institute, becoming Head of PR and Development, and is currently Deputy Director of Development with the University of Melbourne. He is a board member of the Mietta Foundation, and former member of Musica Viva’s National Artistic Advisory Panel and the Royal Children’s Hospital Bioethics Centre Development Board.

ALAN CRABBE (CO-FOUNDER AND DIRECTOR, POZIBLE)

With a background in consulting and web development, Alan has worked in a range of roles in the UK and a few top tier firms in Australia. He developed a creative entrepreneurial spirit through a technology start-up he co-founded at university. Alan has a fascination for disruptive technology, innovation and new creative solutions that solve everyday problems. He founded Pozible in 2010 with his partner Rick Chen.

CHRISTABEL HARVEY (MANAGER, VICARTS GRANTS, ARTS VICTORIA)

Christabel has over ten years’ experience at Arts Victoria working across various funding programs in support of the independent arts sector. Her current position, as Manager of one of Arts Victoria’s core funding programs, involves working in an advisory capacity with a wide range of independent artists and small to medium arts organisations. Before joining Arts Victoria, Christabel worked at Craft Victoria on The South Project. Prior to this she spent a decade in the UK where she completed an MA in South East Asian Studies (SOAS University of London) and worked at Asia House London, Christie’s, Sotheby’s and The British Museum.

SIMON SPAIN (CITY OF MELBOURNE)

Simon Spain is a strong believer in the transformative power of art. His personal work reflects his own story and his work with the community, particularly his 30 years work running engaging arts programming for children and families,
demonstrates his commitment to providing an opportunity for everyone to be affected by the power of art. Simon trained as a printmaker in the UK and in a journey that has taken him to work in around the world as an artist and presenter he settled in Australia just over ten years ago. Simon established ArtPlay, an arts Centre for children and families in the heart of Melbourne, and is considered one of Australia’s experts in arts for children and families. Simon shows his work regularly and is fascinated with the challenge of bringing new and traditional technologies together to make art. He is currently undertaking a Master of Philanthropy and Social Investment at Swinburne School of Entrepreneurship and also working with the Centre for Social Impact in Sydney. He has a sub-fund with the Australian Communities Foundation for his daughter, Scarlet, who died two years ago that distributes funds to creative projects in developing communities.

STEVEN RICHARDSON
(CREATIVE PARTNERSHIPS AUSTRALIA)

Steven has a broad experience in the arts spanning more than twenty years in a variety of curatorial, programming, artistic and executive management roles. Steven is currently working with Creative Partnerships Australia as State Manager for Victoria and Tasmania.

Prior to this he was Executive Producer of the Black Arm Band Company - (which he founded in 2006) - a musical ensemble of Australian Aboriginal musicians. He was Artistic Associate for 2010 and 2011 Melbourne Festivals where he conceived and directed major projects including Seven Songs to Leave Behind and Notes From the Hard Road and Beyond concerts at Sidney Myer Music Bowl - working with artists including John Cale and Sinead O’Connor.

As founding Director he established Arts House - A City of Melbourne contemporary arts initiative - in early 2006 which quickly established itself as an Australian leader in the performing arts working in an international context. Over six years at Arts House he curated, conceived and produced many ground breaking initiatives and projects including Dance Massive – Australia’s national contemporary dance platform, Culture Lab creative development program and Black Arm Band.

His other previous positions include programming at the Victorian Arts Centre as Director of Contemporary Music Events, Director of Big West Festival, Executive Producer for Next Wave Festival
and Director for Eureka 150 –Diversity, Dissent, Democracy in 2004.

He holds a Fine Arts degree in visual arts and also studied dance at Victorian College of the Arts before working professionally as a dancer with Dance Works and Dance Exchange. Steven also worked for Australia’s leading contemporary circus company and joined Circus Oz in 1987 and toured with the company locally and internationally until 1991.

He has served on many advisory boards and committees and was recently Deputy Chair of the Dance Board of the Australia Council for the Arts for five years.
SESSION FOUR

How to do it yourself

Organisations examine and discuss how they did it themselves outside of the traditional funding models.

CHAIR – Playwright Raimondo Cortese

Panellists: Tobias Manderson-Galvin (MKA Theatre), Bridget O’Shea (Yarn), Sam Leach (NotFair), Stephanie Lake.

RAIMONDO CORTESE
(POSTGRADUATE LECTURER IN THEATRE, VICTORIAN COLLEGE OF THE ARTS)

Raimondo graduated from the Victorian College of the Arts (VCA) School of Drama in 1993 and is a founding member of Ranters Theatre. Raimondo was the Artistic Director of Ranters from 1994 to 2000. He has written over thirty plays, as well as fiction, film, television and radio and lectures in Masters for Performance Writing at VCA, University of Melbourne.

STEPHANIE LAKE

Stephanie is an award-winning choreographer and dancer. After graduating from the Victorian College of the Arts she began dancing with companies including Gideon Obarzanek’s Chunky Move, Lucy Guerin Inc and BalletLab and has toured worldwide for the past thirteen years. Recent choreographic commissions include A Small Prometheus for Melbourne Festival and Arts House, Dream Lucid and Elektra, for Sydney Dance Company, Aorta and Mix Tape for Chunky Move, and DUAL for Dance Massive. Her works have toured to Dublin, Singapore, Glasgow, and Denmark. Stephanie was recently awarded the Helpmann Award for Best Choreography.
in a Dance Work for *A Small Prometheous* and won the Green Room Award for Best Dance Work for *Mix Tape* in 2011. She was the inaugural winner of the Dame Peggy Van Praagh Choreographic Fellowship 2012 and was Resident Director at Lucy Guerin Inc in 2013. Stephanie is currently a recipient of the prestigious Sidney Myer Creative Fellowship.

**TOBIAS MANDERSON-GALVIN (MKA THEATRE)**

Tobias Manderson-Galvin is a performance artist and playwright based in Melbourne. He is best known as Co-Founder and Co-Creative Director of MKA: Theatre of New Writing; for his controversial plays *The Economist* and *Dogmeat* and for the challenging nature of his work. He is currently developing a number of projects including stage play *The Unknown Man on Somerton Beach*. He’s also promoter and impresario for *The Jolly Good Show*, a collaborative theatre project with sister, Kerith, currently they present *Jolly Good Radio* a podcast about live performance in Melbourne.

**SAM LEACH (NOTFAIR)**

Sam Leach’s paintings deal with the relationship between humans and non-human animals and between science and art. He has had numerous solo exhibitions and numerous group exhibitions, in Australia and abroad.

Recent solo exhibitions include *The Ecstasy of Infrastructure*, TarraWarra Museum of Art, 2011, and *We have never been modern* at the Hong Kong Art Fair. Leach has been the subject of considerable media attention, featuring on the front page of Melbourne’s Age newspaper, and in an ABC documentary about his work. Leach’s work has won several awards, including the Metro Prize and the Geelong Gallery prize in 2006, the Eutick Memorial Still Life award and the Siemens Art Prize and travelling scholarship in 2007 and both the Wynne and Archibald Prizes at the Art Gallery of New South Wales in 2010.

Along with Ashley Crawford and Tony Lloyd leach established the biennial Notfair art fair. He is currently completing a Ph.D in Fine Art.

**BRIDGET O’SHEA (YARN)**

With a background in producing and marketing along with a Postgraduate Diploma in Arts Management, Bridget O’Shea founded production company Yarn after working on feature films, award-winning short films and series television.
Teaming up with Director Katrina Channells, their company Yarn works across a number of platforms. Blending documentary filmmaking with advertising, Yarn produces documentary-style online advertisements for good businesses and creatives. Yarn is currently developing a number of long form projects, one of which is *Stingray Sisters* - an intimate, six-part documentary series that follows the story of one of the most captivating families in Australia.

**SESSION FIVE**

**The business end of being an arts practitioner**

How to financially sustain an arts career.

**CHAIR – Kevin Brennan**

**Panellists:** Selene Bateman (Auspicious Arts Projects), Kate Macneill (Arts and Cultural Management - University of Melbourne), Rob Murray (Melbourne Recital Centre), Eleisha Mullane (MEAA)
KEVIN BRENNAN

Kevin Brennan has worked in the arts and cultural arena for over 25 years as an artist, producer, facilitator and entrepreneur covering a range of art forms and practice. Through his business, United Notions Creative Solutions, Kevin focuses on building creativity into planning and programming. He has worked with small arts organisations, the not-for-profit sector and government developing and advising on strategic planning, creative business development and community governance.

Kevin has served on numerous local and state government committees and advisory bodies and is currently Chair of Snuff Puppets. As Executive Officer of the Arts Management Advisory Group (2005-2011), Kevin managed its Arts Law and Arts Management Services, as well as delivering workshops for artists and arts organisations on a range of management topics.

Earlier positions include Programming Coordinator for the Art of Dissent Conference as part of the Adelaide Festival and Melbourne Festival in 2002, Company Manager of Melbourne Workers Theatre (1995-1999) and Artistic Coordinator of La Luna Youth Arts (1990-94).

Kevin is foundation lecturer in the Masters of Community Cultural Development course at the Centre for Cultural Partnerships (Victorian College of the Arts) and lectures in the Master of Arts Management course at RMIT.

KATE MACNEILL (ARTS AND CULTURAL MANAGEMENT, UNIVERSITY OF MELBOURNE)

Kate MacNeill is Senior Lecturer and Head, Arts and Cultural Management, School of Culture and Communication, University of Melbourne. Kate has extensive research, teaching and training experience in the government, non-government and university sectors in the areas of law and the arts and communications. Her doctorate explored issues of performativity, identity and contemporary art in Australia.

Kate is the Head of the Arts and Cultural Management program, previously served on the Board of Melbourne Fringe (2010-2012); in 2010 was a visiting scholar at UC Berkeley at the Beatrice Bain Research Group and is currently the Managing Editor of the Asia Pacific Journal of Arts and Cultural Management.
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SELENE BATEMAN
(AUSPICIOUS ARTS PROJECTS)

Selene Bateman has worked as a Producer and Manager in the creative industries for over ten years. She started her career with Viskatoons, producing children's animation content for the major networks. She also worked as a Supervising Producer for Screen Australia. In 2011 Selene joined Auspicious Arts Projects, transferring her skills to project managing in the broader arena of the creative arts. Auspicious provides financial and administrative management for individuals and small arts organisations. This includes offering advice and guidance to artists around funding, assistance in preparing budgets and ensuring projects are compliant in the areas of taxation, superannuation and insurances. Selene has worked on hundreds of developments, shows, tours and events.

ROBERT MURRAY
(MELBOURNE RECITAL CENTRE)

Robert Murray is Director of Marketing and Customers Relations at Melbourne Recital Centre. He has previously worked at Sydney Opera House, Australian Chamber Orchestra, the Sydney Symphony Orchestra and Australian Youth Orchestra.

ELEISHA MULLANE
(MEDIA ENTERTAINMENT AND ARTS ALLIANCE)

Eleisha Mullane is a Lead Organiser with the Media Entertainment and Arts Alliance, which is the union for people working in all facets of the entertainment industry. Having worked for the organisation for over a decade she has worked as an industrial representative in all facets of the entertainment industry for performers, technicians and front of hours across film, TV, animation and live theatre companies and venues. She has a wealth of knowledge of all the industry agreements used by producers and has played an active role as an organiser in working with members to shape and improve industry working standards. She has also worked with co-op and independent theatre companies and low budget and student films to provide advice and guidance to those involved about how to construct fair and transparent agreements and arrangements.
Workshops

SESSION SIX & SEVEN

Getting it together

You can choose two workshops from the four offered.

WORKSHOP 1:
EFFECTIVE GRANT WRITING

If you think a grant could help you with your creative business or projects, then this workshop is for you. What do you need to consider when writing a grant and how do you go about it? It explores what you need to do for a grant application, where you might go for funding and the critical steps to approaching grant writing. Delivered by an experienced grant-writer with extensive experience in a range of art forms in community and professional settings, you'll leave with greater confidence and understanding of what's involved. More importantly, you'll get a fresh look at WHY you want a grant in the first place. This workshop is suitable for beginners as well as people who want to brush up on their grant writing skills.

WORKSHOP COORDINATOR: KEVIN BRENNAN

See biography on page 17
Workshops

**WORKSHOP 2: DIGITAL STRATEGY FOR ARTISTS**

This workshop is about using the most efficient and ubiquitous technologies and techniques to develop your art practice to the world. Digital strategies can achieve goals aligned with collaboration, research, marketing and advertising for your art practice. Digital strategy can enable artists to achieve their art, business and communications goals without great cost or limitation. Learn the basic skills needed for developing a realistic digital strategy and the creative, technical and communications practices required to execute it.

**WORKSHOP COORDINATOR: ALEX GIBSON (ARTBOX)**

Alex Gibson completed a Master of Fine Art (Research) at the Victorian College of the Arts, University of Melbourne in 2008 and has over 10 years’ experience working on award-winning and innovative digital art and technology projects. He is an accomplished installation and video artist international residencies and exhibitions. Alex’s other experiences include working in Beijing’s largest agency, DMG Media and Entertainment, in the role of Executive Digital Director. He currently works at Portable Studios in Collingwood as a Digital Strategist and Project Manager. Alex also recently founded Artbox (www.artbox.io) video art player project, a social enterprise dedicated to exhibiting digital art and developing art-focussed digital technologies.
WORKSHOP 3: 
CREATING A ROADMAP: PLANNING YOUR CAREER

In this workshop you will apply business planning tools to generate a personalised roadmap of your creative practice. During the workshop you will ask yourself questions such as:

• What activities do you want to do? What do you want to create?
• Who are your customers/audience?
• Which relationships are going to be important?
• Where is your revenue coming from?
• What are your costs going to be?
• What channels are you going to use to communicate?
• What does being successful mean for you?

WORKSHOP COORDINATOR: KATE MCMAHON (HELLO CITY)

Kate McMahon has held solo exhibitions and participated in group-shows in Australia, the US and Asia, she was a founding member of the influential artist run organization CLUBS Project Inc. Kate has a particular interest in public art; an interest which has lead her to expand her art practice into the fields of Landscape Architecture and Urban Design.

Kate lectures in Sculpture and Spatial Practice at the Victorian College of the Arts. She also co-coordinates a design studio within the Faculty of Architecture, Building and Planning; a studio which focuses on public art and placemaking projects. As an urban designer she has written and designed multiple master plans for a variety of projects including residential developments, retail and commercial centers and growth strategies with local councils.

Kate holds a Bachelor of Fine Arts with First Class Honours from the University of NSW and from RMIT University, she has post graduate qualifications in education and landscape architecture and has completed a Masters of Urban Design at the University of Melbourne. Kate was Creative Director of VillageWell Placesetting (2010-12) and is currently Founder of HelloCity Placesetting with Sunny Hayes.
Workshops

WORKSHOP 4:
STAYING ALIVE – DIVERSE CAREERS IN THE ARTS

The work of an artist in all disciplines offers great opportunities to survive and develop within and outside one’s practice. The artist, in today’s competitive realities of; reduced arts funding, commissions sponsorship and patronage, must begin to deepen the understanding of their work from many perspectives. This will allow the artist to interface and survive within many different sectors. This is not one way or a commercial sellout. It can open up and offer many income generators and at the same time enrich one’s art practice. This workshop will creatively explore these issues and entrepreneurial opportunities.

WORKSHOP COORDINATOR: ROBERT DRAFFIN (LIMINAL THEATRE)

Theatre Director, Writer, Actor Trainer, Teacher, Tertiary Educator, Corporate Facilitator and Program Designer, and Executive Coach. Draffin has 46 years experience as an artist. His theatre and actor training work has been experienced nationally and internationally (Singapore, Hong Kong, Japan, Taiwan and China). He was a Lecturer in Acting at VCA (1996-2002) He has taught acting sessionally in all Victorian universities, TTRP 2001-2013 (Singapore) and Shanghai Theatre Academy (2006 – 2014). He has worked and designed programs for Melbourne Business School (University of Melbourne), is currently a sessional staff member for the VCA Theatre programs and co-artistic Director of Liminal Theatre and its corporate training wing Liminal Solutions.

Program cover:

Grey Bull
Filmmaker: Eddy Bell
Actor: Mayik Deng
Photographer: Melissa Cowan
Notes