Creative State Summit
29 — 30 June 2017

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

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
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<td>8:15 – 9:00</td>
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<td>Wallace &amp; Gromit and Friends: The Magic of Aardman at ACMI</td>
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Correct as at 22/06/2017

Creative State Summit 2017
Day 1 Program

Thursday 29 June

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, Ilbijerri 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 Project, Berlin

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, Ilbijerri 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 Lounier
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, Ilbijerri Theatre Company

Ania Pilipenko
Co-Founder, Holzmarkt Project, Berlin

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
C XO, 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

Tamasisi Holyman
Mistress of MakeBelieve, 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 Pramesh
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? Panelists 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 Dunas
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? Panelists will discuss the benefits and challenges to community design-led housing.

Closing Remarks

- 4:45 – MAIN STAGE

Jonathan Holloway
Artistic Director, Melbourne Festival
## Day 2 Schedule

**Friday 30 June**

### MAIN STAGE
- **The Pavilion**
- **Arts Centre Melbourne**

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 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  
 *Van Gogh and the Seasons* (requires pre-registration) |

### DEEP DIVE
- **Clemenger BBDO Auditorium**
- **NGV International**

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 Follow The Speaker  
 Alice Black |
| 11:40 – 12:00 | Panel: The Pea Under the Mattress and the Pea on the Plate (12:00 – 1:00)  
 Panel: Not to be Missed – The Biggest New Audience in Melbourne  
 Follow The Speaker  
 Donna Walker-Kuhne |
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### THE LAB
- **The Hugh Williamson Room**
- **Arts Centre Melbourne**

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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 Guerilla  
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.

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 Powerlinkx Inc, State Library of Victoria, Lonssec Fiscal Group, and Victorian Managed Insurance Authority

Alan Crabb  
Founder & CEO, Pazzible

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?

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 is it 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: 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 panelists 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.

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: 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
2:25 – THE LAB

Angelita Teo
Director, National Museum of Singapore

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
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