Creative State Summit
14 — 15 June 2018

Program
Message from the Minister for Creative Industries

Welcome to the 2018 Creative State Summit.

Over the next two days we’ll be exploring the role of creativity in a post-truth world, particularly how as a creative sector and community we can respond to the challenges of our times, and effect change.

We have a diverse and exciting line-up of local and international speakers who will each add their unique perspective and insights – and there will be plenty of opportunity for in-depth discussion.

As well as tackling big ideas, the program offers a range of practical workshops to develop your skills and get tips on everything from financing options to how to pitch and promote your work.

This summit is just one of the ways we are amplifying Victoria’s creative voices, backing creative talent and ideas, and boosting the capacity of our creative industries.

It’s an opportunity to connect with hundreds of other people working in different parts of Victoria’s creative ecosystem, and I hope it sparks new ideas and collaborations.

I encourage you to add to the conversation, and look forward to continuing to work together to shape our creative state.

MARTIN FOLEY
MINISTER FOR CREATIVE INDUSTRIES

With thanks to our partners:
Welcome to the Creative State Summit 2018. We hope you have an invigorating couple of days. If you need any help, speak to one of the friendly Summit volunteers who will be wearing yellow lanyards.

The Post-Truth Pop-Up Booth
Situated in a converted horse float in front of the Melbourne Museum, The Post-Truth Pop-Up Booth will be live throughout the Creative State Summit. Passers by will be invited to interact with the conference topic.
Throughout the Creative State Summit, you can choose between different streams running concurrently across the museum.

Follow the conversation on Twitter @CreativeXch and #creativestate

- **Keynotes**
  IMAX AND MUSEUM THEATRE
  Storytellers, activists, inventors and provocateurs tackle the role of creativity in a post-truth world.

- **Forums**
  VARIOUS LOCATIONS
  A series of open discussions facilitated by industry provocateurs will encourage bold debate on thought-provoking and dangerous ideas.

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

- **Creative Entrepreneurship**
  YOU CAN’T DO THAT BACK OF HOUSE
  Curated by ACMI and State Library Victoria, in this stream you will hear from the creators breaking rules to disrupt the creative industries. A chance to explore the journeys of a broad spectrum of creative entrepreneurs and learn how they are inventing new approaches to cultural engagement and developing innovative business models to grow their activity or make it sustainable. The session will also provide information on Foundry658, Victoria’s new creative industries accelerator and other support mechanisms for aspiring creative entrepreneurs.

- **Museum Tours**
  MEET AT THE SUMMIT REGISTRATION DESK
  From the live exhibits that populate the Forest Gallery to the poignant stories that created the Love and Sorrow Exhibition, Melbourne Museum has developed special tours exclusively for the Creative State Summit.
### Day 1 Snapshot

**Thursday 14 June**

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<tr>
<td>8:30 – 9:00</td>
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| 9:00 – 9:30   | Smoking Ceremony & Welcome to Country  
Museum Forecourt |
| 9:40 – 9:45   | Welcome from Lynley Marshall, CEO, Museums Victoria                   |
| 9:45 – 10:00  | Minister for Creative Industries, Martin Foley MP                     |
| 10:00 – 10:15 | Summit Introduction – Michael Williams                                |
| 10:15 – 10:45 | The Role of Culture in a World of Realities – Tea Uglow               |
| 10:45 – 11:15 | Blockchains and the Crypto-City – Prof. Jason Potts                  |
| 11:15 – 11:45 | Why Remember Anything at All? – Nate DiMeo                           |
| 11:45 – 12:45 | LUNCH & NETWORKING                                                   |
| 12:45 – 1:43  | Panel: Artist as Disrupter  
Museum Theatre  
Mama Alto – Jazz Singer & Community Activist  
Moira Finucane – Co-Director, Finucane & Smith  
Candy Bowers – Co-Artistic Director, Black Honey Company  
Genevieve Grieves – Head of First Peoples, Museums Victoria |
| 1:45 – 2:40   | Forum: Round 1  
Freedom of Artistic Expression – How far is too far?  
(Museum Theatre)  
The Creative Industries: Using our power for good and not evil (Activity Room A)  
Fact or furphy? Economic renewal in regional Victoria (You Can’t Do That Back of House)  
Enough already! Do we need more art? (Museum Lounge – Lower Ground Floor)  
Do we want to be a 24 hour city? (Milarri Garden) |
| 2:43 – 3:33   | Forum: Round 2  
As above |
| 3:35 – 4:05   | BREAK                                                             |
| 4:05 – 4:33   | Forum Provocateurs Feedback Session  
Museum Theatre |
<p>| 4:35 – 5:03   | Museums and the 21st Century – a South East Asian Perspective – Aaron Seeto |
| 5:05 – 5:10   | Day 1 Wrap Up – Michael Williams                                   |
| 5:15 – 7:00   | RECEPTION &amp; EXHIBITION ACCESS                                       |</p>
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**Rethinking and Reframing Self-Care in the Arts**

- **Nate DiMeeo**
  - Producer, *The Memory Palace* (Radiotopia)

**Museum Tours**

- You Can’t Do That
- Live Exhibits
- Royal Exhibition Building
- Vertebrate Zoology and Sci Art
- First Peoples
- Love and Sorrow
- Federation Handbells

**Stand Out – Shape Your Sizzle**

- **Artist as Disruptor Panel**
  - Mama Alto – Jazz Singer & Community Activist
  - Moira Finucane – Co-Director, Finucane & Smith
  - Candy Bowers – Co-Artistic Director, Black Honey Company
  - Genevieve Grieves – Head of First Peoples, Museums Victoria

**Not in Our Space – Creating Safe and Respectful Creative Workplaces**

**Reset Password: Rising Above the Status Quo**

- **reset password**
  - Rising Above the Status Quo
DAY 1

Smoking Ceremony & Welcome to Country
9:00 – 9:30 / MUSEUM FORECOURT

KEYNOTE
Welcome from Museums Victoria
9:40 – 9:45 / IMAX
Lynley Marshall
CEO, Museums Victoria

KEYNOTE
Minister for Creative Industries
9:45 – 10:00 / IMAX
Martin Foley MP
Minister for Creative Industries

KEYNOTE
Summit Introduction
10:00 – 10:15 / IMAX
Michael Williams
Director, Wheeler Centre
**KEYNOTE**

**The Role of Culture in a World of Realities**
10:15 – 10:45 / IMAX

**Tea Uglow**
Creative Director, Google Creative Lab

Tea Uglow shares how her team at Google’s Creative Lab explore the notion of certainty, perspective and truth using contemporary technology in partnership with traditional forms of culture to represent the multi-dimensional world around us. Uglow’s examples span theatre, literature and art.

**KEYNOTE**

**Blockchains and the Crypto-City**
10:45 – 11:15 / IMAX

**Professor Jason Potts**
Professor of Economics, RMIT University

A crypto-city is a ‘smart city’ on the blockchain. Like a smart city, a crypto-city utilises data sensing and informatics, but it’s coordinated through distributed systems rather than one centralised system. The data infrastructure of the crypto-city can enable civil society to run local public goods and services, and facilitate economic and social entrepreneurship.

**KEYNOTE**

**Why Remember Anything at All?**
11:15 – 11:45 / IMAX

**Nate DiMeo**
Producer, *The Memory Palace* (Radiotopia)

Hear from Nate DiMeo – creator of long-running storytelling podcast *The Memory Palace* (Radiotopia) – who’ll talk about how our relationship to the past can help us to understand our current thinking on social media, AI, propaganda, and conspiracy theories.

**KEYNOTE**

**Panel: Artist as Disruptor**
12:45 – 1:43 / MUSEUM THEATRE

**Mama Alto**
Jazz Singer & Community Activist (Facilitator)

**Candy Bowers**
Co-Artistic Director, Black Honey Company

**Moira Finucane**
Co-Director, Finucane & Smith

**Genevieve Grieves**
Head of First Peoples, Museums Victoria

In a ‘post-truth’ climate, artists act as vital agents of social change. They become activists and advocates. Through the collision of politics, social justice, identity, and performance, artists work against oppression and disrupt power imbalances. Facilitated by Mama Alto, Moira Finucane, Candy Bowers and Genevieve Grieves discuss the role of the artist as disruptor.

**TOOLBOX**

**Rethinking and Reframing Self-Care in the Arts**
12:45 – 1:43 / TREETOPS

**Tracy Margieson**
Project Manager, Arts Wellbeing Collective, Arts Centre Melbourne

**John Paul Fischbach**
Executive Director, Auspicious Arts Incubator

Creativity requires vulnerability, innovation, energy, commitment and self-care – but making space to nurture these things is often easier said than done. People working in the arts are quick to prioritise creative and artistic output at the expense of their own wellness. This Toolbox will help you to ditch ‘the show must go on’ mentality and rethink your approach self-care.
Forums
There are five forums to choose from. Each forum will run twice.

**Freedom of Artistic Expression – How far is too far?**

**MUSEUM THEATRE**

*Simon Abrahams*
Director, Fringe Festival

*Juanita Pope*
Director of Not-for-profit Law, Justice Connect

Where are the boundaries and limits when it comes to freedom of artistic expression? What can and can’t we say and who gets to decide how far is too far? Do we have the right to tell stories that are not our own? Is there a point where art can go too far?

**The Creative Industries – Using our power for good and not evil**

**ACTIVITY ROOM A**

*Kath Duncan*
Research Associate/Chairperson, Melbourne University/Arts Access Victoria

*Veronica Pardo*
Executive Director, Arts Access Victoria

Access to creative agency is not equal – power and privilege impact people working in the arts, in various ways. Kath Duncan and Veronica Pardo lead a critical conversation, helping you to face your own privilege/s to actively subvert exclusionary employment and engagement in the arts.

**Fact or furphy? Considering the likelihood of arts and culture leading economic renewal in regional Victoria**

**YOU CAN’T DO THAT BACK OF HOUSE**

*Dr Rebecca Coates*
Director, Shepparton Art Museum

*Jason Smith*
Director, Geelong Art Gallery

*Ros Abercrombie*
Creative Producer, Artlands

A recent growth in exciting regional arts and cultural projects and programming sees a renewed focus on their importance as contributors to wellbeing and economic growth. What do we need to ensure that these projects succeed in delivering jobs, growth, engagement, civic pride and prosperity in the way that we all envisage and hope?

**Enough Already! Do we need more art?**

**MUSEUM LOUNGE – LOWER GROUND FLOOR**

*Jamie Lewis*
Artist & Communications Manager, Theatre Network Australia

*Dr Anne Kershaw*
Senior Lecturer in Arts & Cultural Management, Department of Management, Deakin University

Each year Victoria hosts 460 cultural festivals, more than 75,000 live music gigs, 5,000+ events in museum and galleries, 10,000-odd events in performing arts centres – and that’s just the stuff we know about. With only 6 million people living in our creative state, how much art is too much? In an era of ‘peak tv’ – where more programs are made than could ever be watched – are we in danger of reaching peak art?

**Do we want to be a 24 hour city?**

**MILARRI GARDEN**

*Michael Rodrigues*
CEO, TimeOut (Australia)

*Lauren O’Dwyer*
Senior Advisor, Arts Centre Melbourne

24 hour cities need a thriving visitor culture. Without a bridge and an opera house, should Melbourne give up now?

Despite its lock out laws and antiquated investment in the night time economy, Sydney is still known internationally as the place to visit for a first-time trip to Australia. Michael Rodrigues and Lauren O’Dwyer will lead this discussion on the benefits of Melbourne striving to be a 24 hour city, questioning whether that goal is even attainable, and if so, at what cost.
TOOLBOX

Stand Out – Shape Your Sizzle
1:45 – 2:40 / TREETOPS

Ben Starick
Director, Starling Communications

What is your unique appeal? What makes you different? Why should you be chosen? Don’t just say you’re the best – put yourself in your audience’s shoes and have presence, create impact and stand out. Led by Ben Starick from Starling Communications, this session will explore practical approaches to creating assets with punch for your marketing and communications activities.

TOOLBOX

Not in Our Space – Creating Safe and Respectful Creative Workplaces
2:43 – 3:33 / TREETOPS

Catryn Tuckwell
General Counsel, Arts Centre Melbourne

Tracy Margieson
Project Manager of the Arts Wellbeing Collective, Arts Centre Melbourne

The worldwide rise of #MeToo has highlighted the importance of safe and respectful workplaces throughout society, and the creative sector is no exception. This session will explore what zero tolerance to sexual harassment, bullying and misconduct means in a creative workplace and give you practical advice and tools across the domains of culture, prevention and reporting to take back to your organisation.

TOOLBOX

Reset Password: Rising Above the Status Quo
4:05 – 5:03 / TREETOPS

Angie Farrugia
Strategy Director, Bravo

Nick Redwood
Creative Technologist, Bravo

Technological advances are changing the way we live, work, interact and create. Angie Farrugia and Nick Redwood will explore a range of digital trends including advances in user authentication, location awareness and voice activation. This session will help to shed light on what your audience is willing to accept, what they would like to see and how your organisation should adapt.

KEYNOTE

Museums and the 21st Century – a South East Asian Perspective
4:35 – 5:03 / MUSEUM THEATRE

Aaron Seeto
Director, Museum MACAN (Indonesia)

The Museum of Modern and Contemporary Art in Nusantara (Museum MACAN), opened its doors in Jakarta last November. Director Aaron Seeto will share his plans for making the museum – the first of its kind in Jakarta – a cultural and educational change-maker for the megalopolis (city population 12 million and regional 35 million).

KEYNOTE

Day 1 Wrap Up
5:05 – 5:10 / MUSEUM THEATRE

Michael Williams
Director, Wheeler Centre

DAY 1

Reception & Exhibition Access
5:15 – 7:00 / PAULINE GANDEL CHILDREN’S GALLERY
**Arrival and Refreshments**

**9:00 – 9:10**

**KEYNOTES**

**IMAX (Morning) and Museum Theatre (Afternoon)**

**9:10 – 9:20**

Introduction from Katrina Sedgwick, Director, ACMI

**9:20 – 9:35**

Vicki Couzens from the Heart

**9:35 – 10:05**

The Ugly Duckling and How the Pretty Kids Got All the Cake – Kiruna Stamell

**10:05 – 10:35**

Overthink: Fret More, Do Less (And Other Keys to ‘Success’) – Dr Jason Fox

**10:35 – 10:55**

How Are We Telling Old Stories in New Ways? – Mikaela Jade

**10:55 – 11:15**

Can Cultural Organisations Remain Neutral in a Post-Truth World? – Kate Torney

**11:15 – 11:35**

Do Australians Value Creativity? – Dr Rebecca Huntley

**11:45 – 12:45**

**LUNCH & NETWORKING**

**12:45 – 1:03**

Role of Museums in Citizen Engagement – Rohini Kappadath

**1:05 – 1:23**

Canaries and Coal Mines: Women in Games and the Birth of the Alt-Right – Leena van Deventer

**1:25 – 1:43**

Custodians of Truth? – Penelope Bartlau & Padraic Fisher

**1:45 – 2:03**

Mercurial Metropolis – Ghost & Jenkins

**2:05 – 2:23**

Innovation in Music, Models and Collaborations to Continue Song Traditions – Jessie Lloyd

**2:25 – 2:43**

Panel: Creativity, Radical Promise and Young People – Sarah Austin

**2:45 – 3:05**

Games in a Post-Truth World – Lauren Clinnick

**3:05 – 3:35**

**BREAK**

**3:35 – 4:03**

Art Museums and Galleries Are Usually Very Boring – Nick Gray

**4:05 – 4:23**

The Dark Side of Design – Dr. Melis Senova

**4:25 – 4:53**

Storytelling in Detroit: Creating a More Nuanced Portrait of a City – Aaron Foley

**4:55 – 5:00**

Day 2 Wrap Up – Katrina Sedgwick

**5:00 – 5:05**

Thanks & Takeaways – Andrew Abbott

**5:10 – 7:00**

**CLOSE & INFORMAL MEETUP**
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**Speakers:**

- **Kiruna Stamell (UK):** Actress, inc. National Theatre, *Life’s Too Short, Moulin Rouge*
- **Dr Jason Fox:** Author, *How to Lead a Quest*
- **Mikaela Jade:** CEO & Founder, Indigital
- **Kate Torney:** CEO, State Library Victoria
- **Rebecca Huntley:** Author, *Still Lucky?*
- **Rohini Kappadath:** General Manager, Immigration Museum
- **Leena van Deventer:** Co-author, *Gamechangers*
- **Ghost & Jenkins:** HKURBEX
- **Sarah Austin:** Artist, Artistic Director and Researcher
- **Aaron Foley:** City Storyteller in Residence, Detroit
- **Nick Gray:** Founder, Museum Hack
- **Dr Rebecca Huntley:** Author, *Still Lucky?*
- **Rohini Kappadath:** General Manager, Immigration Museum
- **Leena van Deventer:** Co-author, *Gamechangers*
- **Ghost & Jenkins:** HKURBEX
- **Sarah Austin:** Artist, Artistic Director and Researcher
- **Aaron Foley:** City Storyteller in Residence, Detroit
- **Nick Gray:** Founder, Museum Hack
Day 2 Program
Friday 15 June

KEYNOTE
Introduction from the Host
9:10 – 9:20 / IMAX
Katrina Sedgwick
Director, ACMI

KEYNOTE
Vicki Couzens from the Heart
9:20 – 9:35 / IMAX
Vicki Couzens
Artist and Gunditjmara Keerray Woorroong woman

Vicki opens up on her life experiences as a Gunditjmara woman who continues a strong family legacy in working towards recognition of First Peoples sovereignty and self-determination. She has worked in the Aboriginal community for almost 40 years, serving in various community capacity building roles including contributions on Boards and Committees of Management for the Victorian Housing Board, Koorie Heritage Trust and currently as Chairperson for the Victorian Aboriginal Corporation for Languages (VACL).

Vicki is an advocate and practitioner for Victorian Aboriginal cultural heritage and creative cultural expression, reclamation, revitalisation, regeneration and remembering. She is considered a Senior Knowledge Holder of Language and Possum Cloak Story. Vicki has led the revitalisation of Possum Skin Cloaks across southeastern Australia for the past 18 years. Vicki was Senior Curator for Language and Cultural Advisor in the Curatorial Team on the international award winning, First Peoples exhibition at Melbourne Museum.
The Ugly Duckling and How the Pretty Kids Got All the Cake
9:35 – 10:05 / IMAX

Kiruna Stamell (UK)
Actress, inc. National Theatre, Life’s Too Short, Moulin Rouge

“Artists can play important roles as game changers, telling stories that challenge society. I am often disappointed though that too frequently, they just reinforce the status quo, particularly when we are talking about what is and isn’t beautiful, sexy or acceptable as a body. Even when they tell stories about people who are ‘others’ – disabled, have an impairment, or even just a big nose – the truth of the story is undercut because so much praise is heaped on the non-disabled actor, who we all know to be a super-hottie, for playing someone considered undesirable.” – Kiruna Stamell.

Join performer Kiruna Stamell for a discussion about the importance of ‘truth’ when producing work about disability and the disabled experience.

Overthink: Fret More, Do Less (And Other Keys to ‘Success’)
10:05 – 10:35 / IMAX

Dr Jason Fox
Author, How to Lead a Quest

The world is wondrously awash with complexity, paradox and doubt. ‘truths’ are always flawed and incomplete – no one holds the singular ‘right’ answer. And yet – amid this deep and necessary scepticism – we can create new magic and meaning with the broken pieces we hold. Dr Jason Fox will show you how.

How Are We Telling Old Stories in New Ways?
10:35 – 10:55 / IMAX

Mikaela Jade
CEO & Founder, Indigital

How can we digitise and translate knowledge and culture from remote and ancient communities to tell old stories in new ways and reach audiences that were previously out of reach? Hear how Mikaela used drones, 4D mapping software, image recognition technology and cultural law to bring the world’s cultural sites alive through augmented reality.

Do Australians Value Creativity?
11:15 – 11:35 / IMAX

Dr Rebecca Huntley
Author, Still Lucky: Why You Should Feel Optimistic About Australia and Its People & Board Member, Bell Shakespeare Company

Dr Rebecca Huntley reflects on fifteen years of research across the creative industries, sharing insights about the value we place on these industries, what kind of contribution we think they make to our personal lives and to the community, and how supportive we are of government funding them. Huntley explores public attitudes to First Nations creativity and arts, and considers what the flow on effects would be for society if funding for First Nations arts was increased.
**KEYNOTE**

**Keynote: Role of Museums in Citizen Engagement**

12:45 – 1:03 / MUSEUM THEATRE

Rohini Kappadath  
General Manager, Immigration Museum

In a ‘post-truth world’ museums have a responsibility to deliver social discourse that’s grounded in facts, and to shine light on media distortion that subverts social cohesion. Immigration Museum General Manager, Rohini Kappadath, discusses the need for museums to collaborate across cultures in order to engage with the citizens of rich multicultural societies.

**TOOLBOX**

**Working with Aboriginal and Torres Strait Islander Organisations, Community and Creative Practitioners**

12:45 – 1:23 / TREETOPS

**PART ONE:**  
**COLONISATION, CULTURE AND CHANGE**

Uncle Jim Berg

“Colonisation resulted in the loss of Country, Culture, Language, and Spirituality for my People. Culture can change lives. We became empowered in the 1970’s, and we began to fight for changes which are having a huge impact on our survival. This is my story.” – Uncle Jim Berg

**PART TWO:**  
**WORKING WITH RESPECT AND TRUST**

Julie Saylor Briggs  
Aboriginal Partnerships Manager, Creative Victoria

Join us for our overview on how to best engage with First Peoples of Victoria, in accordance with the historical context and political environment. Learn about the importance of knowing cultural protocols and acting with respect and trust.

**KEYNOTE**

**Canaries and Coal Mines: Women in Games and the Birth of the Alt-Right**

1:05 – 1:23 / MUSEUM THEATRE

Leena van Deventer  
Co-author, *Gamechangers*

“Before they elected a president and ushered in a post-truth era, armies of online trolls practiced and refined their techniques on women in the games industry in order to test whether fear would Trump reason. We were the canaries in the coal mine, and no one noticed.” – Leena van Deventer.

Leena van Deventer on women in games and the alt-right.

**CREATIVE ENTREPRENEURSHIP**

**An Introduction to Creative Entrepreneurship**

12:45 – 1:03 / YOU CAN’T DO THAT BACK OF HOUSE

Anna Burkey  
Head of StartSpace, State Library of Victoria

Helen Simondson  
Head of ACMI X and Special Projects, ACMI

**CREATIVE ENTREPRENEURSHIP**

**Panel: Building Startups in the Creative Industries**

1:05 – 2:03 / YOU CAN’T DO THAT BACK OF HOUSE

Bonnie Shaw  
Strategy Lead, Smart City Office, City of Melbourne

Prof Jon McCormack  
Founder & Director, SensiLab, Monash University

Sarah Moran  
Co-Founder, Girl Geek Academy

Helen Simondson  
Head of ACMI X and Special Projects, ACMI

Anna Burkey  
Head of StartSpace, State Library of Victoria (Chair)

How can we better support innovation and introduce new ways of working to the creative industries? This session explores the opportunities and challenges of creative entrepreneurship with input from experts from inside and outside the creative industries including ACMI X, City of Melbourne’s Smart City Team and Monash University’s new SensiLab.
KEYNOTE

Custodians of Truth?
1:25 – 1:43 / MUSEUM THEATRE

Penelope Bartlau
Artistic Director, Barking Spider Visual Theatre
Padraic Fisher
Director, National Wool Museum

In a world where we no longer believe what we read or hear, when the visitor has more information in their pocket than we could ever curate, who are the custodians of truth and keepers of facts? How do cultural institutions engage the public in interpretation and what is the role of the museum and gallery in this rubbery post-truth world?

TOOLBOX

Money, Money, Money
1:25 – 2:03 / TREETOPS

Bruce Argyle
State Manager Victoria and Tasmania, Community Sector Banking

This Toolbox is delivered by a banker with a not-for profit background (also a comedian). It’s an opportunity to talk money – even though most of us would prefer not to. Learn how to get it, work it and stretch it.

KEYNOTE

Mercurial Metropolis
1:45 – 2:03 / MUSEUM THEATRE

Ghost
HKURBEX
Jenkins
HKURBEX

HKURBEX, a collective of adventurous content creators, have made it their mission to document abandoned sites across the world. For them, creativity is an essential outlet in bringing new meanings to lost spaces. Their code? Take nothing but pictures, leave nothing but footprints and kill nothing but time.

KEYNOTE

Innovation in Music, Models and Collaborations to Continue Song Traditions
2:05 – 2:23 / MUSEUM THEATRE

Jessie Lloyd
Performer, Producer & Creative Entrepreneur

As a musician, producer and creative entrepreneur, Jessie shares lessons from her experience of producing, performing and progressing Indigenous music through innovative concepts, collaborative projects and cultural practice. How does she maintain an authenticity that contributes to the rich diversity of Australian arts and its audiences, while working towards positive and progressive social opportunities, values and attitudes?

CREATIVE ENTREPRENEURSHIP

The Roller Coaster Ride of Scaling an Art Practice
2:05 – 2:23 / YOU CAN’T DO THAT BACK OF HOUSE

Mei Lim
Communications Director, Mosster Studio, Participant in ACMI Xcel

Mei Lim, is a co-founder of Mosster, an award-winning design studio that transforms physical spaces into places that blow your mind using art, design and technology. Mei Lim will share the highs and lows of their transformative journey, searching for scalability and sustainability while staying true to their intention as creative artists.
Pitching to Partners – Grabbing the Attention of Producers and Presenters
2:05 – 3:03 / TREETOPS

Jo Porter
Producer & Consultant

Whether presenting to a room of indifferent festival reps, chatting with a gatekeeper or describing your idea to a creative collaborator – pitching to people whose support you want can be both intimidating and exhilarating. Producing a new work requires broad partnerships that extend beyond the key creative and technical team to presenters, funders, producers, investors, marketers and audiences. This is a workshop to help you develop the way you pitch your work. Bring your project idea and/or questions for this hands-on session.

Virtual River Yarns
2:25 – 3:05 / YOU CAN’T DO THAT BACK OF HOUSE

Brett Leavy
Virtual Heritage Jedi

Explore how virtual storytelling depicts traditional knowledge, cultural connection and community via the application of virtual heritage. Learn about the processes, procedures and methodologies of designing and deploying cultural heritage within virtual reality.

Games in a Post-Truth World
2:45 – 3:05 / MUSEUM THEATRE

Lauren Clinnick
Managing Director, Lumi Consulting

In a ‘post-truth world’, creatives in the games industry are crafting experiences that reflect the best and worst of humanity. This talk will highlight the unique part that games play in the current creative landscape and will push you to experiment with games as a medium – no coding skills required.

Art Museums and Galleries Are Usually Very Boring
3:35 – 4:03 / MUSEUM THEATRE

Nick Gray
Founder, Museum Hack

Today’s audiences want to be entertained before they are educated. How does this apply to the world of art museums and galleries? Museum Hack provides ‘renegade tours’ at America’s top museums, including the Metropolitan Museum of Art in New York City and the Smithsonian National Portrait Gallery in Washington, DC.

Join founder Nick Gray for a discussion about how cultural institutions can turf tradition to create fresh new perspectives and experiences for audiences.
**CREATIVE ENTREPRENEURSHIP**

**Stumbling Into Startupland**
3:35 – 4:03 / YOU CAN’T DO THAT BACK OF HOUSE

Virginia Murdoch
Founder, Bookish

“I didn’t realise I had a startup until people started treating us like one.” Virginia Murdoch is lead product manager at Australian startup, Culture Amp. Before that she developed the ebook platform Bookish (RIP). Hear about her experience as a creative who has been thrust into the world of MBA-toting entrepreneurs.

**TOOLBOX**

**Masterclass: Research School of Management Lego Serious Play**
3:35 – 4:53 / TREETOPS

Dr Stephen Dann
Senior Lecturer, Marketing, Research School of Management, ANU College of Business & Economics

This hands-on Toolbox session gives you the opportunity to transfer experiences of the Creative State Summit into something tangible using the LEGO® SERIOUS PLAY® methodology, a model-making process designed to enhance innovation and business performance.

Walk away with a single pledge that sums up how you will apply an idea, raised over the two-day event, in a practical way.

**KEYNOTE**

**The Dark Side of Design**
4:05 – 4:23 / MUSEUM THEATRE

Dr. Melis Senova
Founder, Huddle

We often design with good intentions – sometimes those intentions are realised, sometimes they are not. Dr Senova takes us on an exploration of boundaries. A provocative journey questioning where our influence starts and stops, and what we need to do as people to ensure our work manifests as we intend it.

**KEYNOTE**

**Thanks & Takeaways**
5:00 – 5:05 / MUSEUM THEATRE

Andrew Abbott
Deputy Secretary, Creative and Visitor Economies and Chief Executive, Creative Victoria – Department of Economic Development, Jobs, Transport and Resources

This is the story of Bluethumb; Australia’s online art marketplace created to empower Australian artists and help them build a sustainable career in the arts. Bluethumb is reflective of the contemporary arts environment, and navigates relationships between government, artists and commercial enterprise.
A creative state is nothing without creative people.

We’re proud to back creative Victorians through support for:

- New work
- Professional development
- First Peoples in the creative industries
- Regional creatives
- International engagement
- Reaching new markets and audiences
- Working with communities
- Marketing
- Working in schools
- Research and development
- Business and skills development
- And more

Find out about Creative Victoria’s funding programs, news and opportunities at creative.vic.gov.au

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