

## Wednesday 22<sup>nd</sup> August 2018 [Drum Theatre, City of Greater Dandenong](#)

Time	Activity
	Welcome to the <a href="#">City of Greater Dandenong</a> Mayor Cr Youhorn Chea
4.00pm	Master of Ceremony Tilla Buden, Manager Community Arts, Cultural and Library Services, <a href="#">City of Greater Dandenong</a>
4.30pm	Poetry performance by <a href="#">Abdul Hammoud</a> UCLG vision for culture and sustainable cities <i>Jordi Balta Advisor, Culture in Sustainable Cities,</i> <a href="#">Committee on Culture, United Cities and Local Governments (UCLG)</a>
5.30pm	Q&A <i>Greg Box, Manager Arts Culture and Heritage, <a href="#">Yarra Ranges Council</a></i> Networking Drinks - <a href="#">Drum Theatre</a>
6.30pm - 8.30pm	Buffet Dinner - <a href="#">Walker Street Art Gallery</a>



### Jordi Baltà Portolés

Consultant/Project Manager Culture and International Affairs

Advisor Culture in Sustainable Cities, Committee on Culture, United Cities and Local Government (UCLG) will share the UCLG vision for culture and sustainable cities. Jordi is in Melbourne from Barcelona and has experience in project planning, implementation and evaluation, conference design and management. Research and consultancy in cultural policy and international cultural relations.



### Abdul Hammoud Spoken Word Artist

Abdul Hammoud is a spoken word artist based in Melbourne by way of Lebanon, a country that he is still captivated by and connects to. Abdul has performed alongside poetic giants like Luka Lesson, Ken Arkind, Anis Mojgani, Sarah Kay, Taylor Mali and Shihan. He has also managed to teach numerous writing classes and workshops for schools and various organizations. His art has taken him as close as New Zealand and as far as the United States, as well as to his beloved home country.

## Thursday 23<sup>rd</sup> of August 2018 Southbank Theatre, Melbourne Theatre Company

Time	Activity
9.30am	Welcome <i>City of Bendigo</i> Councillor Rod Fyffe OAM, <i>Municipal Association of Victoria</i> Board Member and MAV Arts & Culture Committee Chair
	Welcome to Country Jaeden Williams, <i>Boon Wurrung Foundation</i>
10.00am	<b>MTNS MADE:</b> Leverage locally to establish a cultural brand Jacqueline Brinkman, CEO, <i>Economic Development Australia</i>
11.00am	<b>Libraries After Dark:</b> Late night venue, safe haven, community hub Melanie McCarten, Senior Coordinator Darebin Libraries - strategy & business <i>City of Darebin</i> , & Judy Spokes, Social Planner, <i>Moreland City Council</i>
11.30am	Morning break
12.00pm	<b>Planning For Sustainable Cultural Places</b> Jordi Baltà Portolés, Consultant/Project Manager Culture and International Affairs
1.00pm	The Value of Evidence: compel by combining statistics with story Vicky Guglielmo, Manager Creative Culture, <i>City of Darebin</i>
1.30pm	Lunch Break and Arts & Culture Ecosystem Expo - <i>The Arts Industry Council of Victoria (AICV)</i> (upstairs foyer) <i>Public Galleries Association Victoria, Regional Arts Victoria, Arts Access Victoria, Victorian Association of Performing Arts Centres, Multicultural Arts Victoria, Writers Victoria, Museums Australia (Victoria), Ausdance Victoria, Theatre Network Australia, Music Victoria</i>
2.30pm	Aboriginal Enterprise: how to best support economic impact & growth <i>Liz Allen</i> , Aboriginal Economic and Social Inclusion Consultant
3.00pm	Reinventing After the Wheel: Strategy for <i>A Clever and Creative Future</i> Jane Wager, Coordinator Social Equity and Safety, Acting Manager Arts and Culture Department, <i>City of Greater Geelong</i>
3.30pm	Striving for Balance: Gender Equity by 2022 Bonnie Dalton, General Manager, <i>Victorian Music Development Office (VMDO), Music Victoria</i>
4.00pm	<b>MAV Local Government Live Music Toolkit</b> - introduction Francesca Valmorbida, Arts & Culture Policy Advisor, MusiMAV
4.30pm - 5.30pm	Live Music: growth through local music industry Helen Marcou, Co-founder SLAM, Co-owner <i>Bakehouse Studios</i> , Member Live Music RoundTable

## Presenters



**Councillor Rod Fyffe OAM**  
Greater Bendigo City Council

A Councillor since 1996, Rod represents the Rural North Central Region on the Municipal Association of Victoria Board. He has served four terms as Mayor and was the first person to serve as Deputy Mayor. In 2013 Cr Fyffe was awarded an Order of Australia in the Queen's Birthday Honours List for his services to Local Government. Rod is Chair of the MAV Arts and Culture Committee and a long-term advocate of the Arts, collaboration and innovation.



**Jacqueline Brinkman**  
Economic Development Australia Ltd  
Chief Executive Officer

**MTNS MADE: Leverage locally to establish a cultural brand**

Jacqueline will provide an economic case study of MTNS MADE, the formation of the Blue Mountains Economic Enterprise and a practical overview of the organisation's achievements and the accompanying data that demonstrates the ongoing positive impact of the arts on the region and the success of the campaign.

**Judy Spokes**  
Moreland City Council  
Social Planner

**Melanie McCarten**  
City of Darebin  
Senior Coordinator Darebin  
Libraries - strategy & business

**Libraries After Dark: late night venue, safe haven, community hub.**

A unique gambling harm prevention initiative funded by Victorian Responsible Gambling Foundation (VGRF), led by Moreland City Council and delivered in partnership with the Councils of Darebin, Hume and Whittlesea, Yarra Plenty Regional Library and the Victorian Local Governance Association. Judy and Melanie will outline the aim of the pilot which is to create a 'community lounge' in areas where alternatives in the evening are absent or limited, and gambling venues are too often a compelling but risky option.





**Jordi Baltà Portolés**

Consultant/Project Manager Culture and International Affairs

**Planning for Sustainable Cultural Places**

Local cultural policies can become stronger when integrated in holistic, long-term planning and supported by participatory mechanisms. New approaches to planning and governance are increasingly enabling local governments and communities to explore the synergies between the cultural, social and economic dimensions of development. Jordi will present examples of this, drawing on the research, capacity-building and advocacy work of the Committee on Culture of United Cities and Local Governments (UCLG).



**Vicky Guglielmo**

City of Darebin

Manager Creative Culture

**The Value of Evidence: compel by combining statistics with story.**

How Darebin Arts have used data from the Economic Value and Social Benefit of the Arts Project commissioned in May 2016 from Geografia to illustrate the economic value and social benefit of the arts and creative sector across the municipality. Together, statistics and story are a compelling to develop and deliver impactful arts and culture programs and plan for the future. This valuable case study demonstrates how a council can value their creative sector to effectively work across council and plan with their community.



**Liz Allen**

Liz Allen Consultancy

Aboriginal Economic and Social Inclusion Consultant

**Aboriginal Enterprise: how to best support economic impact & growth.**

Victorian Government currently has a number of strategies and objectives including Social Procurement Framework and Social Enterprise Strategy which includes purchasing from Victorian social enterprises and Aboriginal businesses. Liz is a proud Wurundjeri and Dja Dja Wurrung woman from Aboriginal Victoria who is working with MAV and local government in support the Aboriginal communities by procurement and employment for Aboriginal people. This includes workshops with councils to share procurement and employment initiatives and practices across the State.



### Jane Wager

#### City of Greater Geelong

Coordinator Social Equity and Safety | Acting Arts and Culture Manager

#### Reinventing After The Wheel: developing a strategy for the future

The City of Greater Geelong has been planning for the future after a period of great change. The result of an exhaustive community consultation, is an integration of department strategies and a plan that aims to provide for the future. The Council launched [A Clever and Creative Future](#) earlier this year. It is ambitious, comprehensive, inclusive, easy to read and understand, and best of all reflects the community it wants to be.



### Bonnie Dalton

#### Victorian Music Development Office (VMDO)

General Manager

#### Striving for Balance: Gender Equity by 2022

Bonnie Dalton will oversee the office recently established to support Victorian musicians, music industry professionals and industry organisations with the aim to create, develop and showcase Victorian contemporary music. Bonnie will introduce the VMDO and discuss [Music Victoria's](#) aim to join Festivals around the world who strive to address gender inequality on stage. The days of male-dominated music festivals could be drawing to a close, after 45 events pledged in February to achieve a 50/50 gender balance by 2022. Can local government help close the gap?



### Helen Marcou

Co-founder at SLAM (Save Live Australia's Music) Ltd

Co-owner Bakehouse Studios

Member of the Live Music RoundTable

#### The value of the Live Music Industry to Victoria

Helen Marcou puts a Victorian voice to Music, Enterprise and the value of planning and working with Industry to provide for economic, cultural and social growth through music. From SLAM was born the Live Music Roundtable, the Agent of Change, a review of SEPP N-2, a guide from the EPA that supports festivals and event organisers, and now a Toolkit for Local Government. It is the reason why Visit Victoria is embracing Music as one of its key pillars and why your council may like to do the same.