

PG Public
Galleries
AV Association
Victoria

Effective Communication for Galleries

When: Tuesday 17 April 2018

Where: Latrobe Art Institute
121 View Street
Bendigo VIC 3550

**Professional Development
Program 2018**

Semester 1, Session 3



Effective Communication for Galleries

Tuesday 17 April 2018

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Where: Latrobe Art Institute
121 View Street
Bendigo VIC 3550

Communicating complex ideas in meaningful ways is critical to engaging audiences for the visual arts. In this short course you will learn how to write content for a wide range of purposes using Plain English - curatorial statements, descriptive panels, catalogue essays, promotional materials, and more.

The session will include presentations from Kate Ryan, the Truby and Florence Williams Curator of Children's Programs with the NGV, who will discuss creating content specifically for younger audiences and families; Mark Orlandi who will provide insight into Bendigo Art Gallery's use of social media; and a practical Plain English workshop facilitated by Andrew Pegler of Andrew Pegler Media.

Presenter

The Public Galleries Association of Victoria is the peak body for public galleries, and is proud to deliver an enhanced Professional Development Program in 2018 as part of its commitment to facilitating capacity building across the sector.



Presentation Partners

The PGAV wishes to thank the following *Effective Communication for Galleries* Presentation Partners.

BENDIGO
ART GALLERY

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editing and
copy writing. **E**
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Organisation Supporters

The PGAV is supported by the Victorian Government through Creative Victoria and receives significant in-kind support from the National Gallery of Victoria.

NATIONAL GALLERY
OF VICTORIA NGV

CREATIVE VICTORIA

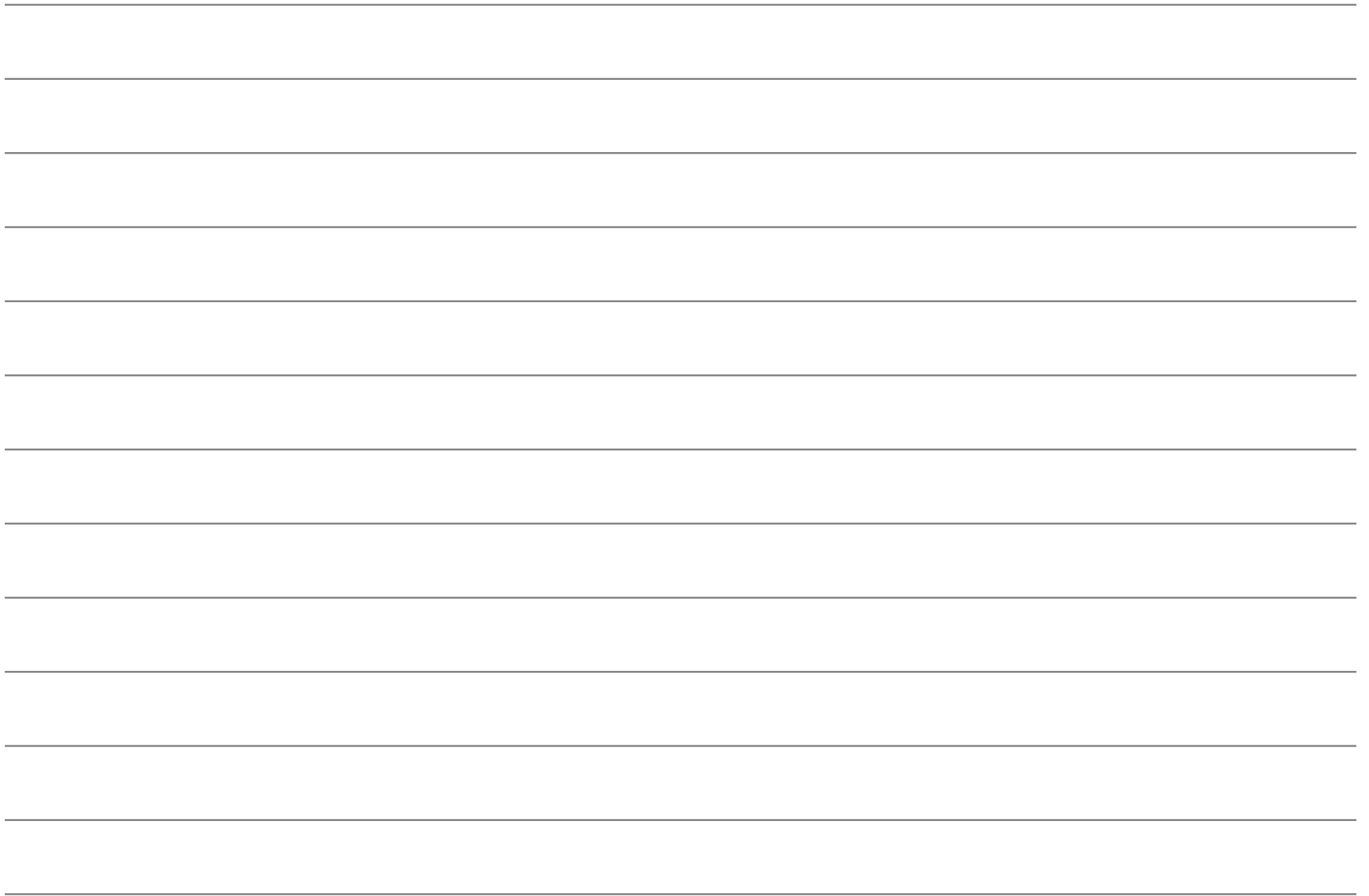
Tuesday 17 April 2018

Latrobe Art Institute: 121 View Street, Bendigo VIC 3550

Please enter via the main entrance, where you will be directed to registration and presentations.



TIME	SESSION	PRESENTERS
10.50 am	WELCOME	ERIC NASH, PGAV
11 am	PRESENTATION: Communications to engage young audiences.	KATE RYAN, National Gallery of Victoria
11.45 am	PRESENTATION: Social media and maintaining a unique voice.	MARK ORLANDI, Bendigo Art Gallery
1 pm	WORKSHOP: Plain English Workshop; writing and editing various gallery-specific communications to ensure their effectiveness.	ANDREW PEGLER, Andrew Pegler Media
4 pm	EXHIBITION TOUR: Immediately following the <i>Effective Communication for Galleries</i> sessions, participants will be welcome to take a private guided tour of the major Bendigo Art Gallery exhibition, <i>New Histories</i> .	JESSICA BRIDGFOOT, Bendigo Art Gallery



Presenters



Jessica Bridfoot
Curator,
Bendigo Art Gallery

Jessica has held diverse roles in the arts, working as a project manager for a contemporary performance organisation in Glasgow (2006) and later as the founding Director of Alluvial Gallery in central Victoria (2006-2007) dedicated to the presentation of contemporary art in a regional context. From 2007-2011 Jessica was Gallery Manager of John Buckley Gallery, Melbourne and curated numerous shows by leading Australian artists. From 2011-2014 Jessica was the inaugural Visual Arts Program Manager at Substation, Melbourne. Jessica lives in Kyneton, Victoria where she is a member of the curatorial collective Kyneton Contemporary. Jessica commenced her curatorial role at Bendigo Art Gallery in October 2016.



Eric Nash
Professional Development Officer,
Public Galleries Association of
Victoria

Eric joined the PGAV having served as Curator, Gallery Services at Perc Tucker Regional Gallery and Pinnacles Gallery in Townsville from 2013 to 2016. In this role Eric was responsible for the development and delivery of exhibitions, festivals, and programs, and significantly contributed to the creation and implementation of a visual arts strategy and business plan, as well as professional development programs. More recently Eric served as the Arts and Culture Officer at Melton City Council, and is currently the General Manager - Operations at the Centre for Contemporary Photography.



Mark Orlandi
Marketing & Audience Engagement
Officer, Bendigo Art Gallery

Mark Orlandi is the Marketing & Audience Engagement Officer at Bendigo Art Gallery. Each exhibition at the Bendigo Art Gallery requires the development of a unique communications strategy. Mark is responsible in creating these strategies and their subsequent implementation. Mark's role is to keep the voice of Bendigo Art Gallery clear and consistent to its broad and varied audience, from updating the website to content creation on social media, from print ads to video. Mark has a particular interest in online communication and the potential that it offers to engage a greater audience. Mark's background in destination marketing successfully prepared him for the communication complexities of a regional art gallery.

Presenters



Andrew Pegler

Principal, Andrew Pegler Media

Award winning plain English editor and writer Andrew Pegler believes that sometimes words are just not enough ... especially clumsy, badly written ones.

He formed [Andrew Pegler Media](#) 15 years ago in the belief that everyone should have access to easy-to-understand, concise information. He calls this plain English and is a loud and proud enemy of gobbledegook, waffle, officialese, legalese and bureaucratese. His plain English clients include CGU Insurance, ANZ, the Prime Minister's Department, Sustainability Victoria, NAB and Rio Tinto.

Andrew's lively plain English workshops are enjoyed by governments, corporations and academic institutions.

He talked at Clarity, the global conference on plain English, and is talking for the second year running about plain English and the law during Victorian Law Week 2018.

Andrew has been a co-host of the "The Conversation Hour" on 774 ABC Melbourne and a commentator on ABC TV. He has written opinion for The Age and his two books are *John Howard's Little Book of Truths* and *The Bugle's Dickionary*. He edited the *Monash Business Review* for three years and wrote and taught *An Introduction to Advertising* course at Monash University for three years.

Andrew agrees with Albert Einstein that *"everything should be made as simple as possible, but not one bit simpler."*



Kate Ryan

**The Truby and Florence Williams
Curator of Children's Programs,
National Gallery of Victoria**

Kate Ryan is The Truby and Florence Williams Curator of Children's Programs at the NGV. Under the leadership of NGV's Executive Management, her key role is commissioning artists to develop and realise participatory exhibitions and projects for children and families as well as lead on the delivery of an annual program of workshops, events and programs for children. Kate is also the author of the NGV's award-winning series of publications for children.

Venue

Latrobe Art Institute

121 View Street, Bendigo VIC 3550

Bendigo is approximately 150 kilometres north-west of Melbourne, the Latrobe Art Institute is located in View Street, in the heart of the Bendigo arts precinct.

By Car: Estimated travelling time from Melbourne to Bendigo is 90 minutes.

Parking: In and adjacent to the CBD of Bendigo there are more than 5000 public car parking spaces. The city offers a range of parking options both on and off street.

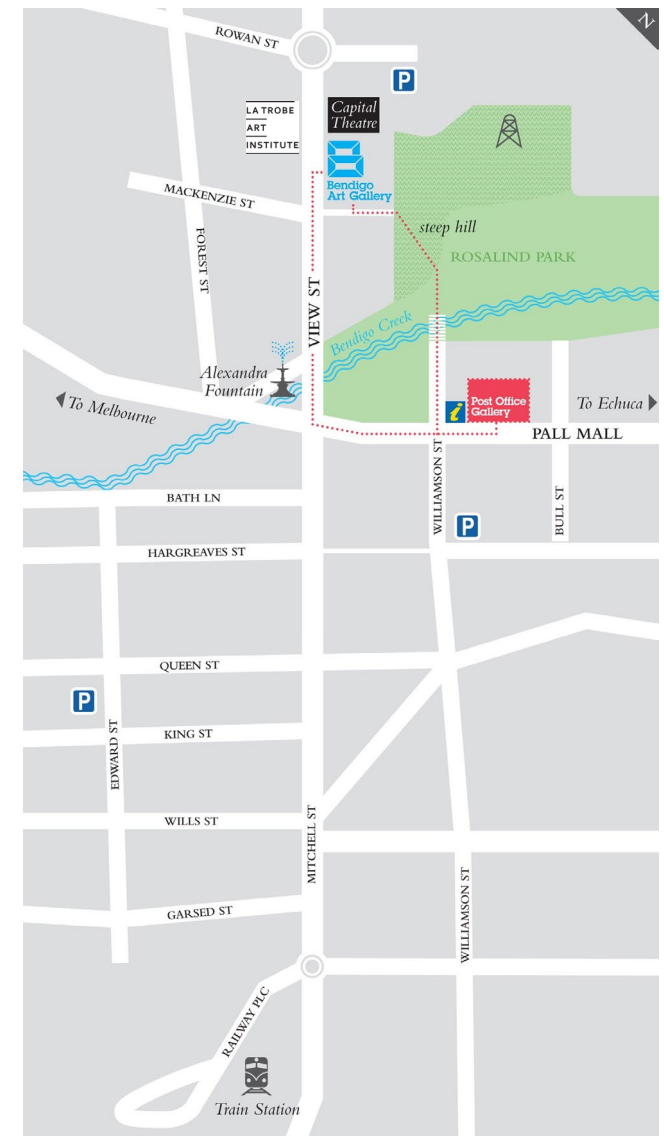
The best off-street ticket machine car park located within a short walk of Latrobe Art Institute is the Rosalind Park carpark (just behind The Capital Theatre and Bendigo Art Gallery - enter at the junction of View and Rowan streets). The two ticketed multi storey car parks located within a short walk of Latrobe Art Institute are the Edward street multi storey car park and the Hargreaves street multi storey car park. See map for locations.

For carpark opening hours and more information about parking in Bendigo visit www.bendigo.vic.gov.au/Services/Roads-and-Parking/Parking/Where-to-park.

By Train: V-Line offers a regular rail service to Bendigo; the Latrobe Art Institute is an easy 1 kilometre walk through central Bendigo from the station. Estimated travelling time from Melbourne to Bendigo is 90 minutes by train. Walking from Bendigo Train Station to the Gallery takes approximately 15 minutes. Alternatively, from Bendigo Train Station you can catch a number 50, 52, 53, 54 or 55 bus.

For Bendigo train time tables, fares, maps and travel information visit www.vline.com.au or phone V/Line on 1800 800 007.

For Bendigo bus timetables visit www.christiansbus.com.au or www.ptv.vic.gov.au/.



Exhibition Tour



Image: Edward Hopley, *A Primrose from England* (detail) c 1855, oil on canvas, Gift of Mr & Mrs Leonard V Lansell 1964 Collection of Bendigo Art Gallery

New Histories

Immediately following the Professional Development session *Effective Communication for Galleries*, participants will be treated to a private guided tour of the exhibition *New Histories* by Curator, Jessica Bridgfoot. In *New Histories* contemporary artists reimagine ten historic works from the 19th and early 20th century Australian and European collection of Bendigo Art Gallery. Informed by technological, social, environmental, political and historical events that have occurred since the original work's creation, artists in the exhibition revisit interpretations of Australian and European histories through the lens of contemporary culture.

Working across mediums of performance, sound, film, painting and textiles, historic and contemporary artworks will be reframed in a series of installations throughout the contemporary and heritage courts of the Gallery. *New Histories* challenges the nature of art as historic record and the role of the artist and the museum as documenter, and commentator of the world.

Artists

Denis Chapman
Seecum Cheung, Maike Hemmers, Pilar Mata Dupont, Isabelle Sully,
and Flora Woudstra
Gabrielle de Vietri
FAMILY FIRST! (Devon Ackermann & Paul Yore)
Juan Ford
Andrew Goodman
Bridie Lunney
Phuong Ngo
Jacques Soddell
Christian Thompson

Curator

Jessica Bridgfoot