



Influence and Negotiation Skills

When: Wednesday 5
September 2018
Where: Ian Potter Centre:
NGV Australia
Federation Square
Melbourne VIC 3000

**Professional Development
Program 2018**
Semester 2, Session 9

BOOKINGS CLOSE MIDDAY 30 AUGUST 2018

BOOK NOW



Influence and Negotiation Skills

Wednesday 5 September 2018

When: 10am - 4pm,
Wednesday 5 September 2018
Where: Ian Potter Centre: NGV Australia
Federation Square
Melbourne VIC 3000

This short course will provide you with the skills to influence and build credibility inside and outside the gallery, as well as equipping you with practical tools and techniques for managing negotiations with key stakeholders.

The session will include an insight into critical influencing skills for gallery directors as detailed by **Kelly Gellatly**, the Ian Potter Museum of Art; hints to securing positive outcomes within a local government context with the Municipal Association of Victoria's **Francesca Valmorbida**; and a look at partnership development in an independent arts organisation context as discussed by Next Wave's **Susannah Day**.

Creative Victoria's **Jane Crawley** will host a dynamic panel discussion, featuring knowledgeable panelists **Neil Pharaoh**, **Judy Buchan**, and **Rebecca Coates**, interrogating public galleries' approaches to fostering positive relationships with government, funders and key stakeholders. Linden New Art's **Melinda Martin** will then facilitate a discussion with participants about their negotiation and influence experiences and needs.

The session will conclude with a guided tour of the National Gallery of Victoria's stunning exhibition, *Baldessin/Whiteley: Parallel Visions* with NGV's Senior Curator of Australian Art, **David Hurlston**.

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 *Influence and Negotiation Skills* Presentation Partners.



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.



Wednesday 5 September 2018

Ian Potter Centre: NGV Australia, Federation Square, Melbourne VIC 3000



Registrations:
from 10 am



Lunch:
12.15 pm



Afternoon Tea:
2.30 pm

TIME	SESSION	PRESENTERS
10.25 am	WELCOME	ERIC NASH, PGAV
10.30 am	PRESENTATION: Insight into the influence and negotiation skills required of a Gallery Director	KELLY GELLATLY, The Ian Potter Museum of Art
11am	PRESENTATION: Influencing within local government: achieving large scale and generational projects and reporting alignment	FRANCESCA VALMORBIDA, Municipal Association of Victoria
11.30 am	PRESENTATION: Partnership development, community engagement and balancing commercial and artistic priorities	SUSANNAH DAY, Next Wave
1 pm	PANEL DISCUSSION: Fostering positive relationships with government, funders and key stakeholders	JANE CRAWLEY, Creative Victoria (Chair) NEIL PHARAOH, Campaigning and government relations consultant JUDY BUCHAN, Fundraising, philanthropy and sustainability specialist REBECCA COATES, Shepparton Art Museum
1.30 pm	FACILITATED OPEN DISCUSSION: Opportunity to discuss your negotiation and influence experiences and needs with your peers, in an open discussion facilitated by Melinda Martin.	MELINDA MARTIN, Linden New Art
3 pm	EXHIBITION TOUR: A tour through the NGV's exhibition <i>Baldessin/Whiteley: Parallel Visions</i>	DAVID HURLSTON, NGV

Notes and Questions

Use this space to record any notes from the session, or to write down questions you would like to raise during the panel discussion.

Presenters



Judy Buchan

Specialist in fundraising, philanthropy and building sustainability in the NFP sector

Judy is a skilled communicator with strong relationship management skills in leading a team, building stakeholder engagement and driving business and philanthropic outcomes.

With a professional background across government, corporate and the social sectors, Judy's career has spanned state and federal politics; marketing and communications for an international insurance company; strategic communications consulting and for the past ten years, working in philanthropy and fundraising, primarily in creative arts. In recent times Judy worked at the St Vincent's Hospital Foundation and in Advancement at the University of Melbourne.

She is a Board Director for the Pinnacle Charitable Foundation and a member of the NGV Women's Association.

Judy is passionate about the arts and culture and her education includes Degrees in both Business and the Arts and a Masters in Management. She sees some of her greatest professional achievements as building financial sustainability for not-for-profit organisations through a focus on strategic partnerships; stakeholder relations; sound fundraising practices and donor development.



Rebecca Coates

Director, Shepparton Art Museum

Rebecca Coates is Director of Shepparton Art Museum (SAM), a position she has held since 2015. Located in regional Victoria, SAM is recognised for its national collection of Australian ceramics and is currently working with architects Denton Corker Marshall to develop a new purpose built art museum to be completed in 2020.

Rebecca has extensive professional art museum and gallery experience in both Australia and overseas, as a curator, writer and lecturer. Previous roles have included lecturer in art history and art curatorship, University of Melbourne; associate curator at the Australian Centre for Contemporary Art (ACCA); the Melbourne International Arts Festival; the Museum of Modern

Art, Oxford; the National Gallery of Victoria, Melbourne and the old ACCA, in its previous home in the Domain. Rebecca speaks and writes regularly on contemporary art and theory, curatorial practice, and art in the public realm, and has held a number of board and advisory roles, as chair of City of Melbourne's Public Art Advisory panel, City of Stonnington, and the Australian Tapestry Workshop. She was awarded a PhD in Art History from the University of Melbourne in 2013.

Presenters



Jane Crawley

**Director, Arts Sector Investment,
Creative Victoria**

Jane Crawley leads a team of arts sector specialists with responsibility for the design and management of funding programs, strategic partnerships and special initiatives that support Victoria's arts and cultural sector.

Jane is an innovative and creative public sector leader with a track record in guiding large and complex arts departments and portfolios as an executive manager. Prior to joining Creative Victoria in September 2016, she was Manager of Arts Melbourne with Melbourne City Council (2010 - 2016) where she led a range of significant initiatives including Australia's first local government Arts Infrastructure Framework;

strategic partnerships with key arts agencies; and the revitalisation of Arts House as Melbourne's centre for contemporary and experimental performance.



Susannah Day

**Head of Programs & Operations
(Brunswick Mechanics Institute),
Next Wave**

Susannah is a producer and program manager with Martu, English and Irish heritage, who over the past decade has worked in Australia, the UK and Indonesia. She is currently Head of Programs & Operations at Brunswick Mechanics Institute, managed by Next Wave, where she leads a small team to present an annual program of live performance and creative development. She was instrumental in the foundation year, establishing systems and process, forging partnerships and developing a strategic vision for the venue.

Prior to joining Next Wave, Susannah coordinated biennial contemporary dance festival *Dance Massive* in 2017, held the position of Program

Producer at contemporary multi-arts space The Substation and from 2012 – 2016, Producer at The Blue Room Theatre in Perth – program managing and curating over 45 productions per year. She has also worked with Frantic Assembly (UK), PPG Kesenian (Indonesia) and Propel Youth Arts WA.

Susannah currently sits on the Moreland Arts Board and has previously sat for a term as an Australia Council peer, WA Department of Culture and the Arts peer assessor, Creative Partnerships Australia panellist and was the 2010 DCA Young People and the Arts Fellow.

Presenters



Kelly Gellatly

**Director
Ian Potter Museum of Art**

Kelly Gellatly is the Director of the Ian Potter Museum of Art at the University of Melbourne. Prior to taking up the role in 2013 she was Curator of Contemporary Art at the National Gallery of Victoria, Melbourne. She has also held curatorial positions at Heide Museum of Modern Art, Melbourne and the National Gallery of Australia, Canberra. Kelly has curated more than 30 exhibitions of the work of leading Australian and international artists and has published extensively on contemporary art and photographic practice.

In her time as Director, Kelly has driven major organisational change, increased the Potter's public profile and enabled significant growth in visitors from

within the University community and wider public, including the number of tertiary students involved in direct curriculum engagement through the Museum's landmark Academic Programs. She is currently working on a major redevelopment of the Potter Art Museum with celebrated Melbourne-based architects Wood Marsh, due for completion in early 2020.

Kelly is passionate about facilitating and encouraging the broadest possible access to the arts, particularly contemporary practice and to supporting the leadership potential of women in the arts.



David Hurlston

**Senior Curator of Australian Art,
National Gallery of Victoria**

David Hurlston has worked for the National Gallery of Victoria (NGV) since 1993 and is currently employed as the Senior Curator of Australian Art. He has previously been employed by the NGV as Curator, Australian art exhibitions (2002-2007), Program Coordinator (1999-2002) and Access Gallery Curator (1993-1999).

In 1985 Hurlston completed a Bachelor of Art in Fine Art at RMIT, majoring in ceramic sculpture, and in 1991 undertook post-graduate study in art curatorship at the University of Melbourne.

He has curated a number of exhibitions for the NGV including, *Yikwani: Contemporary Tiwi ceramics*

(2002-2003), *Deborah Halpern: Angel* (2006), *Geoffrey Bartlett* (2007) and *Preserving the past, enriching the future: Hugh Williamson's legacy* (2008) and *Ron Mueck* (2010).

More recently he curated *Inge King: Constellation* (2014) and *Shifting Gear: Design, Innovation and the Australian Car* (2015) and *John Olsen: The You Beaut Country* (2017). He also developed the concept for NGV Studio, a contemporary exhibition space at NGV Australia, and from 2011 until 2015 coordinated the exhibition program. Hurlston is a member of the RMIT Design Archives Advisory Panel and is a board member of NETS Victoria's Board of Management.

Presenters



Melinda Martin
Director,
Linden New Art

Melinda joined the team at Linden as Director in July 2012. Prior to joining Linden, Melinda was the Manager of National Programs and Services at the Australia Business Arts Foundation (AbaF) (now Creative Partnerships Australia) and oversaw their professional development and philanthropic programs.

Melinda has also worked as the Gallery Manager at Anna Schwartz Gallery, Program Manager at Monash Gallery of Art, Studio Manager for Australian artist John Young and Research Assistant to Dr Chris McAuliffe at the University of Melbourne.

She holds a Master of Fine Art & Cinema Studies from The University of Melbourne, a Post-Graduate Certificate in Museum Studies from Deakin University and a Bachelor of Arts (Hons) in Fine Art and Criminology from the University of Melbourne.

Melinda has been a member of the Public Galleries Association of Victoria's Board from 2013 to 2018, serving as Vice President of the Board from 2014-16, and has previously chaired the fundraising sub-committee from 2017-18.



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.

Presenters



Neil Pharaoh

Campaigning and government relations consultant

Neil is a campaigning guru and government relations consultant with a depth of experience in social purpose, government, public policy, and advocacy. He has developed and executed [the] strategic frameworks, corporate social responsibility and advocacy initiatives for a number of major international and Australian businesses.

Having lead corporate affairs, business development and marketing teams, he has been behind many leading social policy and advocacy campaigns professionally, as well as national and international philanthropic and development work – in child welfare, education, refugees and LGBTI issues.

Neil is a founding director of philanthropic group, The Channel, and was national co-convenor of Rainbow Labor where he led the internal campaign which achieved over 200 legislative and regulatory reforms, including changing the Labor Party's position on marriage equality.



Francesca Valmorbida

Arts and Culture Policy Advisor Municipal Association of Victoria (MAV)

Working as the Arts and Culture Policy Advisor for the [Municipal Association of Victoria](#) MAV, Francesca's aim is to strengthen Arts and Culture across 79 Victorian councils. This relatively new position born from the [Creative State](#) strategy (Action 37) is funded by Creative Victoria, and enables the MAV to work with State agencies, peak arts bodies and councils both in Victoria and interstate to embed good practice, better leverage arts and culture in programs and highlight the economic, social and cultural benefits they provide.

Prior to working with the MAV, Francesca was the Manager of Economic and Cultural Development

at the City of Stonnington, where Francesca designed and directed innovative programs that created a sense of place, boosted awareness of the city's unique attributes, and developed opportunity across arts, business and residential communities.

Francesca has worked extensively for leading public and private organisations, producing and managing programs with arts and culture at their core to draw targeted audiences, raise brand awareness, and engage communities. Concerning herself with strategic planning and the general management and coordination of large projects, corporate partnerships and government initiatives, she combines her extensive knowledge of all art forms, with her ability to turn concepts and ideas into sound social, economic and promotional opportunities.

Francesca's invaluable working knowledge of business development, marketing, and event management as well as her understanding of the creative industries, has enabled her to produce tailored innovative strategies that achieve the aims of multiple stakeholders, and enrich the lives of locals and visitors alike.

Venue

***The Ian Potter Centre:
NGV Australia***

**Federation Square
Melbourne VIC 3000**

PUBLIC TRANSPORT

Trams

1, 3, 3a, 5, 6, 16, 64, 67, 72 to stop 13 or 35 (free City Circle), 70, 75. Alight at Flinders St & Swanston St intersection, Stop 5 or Flinders St & Russell St intersection, Stop 6 to enter via Federation Square.

Trains

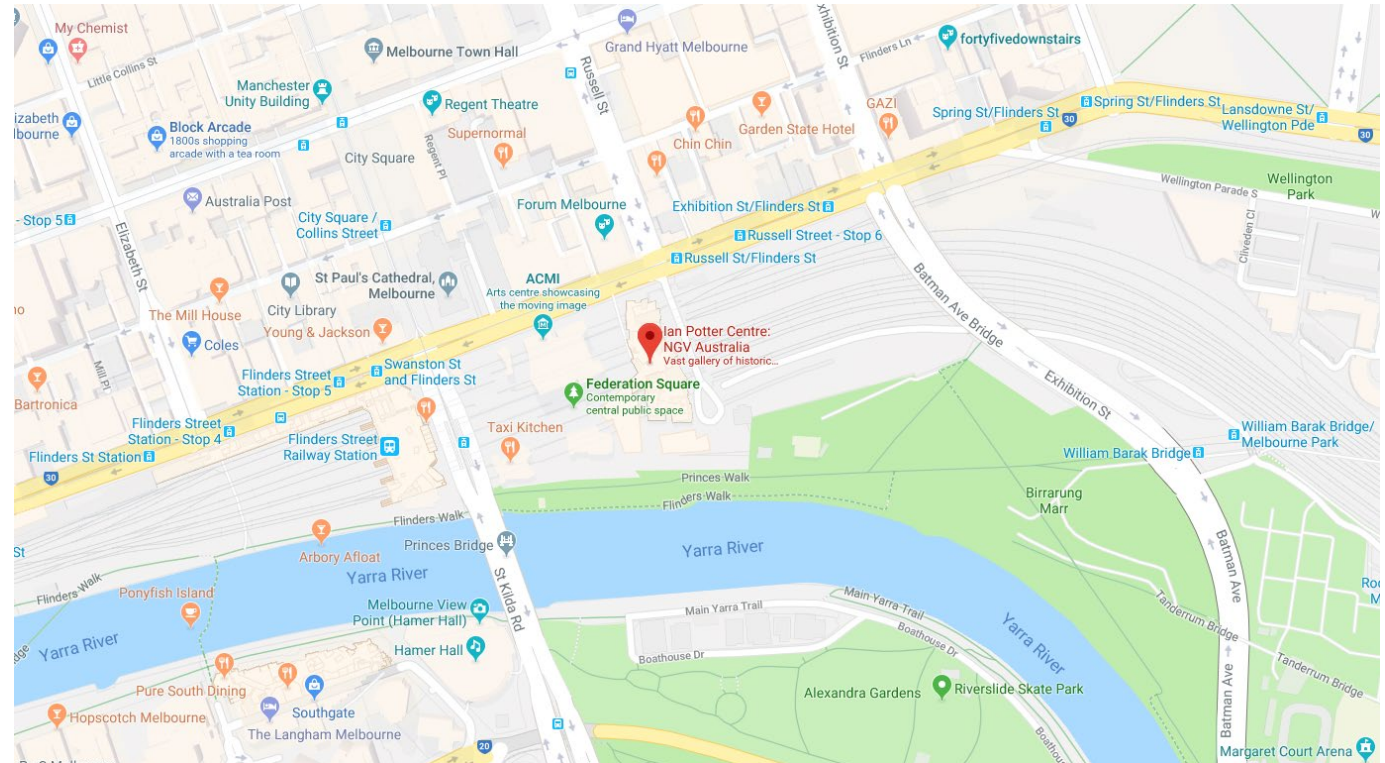
Flinders Street Station is adjacent to Federation Square.

BY CAR

Parking is available at the Federation Square Car Park. Enter at the corner of Flinders and Russell Streets, or from Batman Avenue (Exhibition Street extension – City Link)

TAXIS

A taxi rank is located across the road from Federation Square outside Flinders Street Station on St Kilda Rd.



Exhibition Tour

Baldessin/Whiteley: Parallel Visions

George Baldessin and Brett Whiteley were born in the same year – 1939 – and in the 1960s and 1970s experienced meteoric success in their respective cities of Melbourne and Sydney.

Primarily a printmaker, sculptor and graphic artist, Baldessin's practice reflected the rich multicultural humanism of Melbourne, infused with inspiration from France, Japan and Italy, his country of birth. Whiteley, principally a painter, printmaker and sculptor; was a product of the Sydney art scene, who found early success in London and basked in the avant-garde culture of New York before returning to Sydney. For a period, Whiteley became the most public of all Australian artists.

Despite their differences, their art shares many startling and unusual synergies. Both were figurative expressionists, attracted to popular culture, and to avant-garde and existentialist ideas. Both were innovative in their use of mediums, were brilliantly provocative in their artistic language and ultimately created an art that epitomised their epoch. Tragically, both men also died unexpectedly young.

This exhibition combines some of these artists' most iconic works as well as others that have never been exhibited before. It includes masterpieces from Whiteley's Christie series and Baldessin's enticing etchings that redefined for a generation of Melburnians their attitude to eroticism and the urban environment.

Exhibition Dates: Friday 31 August 2018 – Monday 28 January 2019

**NATIONAL GALLERY
OF VICTORIA** NGV



Image: George BALDESSIN
Bedfellows 1974
etching and aquatint
49.6 x 62.5 cm (inner platemark) 50.1 x 63.2 cm (outer platemark) 70.0 x 79.9 cm (sheet)
Lindsay and Holloway 1983, 84
artist's proof
National Gallery of Victoria, Melbourne
Gift of Ian and Sonya Rutherford, 2007
2007.342
© The Estate of George Baldessin/Licensed by VISCOPY, Australia

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THE AGE
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CREATIVE VICTORIA

Registration Details

Participants Bring

Notepad, pen, ideas and questions.

Price

- PGAV Member \$330 / Non-Member \$440
- PGAV Members can also access exclusive 2018 Professional Development Program **Four Session Packages**. Packages cost \$1122, delivering a 15% saving, and provide our Member galleries with flexibility – pick any four sessions throughout the year for one of your staff to attend! For info or to purchase a Professional Development Four Session Package, visit:
<https://pgav.org.au/2018-PGAV-Four-Session-Package~1004>
- All costs are GST inclusive.

Bookings

Visit: <https://pgav.org.au/Influence-and-Negotiation-Skills~1163>

Registrations close Thursday 30 August 2018 at 12 noon.

Cancellation and Refund Policy

- Registered participants that are no longer able to attend may nominate a substitute up until the starting time. Where possible, please notify the PGAV of substitutions and cancellations by email, up until Thursday 30 August 2018 at 12 noon.
- Cancellations received before Thursday 30 August 2018 at 12 noon will be refunded, less an administration fee of \$55 including GST.
- Cancellations received after Thursday 30 August 2018 at 12 noon are not refundable.
- Exceptions are at the discretion of the PGAV.

*The PGAV wishes to thank all of the Presentation Partners for Influence and Negotiation Skills:
National Gallery of Victoria, Creative Victoria, Neil Pharaoh, Judy Buchan, the Ian Potter Museum of Art, Next Wave,
Municipal Association of Victoria, Linden New Art and Shepparton Art Museum*