



Profile Raising Essentials

When: Tuesday 21 August 2018

Where: Ararat Gallery TAMA
Ararat Town Hall
Vincent Street
Ararat VIC 3377

**Professional Development
Program 2018**
Semester 2, Session 8

BOOKINGS CLOSE MIDDAY 16 AUGUST 2018

BOOK NOW

Profile Raising Essentials

Tuesday 21 August 2018

When: 10.30am - 4pm,
Tuesday 21 August 2018

Where: Ararat Gallery TAMA
Ararat Town Hall
Vincent Street
Ararat VIC 3377

Building awareness of your gallery is critical to growing audiences and potential stakeholders. In this short course you will learn the fundamentals of branding, low cost approaches to marketing through social media and networking, ensuring your images are fit for purpose, working with the media and engaging a publicist.

Presentations will include insights into working with the media and the dos and don'ts when engaging a publicist from Fiona Brook (Zilla & Brook); Katie Loveday, Brand and Marketing Services Manager, will look at the recent Home of the Arts (HOTA) consultation, development, application and assessment of its re-branding; Siobhan Sloper will explore Gertrude Contemporary's approaches to high impact, low cost social media promotions; Ararat Gallery TAMA's Director Anthony Camm will discuss the importance of website with a distinct institutional identity; and Heide Museum of Modern Art's Sue Curwood will discuss building profile through strong design and ensuring your images are fit for purpose.

The day will be rounded out with a guided tour of the recently refurbished Ararat Gallery TAMA with Director, Anthony Camm.

Cover Image: Artwork by MOMO, Home of the Arts

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 *Profile Raising Essentials* 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.



Tuesday 21 August 2018

Ararat Gallery TAMA, Ararat Town Hall, Vincent Street, Ararat VIC 3377



Registrations:

10.30 am



Lunch:

12.20 pm



Afternoon Tea:

2.30 pm

TIME	SESSION	PRESENTERS
10.50 am	WELCOME	ERIC NASH, PGAV
11 am	PRESENTATION: Working with the media and engaging a publicist for your project	FIONA BROOK, Zilla & Brook
11.50 am	PRESENTATION: Case study in re-branding The Arts Centre, Gold Coast to HOTA (Home of the Arts), covering consultation, the engagement of creatives, how the brand has been carried across all mediums, and assessment of its success and public reception	KATIE LOVEDAY, HOTA
1 pm	PRESENTATION: Low cost approaches to marketing through social media	SIOBHAN SLOPER, Gertrude Contemporary
1.30 pm	PRESENTATION: The importance of a stand-alone website and prominent institutional identity for council-run galleries	ANTHONY CAMM, Ararat Gallery TAMA
2 pm	PRESENTATION: Building profile through strong design, and ensuring your images are fit for purpose	SUE CURWOOD, Heide Museum of Modern Art
3 pm	GUIDED TOUR: A tour through the refurbished Ararat Gallery TAMA, including back of house	ANTHONY CAMM, Ararat Gallery TAMA



Presenters



Fiona Brook
Director, Zilla & Brook

Fiona Brook is the Founder and Director of Zilla & Brook Publicity, which launched in March 2011 and is now a leading creative communications agency in Melbourne in the Arts, design, food and beverage and lifestyle sectors.

Our clients include some of Melbourne's best loved arts and cultural events such as *Melbourne Fringe Festival*, *Open House Melbourne*, *Stonnington Jazz Festival*, *Nite Art*, *Art+Climate=Change*, Lido Cinema, Bunjil Place, Linden New Art, Percy Grainger Museum, Hawthorn Arts precinct, as well as an array of Melbourne restaurants, bars, cafes and of course, *Good Beer Week*.

Fiona is an experienced communications and public relations practitioner with an extensive network in local and international media. Over the past 18 years, she has worked with a significant portfolio of clients. Zilla & Brook has outstanding relationships with a wide variety of media and fosters connectivity with influencers, stakeholders and your community.



Anthony Camm
Director, Ararat Gallery TAMA

Anthony Camm has been Director of Ararat Gallery TAMA since 2007. Since 2013 he has combined his gallery responsibilities with his role as Manager Cultural Services, Ararat Rural City Council.

Anthony led the transformative \$7.735M redevelopment of the Ararat Arts Precinct, which will open in August 2018. To mark its 50th anniversary, the gallery has been renamed Ararat Gallery TAMA (Textile Art Museum Australia).

Anthony has a background in arts administration, programming and policy roles, including at the Department of the Prime Minister and Cabinet, Wyndham City Council and Footscray Community Arts Centre.

He holds a BA from LaTrobe University and a graduate diploma (art history) and post graduate diploma (art curatorship) from Melbourne University. He is a past board member of NETS Victoria and a past and current committee member of the Victorian Foundation for Living Australian Artists.

Presenters



Sue Curwood
**Marketing and Communications
Manager, Heide Museum of Modern
Art**

Sue joined Heide in 2014, and is responsible for developing and managing dynamic marketing campaigns to increase brand awareness, grow audiences and generate revenue.

Working across social, digital and traditional communication channels, she has overseen award-winning campaigns in the out-of-home, online and immersive spaces. She works closely with designers, curators and artists to frame strong imagery and messaging that cuts through the marketing clutter, and forms strategic collaborations with media and other organisations to extend Heide's presence to new and emerging audiences.

Sue holds a Masters of Marketing, and has previously held marketing roles at Cinema Nova and Borders Incorporated.



Katie Loveday
**Brand and Marketing Services
Manager, HOTA, Home of the Arts.
Gold Coast**

Katie is an experienced marketing practitioner with expertise in arts, festivals, food and beverage and hotel leisure industries.

Her marketing, publicity and brand management work extends through broadcast marketing and publishing in London to organisations such as *Queensland Music Festival, Brisbane International Film Festival, Brisbane Festival*, and the transformation and rebrand of Jupiter's Casino to The Star Casino & Hotel along with The Arts Centre into HOTA, Home of the Arts on the Gold Coast.

Most importantly, Katie is passionate about the arts and crafting brand strategy to maximize audience development.

Presenters



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.



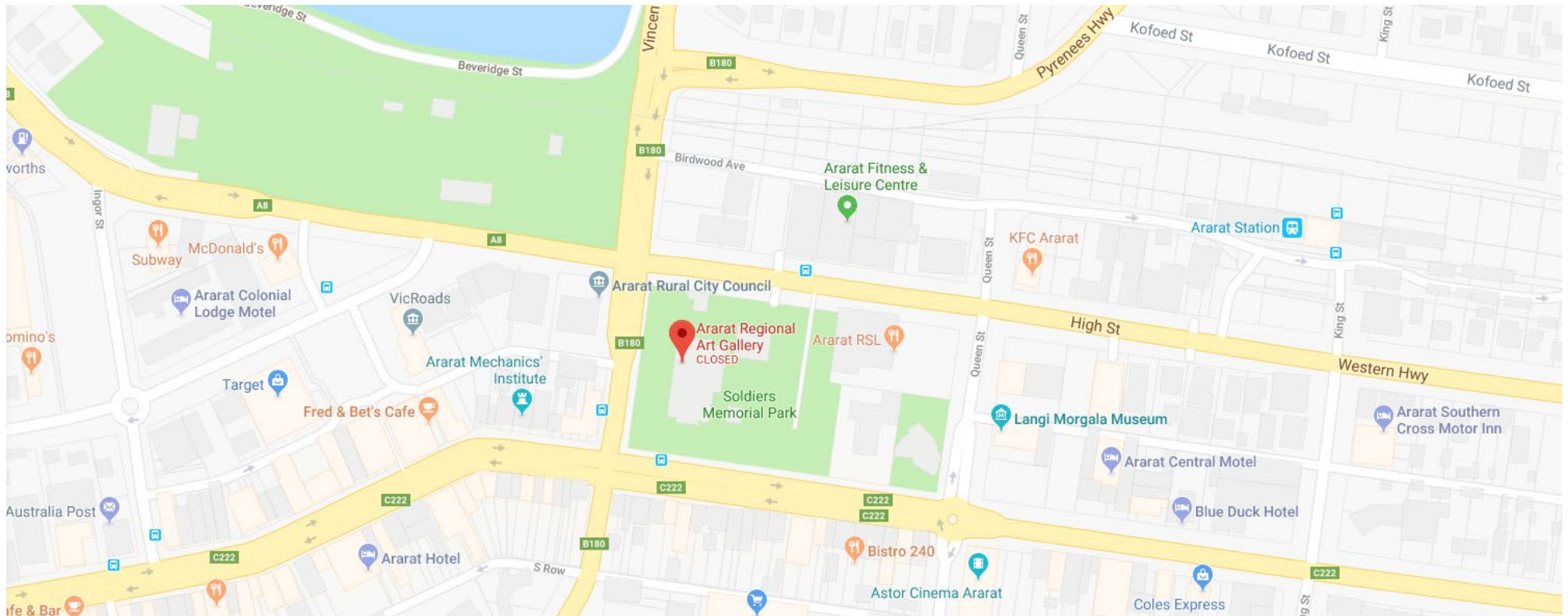
Siobhan Sloper
**Gallery Coordinator, Gertrude
Contemporary**

As Gallery Coordinator Siobhan is responsible for coordinating Gertrude Contemporary's public engagement including all communications, public programs, education and front of house activities. Siobhan is responsible for executing Gertrude's strategic marketing and communication plans including curating exciting and engaging social media feeds.

Gertrude's media strategy gives audiences unique insight into the creative development of artists and exhibitions, enabling our audiences to engage with formative moments in artist's careers.

Siobhan is an arts administrator and freelance curator in Melbourne. She has a Masters of Art Curatorship from the University of Melbourne and a Bachelor of Arts/Visual Arts from Monash University. Siobhan has worked with a number of visual art organisations both commercial and not-for-profit including Bus Projects, Spring 1883, Sutton Gallery and Melbourne Art Fair. She is the current Contemporary Art Curator at Loop Project Space and Bar.

Venue



Ararat Gallery TAMA

Ararat Town Hall, Vincent Street, Ararat VIC 3377

Ararat Gallery TAMA has been closed in 2017 for a major redevelopment, and is reopening in mid-2018 in a new and upgraded home at the Ararat Town Hall, in time to celebrate its 50th anniversary. Located in the heart of Ararat in the historic Town Hall building, Ararat Gallery TAMA offers an exciting program of exhibitions across all areas of the visual arts. Established in 1968, the Gallery has a unique place amongst Australian public galleries through a longstanding commitment to supporting and promoting contemporary textile fibre art.

Ararat Gallery TAMA is at the intersection of Vincent Street and the Western Highway, Ararat, in the historic late-Victorian Town Hall building. By car Ararat is around a two and a half hour drive from Melbourne at the gateway to the Grampians region. By train and bus VLine travels daily to Ararat from Melbourne via Ballarat. For travel times please refer to the [VLine timetable](#)

Gallery Tour

Built in 1898, Ararat Town Hall is one of western Victoria's grandest public buildings. The Ararat Arts Precinct Redevelopment aims to more formally establish the Ararat Town Hall as a regionally significant arts precinct and secure the long term tenancy and viability of the Ararat Town Hall performing arts program and the Ararat Gallery TAMA.

Ararat Rural City Council is committed to securing a vastly improved long term outcome for its premier civic building and its cultural services and has directed \$1.49m towards this redevelopment project. The \$7.735 million project is funded by all tiers of government. The Victorian Government committed \$5.2m to support the project, and the Australian Government committed \$945,000 through the National Stronger Regions program. A community campaign has raised \$240,000 to date.

Designed by architectural firm Williams Boag, the project includes an expansion of Ararat Gallery TAMA, including the construction of a new entry foyer, cafe, amenities, exhibition space, and collection area. The Ararat Town Hall entrance, foyer and box office will be refurbished, the theatre technically upgraded and a new green room built. The building will reopen in the first week of August 2018



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/Profile-Raising-Essentials~1159>

Registrations close Thursday 16 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 16 August 2018 at 12 noon.
- Cancellations received before Thursday 16 August 2018 at 12 noon will be refunded, less an administration fee of \$55 including GST.
- Cancellations received after Thursday 16 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 Profile Raising Essentials:
Ararat Gallery TAMA, Gertrude Contemporary, Heide Museum of Modern Art, HOTA (Home of the Arts, Gold Coast), and Zilla & Brook*