

*source* is published four times a year by Museum and Gallery Services Queensland and provides updates on programs, events and services.

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### calendar :

#### ■ M&GSQ Touring Exhibitions

■ *Antarctica – A Place in the Wilderness*  
Mornington Peninsula Regional Gallery  
1 July – 23 August

■ *Ornamentology*  
Port Macquarie Hastings Regional Gallery  
29 June – 23 August

■ *Habitus – Habitat*  
Toowoomba Regional Art Gallery  
17 July – 23 August  
Gympie Regional Gallery  
2 September – 11 October

■ *2008 Creative Generation Excellence Awards in Visual Art and Design*  
Boonah Art Gallery  
10 July – 16 August  
Emerald Art Gallery  
18 September – 3 October

■ *Creative Generation Excellence Awards in Visual Art and Design 2009-2010 Touring Exhibition*  
Tablelands Regional Gallery, Atherton  
5 June – 26 July  
Tanks Arts Centre  
27 August – 27 September

■ *Talking TAPA: Pasifika Bark Cloth in Queensland*  
Museum of Brisbane  
24 July – 11 October

■ *Jettison Wove*  
Hopevale Art Centre/Indigenous Knowledge Centre  
2 – 15 July  
Wujal Wujal Indigenous Knowledge Centre and Arts Centre  
22 July – 5 August  
Girringun Art Centre, Cardwell  
13 August – 28 August  
Tablelands Regional Art Gallery, Atherton  
4 – 20 September  
Menmuny Museum, Yarrabah  
25 September – 13 October

■ *Intimate Transactions*  
Albury Regional Gallery +  
Dubbo Regional Gallery  
18 September – 18 October

For further exhibition tour information, visit the M&GSQ website, [www.magsq.com.au](http://www.magsq.com.au)

#### ■ M&GSQ Training and Professional Development Events

■ *Artist-in-residence / Artist interventions in museums Seminar*

Wednesday 5 August 2009  
2:00–5:30 pm  
Followed by drinks from 5:30–6:30 pm  
The University of Queensland Art Museum,  
St Lucia, Brisbane  
See page 7 of this issue of *source* for details.

Join leading Australian and International  
keynote speakers and colleagues at

# RAISE YOUR VOICE:

## Fourth National Public Galleries Summit

9-11 September 2009  
Townsville, north Queensland

A national Summit dedicated to Australian and  
New Zealand public gallery professionals.

### Presenters include

**Robyn Archer**, singer, writer, artistic director and  
participant in the Creative Australia Stream at  
the Australia 2020 Summit

**Michael Cassin**, Director, Centre for Education  
in the Visual Arts, The Sterling and Francine Clark  
Art Institute, Massachusetts, USA

**Virginia Tandy**, Director of Culture, Manchester  
City Council, UK

The Summit includes a tantalising range of  
social events showcasing Townsville's tropical  
setting and coincides with the biennial **Strand  
Ephemera 2009** and the opening of a landmark  
touring exhibition, **Twelve Degrees of Latitude:  
Regional Gallery and University Art Collections  
in Queensland**.

For program information, registration form and  
details of generous bursary programs visit

[www.magsq.com.au](http://www.magsq.com.au)

Earlybird registration closes **31 July**.

Final date for Summit registration **21 August**.



- *Collection Management and Preventive Conservation Skills Development Workshop* Mount Isa, 5–6 September 2009  
See page 7 of this issue of *source* for details.

## ■ M&GSQ Industry Events

- *2009 Gallery and Museum Achievement Awards (GAMAA)*  
Nominations close 5 pm, 10 July 2009  
See page 4 of this issue of *source* for details.
- *Fourth National Public Galleries Summit* Townsville, north Queensland  
9–11 September 2009  
Earlybird registrations close 31 July 2009  
Generous bursary programs available  
Go to [www.magsq.com.au](http://www.magsq.com.au) for details.

## about us :

### ■ M&GSQ Staff

Helen Pithie has concluded her contract as M&GSQ's Exhibition Development Coordinator, a position she job shared with Jodi Ferrari. Helen is taking up a new full-time position as the Museum Development Officer for South East Queensland and the Western Corridor.



M&GSQ welcomed Bonnie Smith to the Exhibition Development Coordinator position on 23 June. Bonnie has a BA in Art History and was previously the Public Programs Officer at the Ipswich Art Gallery.

### ■ M&GSQ Annual General Meeting

Museum and Gallery Services Queensland held its Annual General Meeting on 6 April 2009. At the meeting, five members of the Board of Directors of M&GSQ were appointed for the 2009/2010 year.

- Two Directors were appointed by M&GSQ Company Member, Regional Galleries Association of Queensland:

**John Walsh**, Gallery Manager, Gold Coast City Art Gallery

**Richard Baberowski**, Coordinator, Cultural Development Team, Community and Cultural Services, Moreton Bay Regional Council | Redcliffe District.

- Two Directors were appointed by M&GSQ Company Member, Museums Australia Queensland:  
**Lisa Jones**, Curator, Queensland Police Museum  
**Josh Tarrant**, Acting Collection Manager at The Workshops Rail Museum, Ipswich
- Independent Director:  
**Geoffrey Ewing**, Principal, Negotiation Solutions

**Michelle Smith, Julie Boyd** and **Sarah Perrott** resigned from their positions as Directors, and the Board and Staff of Museum and Gallery Services Queensland thank them for their valuable contribution to the organisation. Two Independent Director positions are currently vacant.

## industry development :

### ■ **RAISE YOUR VOICE: Fourth National Public Galleries Summit** **9–11 September 2009** **Townsville, north Queensland**

Earlybird registration for the Fourth National Public Galleries Summit closes on Friday 31 July. *RAISE YOUR VOICE* is the latest in a series of national summits dedicated to Australian and New Zealand public gallery professionals.

A range of bursaries is available to assist delegates with the costs of attending the Summit. Bursary applications, Summit registration forms and a copy of the Summit brochure can be downloaded from the Museum & Gallery Services Queensland website, [www.magsq.com.au](http://www.magsq.com.au) or by phoning M&GSQ on 07 3215 0820 or emailing [information@magsq.com.au](mailto:information@magsq.com.au)

The website also has information about Townsville and accommodation ideas.

The Summit begins with a range of Masterclasses including *Questioning the Art: Conversations that help gallery visitors to engage with art in meaningful ways* presented by Michael Cassin, Director, Centre for Education in the Visual Arts at The Sterling and Francine Clark Art Institute, Massachusetts USA; and *Using psychographics and visitor segmentation to inform gallery programming* presented by Lisa Sassella, General Manager, Marketing, National Gallery of Victoria.

The Summit keynote address will be given by Robyn Archer – singer, writer, artistic director and participant in the Creative Australia Stream at the *Australia 2020 Summit*. Robyn will speak to many of the ideas explored in her essay *Industry that pays and art that doesn't* published in *Griffith REVIEW 23: Essentially Creative*, and her Manning Clark Memorial Lecture (Australian National Library, March 2009).

The keynote address will be followed by a plenary session further exploring the ideas and discussion generated by *Australia 2020*. Presenters include: Professor Ted Snell AM, Director Cultural Precinct, University of Western Australia, member of the Australia Council for the Arts and Chair of the Visual Arts Board; Professor Amanda Lawson, Dean, Faculty of Creative Arts, Wollongong University; and Professor Jonathan Mane-Wheoki, Professor of Fine Arts, Auckland University and formerly Director of Art at Museum of New Zealand Te Papa Tongarewa.

Presenting as part of the afternoon plenary *Emerging Artforms/New Media* at the Riverway Arts Centre is distinguished new media artist Mari Velonaki.

The Summit's final day includes plenary sessions focussing on *Collections and Access* and *Partnerships/Collaborations/Relationships* featuring a presentation by Virginia Tandy, Director of Culture for Manchester City Council, UK. Parallel case study sessions and a hypothetical – *Sustainability, Creativity and Resilience* will round out the Summit program.

*RAISE YOUR VOICE* includes a tantalising range of satellite and social events that showcase Townsville's tropical setting. The Summit includes an exclusive guided tour of *Strand Ephemera 2009*, a biennial outdoor sculpture exhibition held along Townsville's two-kilometre beachfront

promenade from 4–14 September. *Twelve Degrees of Latitude: Regional Gallery and University Art Collections in Queensland*, a landmark touring exhibition drawing on 27 of the State's public art gallery collections, will open at Perc Tucker Regional Gallery from 21 August to 4 October 2009 and will be officially launched on Friday 11 September as a part of the Summit. A Summit dinner will be held at the Museum of Tropical Queensland on the evening of 10 September.

Visit the M&GSQ website, [www.magsq.com.au](http://www.magsq.com.au) for more details, regular program updates and visitor information.

*RAISE YOUR VOICE*: Fourth National Public Galleries Summit is supported by the Queensland Government through Arts Queensland and by the Australian Government through the Australia Council, its arts funding and advisory body. *RAISE YOUR VOICE* is an initiative of Museum and Gallery Services Queensland in partnership with Townsville City Council and Perc Tucker Regional Gallery; Museums and Galleries NSW; Regional Galleries Association of Queensland; Regional and Public Galleries of NSW; Regional Galleries Association of SA; Public Galleries Association of Victoria; Art on the Move; Artback NT; National Services Te Paerangi New Zealand, and the Tweed River Art Gallery.

### ■ 2009 Gallery and Museum Achievement Awards (GAMAA) closing soon!

***Nominations close 5pm  
Friday 10 July 2009***

Nominations for the 2009 Gallery and Museum Achievement Awards are about to close. This is your last opportunity to nominate a worthy Organisation or Individual in the museum and gallery sector.

The winners will be announced at an Awards presentation evening generously hosted by the Queensland Museum South Bank on 13 November 2009.

Travel costs will be provided for winners and commendation recipients to attend the awards presentation. There are cash prizes and prizes of goods/services for the winners in each category, as well as a specially commissioned trophy by a Queensland designer.



Far left: M&GSQ's *Museums Alight! 2009* booth at *In Your Hands: Brisbane Heritage Expo*. Information Officer, Leisha Lawrence, demonstrates Queensland museums and galleries linked to Google Maps on the M&GSQ website.  
Left: Brisbane City Councillor Geraldine Knapp officially launches *Museums Alight!* at the commencement of the Heritage Expo.

Nominations can be made for Organisations and for Individuals:

- Organisation Awards are open to all Queensland museums, galleries and keeping places. Libraries, arts councils and artist-run spaces that undertake exhibition or museum practice-related activities are also eligible to nominate.
- Individual Awards are open to the paid and volunteer staff of any of the above organisations.

2009 nomination forms are available on the M&GSQ website at [www.magsq.com.au](http://www.magsq.com.au) together with answers to frequently-asked questions about GAMAA and a powerpoint to help you develop a quality nomination. If you need more information or assistance with your nomination, phone M&GSQ on 07 3215 0820 or freecall within Queensland 1800 680 433.

### ■ **2009 Museums Alight!**

To assist the public to discover the richness and diversity of Queensland's cultural heritage, M&GSQ presented *Museums Alight!* from 16–24 May 2009. *Museums Alight!* is an annual state-wide event for museums and galleries in every region of Queensland to showcase their collections, exhibitions, and stories to the public.

M&GSQ focused on this year's theme for International Museum Day (18 May) of *Museums and Tourism* by linking more than 90 participating museums and galleries across Queensland to Google Maps. Each profile included the location, contact details, opening hours, an image of the institution and a link to the profiles on the M&GSQ website. The map is available from the website and will be further developed over the coming months.

The map will be useful for visiting one of our State's many cultural attractions, planning a holiday, or simply assisting you to find out more about culture and heritage in your local area.

M&GSQ encouraged museums and galleries to tell us 'what attracts tourists to your venue' (tourists include local visitors or travellers passing through). Participants provided a few 'did you know' items, some interesting facts about their organisation, including:

- unique collection items;
- a fascinating story about their historical building, local area or a local identity;
- current exhibitions and events.

These interesting facts were used to create a profile on the M&GSQ website for each venue, and a media release was generated and distributed to local and state-wide media. Some venues also arranged special activities for the week, including extended opening hours, exhibition floor talks and progressive dinners.

A sample of highlights from the *Museums Alight!* week include:

- Mieguyah House Museum offered an afternoon of learning about *Diamantina and her daughter* while enjoying traditional Greek food and music on Saturday 16 May;
- Milne Bay Military Museum in Toowoomba displayed its full-sized replica of a World War I trench system;
- Chillagoe Hub gave visitors an opportunity to discover a labyrinth of limestone caves that were once the site of an ancient inland sea;
- The Australian Stockman's Hall of Fame in Longreach showcased the first QANTAS ticket for a flight between Cloncurry and Charleville in 1922.

*Museums Alight!* was officially launched by Councillor Geraldine Knapp at *In Your Hands: Brisbane Heritage Expo*, Museum of Brisbane, on Saturday 16 May. With over fifty stalls showcasing various heritage groups and organisations across Brisbane, the event was a great occasion to talk with interested members of the public and heritage groups about *Museums Alight!* and to give a live demonstration of the Google Maps link on M&GSQ's website. The Heritage Expo was a fun-filled day with activities for all who participated, including performances, talks, demonstrations and children's activities.

Also on Saturday 16 May, from 8–10 am, M&GSQ's Executive Director, Rebekah Butler broadcast details of *Museums Alight!* events together with a program of specially selected music on Radio 4MBS Classic FM, Music Lovers Choice program with Howard Ainsworth. The program was rebroadcast on the evening of Monday 18 May.

On Monday 18 May, M&GSQ partnered with the Gold Coast City Art Gallery to present a free seminar: *The Dynamics of Cultural Precincts – Tourism, Museums and the Community*. The seminar responded to the International Museum Day theme of *Museums and Tourism* and was supported by the Regional Galleries Association of Queensland. Speakers included Malcolm Snow, CEO Southbank Corporation, Michael Aird, Julie Anderson and Jonathan Fischer.

The full list of events held in each region can be viewed on the M&GSQ website, [www.magsq.com.au/01\\_cms/details.asp?ID=458](http://www.magsq.com.au/01_cms/details.asp?ID=458)

## ■ Regional visits by M&GSQ Staff

- Debra Beattie (General Manager) visited the Matthew Flinders Gallery at Bribie Island on 11 April to view their current exhibitions.
- Rebekah Butler (Executive Director) was a guest judge for the Ipswich Art Prize, which opened on 18 April.
- Ann Baillie (Manager Training and Professional Development) gave a presentation on M&GSQ's services to the Toowoomba Cultural Heritage Network on 18 April.
- Jodi Ferrari (Exhibition Development Coordinator) visited the *Mod Squad* exhibition at Redcliffe City Gallery on 30 April.
- Ann Baillie attended a website launch at Bankfoot House in the Glass House Mountains on 2 May.
- Ann Baillie attended four Collection Management Workshops held during May/June at the Gold Coast & Hinterland Historical Museum. The workshops were funded through a Community Heritage Grant.
- Ann Baillie and Fiona Marshall (Exhibition Program Manager) participated in a regional arts and culture meeting at the Cherbourg Historic Precinct on 11 May.
- Ann Baillie attended the opening of the *Stories of the Redlands* exhibition at the Redland Museum on 13 May.
- Rebekah Butler, Debra Beattie, Leisha Lawrence (Information Officer) and Helen Pithie (Exhibition Development Coordinator) participated in the Gold Coast City Art Gallery's seminar, *The Dynamics of Cultural Precincts – Tourism, Museums and the Community* on International Museum Day (18 May) as part of the *Museums Alight!* celebrations.
- Judy Kean (Coordinator, Fourth National Public Galleries Summit) visited Townsville on 26–27 May to progress plans for the Summit to be held in September. Judy met with Perc Tucker Regional Gallery, Pinnacles Gallery at Riverway Arts Centre and the Museum of Tropical Queensland.

## training and professional development program :

### ■ **Register Now!** **Artist-in-residence/Artist interventions in museums Seminar**

Museum & Gallery Services Qld (M&GSQ) is pleased to present its 2009 seminar in partnership with The University of Queensland Art Museum and The University of Queensland's Museum Studies program (in the School of English, Media Studies and Art History).

Speakers will explore the creative and visionary ways galleries, museums and educational institutions are working with artists through Artist-in-Residence programs and Artist Interventions.

Speakers include Fiona Hall, Yenda Carson, Janet Laurence, and Dr Jennifer Barrett. Further information on these speakers is available on the M&GSQ website at [http://www.magsq.com.au/01\\_cms/details.asp?ID=583](http://www.magsq.com.au/01_cms/details.asp?ID=583).

When: Wednesday 5 August, 2:00–5:30pm followed by drinks from 5:30–6:30pm  
Venue: The University of Queensland Art Museum, St Lucia, Brisbane  
Cost: \$55 full registration fee;  
\$45 concession registration fee for volunteers, students, and MAQ and RGAQ Institutional and Individual members  
\$20 for groups of 6 or more full-time/part-time students and volunteers

The registration form is available from the M&GSQ website at [www.magsq.com.au](http://www.magsq.com.au) Enquiries may be directed to Kerri Laidlaw, Training & Professional Development Coordinator on 07 3215 0844 or email [kerri.laidlaw@magsq.com.au](mailto:kerri.laidlaw@magsq.com.au)

### ■ **Collection Management and Preventive Conservation Skills Development Workshop** **Mount Isa, 5–6 September 2009**

Presenters will be Christine Ianna, museum consultant conservator and trainer, covering Preventive Conservation and Lisa Jones,

museum curator, consultant and trainer covering Collection Management. Learn or refresh your skills in writing and implementing a collection policy, assessing the significance of objects, collection management procedures and collection documentation, and practice cataloguing an object. Update your knowledge on the principles of preventive conservation, the causes and symptoms of damage and deterioration, OH&S and disaster planning, Integrated Pest Management (IPM) practice, storage and display materials and methods of care.

\$35 registration fee includes two-day workshop, lunch, morning and afternoon teas and all workshop resources.

Register quickly as places are limited! Go to [www.magsq.com.au](http://www.magsq.com.au) to download a registration form or contact Kerri Laidlaw, Training & Professional Development Coordinator on 07 3215 0844 or email [kerri.laidlaw@magsq.com.au](mailto:kerri.laidlaw@magsq.com.au)

### ■ **REPORT: M&GSQ Workshop** **Securing Funding: finding funding for your project – grants and philanthropic sources, writing grant applications and developing partnerships**

**Held in Brisbane on 30 April and 6 May 2009 in partnership with Brisbane's Living Heritage Network**

M&GSQ's *Securing Funding* workshop, focussing on finding funding for your project – grants and philanthropic sources, writing grant applications and developing partnerships was held recently at 381 Brunswick Street in Brisbane. The workshop offered participants the opportunity to increase their capacity to secure funding, speak face-to-face with funding bodies, learn about alternate sources of funding such as philanthropy and fundraising, and hear local case studies of successful funding applications and corporate partnerships.

The two-day workshop was attended by staff and volunteers of the museum, gallery and archives sectors, as well as by independent artists, consultants and students from the South-East Queensland area. Speakers provided an introduction to funding models and structures,



Camilla McRae and Julie Ayre take a break during the *Securing Funding* workshop.

and tips for designing a project; writing grant applications; creating a budget; keeping up to date with grants programs; finding the right grant for your project; and developing partnerships.

Funding body representatives spoke about their grant programs and provided opportunities for one-on-one interviews, which most participants took the opportunity to schedule in. Representatives included:

- Erin Stephens, Coordinator, Community Heritage Grants who spoke about the National Library of Australia's Community Heritage Grants program.
- Erickson Noakes, Arts Development Officer, Creative Communities, Arts Queensland and Aaron Heng, Arts Development Officer, Visual Arts, Arts Queensland who presented on the AQ Sector Project Grants and Career Development Grants.
- Eliza Tee, art + place, Arts Queensland who spoke about opportunities available through the AQ art + place program.
- Lea Schuster, Arts & Cultural Officer/RADF Liaison Officer, Scenic Rim Regional Council who spoke about the Arts Queensland Regional Arts Development Fund (RADF).
- John Jeffrey, Community Arts Officer, Brisbane City Council who spoke about opportunities available through the Brisbane City Council Community Grants program, and Deannah Vieth, Community Arts Officer, Brisbane City Council who made herself available for interviews with workshop participants.

These interviews were a great opportunity for participants to speak directly with funding bodies about their project ideas and to get feedback to assist the further development of their projects.

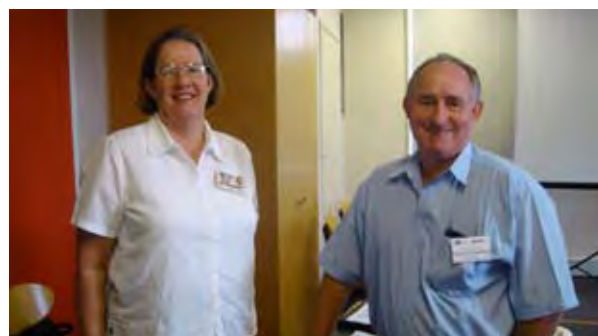
Ann Baillie, Manager Training & Professional Development, M&GSQ presented a session on designing a project and preparing a grant application, as well as tips on how to match your project to a grant and where to look for the right grant.

Debra Beattie, General Manager, M&GSQ presented a session and practical exercise on preparing a budget for a funding application, sharing her top tips for pulling together a balanced budget as well as demystifying financial jargon and processes common to the world of grants.

Fundraising and philanthropic experts Nigel Harris, Executive Director of the Mater Foundation and Joanna Garner, Director of Grantseeking Solutions (both members of the Queensland chapter of the Fundraising Institute of Australia) presented a session on fundraising principles and practice, including making a case for support as well as advice on winning grants from Australian trusts and foundations.

Local case study presentations included:

- Elizabeth Bates, Program Manager, Museum of Brisbane, spoke about their successful application to Arts Queensland Sector Project Grants for the exhibition *Temperature 2 – A survey of contemporary Queensland art*, and



Margaret Young from the Embroiderers' Guild Queensland Inc. and Steve Crawford from the Museum of Australian Military Intelligence at the *Securing Funding* workshop.

shared her thoughts as to what she believed made their application successful.

- Margaret Young of the Embroiderers' Guild Queensland Inc. spoke about their success with the National Library of Australia Community Heritage Grants for a significance assessment and preservation survey of the collection.
- Kym Purcell, Grants Officer for the Gold Coast City Council spoke about her work with the Gold Coast and Hinterland Historical Society in securing funding from a variety of sources, including Grants for Voluntary & Environment Heritage Organisations (GVEHO), and her top tips for finding funds and preparing a grant submission.

Corporate-Community Partnership Case Study presentations were given by:

- Sue Fisher, Director Australian Business Arts Foundation (AbaF) Queensland who spoke about AbaF programs for non-profit arts organisations including adviceBank, boardBank and the Australia Cultural Fund. (For further information see their website [www.abaf.org.au](http://www.abaf.org.au)).
- Jacqui McPhee from Brisbane-based Gadens Lawyers and Renai Grace from the Queensland Art Gallery | Gallery of Modern Art spoke about their long-standing corporate-arts partnership, sharing details of the mutually beneficial outcomes that have arisen from the partnership.

Participants provided positive feedback, highlighting the variety of speakers and value of real practical advice, the diversity of information presented and the depth of knowledge of the

presenters, as well as the networking opportunities the workshop provided and knowledge of how the grants system operates.

For information on grants available to museums, galleries, arts and cultural heritage organisations, see M&GSQ's searchable Funding Opportunities database online at [http://www.magsq.com.au/01\\_cms/details.asp?ID=20](http://www.magsq.com.au/01_cms/details.asp?ID=20).

Many of the workshop presentations are available from the M&GSQ website at [http://www.magsq.com.au/01\\_cms/details.asp?ID=579](http://www.magsq.com.au/01_cms/details.asp?ID=579).

If you weren't able to make the workshop and would like a copy of the resources provided to participants (including presentation handouts, funding guidelines and application forms), a limited number are available from the M&GSQ office for \$16 (inc. GST). Contact Kerri Laidlaw on 07 3215 0844 or [kerri.laidlaw@magsq.com.au](mailto:kerri.laidlaw@magsq.com.au)

■ **REPORT: Collection Management and Preventive Conservation Skills Development Workshops  
Longreach, 21–22 March  
Cunnamulla, 28–29 March**

**Next workshop: Mt Isa, 5–6 September**

Register now – go to [www.magsq.com.au](http://www.magsq.com.au) to download a registration form or contact Kerri Laidlaw, Training & Professional Development Coordinator on 07 3215 0844, email [kerri.laidlaw@magsq.com.au](mailto:kerri.laidlaw@magsq.com.au)

The first of a series of M&GSQ Collection Management and Preventive Conservation



Participants at the *Collection Management and Preventive Conservation Skills Development Workshops*, Longreach. Above left: (L to R) Jan Brown, Outback Regional Gallery and Laura Crichton, Clermont Library. Above centre: (L to R) John East, Winton and District Historical Society and James Rawlins, Qantas Founders Museum. Above right: (L to R) Joyce Rogers, Toobrack and Kay Searles, Longreach Archival and Historical Research Group.



Above left: Participants from the Cunnamulla workshops with the 'Cunnamulla Fella'. Above centre: (L to R) Lisa Jones, Workshop Presenter and Monica James, Quilpie Shire Council. Above right: (L to R) Lorna Finlay, Cunnamulla Fella Centre Museum and Margie Brown, Regional Economic Development Manager.

workshops, supported by funding from the National Library of Australia's Community Heritage Grants, was held in Longreach at the Australian Stockman's Hall of Fame (ASHOF) on 21 and 22 March. The workshop was well attended, with 20 participants from a variety of collecting organisations including museums, galleries, archives, libraries and local councils, from as far afield as St Lawrence and Emerald. ASHOF Chief Executive Officer, Ben Maguire, provided the venue for free, and M&GSQ thanks him for this support.

The workshop was split into two days. The first day, focussing on Collection Management, was presented by Museum Development Officer (Southern Inland Queensland) Vicki Warden, and the second day, focussing on Preventive Conservation, was presented by professional Conservator Christine Ianna. The workshop received media coverage, with a local journalist interviewing the presenters and a number of participants for an article in the *Longreach Leader* entitled 'Preserving the past in rural museums and galleries', as well as an interview with local ABC radio.

The second of the series of workshops was held in Cunnamulla at the Paroo Shire Hall on 28 and 29 March. Paroo Shire Council staff were of great assistance in promoting the workshop to local collecting organisations and helping with venue arrangements. The workshop was split into two days. The first day, focussing on Collection Management, was presented by museum consultant Lisa Jones and the second day, focussing on Preventive Conservation, was

presented by Museum Development Officer (Southern Inland Queensland) Vicki Warden. The workshop was attended by 10 participants from the local museum and gallery and local council, including the newly appointed Paroo Shire Regional Economic Development Manager.

## ■ Gold Coast & Hinterland Historical Museum – Collection Management Workshops

A Community Heritage Grant to the Gold Coast & Hinterland Historical Museum enabled Lisa Jones, Museum Consultant, to conduct four collection management workshops on the following dates:

- Saturday 9 May: 17 participants for Collection Policy Basics
- Saturday 23 May: 17 participants for Collection Management Procedures (Forms and Processes)
- Saturday 30 May: 18 participants for Significance Assessments
- Saturday 13 June: 19 participants for Cataloguing Basics

Workshop participants attended free of charge and came from the host organisation, Gold Coast & Hinterland Historical Museum, and the following invited organisations:

- Beaudesert Historical Museum
- Gold Coast Hinterland Heritage Museum (Mudgeeraba)
- Griffith University History Students (part of a pilot Social Enterprise Project)
- Logan City Council
- Museum of Australian Military Intelligence (Canungra)

- Rathdowney Historical Society
- Upper Clarence Historical Society, Urbenville

The workshops were also supported by Museum & Gallery Services Queensland and attended by Ann Baillie, Manager Training and Professional Development.

■ **M&GSQ Standards Program  
2009 Reviewers**

M&GSQ welcomes new Reviewers Steve Chaddock, Susi Muddiman, Elizabeth Bates and Helen Pithie to the M&GSQ Standards Program in 2009, as well as welcoming back our previous years' Reviewers Ken Brooks, Ian Jempson, Josh Tarrant and Christine Ianna.

M&GSQ's Standards Program will be held in the Southern Inland Queensland region in 2009, and will benefit from the expertise of museum and gallery professionals as Reviewers. This is the first year that galleries have been involved in the Standards Program and we welcome a number of gallery professionals as Reviewers this year.

Reviewers are chosen for their capacity to represent the diversity of the museum and gallery sector and networks. Reviewers are very familiar with the day-to-day operations of the small to medium museums and galleries that the Standards Program has been targeting since 2005, and act as an ongoing reference group for the program.

Biographies follow:



**Ken Brooks**

Ken has been a Reviewer with the Museum & Gallery Services Queensland Standards Program since 2005. He has been employed on a full time basis at Brennan & Geraghty's Store in Maryborough as curator/manager since 1992 and attends to all of the collection needs as well as the general operation of the property, including visitor services. Ken developed the National Trust digital collections register and has provided collection management assistance to other National Trust properties, he has also provided assistance to

other small community-based museums within Queensland and New South Wales.



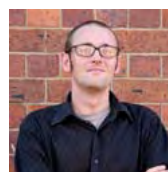
**Christine Ianna**

Christine has been a Reviewer with the Museum & Gallery Services Queensland Standards Program since 2008. Christine has worked in Materials Conservation in Queensland for the past twenty years and has held varied positions in Conservation including Scientist (Materials Conservation) at the Queensland Museum; Manager, Preservation Services, Queensland State Archives; and Manager, Publications Reformatting at the State Library of Queensland. Christine received professional membership status within the Australian Institute for the Conservation of Material (AICCM) Inc, the peak body for Conservators in Australia, in 1991. Christine is respected as an experienced conservator who has developed considerable expertise in providing preventive conservation advice and training to a variety of differently resourced collections.



**Ian Jempson**

Ian is the CEO of the Queensland Maritime Museum. 2009 will be his second year as a Reviewer with the Museum & Gallery Services Queensland Standards Program. He was previously the General Manager for the Waltzing Matilda Centre in Winton and prior to this he was an Officer in the Royal Australian Navy. Ian has a strong interest in the operational aspect of museums and art galleries, in particular regional galleries and museums.



**Josh Tarrant**

Josh is currently the Acting Collection Manager at The Workshops Rail Museum, Ipswich. He is also President of Museum Australia's Community Museums Special Interest Group, and Secretary of Museums Australia Queensland branch. Previously, Josh worked with communities and museums in regional New South Wales. 2009 will be his second year as a Reviewer with the Museum & Gallery Services Queensland Standards Program. Josh has also been a Reviewer with the Museums & Galleries NSW Standards Program.



## **Susi Muddiman**

Susi is the Director of the Tweed River Art Gallery, a role she commenced in 2007 after relocating to the north coast following four years in the Riverina as Director of the Wagga Wagga Art Gallery. 2009 will be Susi's first year as a Reviewer with the Museum & Gallery Services Queensland Standards Program. In her role as Director she has been responsible for the management of the facilities, co-operating with the gallery's support groups such as the Friends and the Foundation, arranging sponsorships and overseeing management of the Collections. She was elected as President of the Regional Galleries Association of NSW for several years, and is currently a member of the national Committee of the Print Council of Australia Inc.



## **Elizabeth Bates**

Elizabeth is the Program Manager and previously the Learning and Outreach Manager at Museum of Brisbane. Before taking up this role, she was a Travelling Exhibitions Officer at the Queensland Art Gallery and also spent ten years as an Education Officer at the Gallery and three years in Alice Springs as the Visual Arts Coordinator at Araluen Arts Centre. 2009 will be Elizabeth's first year as a Reviewer with the Museum & Gallery Services Queensland Standards Program. Elizabeth holds board positions for several visual arts organisations in Queensland, undertakes regular judging commitments and contributes to a number of visual arts publications. Elizabeth is currently a member of the Arts and Social Sciences Advisory Committee at the University of the Sunshine Coast.



## **Helen Pithie**

Helen's most recent role was as Exhibition Development Coordinator at Museum and Gallery Services Queensland, a short-term position which she came to after moving from Wagga Wagga, NSW. 2009 will be Helen's first year as a Reviewer with the Museum & Gallery Services Queensland Standards Program. She was the Public Programs Coordinator and Director at Albury Regional Museum and later Curator at Albury Library and

Museum, then a consultant and freelance curator and collection manager in Albury and Wagga Wagga. Helen was an instigator of the Murray Riverina Museum Professional Network, bringing regional museum professionals together, and initiated and developed the joint management of collections across the art gallery, museum and library in Albury. She has participated as a member of Museums Australia NSW, Museums and Galleries New South Wales and Museums Australia national Special Interest Group committees and is looking forward to gaining a greater knowledge and understanding of the arts and museum sector in Queensland.



## **Steve Chaddock**

Steve is a part-time Heritage Project Officer with the Sunshine Coast Regional Council and curator of council-owned Bankfoot House. In this role he works with the local Glass House Mountains community to enable the conservation and documentation of the buildings and collection items at the historic Queensland homestead. Steve also operates Timeline Heritage Consultants, specialising in delivering heritage interpretation projects. Originally from the UK he has worked as an archaeologist as well as being involved in various research-led and business-focused projects including new museum developments, relocations of museums and reviews of existing museum operations. 2009 will be Steve's first year as a Reviewer with the Museum & Gallery Services Queensland Standards Program.

M&GSQ thanks for the following Reviewers who retired at the end of 2008 for their commitment and contribution to the M&GSQ Standards Program:

- Lisa Jones, Curator of the Queensland Police Museum, President of Museums Australia Queensland and a director on the M&GSQ Board.
- Dan Robinson, Curator, History and Technology at the Queensland Museum from 1972 and Manager of the Museum Development Officer Program for the Queensland Museum and Arts Queensland, until his retirement.
- Sally Watterson, Senior Museums Curator, Tweed River Regional Museum, Tweed Shire Council.

## exhibition touring and development :

### ■ Landmark Queensland exhibition opens in August

**Perc Tucker Regional Gallery, Townsville**  
**21 August – 4 October 2009**  
**QUT Art Museum, Brisbane**  
**15 October – 20 December 2009**

*Twelve Degrees of Latitude: Regional Gallery and University Art Collections in Queensland* is a landmark exhibition that brings together more than 130 works drawn from 27 of the State's public gallery collecting institutions for the first time in Queensland.

Tracing the varied paths of art collecting in our State's regional public galleries since the early 1900s, *Twelve Degrees of Latitude* offers a fascinating insight into the artistic and cultural development of Queensland's collecting institutions and the impact they have had in shaping our cultural identity.

*Twelve Degrees of Latitude* is an initiative of Museum and Gallery Services Queensland (M&GSQ), the peak body for the State's museum and gallery sector. Queensland is home to a growing network of around 80 regional and public galleries, many of which hold collections of local, State and national significance. With 2009 marking the State's 150th celebrations, the exhibition is a timely event to formally recognise and reflect on the strengths and achievements of Queensland's regional galleries and the outstanding contribution they make to our social, economic and cultural wellbeing.

Co-curated by Bettina MacAulay and Brett Adlington, *Twelve Degrees of Latitude* explores how and why Queensland's regional collections began, their historical roles within their communities, the role of patronage and donor support, and the strength of Queensland's State-wide regional gallery culture. The exhibition features major Australian, Indigenous, Pacific, European and other works dating from the 17th to 21st centuries by more than 100 artists including: Gordon Bennett, Rosalie Gascoigne,

Rosella Namok, Margaret Olley, Grace Cossington Smith, Patricia Piccinini, Gwyn Hanssen Pigott, Ben Quilty, William Robinson, Jeffrey Smart, Alick Tipoti and Guan Wei.

The richness and diversity of works in the exhibition range from William Francis Emery's panoramic oil on canvas, *View of Ipswich from Limestone Hill* c. 1861-1862, one of Queensland's most important colonial paintings, to an impressive two-metre long, hand-coloured linocut print, *Sesserae* 2004, by contemporary Torres Strait Islander artist Dennis Nona.

*Twelve Degrees of Latitude: Regional Gallery and University Art Collections in Queensland* will be launched at Perc Tucker Regional Gallery from 21 August to 4 October 2009, and will be officially opened on Friday 11 September as a part of *RAISE YOUR VOICE: Fourth National Public Gallery Summit* being held in Townsville. It will then travel to QUT Art Museum, Brisbane, from 15 October to 20 December, before commencing a regional tour to fifteen Queensland venues from 2010 until late 2011.

M&GSQ acknowledges the assistance of Anna Bligh MP, Premier of Queensland and Minister for the Arts, through the Queensland Government Exhibitions Indemnification Scheme. *Twelve Degrees of Latitude* has received funding from the Queensland Government's Q150 Community Funding Program and is supported by the Visual Arts and Craft Strategy, an initiative of the Australian, state and territory governments. The exhibition catalogue has received financial assistance from the Gordon Darling Foundation and sponsorship from Philip Bacon Galleries.



Tony Albert,  
*50perCENT feat. Sissy*, 2006.  
Photograph, 100 x 100 cm. Collection Sunshine Coast Regional Council.

## sector news :

### ■ New appointments

- Bernadette McCormack took up a new position as Head of Visitor Programs at the Queensland Museum in April. Bernadette has previously worked at the State Library of Queensland and The Workshops Rail Museum.
- Mij Bricknell was appointed as the Marketing & Creative Events Coordinator at Queensland Museum South Bank in April. Mij has previously worked at Museum and Gallery Services Queensland, Queensland Arts Council, Brisbane City Council and recently in a communications and engagement role at Queensland Transport.
- Yenda Carson has been appointed as Program Leader – Cultural Services at Logan Art Gallery. Annette Turner is undertaking a secondment at Arts Queensland in the position of Senior Program Officer (Design), Visual Art, Craft and Design, Arts Development.
- Joan Hubbard has retired from her role as volunteer Coordinator at Chinchilla White Gums Gallery after ten years of service. Joan received a Gallery and Museum Achievement Award (GAMAA) in 2007 as Winner in the Individual category for her long-term dedication to the gallery and its community. M&GSQ staff have worked closely with Joan throughout this period and wish her well.

### ■ Office for Women seeks contributions to honour *Our Women, Our State*

The Office for Women is inviting the community to nominate women from Queensland's proud history to be profiled in an online pictorial journey celebrating women's achievements and contributions to Queensland since 1859.

Launched in March 2009 to celebrate International Women's Day and Queensland's 150th birthday, *Our Women, Our State* is a colourful and information-rich website which currently pays tribute to the extraordinary contributions of more than 200 women.

If you know of a woman from your sector or region who has made a significant contribution to shaping our State since its birth 150 years ago, why not nominate them to also be honoured in the pictorial history?

Visit [www.women.qld.gov.au/q150](http://www.women.qld.gov.au/q150) or email [info@women.qld.gov.au](mailto:info@women.qld.gov.au) to submit your suggestion today!

### ■ 'Shovel-ready' projects

Thanks to all the institutions who responded to the call from Collections Council of Australia (CCA) to provide examples of 'shovel-ready' (ready to go) projects. These have great potential to be used in advocacy as the CCA is preparing a major campaign for a cultural stimulus package to support Australia's collections. The campaign aims to complement and extend the spending on schools and community infrastructure in the Government's \$42 billion stimulus program. It is designed to enrich our cultural heritage at a time when people need the stimulating effect not only on the jobs produced but also on the source of optimism and energy that our living history and collections can and do inspire.

### ■ REPORT: Museums Australia National Conference 2009 – *Work in Progress* Newcastle, 17–20 May

M&GSQ staff members, Ann Baillie (Manager Training and Professional Development), Fiona Marshall (Exhibition Program Manager) and Jodi Ferrari (M&GSQ Exhibition Development Coordinator), attended the MA National Conference, *Work in Progress*, in Newcastle.

Jodi presented a paper at the conference on *The GEO Project: A New Approach to Audience Development for Touring Exhibitions*. Ann Baillie and other members of the National Standards Taskforce from Museums and Galleries New South Wales, History Trust of South Australia, Western Australian Museum, Arts Tasmania and Museums Australia (Victoria) co-presented workshops on using *The National Standards for Australian Museums and Galleries* as a tool for the development of collecting and exhibiting organisations.

Highlights of the conference included:

### *An Indigenous Focus*

The conference's first and last days featured some powerful and moving sessions. *Yapang murruma – making our way – Stories of the Stolen* was a project initiated by Lake Macquarie City Art Gallery's Aboriginal Reference Group in response to the Australian Government's formal apology to the Stolen Generations. Donna Fernando, the Project Curator, and Debbie Abraham, Gallery Director, described the shared journey of respect, honesty and discovery to develop and present an exhibition of five personal stories of the stolen using oral histories, objects, portraits, archival material, site specific and borrowed artworks. The soundscape by local artist, Rod Smith, was haunting and evocative.

The plenary on Creating Commemorative Spaces in Today's Society featured three thought-provoking presentations:

- Ali Hlongwane on the making of the Hector Pieterson Memorial and Museum commemorating the killing of protesting students in Soweto.
- A discussion facilitated by James Wilson Miller on the Myall Creek Memorial and Reconciliation with Auntie Sue Blacklock and Beulah Adams, descendants of both parties to the massacre.
- Bryon Cunningham on his work as a designer on modern Australian memorials in exhibitions in the Australian War Memorial and the National Sports Museum at the Melbourne Cricket Ground.

Other stimulating presentations included:

- John Heath, Aboriginal Community Development Officer, Port Macquarie spoke on his project to name and bring to life the photographic images taken by Thomas Dick 1910–1920 around Port Macquarie;
- The Gascoyne Aboriginal Heritage & Cultural Centre, Carnavon, WA;
- Films in the *Spinning Yarns* program including those by Malcolm McKinnon and Sandra Morgan.

### *The National Curriculum*

Professor Barry McGaw, Chair of the National Curriculum Board, put the national curriculum on the museum agenda. This was followed by a parallel session where education officers from

a range of cultural institutions demonstrated how their programs had potential to link to the implementation phase of the national curriculum. David Arnold, Manager, Education, at the National Museum of Australia, on behalf of the Education Special Interest Group (SIG) of Museums Australia has led a team of people to investigate how museum educators can engage with the national curriculum development process. Key members of the Education SIG have provided comment into the development phase of the curriculums. K-12 national curriculum in English, Maths, Science and History will be implemented from 2011. Geography, Languages other than English and the Arts will be implemented in phase two.

### *Social Media/Digitisation*

Seb Chan, Head of Web Services, Powerhouse Museum inspired delegates on the regional and remote day of the conference on Sunday to make digitisation for access to their collections part of core business. Who are our audiences in the digital environment? – track their demand and use this to understand their needs and interests. His top tips:

- Make everything available;
- Make it easy to search;
- Use all the cataloguing data including statements of significance;
- Let others use it – use creative commons licenses to allow collection text to be used by others with attribution;
- Learn from how people use your digitised collection – see what's popular;
- Add other people's research;
- Expect increase in public enquiries;
- Put your collection where audiences are, don't keep it to yourself – not just your own website but use Google, Flickr;
- Ask your online community questions and use their answers, e.g. add tags to Flickr;
- Focus on what you can do and let the community help;
- Remember you are in the content business.

Lynda Kelly from the Australian Museum not only presented a paper with ideas on the use of Web 2.0/social media tools to gain audience input into exhibition development, but also had social media in operation throughout the conference with use of Museum 3.0 [http://museum30.ning.com/\(are you a member yet?\)](http://museum30.ning.com/(are you a member yet?)) and Twitter to get the word out about conference ideas.

Peter Hoban and Marion Littlejohn, Education Officers, Sovereign Hill delighted delegates with *Picture this*, a project where Year 9 students use their mobile phone cameras to record evidence to support their point of view on contentious statements about the historical experience.

Lindie Ward, Curator Design & Society, Powerhouse Museum demonstrated The Australian Dress Register, an important tool to document male and female dress held in private collections, museums and galleries throughout Australia. Currently focused on New South Wales, watch this space for the opportunity for Queenslanders to join what will be a substantial online learning community with advice, training and opportunities to study social and cultural history through dress.

### Other highlights

- Jane Clark, Curatorial Consultant for David Walsh's Museum of Old and New Art, Hobart where his private collection is to be opened in a subterranean building by one of Australia's leading architects. There was much envy of this funding model!
- Victoria Lu, Shanghai Museum of Contemporary Art on images of art and the real estate developer as the biggest resource for building private museums in China.

Closer to home, Edith Cuffe, from the volunteer-run Abbey Museum of Art and Archaeology, outlined their Medieval Festival funding strategy for their remarkable collection.

Two art and heritage project officers from Victoria presented collaborative models for development outcomes in the community museum sector. Look out for papers from:

- Karlie Hawking, Community Museums Project Officer, Department of Planning & Community Development
- Corinne Perkin, Curator, Bendigo Art Gallery.

Manchester Art Gallery's involvement in the North-West Museums hub provided an inspiring model with their work to develop audiences based on sophisticated audience segmentation by Morris Hargreaves McIntyre. A powerpoint by Jane Wilcox and Kim Gowland is available on Slideshare on Collections Australia Network <http://www.slideshare.net/collectionsaustralia/working-together-to-develop-relationships-with-audiences-and-stakeholders>.

Staff couldn't get to everything, so apologies to the many presenters of great projects that they didn't get to see! Watch the Museums Australia website as papers from the conference become available. Perhaps you also attended the conference – what were your highlights? Watch for an M&GSQ e-announcement for your opportunity to contribute to a discussion on ideas that you took away from the MA Conference and other recent professional development opportunities.

### ■ **REPORT: Transformations in Cultural and Scientific Communication Conference Melbourne Museum, 5–6 March 2009**

M&GSQ staff, Kerri Laidlaw (Training and Professional Development Coordinator) and Jodi Ferrari (Exhibition Development Coordinator), attended the Transformations Conference, supported by the ARC Centre for Creative Innovation, Swinburne University, Australian Museum and the Victorian Cultural Network, through Arts Victoria and the Community Support Fund.

The conference featured leading national and international experts sharing their experiences of the Web 2.0 revolution. Presenters from the museum, library, university and corporate sectors spoke about the effects of Web 2.0 on their practice and how knowledge is created and disseminated in a Web 2.0 environment.

Highlights from the Conference included:

Brooklyn Museum's Chief of Technology, Shelley Bernstein, presented a masterclass, *Bringing the Community Home: incorporating social media into museum websites*, focusing on the role of participatory Web 2.0 technologies such as blogs and social media sites including Facebook, My Space, Flickr, Twitter and YouTube in growing the museum's large community of dedicated followers. Through their website <http://www.brooklynmuseum.org/>, Brooklyn Museum pulls together all of their Web 2.0 applications, along with podcasts, video and RSS feeds under the 'Community' tab to encourage visitors to connect with the museum in any number of ways that suits them best. The Museum encourages visitors to comment and share their visitor experience, and demonstrates this through the provision of multiple entry points for communication.

Brooklyn Museum has also made their collection accessible online in an effort to reach the widest possible audience, as per their 'Art for all' community-orientated mission. This is a work in progress with around 11,000 items currently online and open for tagging. The tagging process has been very successful for the Museum, increasing web traffic and engaging and encouraging online interaction with the collection through initiatives such as the Taggers 'Posse' membership, encouraging a large amount of activity from the Museum's online community.

Shelley also spoke about the Brooklyn Museum's successful 2008 exhibition, *Click! A Crowd-Curated Exhibition*, <http://www.brooklynmuseum.org/exhibitions/click/>. Based on the premise of the book, *The Wisdom of Crowds* by James Surowiecki, *Click!* explored whether Surowiecki's assertion that a diverse crowd is often wiser at making decisions than expert individuals can be applied to the visual arts — asking the question, "Is a diverse crowd just as 'wise' at evaluating art as the trained experts?" An open call went out and artists were asked to electronically submit a work of photography that responds to the exhibition's theme, "Changing Faces of Brooklyn", along with an artist statement. An online forum was then opened for audience evaluation of all submissions. The Museum advertised the exhibition onsite through the use of laptops in exhibition spaces as well as through Flickr and blogs. They received 389 artists' submissions and ended up with 3,344 evaluators. The display of works was unique as the artworks were installed according to their relative ranking from the juried process and visitors could see how different groups within the crowd evaluated the same works of art. The exhibition was a great success for the Museum, with visitation way up compared to previous larger shows, and provides an excellent model for the arts and cultural sector in terms of participatory exhibition projects.

Shelley Bernstein had the following words of wisdom to share about best practice in social media and utilising Web 2.0 technologies at your own institution: "Community is not marketing; personal relationships are key; transparency is essential; personal face to the institution in social areas is vital; trust your audience, they rock". (From Fresh + New, a Powerhouse Museum blog created by Seb Chan, Head of Digital Services and Research at the Powerhouse Museum, Sydney.)

Shelley outlined some practical ways in which institutions can follow this advice when communicating with audiences in an online environment: "Don't regurgitate media material, don't just put your institution out there – have a 'personal face' by letting people know who the author(s) are, post mundane things, share the workload – encourage a range of professionals in your institution to contribute, and make it regular (aim for one post per week)".

Seb Chan, Head of Digital Services and Research at the Powerhouse Museum at the Powerhouse Museum, Sydney presented a masterclass, *Measuring Online Success*, explaining the pros and cons of traditional measurement tools available on the web and examining the new suite of tools needed to discover 'actionable insights' from social media projects.

Some very useful tips and information he shared included:

- People discover collections online through browsing, rather than searching for an object or artist. The Powerhouse Museum collection is online and they use tags, also known as keywords (words added to object records by other users to enhance their discovery by others). See <http://www.powerhousemuseum.com/collection/database/>.
- Web statistics should not just be used for reporting, but also to improve your website. Google Analytics is a very useful and powerful free tool that can be used with any website to gather data about visitation and will help you report better data values. Google Analytics produces a variety of statistics, but Seb suggested looking particularly at bounce rates (visits to one page only), visitor loyalty (how many times the same people are visiting), addict traffic (users visiting more than 50 times per month) and he recommended the use of filters to identify your own organisation's traffic to your website to obtain a more useful indication of external visitation. Seb recommended looking at the statistics over a three-month period to get an accurate picture of visitation, keeping an eye on human versus non-human traffic (ie: bots – software applications that run automated tasks over the Internet) and pointed out that time spent on a website does not equate to engagement. See <https://www.google.com/analytics> for further information.

- Wikipedia sends a large amount of traffic to the Powerhouse Museum website. It is worth posting your organisational web links to topical pages to take advantage of this. See [http://en.wikipedia.org/wiki/Main\\_Page](http://en.wikipedia.org/wiki/Main_Page).
- In the museum context Web 2.0 technologies are best used with the aim to build local communities. It is critical to find out who your audiences are and what they are using, so you can engage with those people! Knowing your community is very important as an organisation needs a strong community to open up to. This may take some searching.

Mylee Joseph, Consultant, Young People and Older Persons, Public Library Services at the State Library of New South Wales spoke in a plenary session exploring strategies for encouraging organisational change via social media. She focused on a State Library of New South Wales project, NSW Public Libraries Learning 2.0, aimed at upskilling public library staff in the Web 2.0 technologies that have the greatest application for libraries, such as blogging, Flickr, Creative Commons, wikis, RSS, tagging, podcasts and audio. Although created for Library staff, it is a very useful introduction to many Web 2.0 applications. Anyone is free to use this website to explore each of the weekly lessons and do the activities, including learning how to create a blog, wiki, Flickr account and so on. See [www.learning2slnsw.blogspot.com](http://www.learning2slnsw.blogspot.com).

State Library of Queensland has a program called Licence 2 Test Drive, similar to the work of the State Library of NSW. If you are a staff member at State Library of Queensland, a Queensland public library, Queensland government library or IKC you can register to participate. See [www.licence2testdrive.blogspot.com](http://www.licence2testdrive.blogspot.com).

Mylee's useful tip for organisations looking to adopt social media technologies was to experiment with a variety of social media before adopting them into core business.

M&GSQ is currently exploring the potential of social media and Web 2.0 to add value to our current programs and practice, so stay posted for more developments in this area.

## re : source

### ■ 2009 Round of the Queensland-Smithsonian Fellowship Program

*Applications close 5pm, 14 August 2009*

Have you ever thought about applying for a Queensland-Smithsonian Fellowship?

The Program seeks to foster an interchange of knowledge and skills between Queensland organisations and the Smithsonian and supports the Queensland Government's Q2 ambitions through the development of international alliances and networks. Applications are now open and close 5pm, Friday 14 August 2009.

Up to three Fellowships will be awarded in 2009. The duration of a Fellowship is for a period of 13 to 26 weeks, with a maximum award of \$30,000.

Applications are open to Queenslanders working in any area of mutual interest with the Smithsonian, including:

- Evolutionary, systemic, behavioural and environmental biology;
- Biodiversity, conservation and climate change;
- Earth, mineral and planetary sciences;
- Astrophysics; anthropology, archaeology, linguistics and indigenous and cross-cultural studies;
- Material and folk culture;
- Science and technology;
- Art, design and crafts;
- Materials conservation; and
- Museum management, practice, education and outreach.

The Program is open to Queenslanders working in government; research, educational or cultural institutions; or the private sector.

Detailed information about the Fellowship Program, including the guidelines, application form and information on previous recipients can be found at [www.science.qld.gov.au](http://www.science.qld.gov.au)

For further information, contact Peter Blondell on 07 3234 1632 or by email at [Peter.Blondell@premiers.qld.gov.au](mailto:Peter.Blondell@premiers.qld.gov.au)

■ **RGAQ Professional Development Bursary applications**

*Next round closes 1 August 2009*

Members of the Regional Galleries Association of Queensland (RGAQ), and their paid staff and volunteers, are eligible to apply for:

- individual bursaries for gallery/museum volunteers to attend seminars, conferences or courses;
- individual bursaries for gallery/museum paid staff to attend seminars, conferences or courses;
- organisational grants for initiatives such as:
  - \* improvements in the gallery/museum exhibition program (eg touring exhibition fees; display improvements);
  - \* employing a consultant to work with the institution on skill development (in areas such as education and public programs; exhibition development; strategic planning and policy development);
  - \* on-site training workshops and seminars in specialist areas (such as volunteer recruitment; board management; gallery/museum practice).

This year, particular consideration will be given to applications for gallery staff and volunteers to attend the Fourth National Public Galleries Summit to be held in Townsville in September 2009 (see pages 2 and 3 for details). Galleries are encouraged to send as many staff as possible to this major industry event and bursaries can assist with associated costs.

RGAQ Professional Development Bursary applications close on the first day of every month until funds are expended.

Application forms can be downloaded from the RGAQ website, [www.rgaq.org.au](http://www.rgaq.org.au) or from the M&GSQ website, [www.magsq.com.au](http://www.magsq.com.au)

For more information contact Brooke Laidlaw, Membership Officer, 07 3215 0840 (Fridays) or email [brooke.laidlaw@magsq.com.au](mailto:brooke.laidlaw@magsq.com.au)

■ **Heritage Projects (Jobs Fund) from the Department of Environment, Water, Heritage and the Arts**

On 18 April 2009 a new opportunity to apply for funding for heritage projects was announced by the Federal Department of Environment, Water, Heritage and the Arts (DEWHA), with applications closing on 22 May. If you missed this opportunity to apply to the Jobs Fund there is (according to their website) to be a second round with a date yet to be announced. Have a look and see if your project fits their criteria for funding (for example, projects must be "viable and ready to start").

- Community heritage places (large projects) of local, state or national significance – a total of \$11.4 million is allocated, with individual grants of \$100,000 to \$2 million.
- Community heritage places (small projects) – a total of \$10 million is allocated, with individual grants of \$20,000 to \$100,000.

Further information is available at [www.heritagegrants@environment.gov.au/heritage/programs/jobs-fund](http://www.heritagegrants@environment.gov.au/heritage/programs/jobs-fund)

Before submitting an application, contact DEWHA to discuss your project or questions you may have about your application. Phone 1800 653 004 or email [heritagegrants@environment.gov.au](mailto:heritagegrants@environment.gov.au)

**WOULD YOU LIKE TO MAKE A DONATION TO MUSEUM & GALLERY SERVICES QUEENSLAND  
to assist us in supporting Queensland's museums and galleries?**

The Museum and Gallery Services Queensland Donation Account is a tax deductible fund listed on the Register of Cultural Organisations under Subdivision 30-B of the Income Tax Assessment Act 1997.  
Donations of \$2.00 or more are tax deductible.

I wish to donate \$ ..... to the Museum and Gallery Services Queensland Donation Account.

Name: .....

Address: .....

Phone: ..... Email: .....

Method of payment:

- Cheque
- Money Order
- Direct Deposit: BSB 804-002 Account Number 1514919  
Account: Museum and Gallery Services Queensland Donation Account  
(please complete this payment slip and forward to M&GSQ to advise us of the direct deposit).



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Museums Australia (Queensland)



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THE VISUAL ARTS AND CRAFT STRATEGY