

REVEALING THE ARTS

creative conversations and
solutions for the digital era

MON 26 OCT: 1.30pm-7.30pm

TUE 27 OCT: 9.30am-7.30pm



The ABC and the Australia Council for the Arts invite you to a national forum to explore opportunities for creating and delivering the arts in a digital era.

Hosted by ABC TV's Virginia Trioli, international guest speakers include Hans Petri (Opus Arte), John Richmond (Teachers TV - UK), as well as Kim Dalton (Head of ABC TV), Kathy Keele (CEO of Australia Council), Jim Sharman (Artist), Liz Ann McGregor (MCA), Brian Fitzgerald (QUT, 2.0 Taskforce), Paul Wiegard (Madman Entertainment), Kevin Whyte (Token Entertainment), Simon Whipp (MEAA), Fee Plumley (Australia Council), Adrian Collette (Opera Australia), Katrina Sedgewick (Adelaide Film Festival), Michela Ledwidge (Remixable Media), Robert Hutchinson (ABC Commercial) and many more experts from across the arts sector, including you.

REVEALING THE ARTS will tackle the following themes across a day and a half of presentations and panels:

Show Me Your Arts

With the capacity to make entire archives and collections available online we are on the cusp of unlocking Australia's store of cultural assets. How do we balance the value of Australia's cultural capital while opening up collections in the public domain?

Show Me How

The presentation of traditional arts and performance across multiple digital platforms is a reality. Artists, arts organisations, funding bodies and distributors need to adapt. In a world of 360° commissioning how do we broker new relationships between industry and individual creators?

Who Owns Your Arts?

Artists are creators of intellectual property which can have a complex and extended existence in the digital space. Careful but creative management is critical to maintain the integrity of artists' work but also to develop revenue streams. How do we navigate this minefield?

Get 'em While They're Young

If we want to develop audiences and talent for the future, we have to take the arts experience outside the venue and into the classroom. How do cultural organisations and content producers meet and build upon media habits and expectations of young audiences?

Show Me The Money

Create once and use many times is a mantra which can be extended to the arts. DVDs, national and international broadcasts, paid downloads, satellite delivery to cinemas, mobile applications, subscription models. Content is king but how can it be monetised?

ABC TV and the Australia Council wish to extend a personal invitation to arts organisations and bodies throughout Australia to join the discussion in this national forum.

