

**ARTS DAY
ON THE HILL**



ADVOCACY PROGRAM

WEEKLY WORKSHOPS ONLINE

Let's talk arts, policy, media,
political and public engagement.



Keen to develop your advocacy skills to champion the arts with confidence, but not sure where or how to begin?

Let's work on developing those skills together.

Every Wednesday evening, join Esther Anatolitis with Australia's leading advocacy thinkers and practitioners online at 4:00-5:30pm AEST.

DATE	TOPIC	GUEST(S)
PART 1: ADVOCATING THE ARTS		
Weds 22 April	Arts advocacy in a time of coronavirus This week we introduce the NAVA Advocacy Program, outline current issues for the visual arts, museums and galleries sector, and outline our sessions from now til Arts Day on the Hill.	Alex Marsden , National Director, Australian Museums & Galleries Association ; Anne Robertson , Member, National Public Galleries Alliance
Weds 29 April	Recap Arts Day on the Hill 2019 and introduce NAVA Advocacy Framework This week we hear from a couple of last year's Arts Day on the Hill Advocates, and outline the Advocacy Framework that guides NAVA's work.	2019 Arts Day on the Hill Advocates including Gadigal, Wiradjuri, Yuin artist Nadeena Dixon , and Hobart-based artist Selena de Carvalho

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Weds 6 May	<p>First Nations advocacy</p> <p>This week we learn from two of Australia's leading First Nations advocates.</p>	<p>Nadeena Dixon, Gadigal, Wiradjuri, Yuin artist based in Sydney</p> <p>Wesley Enoch: Artistic Director, Sydney Festival; Member, NAVA Board; co-facilitator, weekly Australia Council First Nations COVID19 roundtable</p>
Weds 13 May	<p>Q&A with a politician: How to advocate for the arts</p> <p>We are so used to thinking of advocacy from our point of view. This week we ask: what do politicians need to hear from us?</p>	<p>John Alexander MP: Co-Chair, Parliamentary Friendship Group for Contemporary Arts & Culture</p> <p>Zoe McKenzie: company director and trade consultant, former policy adviser in arts, communications, education and the law to Liberal Party ministers and premiers at both Federal and State levels</p> <p>Darren Rudd: global corporate, communications, resources and government affairs consultant; director of arts, cultural and bilateral companies in Australia and Asia</p> <p>Both Zoe and Darren are members of the Australia Council board and are appearing in their independent capacities</p>
PART 2: UNDERSTANDING POLICY DEVELOPMENT		
Weds 20 May	<p>Policy literacy: where do the arts sit?</p> <p>This week we examine where arts policy sits among the Australian Government's key priorities.</p>	<p>John Daley: CEO, the Grattan Institute</p>
Weds 27 May	<p>Global comparisons: who's doing this well?</p> <p>This week we look around the world at where arts and culture sit in the policy priorities of other countries.</p>	<p>Jackie Bailey: global cultural policy, research and evaluation specialist</p>

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Weds 3 June	<p>Achieving policy goals from within an invisible portfolio</p> <p>Last year's government restructure rendered the arts invisible in the name of its new portfolio. How might this impact on achieving policy outcomes? And what was top priority for the former department's former secretary before he unexpectedly lost his job?</p>	Mike Mrdak AO : former Secretary, former Department of Communications and the Arts
Weds 10 June	<p>Q&A with a politician: How to influence cultural policy</p> <p>We are so used to thinking of advocacy from our point of view. This week we ask: what do politicians need to hear from us?</p>	Maria Vamvakinou MP : Co-Chair, Parliamentary Friendship Group for Contemporary Arts & Culture
PART 3: UNDERSTANDING THE MEDIA		
Weds 17 June	<p>Media engagement</p> <p>This week we look at what journalists are looking for when preparing a story on the arts.</p>	Michaela Boland : arts journalist, ABC, formerly the Australian
Weds 24 June	<p>Newsroom: media analysis</p> <p>This week we analyse what's making news and why the arts hasn't, with Australia's finest political explainer.</p>	George Megalogenis : journalist, political commentator, author
Weds 1 July	<p>How to be a media spokesperson</p> <p>Tired of never seeing visual artists in the media? Let's work out why – and change that.</p>	Abdul Abdullah , artist, and Jane Morey , publicist, who in late 2019 joined forces to defend Abdul's work from political attack
Weds 8 July	<p>Q&A with a politician: How to engage with the public</p> <p>We are so used to thinking of advocacy from our point of view. This week we ask: what do politicians need to hear from us?</p>	Adam Bandt MP : Co-Chair, Parliamentary Friendship Group for Contemporary Arts & Culture *TBC*
PART 4: UNDERSTANDING THE POLITICS		
Weds 15 July	<p>Political engagement</p> <p>This week we navigate the complexities of the structures that facilitate and prevent our access to politicians.</p>	Nicholas Pickard : Executive Director, Public Affairs, <u>APRA</u> <u>AMCOS</u> ; Chair, Australian Society of Authors; former adviser to state and federal Labor arts ministers

DATE	TOPIC	GUEST(S)
Weds 22 July	<p>Insights from the inside</p> <p>Past advocacy for the arts hasn't always been successful – often, it's been quite the opposite. Let's hear what the Liberal Party need to be hearing from us so that they can champion the arts with real policy outcomes.</p>	<p>Mark Textor: Director, Crosby Textor, political campaign strategists who have won numerous elections for the Liberal Party in Australia and the Conservative Party in the UK</p>
Weds 29 July	<p>How to plan a meeting with a politician</p> <p>By now we're just about ready to present our case to a politician. Let's work out a good meeting plan and get set to impress.</p>	<p>Helen O'Neil: Chair, Performing Arts Connections Australia; former adviser to Labor arts ministers at the time of writing the national cultural policy Creative Nation</p>
Weds 5 Aug	<p>Q&A with Esther: Let's get ready</p> <p>Arts Day on the Hill is next week! Let's work out our plan to achieve a huge impact from wherever we are.</p>	–
PART 5: ACHIEVING NATIONAL IMPACT		
Weds 12 Aug	<p>ARTS DAY ON THE HILL</p>	Let's do this
Weds 19 Aug	<p>Q&A with Esther: Let's debrief</p> <p>and let's stay connected on actions for the rest of the year – and beyond</p>	

Let's talk arts, policy, media, political and public engagement. What works? What doesn't? What can we achieve together?

Every Wednesday evening, join Esther Anatolitis with Australia's leading advocacy thinkers and practitioners online at 4:00-5:30pm AEST.

Our aim is to foster confident, informed advocacy by smart, connected artists and arts leaders. Not just once-off, not just in an emergency, but in an ongoing way that precludes such policy and funding emergencies. Let's build something that lasts.

Our efforts will culminate in [Arts Day on the Hill](#) – Australia's national day of advocacy for the arts. Pop it in your calendar: this year's Arts Day on the Hill is on Wednesday 12 August, during the first sitting week once Parliament resumes.

Last year's [Arts Day on the Hill](#) training was an intensive two-day set of workshops presented at the NGA, the Museum of Australian Democracy (Old Parliament House) and Parliament House.

- Register at <https://visualarts.net.au/nava-events/2020/nava-advocacy-program/>
- All sessions are live captioned, recorded and transcribed.