

Council Agenda - 17 October 2019 - Agenda Item 20.1

Attachment 1 - Request to Attend Asia Pacific Conference Councillor Finlay



Provisional Program

View the Asia-Pacific Creative Cities (APCC)
Conference Provisional Program

Image Credit: The Colour of Time @ WOMADelaide 2019.

Wednesday, 23 October

1pm: Conference Registration

3pm: Welcome Ceremony and Performance

3:45pm: Keynote and opening speeches

5:30pm: Civic reception

7pm onwards: [OzAsia Festival](https://www.ozasiafestival.com.au/)

[\(https://www.ozasiafestival.com.au/\)](https://www.ozasiafestival.com.au/)

Thursday, 24 October



8am: Conference Registration

9am: Welcome to Country and official opening remarks

9:15am: Presentation on the 2015 EY Report *Cultural Times: The First Global Map of Cultural and Creative Industries Report* (https://en.unesco.org/creativity/sites/creativity/files/cultural_times_the_first)

9:30 Panel 1 - **Promoting Cultural and Creative Sector Development, Employment, Trade and Investment within the Asia-Pacific Region** moderated by Douglas Gautier, CEO & Artistic Director Adelaide Festival Centre

A 2015 EY report titled "Cultural Times: The First Global Map of Cultural and Creative Industries Report" put forth its findings that the Asia-Pacific region is the largest CCI market and consumer base in the world generating US \$743 billion in revenues (33% of global CCI sales) and 12.7 million jobs (43% of CCI jobs worldwide). This panel will explore the extent to which the creative industries figure in the trade and investment strategies among the countries of the Asia-Pacific region and the capacity to prioritize them further. It will address inequity in the support and empowerment of underrepresented groups in the creative business sector as well as the actions and best practice that have proven successful in securing a well-balanced and diverse base of entrepreneurs and creative business leaders. The panellists will discuss how development of the sector can be supported so that the region retains its leadership in the global creative economy

10:30: Panel 2 - **Amplifying Bilateral Partnerships and Regional Collaboration in the Asia-Pacific** moderated by Dr Mat Trinca, Director National Museum of Australia, ASAG Co-Chair

The Asia-Pacific region is well-positioned to maintain its leadership role in the global creative economy for years to come. International partnerships can only enhance its activity and contribute to improved conditions for its creatives. It already provides unique access to a diverse range of potential



knowledge-sharing and collaboration opportunities, and yet, how can these be maximised and how can access to international partnership development be improved by cities? How can regional collaboration be strengthened and what new pathways for creativity can be explored through bilateral partnerships? Should cities reassess their international cooperation strategies and lay better foundations for their creative institutions and artists to pursue international activity? The panellists will exchange ideas around potential interdisciplinary and intersectoral practices that could work to amplify existing relationships in the Asia - Pacific region, deliberate on the strategic partnerships that have yet to be explored, describe the conditions they see as necessary to deepen the region's potential and speak to examples of effective soft diplomacy and leadership that has utilized the cultural and creative industries.

11.30pm: Panel 3 - **Indigenous Arts, Language and Entrepreneurship in the Asia-Pacific Region** moderated by John Carty, Head of Humanities at the South Australian Museum, and Professor of Anthropology at the University of Adelaide

The International Year of Indigenous Language was declared by the United Nations in order to raise awareness about the contribution of indigenous peoples to world culture and the significance of linguistic and cultural diversity. The Asia-Pacific region is uniquely positioned to lead the way on this ever important topic and it should play a central role in the promotion and protection of indigenous arts, language, and culture and use its global platforms to highlight the efforts and successful practices that preserve and promote greater diversity and respect. In this panel, we will discuss the ways in which the Asia-Pacific region can work to achieve this goal as well as the good practices that have focused on education, access, facilitation, and celebration of the indigenous arts, language, and cultures. This panel will address support and



mechanisms that are necessary to empower indigenous entrepreneurship and to improve access to cultural and creative markets.

12.30pm: Lunch

1.30pm: Panel 4 - **Label, Product or More? Understanding Long-term Tourism Policies and Marketing Strategies for Creative Cities** moderated by Bill Spurr, SA Economic Advisory Council

A UNESCO designation is among the strongest and most widely recognizable brands in the world, implying both excellence and global significance. In an age when cities are competing for attention, such a distinguishing feature can be very helpful in positioning them as creative capitals and places of unique experience. Marketing and tourism agencies play a crucial role in communicating this strength, but how can they work together so that the message resonates and has global impact? With the title being much more than a one-off accolade and signifying the sine qua non and ambition of a city, it can be argued that creativity is the condition and foundation for everything it sets out to do, including attracting visitors or new talent and developing pride or a sense of attachment to place in its citizens. How can tourism policies and marketing strategies better reflect and support the creative city narrative and its potential? We will hear from the panelists about how member cities can effectively interweave the narrative about the Creative City with long-term marketing and tourism strategies and how national marketing and tourism departments support municipal and state efforts to maximize the potential of the designation.

2.30pm: Panel 5 - **Securing Sustainable Solutions and the Resilience of Cities through Creativity** moderated by Maree Grenfell, Resilient Melbourne Learning and Network Manager, Resilient Melbourne, Deputy Chief Resilience Officer 100 Resilient Cities Network representative



The modern environmental and sustainability challenges that cities experience will require fast, precise and strategic action in order to secure the future of cities. Among the many networks that connect the Asia-Pacific region, none prioritizes sustainable development goals like the UNESCO Creative Cities Network, which mandates members to prepare and execute strategic programs that place creativity at the heart of their vision and activity and to overtly address the 2030 Agenda. How effective have member cities been in deepening the intersection between resilience strategies and the creative industries, and how can these connections be further developed? Our panel will speak to the ways in which cities can mobilize its creative class to tackle key environmental and sustainability issues, address the greatest challenges currently to creating stronger linkages between the cultural and creative industries and measures undertaken by cities to develop resiliency and provide examples of best practice around the bold innovations that have inspired substantial change and demonstrated the value of collaboration across sectors.

3:30pm: Panel 6 - **Maximising the Potential of the Asia-Pacific Region: Entrepreneurship and the Movement of Ideas, Creators and Innovation** moderated by Pippa Dickson, Director of Asialink Arts, University of Melbourne

Strategies for the circulation of creative goods and services, movement and migration of talent, and support for local and international entrepreneurship are increasingly crucial for cities to develop so that they can adapt to migration trends and to build confidence in both their home-based and global talent. During this panel, our speakers will focus on the issues of exchange and the ways in which cities, regions and countries of the Asia-Pacific region can improve support for the mobility of artists and creators. They will identify some of the best practices concerning the development of entrepreneurialism specifically among youth, women, and indigenous people. Lastly, the panel will consider how innovation can be amplified in the region and knowledge sharing improved.



4:30pm: Closing remarks

5pm: UNESCO Creative Cities Network Reception at Government House (closed to non-UCCN)

6:30pm onwards: OzAsia Festival

Friday, 25 October

9am - 1pm: Mayors Roundtable / National Commission Roundtable (closed sessions)

10am – 12.30pm: Arts sector & Creative Cities exchange and networking

12.30pm: Lunch

1.30pm: Prospective UNESCO Creative Cities Network Applicants Briefing

2.30pm: UCCN cluster roundtables (closed session)

5pm: Closing function

6pm onwards: OzAsia Festival
(<https://www.ozasiafestival.com.au>)

Saturday, 26 October

10am - 3pm: Study tours UNESCO Creative Cities Network, SA Cultural Institutions and Creative Industries (closed sessions)

6pm: OzAsia Festival (<https://www.ozasiafestival.com.au>)

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(/whats-on/)	(/about-us/)	(/tickets-info/)	(/venues/)	(/learning/)	(/support-)	Postal Address
			Festival Theatre	Primary	(/support-)	<i>GPO Box 1269 Adelaide 5001</i>

Season 2019 (/whats-on/season-2019/)	Redevelopment Project (/about-us/redevelopment-project/)	General Ticket Information (/tickets-info/general-ticket-information/)	(/venues/festival-theatre/)	Secondary Schools (/learning/secondary/)	Partnerships (/support-us/partnerships-corporate-entertainment/)	+61 8 8216 8600 (tel:+61882168600) (Reception) 131 246 (tel:131246) (Ticket Enquiries)
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