The Arts Suck! Sport Is Much More Important!

If the subject heading started to make your blood boil then this message is for you!

In contemporary society sports dominate the media and the focus of corporate sponsors. Sports are valued, have an easily accountable economic impact and are of a scale that demands our attention. But what of the arts? What is the real worth of the arts to a society?

As part of the Global Events Congress VI (www.flinders.edu.au/gec) and in association with the Australian Event Symposium we hope to explore these issues and discuss the cultural value of the work that we do. Join us for a day long program of discussion, networking and presentations by the leaders in scholarship on cultural value and the professional practitioners who help build that value for our audiences.

The day’s program starts with two keynote speakers:

- Douglas Gautier, CEO and Artistic Director of the Adelaide festival Centre, sharing his experiences of Hong Kong and Adelaide and ‘the Value of a Festival’
- Julian Meyrick, theatre director, Helpmann Award winner and Professor of Creative Arts at Flinders University discussing ‘Numbers, Schmumbers… Total Cultural Value and Talking About Everything that We Do (Even Culture)’

The keynotes will be followed by three presentations:

- ‘Thinking about the concept of “cultural value” in the Australian context’ by Tully Barnett (Flinders University)
- ‘Off the shelf and on the table: Making arts evaluation benefit the arts’ by Katya Johanson, Hilary Glow and Anne Kershaw, and
• Event evaluation: a state of the art review by Steve Brown (Flinders University), Donald Getz (University of Calgary), Robert Pettersson (Mid Sweden University) and Martin Wallstam (European Tourism Research Institute)

The presentations will be followed by an Industry Panel with:

• Alan Smith (State Library)
• Alex Reid (Arts SA)
• Barry Burgan (Torrens University)
• Christie Anthoney (Festivals Adelaide)
• Karen Bryant (Adelaide Festival)
• Rob Brookman (State Theatre)

Oh, and we will feed you lunch and morning and afternoon tea, too!

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<th>Friday 11th July 2014</th>
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<td>Victoria Room, Adelaide Hilton</td>
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Normal day registration is $350 but as an arts colleague you can register for the ‘student’ price of $85 for the full day. Register online www.flinders.edu.au/gec or on the day.

For further information please contact gec@flinders.edu.au

We know the art have real value – let’s start talking about it!