

**MULTICULTURAL ARTS PROFESSIONAL DEVELOPMENT**

## **MAPD FOR WESTERN SYDNEY 2006**

30 NOVEMBER – 4 DECEMBER  
AND 14 & 15 DECEMBER



## MAPD FOR WESTERN SYDNEY

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Multicultural Arts Professional Development Western Sydney is based on the successful MAPD – a national arts leadership course tailored to arts administrators and practitioners based in Melbourne.

MAPD is challenging, exciting and practical, dealing from the big picture to the practicalities of program management and market development.

## MULTICULTURAL ARTS PROFESSIONAL DEVELOPMENT (MAPD)

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MAPD is an initiative of the Australia Council for the Arts through Arts in a Multicultural Australia and sees cultural diversity as the key to national and international success in the arts and cultural industries.

MAPD increases the skills of arts workers in the areas of, Marketing and Branding, Leadership, Cultural Tourism, Innovation, Multicultural Policy and Audience Development.

MAPD assists arts and cultural managers, presenters, directors, producers and artists, in developing a deeper understanding of Australia's cultural and linguistic diversity and how it can be harnessed through marketing, entrepreneurialism and cultural brokerage to create more

local, national and international opportunities in the arts and cultural fields.

MAPD is managed by Australian Multicultural Foundation, Kape Communications and RMIT University Business. Some of the organisations which have sent participants into the National MAPD program include; National Gallery of Victoria, Museum of Contemporary Art (NSW), Casula Powerhouse Arts Centre (NSW), Ausdance WA, Artrage WA, ECC NSW, National Archives Centre (ACT), Information and Cultural Exchange (NSW), Migration Museum (Vic), Art Space (NSW), City of Frankston (Vic), City of Darebin (Vic) and the WA Ballet among others.

## WHY MAPD FOR WESTERN SYDNEY?

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MAPD Western Sydney is a specific initiative of the Department of Immigration and Multicultural Affairs in partnership with the Australia Council for the Arts.

MAPD Western Sydney is a professional development program for those working in community arts partnerships, programming, curation, cultural marketing and communications, event management, project management and local government cultural policy.

MAPD Western Sydney will be managed by Kape Communications, the Australian Multicultural Foundation and Casula Powerhouse Arts Centre NSW in partnership with Information and Cultural Exchange NSW.

Western Sydney boasts the most culturally, economically and socially diverse demography in Australia – it is a loam for the growth of skilled culturally diverse arts leaders and facilitators.

Arts, culture and entertainment are a foundation for increased social cohesion. Moreover, they are a springboard for economic development in a major global cultural and arts industry.

Increasing fuel prices, rising interest rates, falling housing prices and high personal debt has resulted in a rise in the unemployment in Western Sydney. Macquarie Bank economist Brian Redican pointed to Liverpool's and Fairfield's plunge of 6 percentage points among adults seeking work since last year, lagging the national rate by 8 percentage points. He says, *'Looking closely at regional data highlights that some areas (Liverpool – Fairfield) are beginning to show signs of financial distress'*. (Sydney Morning Herald 28 September 2006)

Migrant communities tend to be the first to feel the immediate effects of economic slowdown. Added to these general economic realities are the negative media fueled perceptions of Muslim communities which can only result in lowered self esteem and a sense of exclusion especially among Muslim youth. MAPD as a program engages notions of economic innovation based on non-Western entrepreneurial cultures and thus aims to generate greater social cohesion.

Peoples whose fore bearers instigated global trade thousands of years ago can harness that knowledge and apply it to contemporary Australia. MAPD is not a panacea but an initiative which seeks long term social and economic innovation by harnessing the region's cultural diversity.

MAPD will take a pro-active role in augmenting skills and assisting with the initiation of arts and cultural projects for the Western Region. Dr Kurin National Director for Programs at the Smithsonian Institution in Washington DC highlights that the arts and cultural industry, is the second largest industry in the world after petrochemicals. History testifies that migration and cultural diversity are a catalyst for emerging new economies, new arts and new cultural benefits for the whole of society.

MAPD will support skills development and practical integration through, entrepreneurship and cultural brokerage highlighting Western Sydney's value while igniting new possibilities in local, national and international arts and cultural developments.

## STRUCTURE OF WESTERN SYDNEY MAPD

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The national MAPD program in Melbourne is an accredited course valued as one elective unit of RMIT Business University's Masters of Business Administration program and runs over nine months. (See [www.kape.com.au](http://www.kape.com.au)) The MAPD program in Western Sydney will not be accredited but will be based on MAPD, and Western Sydney participants will be eligible for intake into the accredited national MAPD program for 2007.

MAPD Western Sydney tailors to the needs of participants, taking into account the individual's position, skills, history and program aims.

MAPD Western Sydney is intensive and runs over seven days in two separate periods. The first period runs between the **30th of November** and the **4th of December**, and the second on the **14th and 15th of December**. MAPD will also provide an on-line forum and consultations. MAPD Western Sydney participants will also be able to access consultants and Alumni of the national MAPD program as a network.

MAPD is structured in such a way as to provide practical skills and advise to participants in the below areas:

- 1] **Cultural Brokerage** – Cultural representation and curation highlighting the presentation of intangible cultural heritage as developed by the eminent Dr. Richard Kurin from the Smithsonian Institution, Washington DC
- 2] **Multiculturalism** – A perspective of the policy of multiculturalism and cultural management presented by the Australian Multicultural Foundation as a basis for greater integration of all Australians
- 3] **Multicultural Marketing and Branding** – Unique approaches to marketing, communications and branding which seeks to penetrate Australia's culturally diverse markets
- 4] **Entrepreneurship and Innovation** – An examination of innovation and entrepreneurship using non Anglo-American models of management and innovation
- 5] **Communication and Presentation** – A practical workshop on presentation and communication techniques to perfect the 'pitch'
- 6] **Dealing with Stress in Management** – Discussions of various approaches to dealing with leadership and management and alleviating the damaging effects of work related stress and conflict.
- 7] **Project Development and Structure** – Discussions and consultations on development and refinement of participants' project ideas.
- 8] **Industry Seminars** – Various industry based seminars and discussions from across the sector which will inform participants' project ideas

## THE MAPD CONSULTANTS

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MAPD consultants are recognised leaders in multiculturalism, entrepreneurship, the arts, marketing, management theory and communications, international relations, and strategic development.

Importantly many of the consultants come from a non-arts sector such as tourism, management and policy thus providing the participants a greater range of ideas, skills and approaches which can be used in the arts and cultural sectors.

The core MAPD consultants are; *Professor Peter Sheldrake* from RMIT a leading thinker in entrepreneurship and innovation, *Professor John Toohey* head of RMIT Business Graduate School of Business, a distinguished academic expert in organisational behaviour, managerial psychology, risk management and public policy. *Pino Migliorino* Managing Director of Cultural Perspectives an expert in multicultural marketing and branding; *Hass Dellal* OAM Director of the Australian Multicultural Foundation a leader in multicultural cultural issues and international networking and will introduce *Ms Iktimar Hage Ali*, the Chair of Engaging Youth Sub-group from the Prime Minister's Muslim Reference Group; *Ali Ammouchi*, NIDA graduate, educator and corporate communications expert, and *Fotis Kapetopoulos* Director of Kape Communications and audience development and cultural brokerage expert.

The coordinator of the Western Sydney MAPD program is *Khaled Sabsabi*, a community development and internationally recognised digital arts practitioner and National MAPD 2006 participant. He will be the first point of contact for MAPD participants and will be a key source of information and a conduit between consultants and participants.

Industry experts include; *Ms Iktimar Hage Ali* Chairperson of the Engaging of Youth sub-group of the Prime Minister's Muslim Reference Group, *Mr Khaled Sabsabi* a community development and internationally recognised digital arts practitioner and National MAPD 2006 participant, *Mr Kon Gouriotis* Director of Casula Powerhouse Arts Centre, *Mr Nicholas Tsoutas* Artistic Director of Casula Powerhouse Arts Centre, *Ms Swee Lim* Manager of the Asialink Arts Residency program, *Ms Alissar Chidiac*, Arts Officer Auburn Community Development Network (TBC) and Australia Council representatives.

## KEY CONSULTANT BIOGRAPHIES

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### PROFESSOR PETER SHELDRAKE

Professor Sheldrake is an internationally recognised expert and commentator on current issues in management. He was Executive Director, Australian Institute of Management – Victoria since 1988.

Professor Sheldrake has been a member of the Graduate School Board for a number of years and was awarded the title of Adjunct Professor. He is also the Executive Secretary to the Asian Association of Management Organisations.

He became the first CEO of the Cranlana Program in 1997, where his pioneering work on values education and leadership has been developed extensively. The program is already making an important and unique contribution to leadership and management in Australia.

He is of the view that Australian business culture and training can no longer afford to rely exclusively on Anglo-American and European management models. These management models can provide a base on which to build distinctively Culturally Diverse Australian business models which use ancient and contemporary entrepreneurialism and innovation.

### PROFESSOR JOHN TOOHEY

John Toohey is Professor of Organisational Behaviour and Head of the Graduate School of Business at RMIT University. He has held senior positions in the private and public sectors and was recently Principal and Deputy Director of the Australian Graduate School of Management (AGSM) and previously Director of several business and technology programs at the University of New South Wales (UNSW).

John has studied management, public administration and organisational psychology in Australia, Canada and Sweden and holds a Doctorate in organisational behaviour from Macquarie Graduate School of Management (MGSM). His doctoral research covered predictability factors associated with occupational stress and workplace violence. His teaching and research interests are in managerial psychology and organisational performance.

He continues to teach and work in Singapore, Hong Kong and China and has consulted to a range of industries including transport, food, manufacturing, police and retailing. John is a Trustee of the Committee for the Economic Development of Australia (CEDA) and was previously a Commissioner of Commonwealth Government Comcare Commission, a Member of the NSW Health, Safety and Rehabilitation Council and a member of the NSW Drug and Alcohol Authority, board member of Arabic Youth Australia (a NSW Community Trust Board charity); and a founding board member of APHEDA, the ACTU's Humanitarian Aid Agency.

### PINO MIGLIORINO

Pino is the Managing Director of Cultural Perspectives and his personal management philosophy has led Pino to develop a team of talented marketing and research consultants who through their work have built a brand based on quality, professionalism and value.

In leading Cultural Perspectives, Pino draws on his experience in working with ethnic communities and the legitimacy that his own community standing gives him. Before establishing Cultural Perspectives, Pino held a number of positions including Principal Policy Officer, NSW Ethnic Affairs Commission; NSW Regional Co-ordinator, Office of Multicultural Affairs; and Executive Officer, Ethnic Communities Council of NSW.

### HASS DELLAL OAM

Hass Dellal OAM is the executive director of the Australian Multicultural Foundation. He has over twenty five years experience in policy, community development and programming for cultural diversity. His experience in national and international affairs is profound. He serves on various committees and spearheaded initiatives for the development of the general community. He has prepared programs on community relations on behalf of Government authorities and the private sector. Hass is a special advisor to the National Police Ethnic Advisory Bureau, Committee Member of the European Multicultural Foundation, board member of the Adult Multicultural Education Services and a Fellow of the Williamson Leadership Program. He was awarded the Medal of the Order of Australia for services to Multiculturalism, the Arts and the Community in 1997.

### IKTIMAL HAGE ALI

Ms Iktimal Hage Ali a member of the Alaway Muslim Association, previous Deputy Chair, NSW Youth Advisory Council, Youth Network Member for the Australian National Commission for UNESCO and most recently the Chairperson of the Engaging of Youth Subgroup of the Prime Minister's Muslim Reference Group. Iktimal's work as young Muslim woman and leader has been focused on identifying initiatives to support young Muslims to achieve success, build self esteem and develop a communication plan to combat negative perceptions.

## KEY CONSULTANT BIOGRAPHIES

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### FOTIS KAPETOPOULOS

Fotis Kapetopoulos heads Kape Communications and was the director for Multicultural Arts Victoria from 1992 to 2001. Fotis initiated exchanges with Singapore, Malaysia, Hungary and Greece and was the arts representative on various delegations to China hosted by the People's Republic of China's Ethnic Minorities Commission and the Australian Multicultural Foundation.

Kape Communications manages MAPD in partnership with RMIT University's Graduate School of Business and the Australian Multicultural Foundation. Fotis has carried out projects, research and delivered talks on audience development among culturally diverse communities. Fotis has consulted for Walker International Communications (NYC), the Arts Centre (VIC), The Australian Ballet, Melbourne Theatre Company, Grand Union Orchestra (UK) and Essential Media Communications.

Kape Communications with the assistance of the federal and state arts funding agencies and consulates, brought to Australia key thinkers in culture and audience development Donna Walker-Kuhne (NY), Dr Richard Kurin from the Smithsonian Institution Washington DC, Gerald Yoshitomi (CA – USA) and Ruud Breteler from Rotterdam.

Fotis holds a BA Honours in Politics from Flinders University SA and a Masters in Tourism from Monash University Melbourne. He received an Internship from the Smithsonian Institution and an Asialink Management Residency at the Singapore Arts Council where he facilitated a Memorandum of Understanding with Arts Victoria.

### ALI AMMOUCHI

Ali Ammouchi graduated in 2003 from NIDA and has been numerous plays, and three feature films. He holds a teaching degree and has devoted much of his time as a corporate communications trainer. His skills are in helping people, especially professionals in realising their innate potential to become Effective Communicators. He is also motivated now, as a young Muslim Australian man to use his creativity, skills and teaching knowledge to teach Australian Muslim professionals, young people and community leaders more effective skills in communication as a way to overcome barriers and misunderstandings. He has consulted for Boomerang Executive, Ernst & Young, and Deakin University conducting Effective Business Communication programs.

## APPLICATION FORMS & DETAILED INFORMATION

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### VENUE

The MAPD Western Sydney will be held at the Liverpool Migrant Resource Centre, 108 Moore Street, Liverpool NSW.

For application forms and more information, please contact:  
Manager of MAPD Western Sydney, **Fotis Kapetopoulos** at Kape Communications on, (03) 9470 1099, or 0413 44 52 87; or by email at [fotis@kape.com.au](mailto:fotis@kape.com.au)

Alternatively, contact:  
Coordinator of MAPD Western Sydney, **Khaled Sabsabi** at Casula Powerhouse Arts Centre on, (02) 9824 1121, or 0410 48 77 86; or by email [info@peacefender.com](mailto:info@peacefender.com)

NB: For detailed information on the National MAPD program visit [www.kape.com.au](http://www.kape.com.au) and follow the MAPD link.