

A woman with her hair in a bun, wearing a textured sweater, is shown in profile from the back, looking at a large digital display. The display shows a grid of colorful lines (red, yellow, blue) and some text, possibly a museum exhibit. The overall lighting is blue and purple, creating a modern, digital atmosphere.

victorian museums and galleries
forum

2021

AMaGA Victoria

welcome

Wominjeka – Welcome to the 2021 Victorian Museum and Galleries Forum. While we gather in a virtual space, let us take a moment to acknowledge the Traditional Owners of the various lands from which we all join today and pay our respects to their Elders past, present and emerging.

Our theme of 'Digital Literacy' is at the forefront of discourse within the sector. The year 2020 exposed the increasing importance of digital literacy and need to integrate digital opportunities into institutional plans and strategies. This event brings together colleagues from across the GLAM and tech sector to explore how new technologies can transform the way that museums and galleries operate both internally and for audiences.

Thank you to our sponsors and supporters for their generous contributions in facilitating this event. To our inspired speakers – thank you for sharing your time and expertise. A special thanks to the AMaGA Victoria team for their exceptional work and support in delivering another exciting event.

We hope you enjoy today's program and here's to a great day of discussion and debate.

Dr Ashley Robertson, Executive Director, AMaGA Victoria

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general information

Disclaimer

AMaGA Victoria reserves the right to amend any aspect of the Forum program and will not accept liability for damages or losses sustained by participants as a result of the Forum or related events.

Twitter

Follow the conversation: [#AMaGAVic2021](https://twitter.com/AMaGAVic2021) [#DigitalLiteracy](https://twitter.com/DigitalLiteracy)

AMaGA handle: [AMaGA_Victoria](https://twitter.com/AMaGA_Victoria)

Lunch, morning tea and afternoon tea

We are sad that we can't gather over coffee and pastries in real life but we still want to make the most out of our food breaks! For those so inclined, we would love to hear what you have planned for your conference menu. Maybe you would like to share a recipe or two? Or make us jealous with some pics of your delicious snacks? In order to do this - and to share other content throughout the day we invite you to download the [Padlet](#) app so that you can contribute to the forum, in an informal and fun kinda way. Yes, this is a competition and there will be prizes! We will post details on our social media channels in the lead up to the Forum.

Slido

Throughout the Forum we will use the [Slido](#) app to facilitate questions and test who is listening intently behind their screens (did someone say prizes?! Please download the app and check our social media channels prior to the conference for info and instructions.

morning program

10:00-11:00am	SESSION 1: KEYNOTE PRESENTATION
10:00-10:15am	Introduction: Ash Robertson , AMaGA Victoria Executive Director and Andrew Hiskens , President, AMaGA Victoria Welcome / Housekeeping/ Acknowledgement of Country
10:15-10:55am	Jane Finnis - Culture24, UK, <i>DIGITAL LITERACY – how to define it, why it matters and what it means in practice for the cultural sector.</i>
11:00 -11:15am	BREAK
11:15am-1:00pm	SESSION 2: PANEL PRESENTATION <i>How can we encourage and build digital literacy within our cultural institutions?</i>
11:15-11:20am	Chair, Andrew Hiskens , President, AMaGA Victoria
11:20-11:40am	Jo Coldwell-Neilson , Associate Dean Teaching and Learning, Professor, Faculty of Science, Engineering and Built Environment, Deakin University
11:40am-12:00pm	Indigo Holcombe-James , Postdoctoral Research Fellow, RMIT
12:00-12:20pm	Seb Chan , Chief Experience Officer, ACMI and Lucie Paterson , Head of Experience, Product & Digital, ACMI
12:20-12:40pm	Natalie Carfora , Exhibitions Coordinator, MOD
12:40-1:00pm	Q+A: Facilitated by Chair, Andrew Hiskens
1:00-1:30pm	BREAK

afternoon program

1:30-2:00pm	SESSION 3: VIRTUAL REALITY
1:30-2:10pm	Chair, Karina Lamb , Manager, Arts & Libraries, City of Monash Brett Leavy , Bilbie Virtual Lab Presentation of a digitally mapped, virtual tour of 6 museums + heritage associations from the Victorian sector.
2:10-2:30pm	Q+A: Facilitated by Chair, Karina Lamb
2:30pm-2:45pm	BREAK
2:45pm-4:00pm	SESSION 4: LIGHTNING TALKS <i>Where will digital life be half a century from now and how will connected technology, platforms and applications change the visitor experience?</i>
2:45-2:50pm	Chair, Seb Chan , ACMI
2:50-3:00pm	Karina Lamb , Manager, Arts & Libraries, City of Monash
3:00-3:10pm	Daniel Wilksch , Manager, Digital Projects, PROV
3:10-3:20pm	Rachel Jones , Artist, Whitehorse City Council
3:20-3:50pm	Q+A: Facilitated by Chair - including live feed with Jane Finnis and joined by Brett Leavy
3:50-4:00pm	Closing remarks: Ash Robertson , Executive Director AMaGA Victoria and Andrew Hiskens , President, AMaGA Victoria
4:00pm	FINISH

speakers



Jane Finnis
CULTURE24

Jane is an entrepreneurial, collaborative and persuasive digital expert with over 30 years' experience at a senior level leading new thinking and practice in the convergence of arts, culture and technology. She is the CEO of Culture24 an internationally recognised independent charity and an important force in building digital capacity in the arts and heritage sector, and a partner with leading UK consultancy firm Counterculture. She has spent the last decade working to bring the global museum and gallery sector into the 21st century and championing an audience-driven approach to cultural programming. Key projects at Culture24 include: *Let's Get Real, One by One, Emerge Lates Festival, Museum Crush and VanGoYourself*. In 2020 she published *The Digital Transformation agenda and GLAMs* – a post-COVID strategic report for the Europeana Foundation to help them understand how to support digital capacity building across their network. Jane's keynote address *DIGITAL LITERACY – how to define it, why it matters and what it means in practice for the cultural sector* will set the scene for the Forum discussion.



Jo Caldwell-Neilson
DEAKIN UNIVERSITY

Jo Caldwell-Neilson is Associate Dean Teaching and Learning and Professor in the Faculty of Science, Engineering and Built Environment at Deakin University. She is an Associate Editor-in-Chief of the *Journal of Information Technology Education: Research* and *Journal of Information Technology Education: Innovations in Practice*. Jo has focused her career on the intersection of IT and education, building on her industry experience prior to joining academia. She is well known for her work on digital literacy, gender issues in IT, and educational technology implementation. Jo's most notable research achievement is being awarded an Office of Learning and Teaching Fellowship in 2016 to investigate digital literacy in the context of higher education. She has held major leadership roles as Chair of Course Standards Committee and Deputy Chair of Academic Board. These roles have allowed her to make a significant contribution to education within Deakin and beyond.

Abstract: Digital Literacy, Digital Fluency or Snakes and Ladders?

The foundational definition of digital literacy indicated that it is related to understanding and using information via a computer (Glister, 1997). In the intervening quarter-century, many researchers have, and continue to, explore

what digital literacy is, what it is not, and how it should be articulated. I will discuss my position on digital literacy, my understanding of what it is, what we should be striving for, some of the pitfalls that may occur in our digital literacy journey, and how it impacts all aspects of our lives.



Seb Chan

ACMI

Seb Chan is Chief Experience Officer at ACMI in Melbourne. He is the senior executive responsible for the Experience & Engagement division of the museum guiding teams

responsible for visitor experience, marketing, brand & communication design, digital products, technology, and the museum's collections, digitisation & digital preservation programs. Prior to ACMI, Seb led the digital renewal and transformation of the Cooper Hewitt Smithsonian Design Museum in New York (2011-15) and the Powerhouse Museum's pioneering work in open access, mass collaboration and digital experience during the 2000s. His work has won awards from American Alliance of Museums, One Club, D&AD, Fast Company and Core77. He is an Adjunct Professor, School of Media and Communications, in the College of Design and Social Context at RMIT, and is an international advisory board member of Art Science Museum (Singapore), and board member of Diversity Arts Australia and National Communications Museum. understanding of what it takes to be a healthy museum now and into the future.



Lucie Paterson

ACMI

Lucie Paterson is at the forefront of change and innovation in the museum field. With twelve years' experience at leading cultural organisations, including Te Papa in New Zealand,

Southbank Centre in London and now as Head of Experience, Product & Digital at ACMI in Melbourne, Lucie's work shapes the exhibitions and experiences that will lead our sector into the future. Lucie's work also encompasses internal workforce transformation, embedding user experience and systems thinking across an organisation to increase efficiency in operations. She has broad experience working closely with the executive on strategy in times of change, and implementing transparent and collaborative ways of working. Lucie is on the board of New Zealand's National Digital Forum, presents at conferences in Australia and overseas and writes regularly about museum process change and practices online.

Abstract: *How can we encourage and build digital literacy within our cultural institutions?*

Everything in our lives has a digital component. To remain relevant and meaningful, arts and cultural organisations must be able to respond to the

changing visitor needs and technology opportunities. This requires a change in mindset and way of working. A digital way of thinking. In this session Seb and Lucie will talk about some visitor-facing experiments they have done at ACMI and how they have impacted the way teams work to better serve their publics. Part strategy and part practical, participants will go away inspired to try some new things in their workplaces.



Indigo Holcombe-James

RMIT

Indigo Holcombe-James is a postdoctoral research fellow at the ARC Centre of Excellence for Automated Decision Making & Society, located in the School of Media and Communication at RMIT University, Melbourne. She researches digital inclusion and participation, with a specific focus on the digital transformation of cultural and creative institutions and industries. Her doctoral research unpacked dominant policy narratives about digital participation in the Australian cultural sector and examined how these interact with digital exclusion. Indigo is a core member of the Australian Digital Inclusion Index research team, and RMIT's Digital Ethnography Research Centre. She has recently published COVID-19, digital inclusion, and the Australian cultural sector: a research snapshot. organisation does for staff, volunteers, community and the environment.

Abstract: *I trained as an art historian, not an A/V technician': Digital skills gaps in Australian cultural institutions.*

The ongoing COVID-19 pandemic has dramatically underscored the importance of digital skills in cultural institutions and shifted how they are approached. No longer specialist skills constrained to marketing and communications or IT staff and departments, digital skills are now generalist and required throughout the institution as a whole. Workers whose roles had previously not relied on digital skills (whether at all or to the extent COVID-19 necessitated) were required to rapidly transition not only their work practices but their deliverables. This rapid transition, however, assumed that cultural institutions were staffed by workers who already held sufficient digital skills. Drawing on qualitative research with representatives from 73 Australian cultural institutions conducted during COVID-19 lockdowns, I show that this was not the case. Digital skills are not distributed evenly across the Australian cultural sector, nor are they evenly distributed within individual cultural institutions. In this paper, I talk through the digital skills gaps confronting the sector, highlight the challenges these gaps are resulting in, and propose steps forward for bridging these digital divides.



Natalie Carfora

MOD.

Natalie Carfora is an exhibitions coordinator at MOD., a future-focused museum of discovery at the University of South Australia. Passionate about audience engagement, in particular

through the use of digital technologies, Natalie strives to create exhibitions that provide engaging and accessible visitor experiences. In 2020 she was named a George Alexander Foundation Fellow, which will see her travelling overseas to conduct research in this area. Natalie sits on the Australian Museum and Gallery Association Emerging Professionals Network Committee.

Abstract: *Thinking digitally at MOD.*

Since MOD. opened in 2018, technology has been built into everything we do. Our digital mindset, however, is more than just using technology. This is something that is incorporated into our design principles and is foundational to our museum practice. It's something that begins with the design team, then extends to our gallery staff and eventually our visitors. By prioritising a digital mindset and practicing these skills, we hope to build digital literacy capabilities broadly, supporting our visitors to learn skills that will be important in shaping their futures.



Brett Leavy

BILBIE VIRTUAL LAB

Founder of Bilbie Virtual Lab, Brett is a self-motivated virtual heritage innovator, a First Nations, Digital Aboriginal and descends from the Kooma people who has dedicated his

working life to cultural knowledge recording and the industry of communications. His digital work seeks to represent the arts, cultural stories, heritage, traditional knowledge and histories of First Nation people using new, immersive and interactive technologies

Abstract: . Bilbie Labs researches and develops Virtual Songlines, a virtual heritage toolkit, for simulating, representing and promoting the cultural heritage of First Nations across Australia by recreating and reconstructing authentic, interactive and immersive virtual heritage of First Nations People.

Brett Leavy and his team take historically significant sites and objects of cultural importance into a technical space and create an immersive virtual environment that is in effect a digital storytelling experience; or, said another way, they are

creating a virtual time machine to respectfully represent Indigenous heritage in public spaces.

Imagine there was a way to stand in the footsteps of an Indigenous person on the shores of Botany Bay the day before Captain Cook first arrived in Sydney. Well, imagine no more, as there is an interactive and immersive virtual reality (VR) world where you can do just that.

The process of digitally building these virtual heritage-inspired realities draws on an incredible array of community input, historical research, data sets, credentials and information. Leavy engages First Nations communities, researchers, historians and anthropologists to help verify and validate the knowledge he represents, while his team of designers and programmers create credible and authentic virtual artworks. These can then be displayed in places such as libraries, schools, museums and public spaces across the country or even internationally.

In this presentation, Brett will show us how he uses cutting edge digital technology to try and gamify the cultural heritage of different Indigenous nations in as many regional towns and capital cities as is feasible - in this case, he will demonstrate a digitally mapped, virtual tour of 6 Victorian organisations including ACMI, Federation Square and the Ian Potter Museum. community, trade and much more.

lightning talks



Karina Lamb

CITY OF MONASH

Karina holds over 25 years' with the museum and gallery sector. As the Manager Arts & Libraries at City of Monash, Karina Lamb is responsible for the leadership and management of the arts, library and festival/events portfolios, including the Monash Gallery of Arts (MGA), delivering innovative new ideas, programs and strategies that support the needs and expectations of the Monash community. A PhD thesis recently submitted at ANU explores indigenous languages in museum practice. Karina is also the Vice President for AMaGA Vic Branch Committee.

Abstract: *Language leading change: Understanding collections, digital diversity and the First Nations Roadmap*

To envision digital diversity in collections half a century from now, I engage the five elements for change outlined in *First Peoples – AMaGA's Indigenous Roadmap* and discuss languages leading change in collection management practices.

Identifying a sample of responses from First Nations museum professionals throughout my PhD research, I open conversations with our sector on access, adaptability and selfdetermination in relation to collection systems.

A shift in practice to include Indigenous languages, and languages other than English, can increase understanding of collections, while also enhancing the visitor experience.



Daniel Wilksch

PROV

Daniel manages the digitising program at Public Record Office Victoria, the archives of the State of Victoria. Over the last two decades Daniel has worked to copy and publish records so as to provide a meaningful experience when visiting PROV online, and has developed projects such as the 'Battle to Farm' website featuring the work of volunteers who digitised records of Victoria's returned World War One soldier settlers.

Abstract: Victoria's *Public Records Act* is nearly 50, the basic principles of our State Archives substantially unchanged over that time. What does the last half-century tell us about the next? Where do archives fit into our changing understandings of literacy and community? How might we expect to encounter and use archives going forward?



Rachel Jones

ARTIST/ WHITEHORSE CITY COUNCIL

Rachel has worked within the arts and cultural space for 20 years, predominantly working in the local government and not for profit sectors, and as an artist. Undertaking studies in visual art, heritage conservation and education, she has a passion for engaging the public through art, culture and history. Most recently, Rachel has been working with AMaGA Victoria as the Eastern Regional Officer for the Regional Museums Services Project, a Working for Victoria program.

Abstract: With cultural venues closed during lockdown in 2020, the Whitehorse City Council Heritage team sourced alternative work for staff who would normally work onsite. This work included updating the Heritage Trail brochures. These brochures were only available in hard copy so as we all made the pivot to working

from home and communicating online it was clear that information such as the Heritage Trails should be made available in digital format. Working with the local Historical Societies, the Heritage team staff created online maps following each Heritage and Artists' Trail including information and images. This lightning talk will briefly discuss the project, including considerations made by all stakeholders such as costs and copyright issues, as well as pros and cons of the technology platform used.

AMaGA Victoria

PO Box 385
Carlton South VIC 3053

Telephone (03) 8341 7344
Regional Freecall: 1800 680 082

Email: info@amagavic.org.au
Web: amagavic.org.au

