



## REPORT ON THE 2008 GLOBAL MURAL CONFERENCE

25 – 29 March 2008

Submitted by Leishman Associates, April 2008

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### GENERAL COMMENT

The 2008 Global Mural Conference was held in Sheffield Tasmania from 25 – 29 March, 2008.

The event was managed by the Kentish Council and Leishman Associates (LA) with Paula Leishman as the conference manager, and support given by the LA team.

### KEY INFORMATION

Conference Dates	25 – 29 March, 2008
Location	Sheffield Tasmania
Venue	Various Venues in the Sheffield community
Total Delegates	48

### COMMITTEE STRUCTURE

The 2008 Global Mural Conference Committee was a special action group of council and comprised of the following members:

Darrin Cunningham	Community Development Manager
Vicki Saunders	Tourism Development Officer/Secretary
Teresa Bentley	Elizabeth Verhoeff
Danny Bentley	Jenni Sargeant
Cr John Deverell	Julie Hargreaves
Cr Penny Lane	Penny Stratton
John Dyer	Tony Muir

Community groups were integral to the planning and running of the conference, these included:

- Country Women's Association
- Kentish Regional Clinic
- Mt Roland River Care Catchment Inc.
- Sheffield Football Club
- Tandara Lodge Community Care
- Redwater Creek Railway
- SMARTA – Sheffield Mural & Rural Tourism Association
- TRAK-Tasmanian Regional Arts Kentish
- RADDAI - Railton And Districts Development Association Inc.
- WP & TA –Wilmot Tourist & Progress Association Inc.
- Railton Girl Guides
- Uniting Church
- Sheffield District High School Junior Cattle Handlers
- Lions Club

### CONFERENCE ORGANISATION

In terms of the organisation of the event, there was consistent communication via phone and email with the organising committee, mostly through Darrin Cunningham, the conference manager and various members of the Leishman team. Paula Leishman met with the committee in Sheffield in December 2007 to view venues and discuss organisation.

### VENUES

The main venue for the Conference was the Sheffield School. Other venues included: the town park, Sheffield Town Hall and the Highland Scottish Scone Shop.



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### ACCOMMODATION

Most of the accommodation venues within the Sheffield area were utilised for the conference. Bookings for accommodation were handled through the Kentish Visitors Centre. Thank you to Catherine Stark for her assistance.

### CALL FOR PAPERS

The Call for Papers was distributed in November 2007, with an original deadline for submission of 15 December, 2007. This was later extended. The Call for Papers was posted on the website and emailed to a database from the Global Mural group, as well as local councils throughout Australia numbering 800.

### PROGRAM

The program was set with three keynote presentations, one each morning of the conference. The keynote set the theme and tone for the day, with a range workshops, presentations, tours and/or forums taking place to support that days' theme.

Keynote presenters and themes:

Day One – Arts “Striving for Excellence

- Elizabeth Walsh, Ten Days on the Island

Day Two – Culture “Sustainability & Community”

- Dr John Ewington
- *Sustainable Rural Communities – The Sheffield Experience*

Day Three – Tourism “Have BIG Ideas, then live up to them”

- Chris Griffin, Group Manager Destination Marketing, Tourism Tasmania
- *Leveraging Tourism Marketing*

### CHAIRPERSONS

Darrin Cunningham & John Dyer acted as MC / Chair

### SPEAKERS GIFTS

A bottle of wine was given to each speaker

### SPONSORSHIP AND EXHIBITION

The Kentish Council were credited as major Sponsors due to their work on the organisation and running of the conference through council assistance and the work of the Kentish Visitor Centre. The Wilderness Gallery was the major sponsor of Mural Fest. Other sponsors included:

**Platinum**            Kentish Council  
                             Heart 900 Devonport

**Gold**                    Slaters Country Store



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<b>Silver</b>	Tasmanian Alkaloids The Hub Inc – Recycling Centre Treloar Transport Sheffield Hotel Kentish Hills Retreat Lake Barrington Vineyard
<b>Bronze</b>	Turnbull Pharmacy AAA The Granary – The Last Resort Tanglewood B&B Art Etude Diprose Cartage Sheffield School
<b>Supporter</b>	Sheffield Veterinary Clinic The Sheffield Shed Ibbott's Hardware Kentish Chronicle Dick Adams MP Cement Australia Highlander Restaurant and Scottish Scone Shop Caltex Sheffield Roberts Real Estate Senator the Hon Richard Colbeck

### REGISTRATION

There were a total of 48 Full and Partial Registrants for the Global Mural Conference

#### Registration Process

Delegates were registered through the Kentish Visitors Centre, who also booked accommodation if required.

#### Registration Brochure

The registration brochure (copy attached) was a sixteen page, full colour document, designed by Flare Design of Devonport, distributed electronically and posted on the website. The registration brochure was updated and re-posted to the website in February and March as information on speakers and events were finalised.

Developing an electronic version of the registration brochure provided the committee and the conference manager to cost effectively update the document when important information was confirmed, such as speakers and the final program, and it was also a great endeavour in terms of being environmentally friendly.

As well as an invitation to attend and general information on the location and venue for the conference, the registration document contained a preliminary conference and social program, biographies of keynote speakers, information on the social activities, tours and accommodation choices.



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### Registration Entitlements

Full Registration included:-

- Attendance at all presentations and facilitated sessions
- Morning and afternoon refreshments and lunch each day
- Conference satchel, name badge
- Welcome Reception
- Conference Dinner

Day Registration included:-

- Attendance at all presentations and facilitated sessions on the day of choice
- Morning and afternoon refreshments and lunch on day of choice
- Satchel, name badge, conference handbook

### MARKETING

Sarah from Flare Design was briefed by Kentish Council and she developed a design for the conference. Design elements were used in the call for papers, the registration brochure, conference handbook and on the website.

The following marketing and promotional initiatives were undertaken for the 2008 Global Mural Conference.

#### Pre Conference Promotion

Prepared before appointment.

#### Mailouts

Conference Information prepared by Kentish Council forwarded to all councils around Australia.

#### Email Marketing

Email updates/newsletters were sent to potential delegates from a database of past and potential Mural Conference delegates including local councils.

- |                  |  |
|------------------|--|
| ▪ September 2007 | Notice regarding conference                    |
| ▪ October 2008   | Reminder to potential delegates, visit website |
| ▪ December 2007  | Call for Papers Released, reminders            |
| ▪ January 2008   | General reminder, call to action visit website |
| ▪ February 2008  | Conference Update                              |
| ▪ March 2008     | Local Council Invitation and Update            |
| ▪ March 2008     | 20 Days to Go                                  |

#### The Chronicle

Articles were prepared for the local newsletter *The Chronicle*, in the December 2007, January and February 2008 editions. Each article included information on speakers, activities for locals and an updated program.

#### Media Releases

Media releases were distributed on a regular basis. As well as general media releases to all Tasmanian print and electronic media, specific releases were prepared and distributed for local councils and LGAT, as well as arts publications and websites.



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### Website

The conference website, <http://www.sheffieldmurals.com.au/conference/conference.html> was used as a source of up-to-date information for all conference enquiries. The call for papers and registration documents were available to download. There were links to the Mural Fest website and the Kentish Visitor Centre website, which in turn provided local tourism and accommodation information. The website was created by Tim Wilson as the web designer. Updates were managed on a regular basis, providing with relevant and current conference information, by Tim Wilson.

### Website Links

LA contacted a range of Australian and international mural art, art and artists websites, most of which established links to the conference website from their websites: The following sites were contacted:

<http://www.artshub.com.au>

<http://www.art-almanac.com.au/>

<http://www.cultureandrecreation.gov.au/news/>

<http://www.artsconnect.com.au/callforartists/index.htm>

<http://www.artcyclopedia.com>

[www.artworkers.org](http://www.artworkers.org)

[www.stateart.com.au](http://www.stateart.com.au)

[www.discovertasmania.com.au](http://www.discovertasmania.com.au)

[www.visualarts.net.au](http://www.visualarts.net.au)

<http://www.each2each.com.au>

<http://www.cultureandrecreation.gov.au>

<http://www.ozco.gov.au>

<http://www.vca.unimelb.edu.au>

[www.artaustralia.com](http://www.artaustralia.com)

<http://www.arts.tas.gov.au>

[www.artsatwork.com.au](http://www.artsatwork.com.au)

<http://www.acsa.sa.edu.au>

<http://www.anu.edu.au/ITA/CSA>

[www.nas.edu.au](http://www.nas.edu.au)

[www.usyd.edu.au/sca](http://www.usyd.edu.au/sca)

[www.arts.nsw.gov.au](http://www.arts.nsw.gov.au)

[www.arts.sa.gov.au](http://www.arts.sa.gov.au)

[www.arts.vic.gov.au](http://www.arts.vic.gov.au)

### CONFERENCE HANDBOOK

The conference handbook was 16 – A4 pages, full colour designed by Flare Design.

The handbook provided information on; venues, conference program, social events, tours, keynote speakers and workshop presentations and presenters. A detailed daily program was provided as well as abstracts from session presenters. The back page of the handbook was dedicated to conference sponsor logos.

The Conference Handbook provided an excellent source of information for delegates and good recognition for sponsors. A copy is included.



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### **SOCIAL PROGRAM**

Special thanks should go to Teresa Bentley and Danny Bentley for their roles in the organisation of the social program.

#### **Entertainment in the Park – Community Welcome**

**Tuesday 25 March 6:00pm – 8:30pm Town Park**

This function was a wonderful opportunity for delegates to meet other delegates and members of the community who worked on the conference. The evening began with a Welcome to Country and opening ceremony, followed by a Parade of Flags, a community Fire & Light Parade, which culminated in a fireworks display. Refreshments were available. Entry to the Welcome was free and the local community was encouraged to take part in actual events or attend the event.

#### **Evening Entertainment Options**

**Wednesday 26 and Friday 28**

**Music Hall 6.30pm-10.30pm Sheffield Town Hall**

An evening of old style fun, food and entertainment at the heritage listed Sheffield Town Hall. The evening included a specially selected Tasmanian cuisine, three-course dinner, followed by skits, musical numbers and jokes from the past three years' shows will be performed by the Lion's Club cast and crew. The show featured fantastic costumes and songs from 'Priscilla'. Dinner and a show cost \$45, with the show only ticket at \$15. Bookings were available with registration or could be purchased as a separate ticket.

**Fireside Chat 7pm-9pm Highland Scottish Scone Shoppe**

This free event provided an informal gathering of delegates during the evening, with an opportunity for key people involved in the murals development to meet, talk and network. Discussions were led by Cim McDonald.

#### **Conference Dinner**

**Saturday 29 March 6.30pm Sheffield School**

This was the final evening of celebration and included the announcement of the Mural Fest Winners. Master of Ceremonies for the dinner was ABC Presenter, Peter Gee.

The Gala Dinner was uniquely Tasmanian, with a flavour and charm that reflected the warmth of the Sheffield community. The cost of the conference dinner was included in a full registration. Additional tickets for partners and friends were available from the Kentish Visitor's Centre at a cost of \$60.

#### **Local Tours**

As a part of the conference, a range of six local area tours were offered. These provided an insight into the spectacular area around Sheffield, which is the inspiration for much of the mural art which the town is famous for.

<b>Tour</b>	<b>Date</b>
Railton and Deloraine	25 March
Wilmot and Cradle Mountain	29 March
Local Garden tour	29 March
Steam Train Ride	29 March

#### **SATCHELS, MERCHANDISE AND NAME BADGES**

Delegates received, as part of their registration, a name badge and conference satchel featuring the conference logo. The satchels included items provided by exhibitors and sponsors.



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### **FINANCIALS**

- The management of finances was undertaken by Kentish Council.

### **FINAL COMMENT**

It was a pleasure working with the Kentish Council and local volunteers and supports to deliver the 2008 Global Mural Conference.

Formal acknowledgement should be given to the Organising Committee who worked tirelessly to ensure that the conference was a great success.

*Signed:*

Paula Leishman  
Conference Manager: Leishman Associates