

(The Netherlands)

Ruud Breteler

THEATER ZUIDPLEIN
— A GLOBAL MODEL OF
AUDIENCE DEVELOPMENT

04 – 13 OCTOBER 2005
MELBOURNE
SYDNEY
ADELAIDE
PERTH

(USA)

Jerry Yoshitomi

FROM TRANSACTION
TO TRANSFORMATION

07 – 16 SEPT 2005
MELBOURNE
SYDNEY
CANBERRA

Oct 04 | 06 | 11 | 13 ↓ Seminars Public lectures ↓ 05 | 06 | 11 | 13 Oct

Sept 07 | 14 | 16 ↓ Public lectures Workshops ↓ 08 | 14 Sept

Tues 04, 10am-3pm ← Melbourne
Horti Hall, 31 Victoria Street, Melbourne
www.melbourne.vic.gov.au
[refreshments & lunch provided]

Melbourne → Wed 05, 6-7.30pm
Supper Room, Melbourne Town Hall
A Melbourne Conversations Event
www.melbourne.vic.gov.au

Thurs 06, 1.30-5.30pm ← Sydney
Seymour Theatre Centre, Sydney University
Cnr Cleveland St & City Rd, Chippendale

Sydney → Thurs 06, 10am-12noon
Seymour Theatre Centre, Sydney University
www.sydney.citysearch.com.au/E/V/SYDNE/0030/20/98

Tues 11, 1.30-5.30pm ← Adelaide
Tutto Ku Room, Adelaide Festival Centre
King William Road Adelaide

Adelaide → Tues 11, 10am-12noon
Tutto Ku Room, Adelaide Festival Centre
www.afct.org.au

Thurs 13, 1.30-5.30pm ← Perth
Art Gallery of WA, Perth Cultural Centre
Northbridge, Perth

Perth → Thurs 13, 10am-12noon
Art Gallery of WA, Perth Cultural Centre
www.artgallery.wa.gov.au

Wed 07, 10.30am-12.30pm ← Melbourne
ANZ Pavilion, the Arts Centre
St Kilda Rd, Melbourne
www.vicartscentre.com.au

Melbourne → Thurs 08, 10am-3pm
Chapel Off Chapel Arts & Recreation Centre
12 Little Chapel St, Prahran
[refreshments & lunch provided]
www.chapeloffchapel.com.au

Wed 14, 9.30-11.30am ← Sydney
Museum of Contemporary Art
George St, Sydney
www.mca.com.au

Sydney → Wed 14, 12.30-5.30pm
Museum of Contemporary Art
George St, Sydney
[refreshments provided]

Fri 16, 2-4pm ← Canberra
The National Convention Centre
27-31 Constitution Avenue, Canberra
www.nationalconventioncentre.com.au

Workshops: \$55 [incl. GST]/\$27.50 [incl. GST] MAPD Alumni
Maximum capacity: 60

BOOKINGS ARE ESSENTIAL for the Jerry Yoshitomi and Ruud Breteler free lectures, seminars, and fee-based workshops. Bookings must be made through www.fuel4arts.com/leadingvoices

Jerry Yoshitomi and Ruud Breteler are presented by the Australia Council for the Arts, in association with Multicultural Arts Professional Development (MAPD)

04 - 13 October 2005

Theater Zuidplein - A global model of audience development

Ruud Breteler (The Netherlands) head of Theater Zuidplein in Rotterdam, will present a series of free public lectures and seminars on developing community partnerships, culturally and linguistically diverse audience development, cross-cultural programming, and international exchange during October in Melbourne, Sydney, Adelaide and Perth.

Theater Zuidplein in Rotterdam is internationally renowned for producing new, culturally diverse programs and catering to culturally and linguistically diverse audiences and communities. In 1998 Ruud Breteler decided to 'listen to the people' to increase audiences.

Theater Zuidplein now focuses on the non-Dutch populations of Rotterdam such as the Turkish, Moroccan, Surinam, Antillean and Cape Verdean communities. The company uses this rich diversity as a base for developing and presenting new work, building new audiences, and establishing international exchanges.

In 1998 Theater Zuidplein, under Ruud Breteler's stewardship, became the key venue for culturally diverse programs. In a few years more than half of Rotterdam's population will be of non-Dutch origin. Theater Zuidplein supports young and older artists and organises and produces festivals, all around cultural diversity.

Ruud Breteler holds a BA in Dutch literature and a Masters in Theater Sciences from the University of Utrecht. Between 1990 and 1997 he was the General Manager 'De Kist', Rotterdam and producer for the Rotterdamse Schouwburg. From 1997 to 1998 he was the General Manager Production, Rotterdamse Schouwburg. He is now head of Theater Zuidplein, Rotterdam which presents over three hundred programs per season.

Lectures

Ruud Breteler will present Theater Zuidplein as a case study of successful program and audience development utilising cultural diversity.

Seminars

Participants will work in small groups on culturally diverse programming and audience development strategies.

Jerry Yoshitomi (USA) is a leading international arts expert who will present a series of workshops and free public lectures during September in Melbourne, Sydney and Canberra. Jerry examines ways of increasing public participation in the arts by audiences, patrons, communities, institutions and business.

Jerry Yoshitomi has contributed internationally to arts leadership, opportunities for cultural exchange, and in creating multicultural collaborations. He looks at the creation of new knowledge and inventive approaches to the increase of the public value of the arts. Jerry seeks to make the transaction between public and arts makers a transformation impacting on society, communities, businesses, artists and art leaders.

Jerry Yoshitomi is engaged by major national foundations, universities and arts presenters in North America. He researches, provokes and speaks on creativity, knowledge management and contemporary leadership.

Jerry Yoshitomi chaired the National Task Force on Presenting and Touring the Performing Arts resulting in the seminal report, An American Dialogue. He was formerly the Executive Director of the Japanese American Cultural and Community Center in Los Angeles, served on the California Arts Council, and was Vice President/Director of Operations for Western States Arts Foundation (now WESTAF).

Lectures and workshops

Participants will learn how to apply new frameworks for increasing arts participation and community engagement by designing targeted initiatives. In the workshop, participants will:

- become familiar with a behavioural model of participation and understand consumer and client decision-making processes by exploring the drivers that influence decision-making and methods to reduce barriers that discourage participation
- put into practice prototype strategies to increase income and other contributions to support creativity, and
- learn new ways to communicate the public value of the arts to officials, funding bodies and civic leaders, and the wider public.

Jerry Yoshitomi's lectures and workshops are ideal for arts and cultural managers, community partnership managers, artistic directors, artists, local government cultural planners, funding agency representatives, producers and promoters.

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For more information contact Fotis Kapetopoulos,
Manager of MAPD and Kape Communications,
on (03) 9470 1099, 0413 445 287 or email
fotis@kape.com.au, or visit www.kape.com.au

Ruud Breteler is also supported by the Victorian Multicultural Commission, City of Melbourne, Arts WA, para/e/o, Arts SA and Multicultural Arts Victoria.



Jerry Yoshitomi and Ruud Breteler are presented by the Australia Council's Community Partnerships and Market Development Division through its Leading Voices program, Kape Communications, Multicultural Arts Professional Development (MAPD), Arts Victoria, RMIT, and the Australian Multicultural Foundation.



Jerry Yoshitomi is also supported by City of Stonnington, Museum of Contemporary Arts, and Canberra Arts Marketing.

