

## Multicultural Arts Victoria, in profile

Multicultural Arts Victoria (MAV) is Victoria's peak arts organisation promoting cultural diversity in the arts. MAV is not for profit, is the only organisation of its kind in the State and for over four decades has provided significant leadership for the advancement of multicultural arts locally, nationally and internationally. MAV punches well above its weight and has been formally recognised as a Lead Organisation by Arts Victoria for the essential role it plays in contributing to Victoria's cultural landscape. The four main dimensions to MAV's purpose are

- to produce and promote an outstanding high quality culturally diverse artistic program;
- to provide vital connections, support structures and pathways that enable culturally diverse artists and communities to create exceptional art;
- to engage in vibrant partnerships and cultural brokerage in the arts that engages and connects with culturally diverse artists and communities to create systemic change; and
- to play a critical advocacy role in providing a forum, through the arts, to ensure acceptance and understanding of cultural diversity.

MAV continues to extend its network offering unique opportunities and support structures to more than 2,000 individual artists, 1,100 groups of artists and nearly 600 communities from culturally and linguistically diverse backgrounds, as well as showcasing their amazing talents to the public at large. MAV attracts audiences of over 800,000 yearly and receives more than 110,000 visits to its website per year and is connected to more than 10,000 MAV email friends. In 2013 MAV delivered work opportunities to 562 local artists through 145 brokerages, 26 creative developments, 32 cross-cultural explorations, 30 new works created and presented, 8 exhibitions over 215 days, 21 lectures, seminars and conferences with attendance of 933, 3 Folio publications with 1,200 circulation, 24 enews to nearly 10,000 MAV friends, 2,297 Facebook friends, 2,574 Twitter followers, 1.2 million estimated broadcast audience, 4,425 artists mentored through MAV projects and 55 workshop programs for skills development of CALD artists.

### Recent examples of events managed by MAV include:

- **Piers Festival.** Overall event management and design. International headline with local music, dance, food and craft arts. (Jan 2012- 2014)
- **Melbourne Festival, Igniting Imagination.** Triennial partnership with Melbourne Festival 2012 – 2014 to deliver multicultural ambassadors program and to design and deliver a key event including Grobak Padi (2012); Celebration of Ska (2013); Visible Music Sessions (2014).
- **Mapping Melbourne.** Programming, design and delivery of this unique 4 day festival that profiles independent contemporary Asian arts and artists across Melbourne's CBD. (2013-2014)
- **Tidal Rythms: Australia Day concert, Sidney Myer Music Bowl.** Overall event management and design. International headline with local music, dance, food and craft arts. (Jan 2014)
- **Black Harmony Gathering, Fairfield Amphitheatre.** Overall event management and design. Local Indigenous artists alongside new and emerging. (Mar 2014)
- **Emerge Festivals in 6 metro and regional locations.** MAV works in partnership with local governments and communities to develop key festivals that celebrate contemporary and traditional arts from refugee and emerging communities (Mar 201 – Nov 2014)
- **Summer Night Market, Queen Victoria Market.** Programmed 4 months of weekly Wednesday night entertainment over two stages. Evaluation proved that of the 27000+ weekly visitors, 5500 attend for entertainment (2011-14)
- **Viva Victoria Festival, Federation Square.** Programmed all day multicultural festival over three stages featuring large main stage acts, melodic riverside acts and an action packed youth stage. (2011- 2014)

**Please see MAV's 2013 Annual General Report for details of more MAV events-**

<http://www.multiculturalarts.com.au/pdfs/agr2013.pdf>

## Awards and Recognition

MAV has an excellent track record and reputation for working in partnerships and has achieved a high level of recognition and achievement, in the form of a number of awards for the organisation.

- 2005 Victorian Multicultural Commissions *Ambassador Award* which acknowledges the organisations outstanding contribution to communities and artists in Victoria.
- 2006 the *MIX IT UP* program, in collaboration with the Arts Centre, received two top awards from the Victorian Government for Excellence in Multicultural Affairs and Service Delivery to Multicultural Victoria—Arts.
- 2006 leadership award from Arts Victoria for Excellence in Public Programs recognised our unique contribution to developing community harmony through the arts.
- 2007 MAV and Arts Centre received a *Melbourne Award* which identify and celebrate significant contributions which shape the future of Melbourne and inspire others.
- 2008 MAV was awarded a *National Marketing Award* for *Mix It Up*
- 2008 Australia Council *Young Leaders Award* and the Deakin University *George Fairfax Scholarship in Arts & Entertainment Management* awarded to MAV staff
- 2011 MAV Marketing Officer was awarded the Keith and Elisabeth Murdoch Travelling Fellowship
- 2012 MAV Social Cohesion Arts project Gurtji Narruk won the Shine Award
- 2013 MAV CEO awarded an Order of Australia (AM)

## Management

The stability and skill of MAV personnel, staff and Board of Management, and the high standard of internal and external **communications networks, quality partnerships, coupled with individuals' and artists' skills, experiences and passion** has ensured a consistent growth and delivery of outputs and outcomes—beyond the expectations of our contracted funding agencies and partners. MAV has a demonstrated track record and the capacity to achieve our vision for arts and our artists and communities. MAV was named in the Australian newspaper (Michaela Boland 13 April 2012) as a **“model” arts organisation that others should emulate**. MAV has proven its ability to maintain long term key partnerships which will sustain and assist the organisations development into the future.

## MAV Team

MAV has a collaborative approach to working with a small creative team that works inclusively. To date, through strategic planning and a great team of volunteers we have a long track record of risk free events. We have a consistent policy in regard to payment of artists and legally contract and provide insurance for all engaged artists and communities. The FSS team will include: **Jill Morgan AM – Executive Officer** Jill has worked extensively in multicultural and indigenous arts in Australia for over the past 20 years. Jill is presently the Executive Officer of MAV and was previously the Executive Director of Kulcha, Multicultural Arts of Western Australia. She has been an active cultural and community development worker in multicultural arts and has contributed significantly to multicultural arts policy development and strategies locally and nationally.

**Meg Larkin, Creative Producer** Meg Larkin has been working for MAV since 2005 and recently moved into the role of Creative Producer. She has managed and produced many exciting projects including the Mix It Up Public Programs (2006-10) with Arts Centre Melbourne, Australia Day concerts at Sidney Myer Music Bowl (2013-14), Mapping Melbourne and MASH uP School Holiday Under 12s Program. Meg has grown the Social Enterprise Artist Agency, increasing performance and development opportunities for our artists.

**Robyn Gawenda, Project Officer** Robyn holds a Bachelor of Arts (Asian Studies) and has recently completed her Masters of Arts Management at RMIT. She commenced at MAV as a marketing intern in 2013 and in 2014 has been employed as a project office delivering several youth events including Emerge in Brimbank, Genesis and Emerge in Wyndham. Outside of MAV, Robyn is a City of Yarra Youth Ambassador and sits on the City of Yarra Youth Advisory Committee.

**Jess Fairfax, Project Officer** As project officer at MAV since 2011, Jess has event managed, organised and publicised significant events including the annual Emerge Festival in Yarra. She co-ordinates the Visible Mentoring program that develops and connects newly arrived artists from refugee backgrounds, and has developed an innovative new contemporary creative development music program ReMastered Myths. Jess presents and produces Big Mob on Melbourne's PBS 106.7FM in Yara.

These four key staff members will also be supported by the organisations administrative, marketing and finance staff, as well as volunteers/interns.