

Putting it into Practice



Don't Come, Won't Come?



#2 Relevant programming more effective than marketing



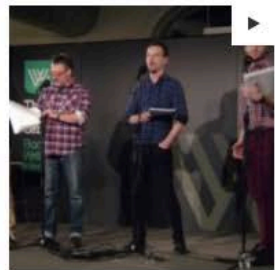
The practice

- Challenge existing ways of working
- Be bold
- Risk-management

#4 New spaces for digital engagement

- Wheeler Centre – the Centre for Books, Writing and Ideas
- A place where writers and thinkers share their ideas in front of live audiences, to rekindle the lost of art of public conversation.

19 Jul 2014



Men Overboard: Savages: A play reading
/ Gender

With Simon Abrahams and Patricia Cornellus

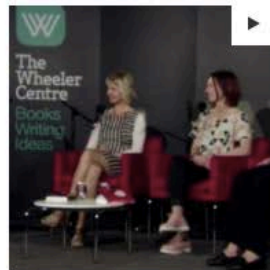
30 Apr 2015



Midday Shot: Peter Singer: Effective Altruism
/ Philosophy

With Peter Singer

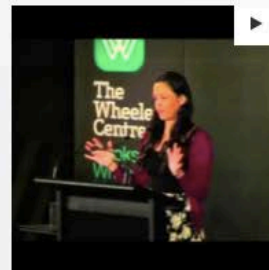
22 Apr 2015



A Celebration of Stella
/ Books, reading & writing

With Caroline Baum, Sofie Laguna, Emily Bitto and 1 other

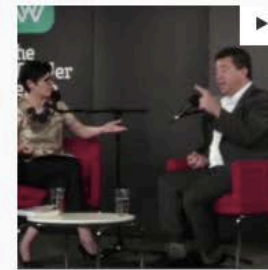
3 Jul 2014



Marian Rakosi: The New Unionists: Early Childhood Education and the Big Steps Campaign
/ Australian politics

With Marian Rakosi

3 Jul 2014



The Rise and Fall of Australia
/ Australian politics

With Madeleine Morris and Nick Bryant

14 Apr 2015



The Fifth Estate: Independents Day: Tony Windsor and Rob Oakeshott
/ Australian politics

With Sally Warhaft, Rob Oakeshott, and Tony Windsor

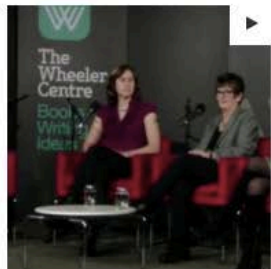
5 May 2015



The Fifth Estate: Nick Davies: Melbourne
/ History, politics & current affairs

With Nick Davies and Sophie Black

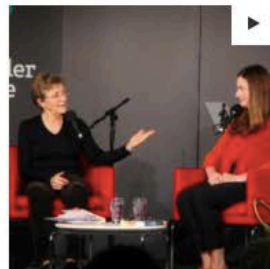
16 Apr 2015



The F Word: Science
/ Sexism & feminism

With Maxine Beneba Clarke, Kate White, Sharon Lewin and 1 other

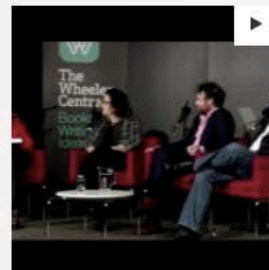
23 Apr 2015



Helen Garner and Hannie Rayson
/ Books, reading & writing

With Helen Garner and Hannie Rayson

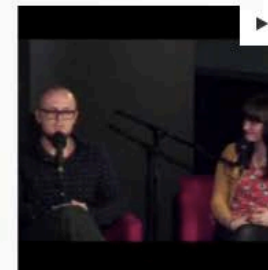
29 Apr 2015



A Land Without Giants
/ Media

With Bridget Griffen-Foley, Erik Jensen, Chris Graham and 1 other

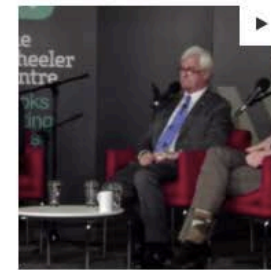
30 Apr 2015



TV: A Sight for Square Eyes
/ TV

With Debi Enker, Stephanie Van Schilt, and Luke Buckmaster

28 Apr 2015



The Fifth Estate: Human Rights Watch
/ Australian politics

With Sally Warhaft, Julian Burnside, and Tom Porteous

Problem

- Not talking about the Wheeler Centre
- Increase quality of public discourse

Solution - #discuss

- A real-time social media driven campaign that was part New Yorker style caption contest and part guerilla street art project.
- It inspired opinionated Melbournians to take to Twitter to tell the world what they thought was worth discussing.
- We then turned 100 of these discussions into permanent historical Wheeler Centre plaques



#discuss



#discuss

- 5,643 campaign-generated #discuss tweets.
- 24.4 million organic twitter impressions, 13 times the typical Twitter engagement ratio.
- Reached 62% of Melbourne's twitter users
- Reflected in other media – which focused on the Wheeler Centre

#4 The practice

- Solutions which extend your brand values/mission
- Creativity beats complacency
- Be patient – but do it

#1 Learn to love the infrequent attenders

- WNO: frequency was once every 3/5 years for a special occasion
- Market for popular operas is competitive

#3 Humans get humans

- What stories are you telling*?
- Creative solutions around behaviour
 - prospecting throughout organisation
 - knowing your market

Audiences: - Real Social Networks

- Girls' Night out
- Book Club
- Sunday afternoons

*and are there stories you're not telling?

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The inevitable final slide

1. What makes your organisation distinctive?
2. What would the value of your organisation be if you closed tomorrow?
3. What stories are you telling – and what do you want to tell?
4. The need to change/ challenge ways of working
5. Be positive – and be patient
6. Give yourself quick wins