

Multicultural Arts Professional Development 09

limited places

Multicultural Arts Professional Development (MAPD) is a national professional development program initiated by the Australia Council for the Arts, and presented by the Australian Multicultural Foundation, RMIT University and Kape Communications.

MAPD is a professional development program for arts and cultural managers, arts marketers, community arts specialists, producers, curators and artists, who wish to refine their skills in utilising cultural diversity for audience development, community partnerships, marketing and targeted communications; creative collaboration and project development and international collaborations.

MAPD includes the key areas of: Multiculturalism policy and application; Cultural Brokerage as presentation; Innovation in Entrepreneurship; Income Generation and Culturally Diverse Marketing and Communications.

MAPD begins with a five day intensive period in Melbourne, August 10 to 14 at RMIT University followed by consultations and one-to-one advice for a period of up to nine months, whereby participants complete a relevant project.

MAPD consultants are leaders in their fields. They include, *Jason Cotton*, Leading Commentator and Presenter in entrepreneurship and innovation, *Dr. Hass Dellal OAM*, Executive Director of the Australian Multicultural Foundation, *David Southwick*, Marketing and Segmentation, RMIT, *Fotis Kapetopoulos*, an expert in cultural diversity in the arts and culturally diverse arts marketing.

MAPD includes theory and practical application of those theories. The program integrates arts and non-arts industries in building a stronger awareness of cultural brokerage, marketing and communications and leadership in the arts.

MAPD also hosts industry seminars, by the Gandel Family Trust, the Arts Centre *Mix-It-Up* program, AMES Social Enterprise and Asialink Residencies.

MAPD focuses on achieving participants' goals be it in project presentation, communications and marketing, organisational change and/or career development. Those who complete MAPD have the opportunity to be part of the MAPD Alumni and continue to extend their knowledge and practice.

Participants who complete the MAPD assessment tasks are eligible for credit against the Masters of Business Administration as an elective in Current Issues in Business at RMIT University.

MAPD applicants who are Australian citizens or permanent residents are eligible to apply for a partial fee subsidy, through the support of the Australia Council for the Arts.

MAPD develops new benchmarks for success. Applications close June 30, 2009.

For more information contact:

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