

Media Release



Digital age leaders gather in Canberra to save cultural collections

In a time of rapid technological growth, how do you manage an ever-growing cultural collection?

The challenges posed by the digital age will be the topic of discussion amongst national and international archiving leaders gathering at the National Film and Sound Archive of Australia (NFSA) on Thursday 10 November for *Digital Directions* 2016.

Following on from last year's sold out conference, *Digital Directions* will attract scholars, policy-makers, creative entrepreneurs, and galleries, libraries, archives and museums (GLAM) sector professionals together in the same space, including experts from the National Archives of Australia, Google Creative Lab, Griffith Review, Deloitte, and more.

Keynote speaker Jan Müller, CEO, [Netherlands Institute for Sound and Vision](#) and Chairman, [Europeana Foundation](#), says it's important to adapt to the challenges.

'Only organisations that are able to continually reinvent themselves can retain their relevance in this technology-dominated and networked area. What they have in common is the ability to involve users in the development of their products and services to fully integrate both offline and online channels,' said Mr Müller.

He added: 'Our institutions must focus on reaching users in both the physical and virtual worlds. The key challenge here is to optimally help the users to realise their goals within this media mix.'

The conference is delivered in partnership with the National Archives of Australia. Tickets are now available and can be purchased [online](#).

Keynote speaker Jan Müller is available for interviews. For more information, please contact Miguel Gonzalez (NFSA National Media Manager), (02) 8202 0114, miguel.gonzalez@nfsa.gov.au, or Jemma Pietrus (NFSA Publicity Coordinator), (02) 6248 2248, jemma.pietrus@nfsa.gov.au

DIGITAL DIRECTIONS

<http://bit.ly/DigitalDirections>

When: Thursday 10 November

Time: 9am to 5pm

Where: National Film and Sound Archive

Tickets: \$275, concession \$145. Book [online](#)

PROGRAM

SESSION ONE, 9.00-11:30

Welcome

Michael Loebenstein, NFSA CEO

Professor Julianne Schultz AM, Griffith University Centre for Creative Arts Research and Chair, Australian Film, Television and Radio School

Business models for digitisation

David Fricker, Director-General, National Archives of Australia

Jan Müller, CEO, Netherlands Institute for Sound and Vision; Chairman, Europeana Foundation (Keynote)

Robin Phua, Director, Digital Experience and CIO, State Library of New South Wales

Nerida O'Loughlin, Deputy Secretary, Department of Communications and the Arts

SESSION TWO, 11.30-1:00

Access and innovation

Chair: Frank Howarth, Museums Australia

Tea Uglow, Creative Director, Google Creative Lab

Tim Sherratt, Associate Professor, Digital Heritage, University of Canberra

Jessica Coates, Executive Officer, Australian Digital Alliance

LUNCH, 1:00-2:00

SESSION THREE, 2:00-3.30

Measuring what? Quantifying value

Chair: Michael Loebenstein, CEO, NFSA

Justin O'Connor, Professor, Communications and Cultural Economy, Monash University

Paula Le Dieu, Digital Director, Kathryn Matthews, Partner, Deloitte Access Economics

PLENARY: TOWARDS A MORE CONNECTED NATIONAL DIGITAL CULTURAL ESTATE, 4:00-4:45

Discussion with all speakers

Chair: Anne-Marie Schwirtlich, Director-General, National Library of Australia