



2017 Conference Program

Wednesday 20 September the Conference Centre - Australian National Maritime Museum, Sydney

- 9.00 – 9.30** **Registration and Welcome Coffee**
- 9.30 – 9.45** **Welcome**
Matt Lee - President, Museum Shops Association of Australia & New Zealand
- 9.45 – 10.00** **Welcome to Australian National Maritime Museum**
Kevin Sumption PSM - Director, ANMM
- 10.00 – 12.30** **Keynote Speaker:**
Stuart Hata – Director of Retail Operations, Fine Arts Museums of San Francisco

Stuart will provide an overview of the retail operations of the Fine Arts Museums of San Francisco including their online store and provide business tips and advice.
(includes morning tea)
- 12.30 – 1.30** **Lunch**
- 1.30 – 3.30** **Rights, Respect & Recognition : How to work with Indigenous Art & Taonga in a retail context**
Abe Muriata – Girramay Artist - Girringun Aboriginal Art Centre, Gabrielle Sullivan - CEO Indigenous Arts Code & Stevei Houkamau - Curator & Manager Kura Gallery & Uku Artist

This panel session will explore the use of indigenous artwork and symbols in a retail context, and identify strategies we can use to spot that fake!
- 3:30 – 4:00** **Afternoon Tea**
- 4.00 – 5.00** **Store Layout & Function**
Andrew Andoniadis - Andoniadis Retail Services

Andrew Andoniadis leads this workshop that will evaluate factors affecting the function, layout and design of successful non-profit retail stores.
- 5.00** **Close**
- 5.30 – 7.30** **Conference Welcome Drinks - HMB Endeavour, ANMM**
Unwind and get to know your new colleagues over a relaxing drink. Please note that stiletto heels are not permitted on this vessel.



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Thursday 21 September the Conference Centre - Australian National Maritime Museum, Sydney

- 8.30 – 9.00** **Welcome Coffee**
- 9.00 – 12.00** **The 10 Deadly Sins of Museum Retailing**
Andrew Andoniadis – Andoniadis Retail Services
- Andrew takes us through a potpourri of correctable museum store 'sins' and identifies low-cost, easily executed strategies that increase revenue and enhance the visitor experience.
(includes morning tea)
- 12.00 – 1.30** **Lunch with Suppliers Market**
- Our Preferred Supplier Members will be on hand to answer questions and introduce their latest ranges. Come and meet some of our new Supplier Members.
- 1.30 – 2.30** **Go Green**
Glen Reddieux - Acting General Manager, Business & Partnerships, Wellington Zoo & Emma Baron – Assistant Buyer, Zoos Victoria.
- Glenn & Emma take us through their journey in greening up their retail operations, and discuss how this contributes to their brand and enhances the visitor experience.
- 2.30 – 5.00** **Keynote Speaker**
Stuart Hata – Director of Retail Operations, Fine Arts Museums of San Francisco
- Stuart Hata returns to tell us how he has positioned retail and museum stores as a respected resource within his own institution and takes us through the MSA's recent "Museum Store Sunday" marketing initiative and ways to tell the world "why we matter"
This is followed by a Q&A session where delegates can ask Stuart about problems they encounter and seek advice.
(Includes afternoon tea)
- 5.00** **Close**
- 7.00** **Annual Conference Dinner & Awards**



2017 Conference Program

Friday 22 September On the Water Day

8.45 – 9.30	MSAANZ AGM – The Conference Centre - ANMM
9.30 – 10.00	Travel to Taronga Zoo – Ferry leaves from ANMM wharf
10.00 – 1.00	Morning Tea and Overview of Taronga Zoo Retail Operations
1.00 – 4.30	Travel to and tour a mystery harbour location!
4.30 – 5.30	Travel back to ANMM
5.30	Conference Close

Please note arrival time back in Sydney may alter slightly due to harbour traffic. If you are booking an outbound flight, please allow extra time.



MSAANZ17 Speaker Biography's

Stuart Hata, Retail Director, Fine Arts Museums of San Francisco

A veteran museum store retailer for over 28 years, Stuart Hata has been Director of Retail Operations for the Fine Arts Museums of San Francisco since 2003. In his capacity, Stuart is responsible for a multi-million dollar business at the de Young and Legion of Honor Museum Stores, leading a staff of 40 plus team members. He oversees merchandising, store operations, warehousing, product development, retail marketing, licensing, wholesale, and the online FAMSF store (shop.famsf.org).

Stuart has been a member of the Museum Store Association (MSA) for over 27 years and is the immediate past President of the MSA Board of Directors. He is also a past President of the MSA Western Chapter which includes Australia and New Zealand, and is the driving force behind the new global initiative "Museum Store Sunday"- designed to raise awareness of the importance of cultural retail stores around the world.

Stuart has presented numerous educational sessions on museum retailing at past MSA conferences, the National Museum Publishing conference, the California Association of Museums conference, the American Alliance of Museums conference, and the Western Museums Association conference. Before joining the Fine Arts Museums, Stuart began his museum retailing career at the San Francisco Museum of Modern Art (SFMOMA) and has also worked at the Solomon R. Guggenheim Museum, New York.

Andrew Andoniadis, Consultant & Director, Andoniadis Retail Services

Since 1992, Andrew Andoniadis has specialized in increasing the profits of museum shops and enhancing the visitor experience. He has been a featured seminar presenter at museum conferences throughout the United States, Canada, Australia and Europe.

Andrew first worked in retail at age twelve pushing a broom in the back room of a men's clothing store in Deerfield, Illinois. He continued to work in retail through graduate school. In 1985 he developed the first retail store for Smith & Hawken, the then nationwide marketer of fine quality gardening implements. Later, he co-founded Quinby's, a California based children's book, and arts and crafts store that was sold to members of the Disney family in 1989.

In addition to consulting with over 350 institutions of all kinds and sizes on 450 projects, Andrew designs museum shops and conducts shop assessments and on-site customer service and selling workshops. Through the Information Center by Topic on his web site, he has addressed about every aspect of museum shop retailing. He has trained, motivated, and managed volunteers and employees for a wide range of sales, buying and administrative responsibilities.

His popular, up-beat, nuts n' bolts, profit boosting seminars and workshops, including the all-day How To Make Your Museum Shop More Profitable seminar, have been attended by hundreds of managers, buyers and salespeople from a wide range of museum shops. Andrew blends extensive, hands-on retailing experience with practicality, humor and a clear understanding of the goals and challenges of museum shop management. His seminars reflect his passion for retailing and for your museum's success.

Gabrielle Sullivan, Chief Executive Officer, Indigenous Art Code Limited

Gabrielle Sullivan is the CEO of the Indigenous Art Code where she works with Aboriginal and Torres Strait Islander artists across Australia as well as dealer members of the Code. Dealer members of the Code include Aboriginal and Torres-Strait Islander owned art centres, commercial galleries, shops and souvenir businesses and others who license artists work.

Prior to her role as CEO of the Code, Gabrielle managed Martumili Artists in WA, one of the largest art centres in Western Australia, for eight years where she gained experience and knowledge about the creation of authentic Aboriginal fine art and licensed art products. Gabrielle has also worked with the WA Department of Culture and the Arts and the former Australian Government Department of Families, Housing, Community Services and Indigenous Affairs. She has tertiary qualifications in visual arts and landscape architecture from the Universities of Sydney and NSW.

Stevei Houkamau, - Curator & Manager Kura Gallery & Uku Artist

Stevei is a Maori Uku (clay) artist and tattoo artist of Ngati Porou, Te Whanau a Apanui & Rangitane descent, and currently resides in Wellington, New Zealand. She has worked with Clay for over 6 years, and has exhibited throughout New Zealand and Internationally. Stevei has been a member of Nga Kaihanga Uku - Maori Clay Collective since 2012 and has branched out into other mediums such as print making and tattooing over the last 2 years.

In 2014 Stevei was selected as a participating artist at Kokiri Putahi – the 7th International Indigenous Artists Gathering, and the Ngapuhi Festival. In 2016 Stevei travelled to New Mexico where she lived on the Pueblo reservation through a perma-culture residency. Stevei also at the same time worked with Pueblo Ceramic Artists and other Native American artists. In 2016 Stevei represented Aotearoa at Festival of Pacific Arts held in Guam.

Stevei is the current Curator and Manager at Kura Gallery in Wellington, one of New Zealand's premier retail art stores. Before making the jump into the art world, Stevei was an immigration officer with the NZ Immigration Profiling Group and was a former Sports person representing New Zealand in Softball and playing semi-professional softball and in the USA.

**Abe Muriata, Girramay Artist, Girringun Aboriginal Art Centre
Painter, Potter, Weaver & Shield Maker**

Abe Muriata is a Girramay man of the Cardwell Range area. A self-taught weaver of the lawyer cane jawun, Abe explores different techniques to create finely crafted bi-cornual baskets unique to the rainforest people. Abe taught himself the weaving technique from watching his grandmother make them when he was a child and by studying old examples in museums and galleries. He is inspired by the precision of craftsmanship of jawun created by his ancestors. Abe also creates different manifestations of jawun by using other materials like ceramics and recycled and non-traditional materials. Abe also creates traditional rainforest shields made in the traditional manner and painted with traditional ochres and designs. These shields were once used for sorting out disputes and for ceremonial purposes.

Emma Barron, Assistant Buyer, Zoos Victoria

Starting her career in retail in a chicken shop in 1999 Emma Barron has worked her way through a variety of retail environments, as a sales assistant, visual merchandiser, and business manager. After a break from the retail world to work in the film and cinema industry, Emma returned when an opportunity arose to join the Melbourne Zoo team as Retail Coordinator. Not able to pass up the opportunity to work for such an inspiring organisation, Emma donned her retail hat again, managing the Melbourne Zoo retail team.

Managing the MZ retail team for just over 4 years, she oversaw the operational side of the business, as well as working with the buying team to promote Zoos Victoria's conservation campaigns in stores. Currently she is working as part of the ZV buying team, focussed on working towards a more sustainable and environmentally friendly range of products in the zoo stores. Working with the Community Conservation and Wildlife Conservation Science teams within Zoos Victoria, the ZV buying team aim to support the organisations mission of a future rich in wildlife by sourcing a broad range of fun, educational, collectible, sustainable and local "must have" retail products that engage and connect visitors with their zoo experience and inspires them to make a change.

Emma is passionate about engaging with the community through the retail experience, telling the story of conservation and sustainability through product ranges and interpretation in stores. She will continue working with the ZV buying team for the next 6 months before returning to the MZ team, to continue building a range that supports not only local, but international groups who believe in a greener future. She believes that retailers can lead the way in building a more sustainable retail environment, inspiring change within the industry for other retailers, suppliers and consumers alike.

Glenn Reddiex, Acting General Manager, Business & Partnerships, Wellington Zoo

Glenn Reddiex has a passion for sales and service. His career began in the hospitality industry working for the Southern Pacific Hotel Corporation's Park Royal property in Wellington before joining the Nikko Hotel Group's property in London, as Front Office Manager of The Montcalm. Glenn transferred his hotel sales and customer service experience over to the airline industry working for British Airways and Virgin Atlantic Airways in the UK before returning to New Zealand.

Account management, sales and customer service all continued to be a strong feature in his career when he took up leadership roles in the IT industry managing helpdesk support staff for Infinity Solutions, Unisys and the NZ Defence Force.

He returned to the airlines again in a leadership role for Air New Zealand's corporate travel agency 'Business Direct', and then found a unique opportunity to work in the Business & Partnerships team for Wellington Zoo, a not for profit charitable trust and the world's first carbonZero certified zoo. He joined the Zoo in 2009 as Sales & Service Manager looking after commercial and retail product sales and visitor admissions.

Glenn enjoys the dynamic nature of the Zoo and fully embraces the challenge to find a stronger connection to conservation and sustainability in retail. He is currently Acting General Manager of a wonderful team of sales, service and partnerships people and continues to be inspired by their passion to ignite a zoo revolution.