



WORKSHOP MENU

Cultural Tourism

With Maggie Maguire

The cultural sector and tourism industry are becoming more closely aligned. This session will examine the synergies between the two and give you some ideas about how you can leverage off the tourism market. A growing percentage of visitors to Australia (as well as those traveling domestically) now demand 'an authentic experience' – how better to deliver that need, than through our vast range of unique cultural products.

Maggie Maguire started her career as a teacher, before she built her own very successful restaurant in Brunswick Street, Fitzroy. After working for several years in the hospitality industry, Maggie later found herself to be the General Manager of the *Melbourne Moomba Festival*. Her experiences in managing what was then one of Australia's largest and most popular annual multicultural public celebrations, sparked in her an ongoing interest in community arts practice and community consultation processes.

Since 1991, Maggie has specialised in developing and producing events as well as working across a number of cultural issues. Her client base includes state and local government bodies, the private sector and many Not for Profit organisations in the community. Maggie's consultation and facilitation skills allow her to work with such groups on a range of short-term projects. Much of her work requires strategic planning and giving advice in regard to planning future directions with sustainability as a priority.

Maggie excels at working with disparate groups and is adept at encouraging people to operate in a collaborative manner that leads to the realisation of a common goal.

Maggie is a graduate of the *Williamson Community Leadership Program* and a contributing member to *Leadership Victoria's* Skillsbank. She is the Chair of the internationally renowned performing arts company *Strange Fruit*, a board member of the Frankston Arts Centre and was the role as Deputy Chair of the *Victorian Writers' Centre*. Maggie continues to chair two of Arts Victoria's funding panels and is a member of the City of Yarra's Arts committee.
