

Magdalena Moreno Mujica (Citizen of Chile/Citizen of Australia)

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Magdalena Moreno Mujica is an established senior arts professional with an international career spanning over 20 years in organisational leadership, strategy, international relations, advocacy, cultural diversity, cultural diplomacy and public policy. With an exemplary track record in leading service and non-profit organisations, delivering highly complex international programmes across five continents, and influencing government through a range of roles from ministerial advisor, member of a national policy taskforce to lobbying. Since August 2017, she leads the International Federation of Arts Councils and Culture Agencies (IFACCA).

Education and Further Professional Development

2011	Emerging Leadership Development Program 2011 , Australia Council for the Arts
2008	Asialink Leaders Program, 2008 Fellow (Australia/Asia relations through international cultural and public diplomacy) University of Melbourne, Ian Potter Scholarship
2000	Museum Research Internship , ICOM (UNESCO, Paris), Keith and Elisabeth Murdoch Fellowship
1999	Museum Studies (post graduate level) , Deakin University, Melbourne
1996	Bachelor of Arts , Victorian College of the Arts, University of Melbourne (high distinction)
1992	Advanced Certificate in Art and Design , Swinburne TAFE, Prahran, Victoria, Australia
1991	Bachelor of Design , Universidad del Pacifico, Chile (not completed due to relocation to Australia)

LANGUAGES AND TRAVEL

- English and Spanish (first languages), Portuguese and French (conversational level), Greek (basic understanding)
- Travelled extensively in Latin America, New Zealand, Europe, South East Asia, Central and South Africa

Employment Trajectory

2017 – Executive Director, International Federation of Arts Councils and Culture Agencies (IFACCA), Sydney

Responsible for the successful leadership and management of the Secretariat of the International Federation of Arts Councils and Cultural Agencies (IFACCA) according to the strategic direction set by the Board of Directors.

Highlights

- *Delivery of IFACCA revised Strategic Plan 2018-2020*
- *Conduct an in-depth consultation with IFACCA's National Members with 80% of direct engagement.*
- *To strengthen regional development and capacity building:*
 - *Delivered 1st Americas Cultural Summit (Ottawa, May 2018) with Canada Council and Ministry of Culture Argentina.*
 - *Delivered 1st Arts Summit of Southern Africa (Windhoek August 2018) in partnership with the Namibian Government.*
 - *Signed an MOU with Melanesian Spear Group (MSG) to develop culture office and build capacity in Melanesia.*
- *Lead the design and delivery of 8th World Summit on Arts and Culture in Malaysia (11-14 March 2019)*
- *Development of IFACCA new Knowledge and Strategic data collection hub and services.*

Leadership

- Develop the vision and strategic plan for IFACCA in collaboration with the Board of Directors.
- Act as a spokesperson for IFACCA and the Federation, in cooperation with the Chair of the Board.
- Represent IFACCA to members, ministers and government representatives, regulatory bodies, other international agencies, the cultural sector, funders and supporters, academia, think tanks and the general public.
- Provide thought leadership on international trends and policy issues particular those affecting IFACCA members.

Program and operational planning and management

- Lead the new and renewed direction, planning, implementation and evaluation of IFACCA's programs and services, including the World Summits as a world-class event working with the host government.
- Develop a new capacity development framework for Members through regional platforms and executive seminars.

Community relations/advocacy

- Communicate with stakeholders to keep them informed of the work of the organisation and to identify changes in

the membership and broader cultural sector served by IFACCA

- Develop new partnerships across and outside the arts and cultural policy sector

2014 – 2017 Deputy Director, International Federation of Arts Councils and Culture Agencies (IFACCA), Sydney

Organisational Leadership, Programme Design, Strategic Thinking

- Plan, develop and present IFACCA's Strategic Plan 2015–2020, and all associated strategies, policies and plans.
- Represent IFACCA at major international governmental and non-governmental meetings, briefings and international fora, and on ministerial government meetings, as requested by the Executive Director and Board.
- Oversee coordination IFACCA's major flagship, World Summits on Arts and Culture, delivery of 7th edition in Malta and prepare for 8th World Summit in Kuala Lumpur March 2019 with the Government of Malaysia.
- Manage IFACCA's information management systems to enhance IFACCA's online resources as an information hub.
- Develop and implement new programs and projects, particularly those supporting international arts practice and exchange, cultural diplomacy and cultural diversity, as well as its capacity building programme.

Community Relations, Stakeholder Management and Advocacy

- Actively contribute to identify key international issues and trends and prepare briefings for IFACCA's advocacy.
- Navigate successfully complex organisational and political structures with the understanding of cultural difference
- Build international support networks and projects with members, potential members, sponsors and foundations.
- Coordinate regional strategies in Americas and Pacific chapters, and oversee strategies in Africa, Asia and Europe.

2012 – 14 Director, International Affairs and Ministerial Advisor, National Council for Culture and the Arts, Chile

Highlights

- *Lead the Chilean delegation of 300 representatives to the Guadalajara International Book Fair (2012).*
- *Directed and delivered the 6th World Summit on Arts and Culture on behalf of the Chilean Government. (2014)*
- *Delivered three Chilean Pavilions for the Venice Biennales of Visual Arts and Architecture.*
- *Chaired the inter-ministerial group for market development of Chilean arts and creative industries.*
- *Drafted the first International Arts and Cultural Policy for Chile*
- *Delivered the ministerial paper for the International Artist Funding Programme "Chile en el Mundo" as part of President Bachelet's culture measure of the first 100 days in office (June 2014).*

Organisational Leadership, Strategic Thinking

- Provide ministerial advice on all international relations, and international/regional arts programming and funding strategies to the Minister of Culture of Chile, and CNCA --- Chile's maximum public authority on arts and culture.
- Serve as the official liaison with Ministry of Foreign Affairs on foreign policy, cultural diplomacy, ministerial envoys and international markets, positioning Chile's cultural and artistic produce.
- Provide expertise advice, as part of the Ministerial Leadership team, on international relations and foreign affairs.

Programme Planning and Management

- Responsible for the Minister's international schedule as well as oversee all protocols related to the Minister.
- Manage all bilateral and multilateral agreements with other countries on arts and cultural affairs.
- Monitor the delivery of all international programmes, in accordance with Treasury and public spending legislation.
- Ensure all international programmes comply with CNCA's cultural policy as well Chile's national foreign policy.
- Oversee Chile's report on 2005 UNESCO Convention of Diversity of Cultural Expressions, including engagement with governmental agencies such as social services, indigenous affairs, immigration, and tourism amongst others.
- Manage CNCA's international exchange fund for artists and arts professionals to travel and represent Chile.
- Oversee Chile's first representation to enter the Register of Intangible Cultural Heritage, UNESCO.

Community Relations, Stakeholder Management and Advocacy

- Represent the Minister internationally on ministerial meetings, official travel, and leading Chilean delegations.
- Liaising with Chilean missions overseas as well as Diplomatic and Consular posts in Chile on arts/cultural matters.
- Coordinate, monitor and, where appropriate, deliver commitments in the cultural portfolio relating to inter-governmental agencies such as UNESCO, UN, and other such organisations.

2011 – 12 Member – National Task Force, National Cultural Policy: Creative Australia 2012–2022, Australia

Invited by former Minister for the Arts, Hon Simon Crean MP to assist in the review of Australia's new cultural policy, as the voice for cultural diversity. The role focused on influencing to ensure cultural diversity was in the final draft of the policy.

Organisational Leadership, Strategic Thinking, Community Relations, Stakeholder Management and Advocacy

- National leadership and advocacy as the spokesperson for cultural diversity in the arts in Australia.
- Responsible for the delivery of the Arts in a Multicultural Australia Policy of the Australia Council for the Arts.
- Develop a national communications and audience strategy for the promotion of cultural diversity in the arts.
- Represent cultural diversity on the ArtsPeaks National Arts Advocacy Group and meeting periodically in Canberra.
- Mentor artists and arts companies of cultural diverse background, through the creation of Kapture program.
- Secured a three-year partnership with the Scanlon Foundation to deliver the first Cultural Diversity Arts Index.
- Provide advice to artists and companies to diversify their incomes streams and develop more sustainable models.
- Liaise with other Federal and state government portfolios on cultural diversity.

2007 – 09 Director (CEO), The South Project Inc /2004 – 07 Project Manager, The South Project (Craft Victoria)

Organisational Leadership, Programme design, Community Relations, Stakeholder Management and Advocacy

- Scope, vision, development and implementation of its three-year plan as Victorian Government initiative, delivered through South Gatherings: Melbourne(2004), Wellington(2005), Santiago(2006), Jo'burg(2007) & Yogyakarta(2008)
- Deliver a residency program (2004-2007) total of 35 residencies partnerships (Australia and internationally);
- Delivery of South Kids in collaboration with ArtPlay, City of Melbourne (primary school arts program 2004-2009)
- Developing a range of publications – Crossing South, South Issue– Artlink, Tranversa, Mapping South 2004-2011.
- Develop partnerships and intergovernmental engagement supported by Arts Victoria, Australia Council for the Arts, Arts Councils of New Zealand, South Africa and Chile.
- Provide cultural understanding and build cultural awareness (where appropriate) for artists' exchanges.
- Engage a diverse range of cultural groups, particularly First Nations peoples across the Global South

Conferences, Lectures and Seminars (small selection)

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| 2018 | Co-designed ENARTES Colloquium on Building Bridges, Crossing Borders Mexico City (27 - 31 October)
International exchanges and mobility , invited by DutchCulture and on the Move, Amsterdam (5 October)
Creatives at the heart of Creative Industries , keynote, Arts Summit of Southern Africa, Windhoek (August)
Presentation to the Ministers of Culture in Melanesia – MSG Culture meeting , Honiara, (28 – 30 June)
International Instruments and the 2005 Convention workshop, CNCA, Valparaiso, Chile (23-24 January) |
| 2017 | International collaborations and networks – policy overview, ENARTES , Mexico City (5 – 8 December)
Presentation to ASEAN Culture government representatives meeting in Kuala Lumpur (23 November)
International trends in cultural policy , Australia Council for the Arts Board meeting, Melbourne (12 October) |
| 2016 | New models for public and private support in the arts , Fondo Nacional, Buenos Aires, (22-24 November)
International cross cultural communication , Guest Lecturer, University of Sydney Business School (30 August)
Cultural Diplomacy and intergovernmental partnerships , Festival of the Pacific Arts, Guam (June)
Ministers of Culture of the Ibero-American States (Cartagena de Indias, Colombia (18 – 20 May)
What's really at stake? Creative Industries Engagement Forum, Arts Centre Melbourne (5 May). |
| 2015 | What makes societies resilient? Commonwealth's People's Forum, CHOGM (speaker) Valletta, Malta
Intangible Cultural Heritage Safeguarding , organised by the ICH Committee, UNESCO (speaker), Hanoi 2014
South-South mini-summit, Capetown / Johannesburg, organised by AFAI, and Commonwealth Foundation |
| 2012-14 | Represented the Minister of Culture (Chile): UNASUR meeting for Culture Ministers (Peru), CELAC Culture Ministers meeting (Paramaribo, Suriname), Iberian American Congress for Culture (Costa Rica) |
| 2011 | Diversity in Programming with Nike Jonah (UK) City of Melbourne
decibel Performing Arts Showcase (marketplace) Arts Council England, Manchester, UK |
| 2010 | Women in the Arts (speaker) , Brisbane Powerhouse and BEMAC, Brisbane |
| 2009 | Cross-cultural networking in the Arab World, 2nd International meeting (speaker) , Alexandria, Egypt
Leadership in the Arts – Arts Management, University of Melbourne (speaker), Ian Potter Museum |
| 2008 | 3rd International Meeting of Cultural Networks and Foundations Lisbon, Portugal (participant)
Master of Arts Management , Victorian College of Arts, University of Melbourne (lecture) |
| 2007 | 2nd International Meeting of Cultural Networks and Foundations Turin, Italy (key note)
Futures Summit, World Economic Forum , Melbourne (speaker --- Myer Foundation case study) |
| 2006 | 1st International Meeting of Cultural Networks , World Cultural Forum, Rio de Janeiro, Brazil
Blind Dates and Foreign Affairs , Asialink annual forum (speaker) |