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BIO-SUMMARY

Michael Volkerling has held positions as director of the Centre for Creative Industries at Wellington Institute of Technology; director of the leisure and heritage studies programme at Victoria University; acting chief executive of the Museum of New Zealand; executive director of the National Art Gallery and Museum and director of the Queen Elizabeth II Arts Council. He presently teaches in the Centre for Creative Technologies at Wellington Institute of Technology and is a teaching associate in museum and heritage studies at Victoria University.

Dr. Volkerling's work on creative industries and cultural policy has been widely recognised internationally. In January 2002, he was convenor of *Cultural Sites, Cultural Theory, Cultural Policy: The Second International Conference on Cultural Policy Research*. He was visiting fellow at the Tisch School of the Arts, New York University in 2000 and George Fairfax Fellow at Deakin University, Melbourne in 1999.

Dr. Volkerling has been a member of the editorial board of the *International Journal of Cultural Policy* since 1997 and has published extensively on cultural and heritage issues in this and other specialist periodicals. He was also a member of the drafting team of *All Our Legacies, All our Futures* (1995), a white paper on arts, culture, and heritage prepared for the government of South Africa.

EDUCATION

1972–1974 PhD University of Auckland
1970 MA in English (First-Class Honours), University of Auckland
1966–1968 BA degree, University of Auckland

PRESENT POSITIONS

2003 to present Centre for Creative Industries, Wellington Institute of Technology
2006 Consulting Director, LECG Limited

PROFESSIONAL EXPERIENCE

1997–2003 Programme Director, Leisure and Heritage Studies, Victoria University of Wellington
1993–1997 Senior Lecturer, Recreation and Leisure Studies, Victoria University of Wellington
1992–1993 Acting Chief Executive, Museum of New Zealand Te Papa Tongarewa

- 1988–1992 Executive Director, Board of Trustees, National Art Gallery, Museum and War Memorial
- 1977–1988 Director, Queen Elizabeth II Arts Council of New Zealand
- 1976–1977 Acting Director, Queen Elizabeth II Arts Council of New Zealand
- 1974–1976 Advisory Officer, Queen Elizabeth II Arts Council of New Zealand
- 1971–1974 Educational Editor, AH & AW Reed Limited

Other Tertiary Teaching

- 2006 Teaching Associate, Museum and Heritage Studies Programme, Victoria University of Wellington
- 2000 International Faculty Member, Cultural Policy Summer School, University of Jyväskylä, Finland
- 1995–1998 Course Coordinator, tutor and assessor for *The Arts Milieu*, a module taught as part of the diploma in arts administration course at Auckland University
- 1993–1995 Tutor in leisure policy for the international graduate programme in recreation and leisure studies at the WLRA International Centre of Excellence at Leeuwarden, the Netherlands.

PROFESSIONAL RECOGNITION

- 2000–2002 Convenor, *Cultural Sites, Cultural Theory, Cultural Policy: The Second International Conference on Cultural Policy Research*, Wellington, 23-26 January 2002
- 2000 Visiting Fellow, Tisch School of the Arts, New York University
- 1999–2002 Assessor and Monitor for New Zealand Qualifications Authority
- 1999 George Fairfax Fellow, Deakin University, Melbourne
- 1993–1995 Vice President, New Zealand Academy for the Humanities
- 1994 Member, Arts Council's Arts Infrastructure Panel
- 1994 Member, Arts Council's Research Panel
- 1992 Consultant to the Palmerston North City Council regarding the appointment of a Director of the Manawatu Museum
- 1989 Assessor for Wellington City Council Arts Bonus Scheme
- 1989 Consultant to Dunedin City Council for the appointment of the Director of the Dunedin Public Art Gallery
- 1988 Co-opted Member, Art Gallery Directors Council Interim Executive
- 1988–1990 Executive Member, Art Galleries and Museums Association of New Zealand (AGMANZ)
- 1985–1988 Member, John David Stout Trust
- 1976 National Secretary PEN International (NZ Centre)

ACTIVITIES AND HONOURS

- 2006 Member, FoRST New Materials and Processes Panel
- 2000 to present Member, Scientific Committee, International Conference on Cultural Policy Research
- 2000–2001 Chairman, Totally Wellington Trust
- 1997–1999 Member, Totally Wellington Trust

- 1997to present Member, Editorial Board, *International Journal of Cultural Policy*, Warwick, England
- 1997–1999 Member, Creative New Zealand Council
- 1996–1999 Member, UNESCO Sub Commission on Culture and Communication
- 1991 Member, Advisory Team to Review the Queen Elizabeth II Arts Council Act, convened by the Ministry of Cultural Affairs
- 1991 Member, UNESCO Sub Commission on Culture and Communication
- 1990–1992 Chairman, Executive Committee, *Headlands*, New Zealand Art Exhibition for the Museum of Contemporary Art, Sydney, Australia
- 1989 Member, Internal Affairs Advisory Committee on redrafting of Antiquities Act
- 1986 Member, New Zealand Cultural Delegation to the USSR.
- 1985 Member, Organising Committee *Arts 2000*, New Zealand's National Arts Policy Conference
- 1983 Leader, New Zealand cultural delegation to the Peoples' Republic of China
- 1982 New Zealand delegate, World Conference on Cultural Policies, Mexico City
- 1981–1986 Member, Management Committee *Te Maori* Art Exhibition Project, New York
- 1980–1988 Member of the New Zealand Co-ordinating Committee for the South Pacific Festival
- 1978–1988 Convenor of New Zealand Advisory Panel to the New Zealand-United States Educational Foundation Cultural Grants Selection Committee
- 1977–1982 Member of the Culture and Communication Sub-commission of the New Zealand National Commission for UNESCO
- 1976–1988 Member of the New Zealand-Japan Exchange Programme Advisory Committee

PUBLICATIONS

Books and Monographs

Michael Volkerling (forthcoming), *Culture and Economic Policy: History and Prospects 1940-2000*

Michael Volkerling, (1999), *Cultural Utopia: The Art of Economics*, Bowater School of Marketing and Management, Deakin University: Melbourne

Michael Volkerling, Tony Bennett and Graeme Turner (eds) 1994, *Post- Colonial Formations*, Griffith University: Queensland

Invited Chapters

Michael Volkerling, (2000), 'Passion and Possibility: Sport as Culture' in Chris Collins (ed) *Sport in New Zealand Society*, Dunmore Press: Palmerston North

Michael Volkerling, (2000), 'Leisure and the Mass Media', in Kamphorst, T, Kelly, JR and Venskunas, K., (eds) *Leisure: a Worldwide Perspective*, WLRA: Leeuwarden

Michael Volkerling, (1998), 'Leisure and the Arts: Theory, Practice, Policy', in Grant Cushman, and Harvey Perkins,(eds) *Time Out? Recreation, Leisure and Tourism in New Zealand*, Addison Wesley Longman: Auckland.

Michael Volkerling, (1993), 'Leisure, Economics and Culture', in Harvey Perkins and Grant Cushman (eds), *Leisure, Recreation and Tourism*, Longman Paul: Auckland

Journal Articles (A= Refereed Journals)

Michael Volkerling, (2001), 'From Cool Britannia to Hot Nation: 'Creative Industries' Policies in Europe, Canada and New Zealand', *International Journal of Cultural Policy*, Winter 2001

Michael Volkerling, (2000), 'The Necessity of Utopia: Lessons from the Culture of Economics', *International Journal of Cultural Policy*, Summer, 2000

Michael Volkerling (1998), 'Watch this Space! Ideological and Cognitive Dimensions of Spatiality in New National Museums', *International Journal of Cultural Policy*, Vol 4 No 1, pp183-201

Michael Volkerling, (1997), 'Beyond *Homo Ludens* and *Homo Economicus*: Novelty, Complexity and Dissonance in Leisure and Consumption', in *ANZALS Research Series Vol 3, 1996*, edited by Allan Laidler, Australia and New Zealand Association of Leisure Studies: Sydney

Michael Volkerling, (1996), 'Indices of Difference and Identity: Culture and Community in a Policy Context': Proceedings of *Making a Difference: Challenges and Choices for Recreation Professionals*, Palmerston North, November 1996

Michael Volkerling, (1996), 'Deconstructing the Difference Engine: A Theory of Cultural Policy', *European Journal of Cultural Policy*, April 1996

Michael Volkerling (1996), 'Work and Leisure in Post-Fordist New Zealand', *ANZALS Research Series Vol 2, 1996*, edited by Grant Cushman and Linda Trenberth, Australia and New Zealand Association of Leisure Studies: Sydney

Michael Volkerling (1994), 'Death or Transfiguration: the Future for Cultural Policy in New Zealand', *Culture and Policy* Vol 6 1994, Institute of Cultural Policy Studies: Brisbane.

Michael Volkerling, Tony Bennett and Graeme Turner (1994) 'Introduction: Post-Colonial Formations', *Culture and Policy* Vol 6 1994, Institute of Cultural Policy Studies: Brisbane.

Michael Volkerling, (1987), 'Some Issues in Arts Sponsorship', *Proceedings of the New Zealand Law Conference*, Christchurch

Michael Volkerling, (1987) 'He Who Pays the Piper Calls the Tune', *AGMANZ News* September 1987.

Michael Volkerling, (1981), 'Reforming the Arts Council: The New Zealand Experience' in Sweeting, E (ed) , *Patron or Paymaster*, Gulbenkian: London.

Michael Volkerling, (1981), 'Anxiety and Despair' *Islands* 17, 1977

Michael Volkerling, (1976), 'Clearing the Ground', *Islands* 5, pp319–325.

Michael Volkerling, (1976), 'Aspects of Cultural Development in New Zealand' *Bulletin of the Asian Cultural Documentation for Unesco*, Autumn 1976 pp 19–26

Invited Reviews etc

Michael Volkerling, 1997, review of *Culture and the Public Sphere*, by Jim McGuigan, Macmillan, 1997, in *The European Journal of Cultural Policy*, April 1997

Review of 'A Handbook for Cultural Trustees', in *International Arts Manager* Vol 1, No.2, p4, 1988

'New Directions', in *Arts Times* July–August 1988, pp 16–17

'A Fair Society?' in *Arts Times* May–June 1988, p2

'Biting the Invisible Hand', in *Arts Times*, June 1986, p.2

Preface to *The Income and Expenditure of Publicly Supported Arts Institutions in New Zealand*, Dennis Rose (QEII–DIA 1981)

'New Zealand Writers and the City' *Writing*, Concert Programme, 18 March 1977

Magazines and New Zealand Society, a series of four half-hour radio talks, Concert Programme, February–March 1973

'Radio: Some Teaching Notes and Suggestions' *Akoako*, June–July 1973

'Readers as Communities' *NZ Listener*, March 26, 1973

Journal Articles (B= Non-refereed)

Michael Volkerling, (1998), 'Leisure and cultural services: applying section 122f', Editorial for *Local Government*, February, 1998

Michael Volkerling, (1996), 'Indices of Difference and Identity: Culture and Community in a Policy Context': Proceedings of *Making a Difference: Challenges and Choices for Recreation Professionals*, Palmerston North, November 1996

Papers to Conferences

Michael Volkerling, 2006, 'Creative Education and Regional Innovation Policies: A case for Closer Integration?', *International Conference on Cultural Policy Research*, Vienna, August 2006

Michael Volkerling, 2005, 'Heritage Tourism', keynote address to the New Zealand National Heritage Conference, Napier, November 2005

Michael Volkerling, 2004, 'Testing the Concept Of The 'Creative City': Urban Development Theory And Practice In The South Pacific', *International Conference on Cultural Policy Research*, Montreal, August 2004

Michael Volkerling, 2002, 'Food as Leisure: Reflections on 'the Cooking Animal' paper presented to the NZRA Conference, Hamilton, October 2002

Michael Volkerling, (2002), 'The Emergence of the Creative City: 'Creative Industries' Policies and Local Government', paper presented to the conference, *Culture and Economic Development*, New York University, April 2002

'The Necessity of Utopia: Lessons from the Culture of Economics', *International Conference on Cultural Policy Research*, Centre for Cultural Research, University of Bergen, Norway, 10-12 November 1999

'*Television and Cultural Identity*', paper prepared for Counting the Beat, a Broadcasting Symposium convened by New Zealand on Air and the Institute of Policy Studies, Victoria University, Wellington, August 1999

'Culture in the Information Economy in New Zealand', paper to the Third Cultural Foresight Seminar, 9 March 1999, Turnbull House, Wellington

'The Significance of Section 122f for Local Government Leisure Policies', paper to the New Zealand Recreation Association Conference *Wet and Dry*, Wellington, May 1998

'Workstyles For 2001 And Beyond', paper prepared for the conference *Putting Life into Leadership* Central South Principals Association, Wellington, September 1997

'Watch this Space! Ideological and Cognitive Dimensions of Spatiality in the Leisure Landscapes of Museums', paper to be presented to *Leisure People, Places and Spaces*, conference of the Australia and New Zealand Association for Leisure Studies, Newcastle University, New South Wales, July 1997

Culture and Community': paper presented to *Making a Difference: Challenges and Choices for Recreation Professionals*, New Zealand Recreation Association Conference, Palmerston North, November 1996

'The Arts, Culture and the New Zealand State Since 1945', *Winter Lecture Series*, University of Auckland, July 1995.

'From Theory to Strategy: The Application of Leisure Forecasting Models and the Recreation Benefit Index to Local Authority Recreation Strategy Development', presentation to *Leisure Connexions: Second Conference of the Australian and New Zealand Association for Leisure Studies*, Lincoln University January, 1995.

'Managing Change: Towards the Museum of New Zealand', paper prepared for the 1989 Annual General Meeting of the Art Galleries and Museums Association of New Zealand

'Tourism and the Arts', Address to the Greater Wellington Promotion Council Domestic Tourism Seminar, 1985

'The Right Stuff: Unleashing Aesthetic Energy', Address to NZAPHER Conference, Victoria University, 1984

'The Arts and Society - Their Future in New Zealand,' Winter Lecture Series, University of Auckland, 5 August 1981

'The Recording Industry in New Zealand', an address to the Entertainment Symposium, Auckland, 3 September 1977

Consultancy Work

International

Joint Projects

Framework for Economic Valuation of Culture, Final Report to the Secretariat of the Pacific Community, McDermott Miller Limited in association with Cultural Management and Research Centre International. 28 January 2005

Consultant to the National Arts Council of South Africa, preparation of their initial strategic plan, April 1997

Preparation of *All Our Legacies, All Our Futures: Draft White Paper on Arts, Culture and Heritage*, 1996, Department of Arts, Culture, Science and Technology : Pretoria, retained by the Department of Arts, Culture Science and Technology, Pretoria, to work with the drafting group, November 1996

Within New Zealand

Commissioned Reports

Market Research Project, Report by McDermott Miller Limited to the National Library of New Zealand *Te Puna Matauranga O Aotearoa*. September 2002

National Library Electronic Services: The Case For Free Access, Report to Electronic Services Directorate, National Library of New Zealand *Te Puna Matauranga O Aotearoa*, by McDermott Miller Limited, August 2002

Michael Volkerling, 1996, *Broadcasting Policy in New Zealand*, commissioned and published by the New Zealand Screen Producers and Directors Association, September 1996

Michael Volkerling, 1996, *Expediting Treaty Settlements: The Trust's Challenge*, report commissioned by the Crown Forestry Rental Trust. April 1996

Michael Volkerling, 1995, *Submissions from Sky City Ltd to the Government Review of Gaming*, September 1995

Michael Volkerling, 1994, *Submissions on behalf of Sky City Ltd to the Casino Control Authority regarding the implementation of the provisions of the Casino Control Act 1990*, (1994).

Michael Volkerling, 1993, *A National Crafts Resource Centre? A Feasibility Study*, the Queen Elizabeth 11 Arts Council: Wellington.

Cultural Exchange with China, (1983), prepared for the Ministry of Foreign Affairs

Japan's Cultural Relations with New Zealand, (1983), commissioned by the Japan Foundation.

New Zealand's Cultural Relations with Japan, (1979) commissioned by the New Zealand–Japan Exchange Programme

Cultural Research in New Zealand, (1976), commissioned by the Queen Elizabeth II Arts Council

Cultural Activities at New Zealand House, (1975), commissioned by the Ministry of Foreign Affairs

Final Report of the Conservation Working Party, Queen Elizabeth II Arts Council (1974).

Joint Research Reports

Hastings District Council and Napier City Council, January 2001

Heart of the Nation Report, joint project with McDermott Miller, commissioned by the Minister for Culture and Heritage, May 2000

Museum Sector Marketing Strategy Feasibility, joint project with Te Papa National Services, Museums Aotearoa and McDermott Miller, December 1998

New Vision: A Critical Perspective on New Zealand's Visual Arts Infrastructure, research report commissioned by Creative New Zealand, in association with Associate Professor Jenny Harper and Christina Barton, Department of Art History, Victoria University, October 1997

Marketing the Visual Arts in New Zealand, research report commissioned by Creative New Zealand, in association with Mandy Bill and Mary Barr, March 1997, Creative New Zealand: Wellington

Survey of Non-Users of New Zealand Museums and Art Galleries, 1996, for the Museum Directors Federation, joint project with McDermott Miller, Wellington

Joint Projects

Feasibility Study for the Mahara Gallery Development, commissioned by the Kapiti District Council, October 2006

Review of the District Cultural and Heritage Strategy commissioned by the Waitaki District Council, January 2005

Porirua Performing Arts Centre Feasibility Study, in association with Shand Shelton Architects, Wellington, commissioned by Porirua City Council, June 2003

Strategic Review of Te Manawa, commissioned by the Palmerston North City Council, September 2002

Future Options for the Hawkes Bay Cultural Trust, commissioned by New Zealand Historic Places Trust Heritage Business Plan, joint project with McDermott Miller, December 1998

Upper Hutt Community Arts Centre Feasibility, joint project with Susan Paterson and McDermott Miller, October 1998

Product and Market Strategy for the Stone Store Complex, Kerikeri, Report to the New Zealand Historic Places Trust, March (1997) McDermott Miller: Wellington

Porirua Cultural Centre Conceptual Plan for Porirua City Council, (1996), McDermott Miller: Wellington

Strategy for the Development of the Waharoa–Gateway Programme for the Museum of New Zealand, tourism development strategy for the Museum of New Zealand, (1995) McDermott Miller: Wellington

Draft Recreation Strategy for Wellington City (1995) McDermott Miller: Wellington.

Strategic Review of the Crown Forestry Rental Trust, (1995). McDermott Miller: Wellington.

Review of the Stout Research Centre at Victoria University of Wellington: A confidential report to the Vice-Chancellor, November 1994

Independent Review of the Department of Internal Affairs Link Centres for the Department of Internal Affairs and The Treasury (1994), McDermott Miller: Wellington

Independent Review of National Archives for the Department of Internal Affairs and The Treasury (1994), McDermott Miller, Wellington.

Review of the Stout Research Centre at Victoria University of Wellington: A confidential report to the Vice-Chancellor, November 1994.

Draft New Zealand Framework for Cultural Statistics, retained by the Ministry of Cultural Affairs to contribute to the preparation of a discussion paper concerning New Zealand cultural statistics, 1993.

A Cultural Policy Framework for New Zealand retained by the Ministry of Cultural Affairs to assist in the development of a preliminary cultural policy design, 1993.

Facilitation of and Report on a *Strategic Planning Workshop for Victoria University of Wellington*, February 1993

Individual Projects

Facilitation of and Report on a *Strategic Planning Workshop for Footnote Dance*, Wellington, June 2005

Facilitation of and Report on a *Strategic Planning Workshop for Totally Wellington*, Wellington, February 1998

Facilitation of and Report on a *Strategic Planning Workshop for the New Zealand Hockey Federation*, Auckland, December 1999

Facilitation of and Report on a *Strategic Planning Workshop for the Dunedin Public Art Gallery*, Dunedin, August 1998

Facilitation of and Report on a *Strategic Planning Workshop for the New Zealand Film Archive*, Wellington, February 1998

Facilitation of and Report on a *Strategic Planning Workshop for the New Zealand International Festival of the Arts*, Wellington, February 1998

Facilitation of and Report on a *Policy Workshop for the New Zealand Historic Places Trust and the Maori Heritage Council*, Wellington, December 1997

Facilitation of and Report on a *Strategic Planning Workshop for the New Zealand Historic Places Trust*, Wellington, October 1996

Management Skills Training Workshop, July 1996, for senior managers of the New Zealand Film Archive

Review of Strategy and Communications, Report to the New Zealand and Olympic and Commonwealth Games Association, January 1996, McDermott Miller: Wellington

A Strategic Review of the Victoria University Foundation (1995), McDermott Miller: Wellington.

Review of Administrative Systems for Te Mangai Paho– the Maori Broadcasting Commission (1995)

A Review of Cultural Services for Porirua City (1994), Porirua City Council: Porirua.

Governance in the Cultural Sector: Opportunities in a Changing Environment (1993), organisation and facilitation of a board development seminar for the New Zealand Symphony Orchestra, the New Zealand Film Commission, the Museum of New Zealand, the New Zealand Film Archive and the Queen Elizabeth II Arts Council. Commissioned by the Ministry of Cultural Affairs.

LANGUAGES

Native speaker of English. reading knowledge of French and German.