

**The Integrity & Governance Research Group and the Arts and  
Cultural Management Program in the School of Management,  
University of South Australia**

**Presents**

**A RESEARCH SYMPOSIUM**  
*The instrumentalising of arts and culture*

**Venue:** Case Study Room 5:15  
George Kingston Building  
City West Campus  
University of South Australia

**Time:** 10.00am - 4.00pm  
**Date:** Monday 4<sup>th</sup> May, 2009

**RSVP:** [beverley.schutt@unisa.edu.au](mailto:beverley.schutt@unisa.edu.au) by Thursday 30<sup>th</sup> April

**Keynote Speaker: Professor Jim McGuigan**

Professor McGuigan will provide the opening address for the symposium with a paper which focuses on the subject of the 'creative class thesis and cultural policy'. This will be followed by commentary and discussion. Jim will be supported by other speakers from the industry and academia. There will be ample time for discussion. Lunch will be provided. This symposium follows on from the successful John Holden seminar on valuing arts in February 2009.

Jim McGuigan is Professor of Cultural Analysis in the Department of Social Sciences at Loughborough University. His interests cover the following: contemporary social theory, cultural studies and policy, and television and representation. He has published a number of books, his best known being *Cultural Populism*, which came out in 1992. He has two new books coming out later this year (2009) *Cool Capitalism* (Pluto) and *Cultural Analysis* (Sage). He has published *Culture and the Public Sphere* (1996), *Cultural Methodologies* (1997), *Modernity and Postmodern Culture* (1999, 2nd edn 2006), and *Rethinking Cultural Policy* (2004); and he has co-edited *Studying Culture* (1993 & 1997) with Ann Gray and *Technocities* (1999) with John Downey.

Professor McGuigan is a Visiting Fellow in Cultural Policy at the University of Warwick, a Panel Member and College Member of the Arts and Humanities Research Council and a Fellow of the Royal Society for the Arts. He serves on five editorial boards and has various links with universities around the world where he has been a visiting professor. His work has been translated into a number of languages, including Chinese.