

MUSEUM OF
AUSTRALIAN
DEMOCRACY
AT EUREKA

Media Release

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EMBARGOED TILL 3PM MONDAY 2 OCTOBER

New CEO for Museum of Australian Democracy at Eureka (MADE)

Today Chairman of the Museum of Australian Democracy at Eureka (MADE), Kaaren Koomen AM, announced that Sarah Masters has resigned from her role as Acting Chief Executive Officer of MADE and the Museum is delighted to welcome Ms Rebecca MacFarling as its new CEO.

“The MADE Board is extremely grateful to Sarah for taking on the role of Acting CEO in August 2016 originally planned for six months. However, Sarah agreed to stay on in the role for an additional eight months while an internal strategy to refocus and revitalise the museum was undertaken, along with the City of Ballarat Council’s Feasibility Study. Prior to becoming Acting CEO, Sarah had been General Manager of MADE.

“Sarah has been a committed and dedicated Acting CEO, and MADE has delivered several successful programs during her tenure. This includes the *Chinese Fortunes Exhibition*, which was extremely well received and is currently on tour to Melbourne’s Immigration Museum; the *Roses from the Heart Exhibition*, which commemorated over 25,000 female convicts who were transported to Australia from 1788 to 1853; and *Our Wonderful World* which used play to connect children with democracy. We sincerely thank Sarah for the contribution that she has made”, Ms Koomen said.

The MADE Board is delighted to announce that Ms Rebecca MacFarling has accepted the role of CEO of MADE.

Ms MacFarling brings to MADE extensive experience in executive roles in the cultural and not-for-profit sectors, as well as expertise in marketing and tourism promotion strategies. Most recently, Ms

MacFarling was Deputy CEO of CUFA, a small international development organisation. She has also held the roles of Marketing Manager for the Sydney Symphony Orchestra, Development Director for Bangarra Dance Theatre, and Director of Sales & Marketing at Musica Viva Australia, where she played a leading role in transforming the Musica Viva brand.

One of Ms MacFarling's first tasks will be finalising and implementing MADE's strategy to refocus and revitalise the museum. This strategy will enhance MADE's focus on the Eureka story, the Eureka flag and the significance of the Eureka site, and aims to drive greater engagement and visitation to MADE and Ballarat.

"Rebecca's background and expertise are an excellent fit for MADE as it begins this transformation process and we are delighted that she has agreed to lead MADE during this important process,' Ms Koomen said.

"I am very excited about this new role at MADE and the opportunity to work with the MADE team to transform the organisation. This is an unique opportunity to reshape a national icon for a new future and ensure its relevance to the local Ballarat community as well as tourists from Australia and around the world," Ms MacFarling said.

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MADE is one of Australia's newest museums and commemorates the role of the Eureka Stockade in shaping our nation. It is located on the site of the 1854 Eureka Stockade uprising in Ballarat and hosts the recently restored Eureka Flag. M.A.D.E explores both these events and the evolution of democracy since that time.

Please visit www.made.org for more information.

For further information and interviews please contact:

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