

Festival & Event Industry Career Guide

FESTIVAL
CITY **ADL**



Contents

Glossary	06	Programming	39
Preface	08	Organisational Chart	40
Skills Guide	10	Creative or Art Director	40
Departments	11	Curator	41
Executive	13	Program or Executive Director	42
Organisational Chart	14	Program Coordinator	44
Chief Executive Officer	14	Projects Manager	45
Director	15	Screening & Traffic Coordinator	46
Associate Director	16	Community Engagement Officer	47
Head of Department	17	Education & Public Programs Manager	48
		Producer	49
		Program Producer	50
Production	19	Marketing	51
Organisational Chart	20	Organisational Chart	52
Production Manager	21	Digital Content Specialist	52
Festival or Event Designer	22	Head of Marketing & Communications	53
CAD Draftsperson	22	Brand & Design Coordinator	54
Site Coordinator	23	Publicity Manager	55
Venue Manager	23	Merchandise Manager	56
Audio Technician	24	Digital Coordinator	56
Lighting Technician	25	Business & Development	57
AV Technician	26	Organisational Chart	58
LED Rigger	26	Event Acquisition Manager	58
Video Technician	27	Head of Business Development & Partnerships	59
Stage Manager	28	Partnerships & Sponsorships Manager	60
Staging Technician	28	Finance & Administration	61
Operations	29	Organisational Chart	62
Organisational Chart	30	Contract Management	62
Operations Manager	31	Finance Manager	63
WHS Coordinator	32	Executive Assistant	64
Travel Coordinator	32	Data & ICT Manager	65
Sustainability Officer	33	Software Engineer	65
Bar Manager	34	Cyber Security Specialist	66
Access & Inclusion Officer	34	Office Manager	66
Stallholder Coordinator	35	Young Professionals Network	69
Hospitality Manager	36	Editor's Note	70
Box Office, Ticketing & Customer Service	36		
Front of House Coordinator	37		
Volunteer Coordinator	38		

Acknowledgement of Country

Festival City Adelaide acknowledges the Traditional Custodians of South Australia and honours their deep spiritual connection to Country.

We acknowledge that the cultural beliefs of Aboriginal people remain vital today, and we pay respect to Elders past, present, and emerging. We recognise the Aboriginal peoples' rich heritage, languages, and laws that continue to shape our community, acknowledging past injustices and striving for a future founded on mutual respect.

Our Partners

Festival City ADL recognises the contribution and support of our strategic partners.

Special thanks are extended to TAFE South Australia's Strategic Industry Partnerships Unit which conducted skills research, jobs data analysis, and industry consultation and validation to support the development of this Career Guide.



Message from the Minister



There could be no better career than one in South Australia's extraordinary festivals and events industry. Our festivals and events are world renowned. Aligned to our state's economic priorities (smart, inclusive, and sustainable), we are home to an innovative and exciting industry.

The Malinauskas Government recognises the industry's tremendous power and contribution to our state, both social and economic. Festivals and events expose people to bold ideas and transformative experiences. They bring South Australians together and draw people in from around the world to our state.

The State Government is committed to supporting festivals and event businesses in South Australia to flourish.

We are focused on creating stronger opportunities for training in this vital sector so that festival and event workers can enjoy a rewarding and sustainable career.

Festivals are intrinsic to who we are, central to our state's identity. We seek to build on and continue to support the achievements of our talented festival and event professionals by successfully shaping the next generation.

In nurturing their talent, we cement South Australia's reputation as the "Festival State" and ensure we remain a global leader in festivals and events for the future.

Andrea Michaels

Minister for Arts
Minister for Small and Family Business
Minister for Consumer and Business Affairs

Message from Festival City ADL



Festivals are core to the way South Australians enjoy life. Behind every awesome festival experience are many dedicated professionals who ensured its seamless execution.

From volunteering, internships to early career roles, VET diplomas to university degrees – there are many pathways to a career in festivals and events. In fact, what is great about a career in this industry is that it is always reflective of the person that contributes their unique approach and brilliance for the benefit of the whole – each is an architect of joy and the heartbeat of our industry in their own way.

In this guide, you will read about the career trajectories of some of the individuals already carving their way and kicking goals.

You will also find insights into the diverse job roles available and practical tips to help navigate your path forward.

And remember, there is much more to the industry than meets the eye.

You can also use this guide to learn about the programs Festival City ADL offers to support your connection to the industry – we are here to help, advise, and mentor.

South Australian festivals and events deliver the world's best festival experience, and we are eager to welcome the next generation of festival and event professionals.

Justyna Jochym

Chief Executive Officer
Festival City Adelaide

Glossary

AAA

“Access All Areas” is a level of credential that grants the holder unrestricted access to all areas of the festival or event venue, including backstage, production areas, green rooms, and other restricted zones. Triple A passes are usually reserved for performers, crew members, VIP guests, and key staff involved in organising and running the event.

Accreditation

The process of officially recognising and authorising individuals, organisations, or media outlets to access specific areas or privileges within the event venue, often based on their role, credentials, or affiliation with the event, ensuring proper control and management of access and resources throughout the event.

Acquittal

The reconciliation of financial transactions, particularly expenses, revenues, and payments made or received during the event, ensuring accuracy and accountability in financial management and reporting.

AV

Audiovisual refers to equipment, systems, and services related to sound, video, and other multimedia presentations. AV technology is essential for delivering high-quality audio and visual experiences to audiences, whether through sound reinforcement systems, projectors, screens, lighting rigs, or video displays.

Backline

The gear on stage that performers use, like instruments and amps. The event organisers or a backline provider supply the backline, tailored to the performers' needs, which helps simplify setup and gives performers access to necessary equipment without bringing their own.

Backstage

The area behind the main stage at events, concerts, or productions where artists, crew members, and staff prepare, gather, and coordinate activities before, during, and after the show. Backstage areas often include green rooms, production offices, storage areas, and access points for artists and equipment.

Bill

The lineup or schedule of performers and acts scheduled to appear during the festival or event.

Blacks

A term often used to describe the clothing worn by the technical crew during a performance. Black clothes are worn because this is the colour that will be least visible during a performance, and it allows the crew to move around the stage without distracting the audience.

BOH

Back of House refers to the areas behind the scenes where production, logistics, and administrative activities take place. This includes areas such as dressing rooms, green rooms, production offices, catering facilities, storage areas, and other spaces where event staff, performers, and crew members work and prepare for the event. Also referred to as ‘Backstage’.

Bump In

The process of setting up all the necessary equipment, stages, booths, decorations, and infrastructure required for an event. It typically involves bringing in various materials, such as lighting, sound equipment, tents, stages, and other elements, and arranging them according to the event's layout plan. Bump in usually occurs in the days leading up to or on the day of the event before it begins.

Bump Out

Bump out involves dismantling, packing and removing all the equipment, stages, booths, decorations, and infrastructure used during the event. This process typically takes place after the event has concluded and the attendees have left. It can take several hours or even days, depending on the size and complexity of the event.

Call

The name given to the time that a performer is required to be at the event or festival. Artists, MCs, speakers are often told that their call for a rehearsal or performance is at a particular time. For example, you may be told that tomorrow night's call is 9pm.

Comms

Communication (via radio) refers to wearable radios used to facilitate easy communication, coordinate activities among staff and volunteers, ensure prompt emergency response, and manage logistics efficiently.

Credentials

Official documents or badges issued to individuals, such as staff/volunteers, performers, media personnel, or VIP guests, granting them authorised access to specific areas, activities, or privileges within the event venue, helping to maintain security, organisation, and control over attendee categories and participant roles during the event. Also referred to as a ‘Lanyard’.

Crew

The team of individuals responsible for various aspects of event production, management, and execution. This includes roles such as stagehands, lighting technicians, sound engineers, set designers, security personnel, and other behind the scenes staff who work together to ensure the smooth operation of the event.

Cue

The directive given to technical staff and crew to do something during the performance such as sound and lighting cues. Sometimes this is a verbal instruction given by the stage manager or a visual cue.

ECC

The Event Command Centre serves as a centralised hub for coordinating and managing all aspects of an event, including logistics, security, communication, and emergency response. It is where key decision-makers and stakeholders gather to oversee the event's operations, ensure smooth execution, address challenges, and respond to any emergencies that may arise.

EMP

An Event Management Plan is a comprehensive document that outlines all the necessary details, protocols, and procedures for organising and executing an event safely, efficiently, and successfully. It typically includes information about event objectives, logistics, timelines, risk assessments, emergency procedures, stakeholder responsibilities, communication protocols, and contingency plans.

EOC

The Event Operations Centre is a centralised command and control facility set up during large-scale events, festivals, or emergencies to oversee and coordinate various operational activities, communications, and responses.

ERP

An Emergency Response Plan is a structured document that outlines procedures and protocols to be followed in an emergency or crisis situation during an event or festival. It typically includes emergency contacts, evacuation procedures, medical assistance, communication protocols, designated assembly areas, roles and responsibilities of personnel, and coordination with external agencies, such as emergency services.

FOH

Front of House is an area in a venue, such as a theatre, concert hall, or event space, where the audience or attendees are seated or standing during a performance or event. It encompasses the space from the stage forward to where the audience begins, including seating areas, aisles, entrances, and any amenities provided for attendees. Another context where FOH is used is in live sound reinforcement. In this setting, FOH refers to the location where the main mixing console and sound engineer are positioned to control and adjust the audio levels and quality for the audience.

Genny

Short for generator this is a machine that converts mechanical energy into electrical energy, commonly used in events or festivals to provide power when traditional electrical sources are unavailable.

Green Room

A designated area backstage at events, festivals, theatres, and television studios where artists, speakers, or VIP guests can relax, prepare, or wait before going on stage or appearing in front of an audience. It provides a private and comfortable space with amenities such as seating, mirrors, refreshments, and sometimes a private bathroom. Also referred to as 'Artist Lounge'.

LX

Lighting: Used in planning and production documents to refer to the setup and control of stage lighting.

Off Site

Locations or activities that occur outside the immediate boundaries of the event or festival venue. These could include parking areas, nearby restaurants, hotels, transportation hubs, or designated meeting points that are not physically part of the event space but may still be relevant or necessary for event attendees, staff, or participants.

On Site

Describes anything that happens or is located within the boundaries of the event or festival venue itself. This includes activities such as performances, stall holder booths, stages, amenities, and facilities that are accessible to event attendees without leaving the premises.

Ops

Short for operations the logistical and functional aspects involved in planning, executing, and managing the event to ensure its smooth operation and successful outcome.

PAX

Number of Persons/People: Often referred to in terms of capacity of people attending a festival or event. For example, the venue is 1200 PAX.

Promoter

An individual or organisation responsible for organising and coordinating the event, securing funding and sponsorship, booking artists, managing logistics, marketing the event, and ensuring its overall success.

Punters

Attendees or audience members who participate in events or festivals. See PAX.

RA

Risk Assessment: The process of identifying, analysing, and evaluating potential risks or hazards that could affect the safety, security, or success of an event or activity. It involves systematically assessing various factors such as the nature of the event, the venue, the expected audience, weather conditions, equipment, logistics, and potential emergency scenarios to determine the likelihood and severity of risks and to develop strategies for mitigating or managing them effectively.

Reccy

Reconnaissance: A reccy is conducted to assess venue logistics, security risks, technical requirements, and emergency preparedness, ensuring efficient planning and execution of the event while prioritising attendee safety and operational effectiveness.

Rider

A set of contractual requirements outlined by performers or artists as part of their agreement to participate in the event. These often include details about technical specifications, hospitality, accommodations, transportation, and other provisions needed to ensure the artists' comfort and the success of their performances.

Run Sheet

A detailed schedule outlining the sequence of events, performances, and logistical operations throughout the duration of the festival, ensuring smooth coordination and execution of activities. Used both internally (departments, staff/volunteers) and externally (public, guests) to convey timings.

Suppliers

Suppliers encompass a variety of businesses and individuals who provide essential goods and services, ranging from equipment and food to transportation and security, crucial for the successful planning and execution of the event.

Tickets

Can refer to the documented proof of achieved competence or completion of specific training, workshops, or educational programs related to event management, production, or specialised skills, serving as recognition of proficiency and qualification within the industry or field of expertise.

VIP

Very Important Person: individuals who are granted special privileges, or access at events, festivals, or gatherings due to their status, or affiliation. VIPs may include politicians, celebrities, dignitaries, sponsors, high-profile guests, or those who have purchased VIP tickets or packages, entitling them to exclusive amenities, seating, services, or experiences.

Vollies/Volly

Volunteers: Individuals who offer their time and services without financial compensation to assist with various tasks such as festival/event setup, guest assistance, crowd management, and cleanup, contributing to the smooth operation and success of the event. Note: It's preferable not to use this term formally.

White Card

A certification card issued upon successful completion of construction induction training in Australia. This training is mandatory legal requirement for individuals working in the construction industry. The white card certifies that the holder has completed a general construction induction course and has been made aware of essential safety information and practices relevant to working on festival and event sites.

The Festival & Event Industry in South Australia

From our capital city to our regional towns, festivals and events serve as catalysts for connection, creativity, and community. The industry exists to create joy and enrich the lives of our diverse and vibrant communities through shared experiences.

As we delve into the vibrant landscape of South Australia's festival and event industry with this Career Guide, it becomes clear that what meets the eye during these celebrations is merely the tip of the iceberg. Beneath the surface of lively performances, sporting spectacles, multicultural gatherings, and culinary delights lies a world of meticulous planning, unwavering commitment, detailed coordination, and significant impact.

It is no surprise, then, that the evolving roles in the festival and event industry align with the values and impact goals it holds dear.

AREAS OF PRIORITY FOR THE INDUSTRY INCLUDE:

Technical & Production

Masters of their craft, skilled technical staff execute flawless event production, managing lighting, sound, and staging to create unforgettable experiences, while adapting and evolving technologies, AI integration, and sustainability practices.

Philanthropy & Development

These dedicated professionals drive philanthropic efforts, forging dynamic partnerships, and pioneering fundraising initiatives to elevate the social impact of the festival and event industry, tying investment with tangible financial and social outcomes.



Climate Action

The industry's commitment to a climate positive future fuels demand for professionals adept in eco-friendly practices, facilitating roles in sustainability management, regenerative practices, carbon footprint reduction, and green event coordination.

Access & Inclusion

Desiring joy and community for all, festivals and events recognise that there is ample room for improvement in this realm. Hence, today's festivals create job openings for accessibility coordinators, ensuring future events cater to diverse audiences, fostering inclusivity and welcoming environments for everyone.

Volunteer Management

Festival operations depend on volunteer managers, who offer essential support and effective leadership that ensures smooth coordination and effective utilisation of volunteer resources. Festival and event businesses require their specialised HR skills to foster a cohesive team dynamic and ensure everyone has a great experience.

Community Engagement

To forge new and nurture longstanding community bonds through participation and engagement, new job roles in the sector help to facilitate connections between South Australia's diverse communities and the array of cultural experiences provided by festivals and events.

FOR MORE INFORMATION

This Career Guide is among several efforts made by the industry to equip individuals with the resources needed to navigate this evolving landscape, where passion meets purpose. It serves as a reminder that what we see at a festival is but a fraction of the intricate tapestry of work, skills, and dedication fundamental to the quality experiences we love as South Australians.

For additional information on the volunteering, internships, mentorships, and training programs offered by the industry, visit: industry.festivalcityadelaide.com.au



Skills Guide



Leading the Way?

If YOU like strategy and empowering others around you to do their best ... you might like to consider roles in **EXECUTIVE**.



Hands On Hero?

If YOU love to make things, shine the spotlight or turn up the volume on others ... you might like to consider roles in **PRODUCTION**.



Problem Solver?

If YOU enjoy solving puzzles, are great at multitasking, and finding solutions ... you might like to consider roles in **OPERATIONS**.



An Eye for Talent?

If YOU are about creating a vibe, bringing people together, and have a sense for what's great ... you might like to consider roles in **PROGRAMMING**.



Storyteller?

If YOU enjoy being creative, building narratives and know how to engage others ... you might like to consider roles in **MARKETING**.



Relationship Builder?

If YOU like building meaningful partnerships and using business smarts to accelerate your goals ... you might like to consider roles in **BUSINESS & DEVELOPMENT**.



Organised & Meticulous?

If YOU love systems, spreadsheets, organisation, and the finer details ... you might like to consider roles in **FINANCE & ADMINISTRATION**.

Departments

Executive

Leading any festival or event are the executives like Directors or CEOs who provide strategic direction and leadership. From setting goals and defining the event's vision to overseeing budgeting and resource allocation, they play a huge role in shaping the overall direction and success of the event. Their leadership and guidance are essential for maintaining the event's integrity and achieving its objectives.

Production

The Production team is the backbone of any festival or event, ensuring that everything runs smoothly from start to finish. They are responsible for setting up stages, managing lighting and sound systems, and coordinating with performers to ensure their technical needs are met. With their attention to detail and hands-on approach, they work tirelessly to create an immersive and seamless experience for attendees, bringing the event's vision to life.

Operations

The Operations department oversees the execution of on-site activities during a festival or event, ensuring that everything runs efficiently and safely. From managing transportation and parking to coordinating security and emergency services, they work diligently to create a seamless experience for attendees. They also oversee the management of stalls, ensuring that food, beverage, and merchandise vendors are set up and operating efficiently, contributing to the safety and enjoyment of the event.

Programming

The Programming department is responsible for curating the lineup and schedule of activities for a festival or event. They work closely with artists, speakers, and executives to create a diverse and engaging experience for attendees, from selecting performers and artwork to organising workshops and panel discussions. Their creativity and attention to detail ensure that the event is diverse and accessible, offering something for everyone.

Marketing

The Marketing department is responsible for generating excitement and driving attendance for festivals and events. They create buzz through strategic marketing campaigns and promotions, using a variety of channels including social media, traditional advertising, and partnerships. In addition to attracting attendees, they also work closely with sponsors and partners to secure funding and support, ensuring the event's financial sustainability and success.

Business & Development

The Business and Development department oversees sponsorships, philanthropy, and revenue generation strategies. It secures funding, negotiates contracts, manages budgets, and develops strategies for growth and financial resilience. The department nurtures mutually beneficial relationships and fosters positive social impact through investment partnerships.

Finance & Administration

Behind the scenes, the Finance and Administration departments play a crucial role in the success of any festival or event. They handle a wide range of tasks, including paperwork, budgeting, and managing tech infrastructure such as ticketing systems and Wi-Fi networks. Their meticulous planning and organisation ensures that everything runs smoothly behind the scenes, from securing permits to processing financial transactions, contributing to the success of the event.



Flinders University

Get ready to **LEAD THE FUTURE OF THE ARTS.**

Study a Bachelor of Creative Industries (Festivals and Arts Production) at Flinders.

If you're a 'big picture' thinker, interested in the Creative Industries and want to work in the fast-paced Festivals and Arts sector, this is the degree for you.

You'll develop the business planning, entrepreneurial and marketing skills to thrive in this fast-paced industry, preparing you for leadership in an ever-changing landscape.

You'll choose your own adventure with this degree, tapping into Flinders' networks across the creative arts, events and industries to build a degree that's unique to you.

Find out more



[Flinders.edu.au/festivals](https://flinders.edu.au/festivals)

Creative Arts and Industries degrees available at Flinders:

- Acting
- Costume Design
- Creative Writing
- Dance
- Digital Media
- Directing
- Fashion
- Festivals and Arts Production
- Game Production
- Media and Communication
- Music
- Screen, Film & Television
- Theatre Making
- Tourism & Events Management
- Visual Arts
- Visual Effects and Entertainment Design.

**Ranked No.1 in SA
in Creative Arts**
for full-time employment, student support and teaching quality.

The Good Universities Guide 2024 (undergraduate), public SA-founded universities only

Five Stars in Creative Arts
for full-time employment and student support.

The Good Universities Guide 2024 (undergraduate)

**Ranked No.5 in Australia
in Creative Arts**
for skills development and teaching quality.

The Good Universities Guide 2023 (undergraduate)

DEPARTMENT

Executive



The executive team provides strategic leadership. Their guidance shapes the goals of a festival or event, and it ensures that every department stays true to the vision and values of the entity, making the experience a standout for everyone involved.



**CHIEF EXECUTIVE OFFICER
CHIEF FINANCIAL OFFICER
CHIEF MARKETING OFFICER
CHIEF OPERATIONS OFFICER**



EXECUTIVE DIRECTOR



CREATIVE DIRECTOR



ARTISTIC DIRECTOR



DIRECTOR

• Associate Director

• Head of Department

• Manager

EXECUTIVE *Organisational Chart

*Event and festival structures will vary based on the size and needs of each organisation.

Chief Executive Officer

A Chief Executive Officer (CEO) is the highest-ranking executive responsible for setting the strategic vision that guides the general direction of the business. They oversee all operational aspects, manage resources, and ensure the efficient execution of festival or event plans. The CEO plays a crucial role in supervising the job performance of other high-ranking company employees, aligning their efforts with objectives. Reporting directly to the Board of Directors, the CEO provides accurate and timely information regarding the organisation's overall performance, financial health, risk assessment, compliance with regulations, and growth prospects. Their leadership and decision-making abilities are integral to the festival or event's success, sustainability, and ability to fulfil its artistic and financial goals.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Business Operations [BSB50120]
- Diploma of Leadership and Management [BSB50420]

Offered at Universities across Australia:

- Bachelor of Business
- Bachelor of Business (Management)
- Bachelor of Creative Industries
- Master of Business Administration
- Master of Business (Management)
- Master of Event Management
- Master of Management

Director

In a festival setting, the Director is the primary leader responsible for shaping the artistic vision and direction of the event. They collaborate closely with executives and clients to ensure alignment with objectives and stakeholder expectations. With expertise in storytelling and staging, they can guide performers and curate a cohesive artistic narrative, creating impactful experiences for attendees.

Similar job titles you might come across:

- Executive Director
- Creative Director
- Artistic Director

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Leadership and Management [BSB50420]
- Advanced Diploma of Performing Arts (Acting) [10906NAT]
- Advanced Diploma of Screen and Media [CUA60620]

Offered at Universities across Australia:

- Diploma of Creative Industries
- Associate Degree of Creative Industries
- Bachelor of Arts Screen (Production)
- Bachelor of Creative Industries
- Bachelor of Creative Industries (Film and Television)
- Bachelor of Performing Arts
- Graduate Diploma of Creative Industries
- Master of Arts Screen
- Master of Creative Industries



Bridget Alfred She/Her

Interim CEO, SALA (South Australian Living Artists) Festival

As a development professional within the arts and cultural industries, I have worked closely with colleagues and partners to deliver a range of cultural and creative programs. My roles have all involved collaboration with Government and corporate bodies and teams across the creative industry to implement programs and projects and build strategic relationships. My past appointments include Creative Arts Development Manager for Adelaide College of the Arts, Business Development Manager for 5RPH Vision Australia Radio, and General Manager for Chamber Music Adelaide.

In 2021, I was engaged as parental-leave cover for the CEO of SALA Festival, an organisation that I had long been wanting to work for. I continued as Operations Manager in 2022, stepping back into the CEO role again in 2023 and am now building the 2024 program.

Moving through my various roles, I have developed a practice of leading through

transparent communication and accountability, and honed an ability to rapidly establish positive working relationships.

I would describe my career approach as driven by genuine interest in the broad area of arts and culture. An early internship at Carclew cemented a long-term aim to work in the arts. I practice visual arts, with previous experience in dance and music and hold a double major in Spanish and Psychology with qualifications in business. I believe that access to strong arts and cultural programs are intrinsic to and imperative for good society and positive human outcomes.

All these experiences have contributed to a skill set that includes sound operational practices and an ability to navigate complex partnership and organisational models, allowing a flexible and innovative approach to overcoming the challenges of arts and cultural programming. One of the key learnings of my career is that the sum of the parts really is greater than the whole and that all creative and professional relationships matter.



Tish Naughton She/Her

CEO, Feast Festival

Growing up, my passions included photography, film making and making 'stuff'. I did work experience with the State Theatre in Set Construction and the South Australian Film Corporation in Set Design and loved it, and was even offered paid work. The post school plan was to study Film at University, however, after being told 'there is no money in the arts', I pursued work instead.

Having always challenged the status quo and wanting to improve systems, I was destined for entrepreneurship and soon left stable employment to become a mortgage broker, later establishing my own business. I developed skills in business operations and wanted to test them out in a different industry; I purchased an established franchise dry cleaning business where I learnt about mergers & acquisitions, systemisation and HR management, eventually leading to operating multiple businesses.

After a decade, I reached burnout and made the hard decision to sell up. I stopped my world from spinning, and it was the best thing I have ever done. Sometimes you need to create the space for clarity and for what comes next.

The opportunity to assist Feast Festival as Operations Manager during a challenging transition period for the organisation offered me the ability to use my skills that I had honed over 17 years. Now, as CEO of Adelaide's only LGBTQIA+ Arts & Cultural Festival, I feel like my journey has come full circle and I'm proud to represent my community and help create a legacy to ensure the sustainability of this important festival.

Often you don't know where you will end up or what you want to be/do, so just keep trying stuff until you find what lights your fire, you'll know it when you find it. Don't be afraid to change. Life is too short to worry about what other people think.

Associate Director

An Associate Director, under the Director's guidance, orchestrates daily operations to ensure departmental efficiency. They skillfully assign tasks to team members, aligning with strategic timelines set by directors. Supervising performances and providing feedback, they nurture employee growth. Serving as communication channels, they relay directorial updates and partake in hiring decisions to uphold high performance standards in creative departments.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Leadership and Management [BSB50420]
- Advanced Diploma of Performing Arts (Acting)[10906NAT]
- Advanced Diploma Program of Screen and Media [CUA60620]

Offered at Universities across Australia:

- Diploma of Creative Industries
- Bachelor of Business
- Bachelor of Creative Industries
- Bachelor of Creative Industries (Film and Television)
- Bachelor of Fine Arts (Film, Screen and New Media)
- Bachelor of Performing Arts

Adelaide Festival Centre offers an Arts Leadership Program (4 days)

Head of Department

Head of Department managers are responsible for overseeing all functions of a business unit within an organisation. Leadership and guidance are provided to all staff in the department. They work with team leaders implementing strategies to increase productivity and profitability. They have excellent communication and multi-tasking skills and can work under pressure.

Similar job titles you might come across:

- Senior Manager
- Manager
- Team Leader
- General Manager

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Business [BSB40120]
- Certificate IV in Leadership and Management [BSB50420]
- Certificate IV in Live Production and Technical Services [CUA4020]
- Diploma of Business [BSB50120]

- Diploma of Business (Operations) [BSB50120]
- Diploma of Project Management [BSB50820]

Offered at Universities across Australia:

- Diploma of Entertainment and Business Management
- Bachelor of Applied Business (Management)
- Bachelor of Business
- Bachelor of Business (Finance)
- Bachelor of Business (Management)
- Bachelor of Business (Marketing)
- Bachelor of Business Administration
- Bachelor of Communications
- Bachelor of Creative Industries
- Bachelor of Fine Arts (Technical Production)
- Bachelor of Media and Communication (Public Relations)
- Master of Business Administration



Dane Wilden He/Him

Manager, Major Events, History Trust of South Australia

I am a car enthusiast, history buff, and the event professional responsible for coordinating the team behind the delivery of a suite of major events for the History Trust of South Australia, including South Australia's History Festival, Bay to Birdwood, and a series of named public orations.

I hold a Bachelor of Science (Adv.) with a triple major in Botany, Ecology, and Zoology from The University of Adelaide. I reason that these tertiary studies are the result of a deep-seated, misplaced sense of guilt, and the desire to offset my enormous carbon footprint.

I started my career at the National Motor Museum, a museum of the History Trust of South Australia, in a casual visitor engagement role that helped develop my understanding of the museum's core business and eventually moved into a full-time leadership role. This coincided with the conclusion of my studies and afforded me the opportunity to commit to pursuing a career within the arts and cultural sector.

I led the visitor engagement team for several years, during which I was responsible for coordinating numerous public programs, small-scale weekend events, and assisting in the delivery of the Bay to Birdwood. After working at the event for two years, I took on the role of site manager, which provided me with the opportunity to further my event management, budget, and project planning skills. Several years later, my director approached me to deliver the 2022 South Australia's History Festival as acting manager. This opportunity eventually blossomed into my current position.

To those starting out their career journey, I encourage actively seeking opportunities within your field. I was asked to take on the acting role for the 2022 History Festival because I proactively pursued projects in that domain. It was my project management expertise and experience that enabled me to make a lateral move within the organisation.

Freedom to create



Freedom to be you

Behind every successful show, there is a skilled technical team making it happen. Explore the Technical Production courses available at the Adelaide College of the Arts to build a successful career working behind the scenes in the performing arts.

**Adelaide
College
of the Arts**



**GO GET IT
Study Technical Production**

tafesa.edu.au/acarts

DEPARTMENT

Production

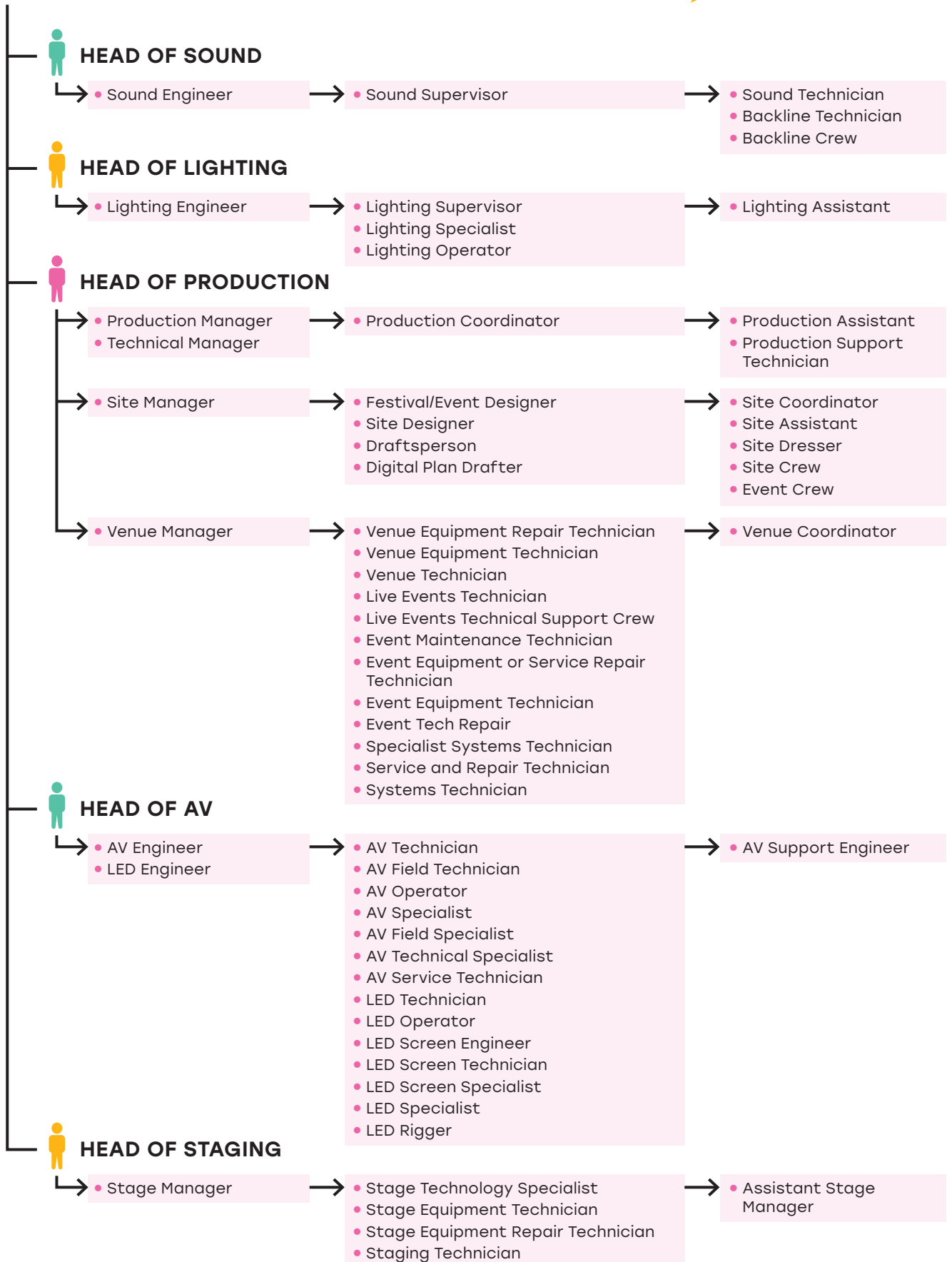


At the core of every event, the production team ensures flawless execution from start to finish. With meticulous planning and technical know-how, they bring the event's vision to life with precision and expertise.

PRODUCTION *Organisational Chart



CHIEF OPERATING OFFICER EXECUTIVE DIRECTOR, PRODUCTION



*Event and festival structures will vary based on the size and needs of each organisation.

Production Manager

The production team makes sure everything runs smoothly, from setting up stages to managing equipment and keeping everyone safe.

The Production Manager leads the team, working with artistic and programming departments to understand their creative ideas and plan out the technical aspects, like sound, lighting, staging, budgets and schedules. Their job involves overseeing the technical crews, making sure equipment works properly, and troubleshooting any problems that come up. The Production Manager also make sure everyone follows safety rules and keep everyone in the loop by communicating with everyone involved. They make sure the show goes on without a hitch, making the event run smoothly for both performers and audiences.

Similar job titles you might come across:

- Technical Manager

Offered at RTO's across Australia:

- Diploma of Project Management [BSB50820]
- Certificate IV in Project Management Practice [BSB40920]
- Certificate IV in Live Production and Technical Services [CUA40420]
- Diploma of Live Production and Technical Services [CUA50420]

Offered at Universities across Australia:

- Diploma of Entertainment and Business Management
- Bachelor of Arts (Performing Arts)
- Bachelor of Fine Arts (Technical Production)



Matt Wildy He/Him

Production & Asset Manager, Adelaide Fringe

I started as a “cowboy” in the events industry 20 years ago in the Margaret River Region in WA. I started putting on my own private dance parties which eventually outgrew themselves due to popularity. I then started promoting parties in commercial venues and eventually moved to putting on my own festivals. Everybody always said, “that was the best party/ festival I’ve ever been to!”. That was always a good feeling and what can I say, I took pride in my work.

The meandering rivers of life brought me to Adelaide 12 years ago. I realised I wasn’t going to get very far as a “cowboy” promoter so I had to knuckle down, get some formal qualifications and do whatever I could to get into the Adelaide festival/ events world. I studied a Diploma of Technical Production Theatre & Events at Tafe SA, Adelaide College of the Arts. I also gained certificates in Event Management through RPL’s through all my event management experience in WA.

Through a friend, I eventually got the chance to do a 6-week secondment at the 2013 Darwin Festival. The following year I was offered employment on the festival and worked my way up to the role as the Logistics Manager. The rest is history. I have just worked festival to festival since then and loved every second of it.

My employment experience has been great, I have worked on so many wonderful festivals and events, challenging projects, and met so many great humans along the way. With the right attitude it’s a very fun and rewarding industry. You work super hard, and it can be very intense at times, but there is a real buzz working with a great team and pulling off amazing things together!

Festival or Event Designer

A Festival or Event Designer is like the artist who shapes the look and feel of an event. They come up with the overall design or theme, making everything look inviting, cohesive, and aesthetically captivating. Importantly, the design should resonate with the artistic vision of the event. This includes planning the stage sets, decor, and installations but also extends to the development of marketing materials, including posters, flyers, and promotional assets.

The Designer works closely with the festival organisers and marketing teams to make sure the visual style aligns with the objectives of the event and effectively communicates its essence to the audience. Their job is to make the festival or event visually appealing and memorable for everyone who attends.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Live Production & Technical Services [CUA40420]
- Diploma Live Production & Technical Services [CUA50415]

Offered at Universities across Australia:

- Bachelor of Creative Industries
- Bachelor of Creative Industries (Festivals and Art Production)
- Bachelor of Creative Arts (Honours)
- Bachelor of Creative Arts (Visual Arts)
- Bachelor of Design (Branded Environments)
- Bachelor of Performance (Theatre Making)
- Bachelor of Performing Arts

CAD Draftsperson

CAD Designers or Digital Plan Drafters in the festival and event industry are digital creatives who come up with detailed designs for stages and festival layouts. They use special software to make 2D and 3D drawings. For theatrical sets, they focus on getting every detail right to fit perfectly into theater spaces.

When it comes to festival layouts, they plan where everything goes, i.e. stages, dressing rooms, restrooms, car parks, and more. They do this to make sure that everything flows well, and everyone involved enjoys a functional environment. They use their skills in CAD software to show what the designs will look like and help teams work together effectively to create amazing festival experiences.

Offered at RTO's across Australia

- SHORT COURSE: Introduction to AutoCAD (Computer Aided Drafting)
- Certificate III in Engineering – Technical [MEM30505]
- Certificate IV in Engineering Drafting [MEM40412]
- Diploma of Engineering – Technical [MEM50222]

Offered at Universities across Australia:

- Bachelor of Design
- Bachelor – BFA Design for Performance
- Bachelor of Engineering (Hon) (Civil and Construction Management)

Site Coordinator

A site at a festival or event refers to a designated area within the festival grounds where specific activities, attractions, or performances take place.

A Site Coordinator handles a variety of administrative and logistical tasks, like managing staff rosters, travel arrangements, and leave requests. They also analyse data to improve site efficiency and performance. Site coordinators oversee the work of consultants and contractors to make sure everything is done well, on time, and within budget. Their careful management and coordination are essential for the site's success throughout the event.

Similar job titles you might come across:

- Site Administrator

Offered at RTO's across Australia:

- Certificate III in Business [BSB30120]
- Certificate IV in Business [BSB40120]
- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Leadership and Management [BSB50420]
- Diploma of Business Operations [BSB50120]
- Diploma of Information Technology (Business Analysis) [ICT50220]

Offered at Universities across Australia:

- Bachelor of Arts (Professional Futures)
- Bachelor of Business (Professional Practice)
- Bachelor of Business
- Bachelor of Creative Industries (Festivals and Arts Production)
- Graduate Certificate in Business Administration

Venue Manager

Venue management involves overseeing the operations of a venue.

A Venue Manager handles bookings, coordinates staff, and makes sure the building is well-maintained. They also take care of maintenance of technical aspects like sound, lighting, and staging. Venue managers are good at organisation and multi-tasking. They juggle logistics, resource allocation, and team coordination. They also guarantee that a venue is ready to host diverse types of events. Their job is to create a welcoming and functional space for everyone involved in the events.

Similar job titles you might come across:

- Production Manager

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Live Production & Technical Services [CUA40420]
- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Leadership and Management [BSB50420]
- Diploma in Live Production & Technical Services [CUA50420]
- Diploma of Business Operations [BSB50120]

Offered at Universities across Australia:

- Bachelor of Creative Arts (Visual Arts)
- Bachelor of Creative Industries (Festivals and Art Production)



Jordan Holmes She/Her

Audio Technician, Novatech Creative Event Technology

I am originally from Murray Bridge, South Australia, where my love affair with music began. Growing up, I was deeply involved in our local music scene, jamming with friends in youth programs and playing in our community theatre company band. Teaching guitar and collaborating on music projects with my high school peers further fuelled my passion.

After earning my Bachelor of Music with a focus on Sonic Arts, I was eager to dive into the world of audio technology. This led me to join the team at Novatech Creative Event Technology where I have spent the last three years contributing to a wide array of projects. From music festivals like Spin Off and Harvest Rock to corporate events and Fringe shows, I have had the opportunity to work on diverse and exciting productions. Additionally, I have been involved in creating immersive installations such as Light Cycles and Resonate at the Botanic Gardens.

Currently, I am focused on broadening my skill set by delving into the video and lighting aspects of event production. Outside of work, I continue to nurture my musical talents, writing and performing whenever I can.

One of the most fulfilling aspects of my job is seeing events come to life using cutting-edge technology. Despite the long hours, the sense of camaraderie among my colleagues makes it all worthwhile.

A career highlight for me has been working on music festivals where I have had the opportunity to soak in the vibrant atmosphere and contribute to attendees' unforgettable experiences.

In a field often dominated by men, I have faced challenges but been fortunate to have supportive mentors who have helped me navigate my path. To any woman considering a career in the entertainment industry I would say: embrace every opportunity, stay true to your passion, and never give up. Surround yourself with people who believe in you, and you will find yourself achieving remarkable things.

Audio Technician

In the festival and event industry, audio technicians produce, amplify, mix, record, sync and reproduce sound, effects and music for theatre rehearsals and productions, live music concerts, and other live performances. They are also responsible for examining the equipment, checking connections, maintaining sound quality and coordinating staff, to ensure excellent audio quality during live performances. Audio Technicians collaborate closely with artists, production teams, and technical crews, troubleshoot any audio issues that may arise, and maintain a seamless and immersive listening experiences.

Similar job titles you might come across:

- Sound Technician
- Sound Operator
- Audio Operator

Offered at RTO's across Australia:

- Certificate III in Music (Sound Production) [CUA30920]

- Certificate IV in Music Industry (Sound Production) [CUA40920]
- Diploma in Music Industry (Sound Production) [CUA50820]
- Diploma of Music (Sound Production) [CUA50820]

Offered at Universities across Australia:

- Diploma of Audio Engineering & Sound Production
- Diploma in Music (Music Production)
- Bachelor of Arts (Audio Production)
- Bachelor of Creative Media in Sound
- Bachelor of Creative Technology (Audio Engineering & Sound Production)
- Bachelor of Media (Screen and Sound Production)
- Bachelor of Music Industry (Audio Production)
- Bachelor of Music and Sound Design
- Bachelor of Music (Sonic Arts)

Lighting Technician

The design, programming, and operation of the lighting systems used during festival performances and events is a critical component of the experience. A lighting technician is in charge of all tasks related to lighting. They install and set up equipment, operate lighting consoles to create dynamic effects, and control spotlights during performances. These creative professionals play a vital role in setting the mood. Working closely with artistic directors, stage managers, and technical teams, lighting technicians contribute to the overall atmosphere and visual spectacle of the event, bringing the artistic vision to life through their expertise in lighting design and operation. Their precision and creativity are integral to creating memorable experiences for artists and audiences.

Similar job titles you may come across:

- Lighting Operator

Offered at RTO's across Australia:

- Certificate III in Live Production and Technical Services [CUA30420]
- Certificate III in Screen and Media [CUA31020]
- Certificate IV in Screen and Media [CUA41220]
- Certificate IV in Live Production & Technical Services [CUA40420]
- Diploma of Screen and Media (Animation, Gaming & Visual Effects) [CUA51020]
- Diploma in Live Production & Technical Services [CUA50420]
- Diploma of Theatre Arts [22598VIC]

Offered at Universities across Australia:

- Bachelor of Fine Arts (Technical Production)



Johnathon Edwards He/Him

Lighting Technician, Novatech Creative Event Technology

I began exploring lighting through a comprehensive theatre program they offered at my high school, eventually completing a Certificate II in Live Production. Balancing paid work and volunteering for school productions, I realised my passion for this career early on. I went on to complete a diploma at Adelaide College of the Arts, where I expanded my skills and built industry connections. I gained work through the Convention Centre and Australian Dance Theatre then moved to Novatech, where I honed my lighting expertise and tackled major productions and tours.

Reflecting on my journey, I have learned that the industry offers so many diverse experiences, from working corporate events to music festivals. Remaining open to various possibilities is key, as even small gigs can lead to significant opportunities.

For newcomers, I emphasise the importance of continuous learning and collaboration. While I did not undertake formal traineeships or internships, volunteering during high school provided invaluable skills and insights. Working with others fosters growth and makes you a better technician. Participating in events like Fringe or Gluttony can offer entry points into the industry and help you assess your interest in this field.

AV Technician

AV technicians set up, operate, and maintain audio and visual equipment, including sound systems, lighting, and projectors. They collaborate with event organisers and performers to meet technical requirements and ensure smooth execution of performances. Duties include equipment testing, troubleshooting, and ensuring safety compliance. During events, they monitor equipment performance, adjust settings as needed, and promptly address technical issues. Their role is crucial in enhancing the overall audio-visual experience.

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Screen and Media [CUA31020]
- Certificate IV in Information Technology [ICT40120]
- Certificate IV in Live Production and Technical Services [CUE40420]
- Diploma in Electrical Engineering [UEE50420]
- Diploma of Music (Sound Production)
- Diploma of Screen and Media [CUE51020]
- Advanced Diploma Program in Film and Television Production [CUA60620]

Offered at Universities across Australia:

- Bachelor of Creative Industries
- Bachelor of Digital Media
- Bachelor of Film and Screen Media Production
- Bachelor of Film and Television
- Bachelor of Information and Communications Technology

LED Rigger

LEDs (Light Emitting Diodes) are commonly used in lighting fixtures, electronic displays and screens, i.e. the big screens audiences watch at concerts or billboards. Rigging is the technique employed by technicians to suspend equipment like speakers, lights, microphones, and LED screens from ceilings or truss structures for live events.

An LED rigger is responsible for safely and securely suspending or hanging equipment, lighting, sound systems, and other elements above a stage or performance area. They use rigging techniques and equipment like trusses, motors, and cables to ensure that everything is properly supported and positioned according to the requirements of the event. LED riggers work closely with production teams, stage managers, and performers to execute rigging plans efficiently while prioritising safety. Additionally, they may be involved in the installation and dismantling of temporary structures for events.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Live Production and Technical Services [CUE40420]
- Diploma of Live Production and Technical Services [CUA50420]

Video Technician

A video technician oversees flawless visual execution at festivals and events. They build and create screens for stages and installations, project content onto screens, and maintain equipment. Collaborating with a road crew and the AV team, they assist with unloading, setup and operation of video equipment. This role demands technical skill and creativity, offering diverse opportunities to work on a variety of projects, from live concerts to sporting events, corporate conferences to festivals.

Similar job titles you might come across:

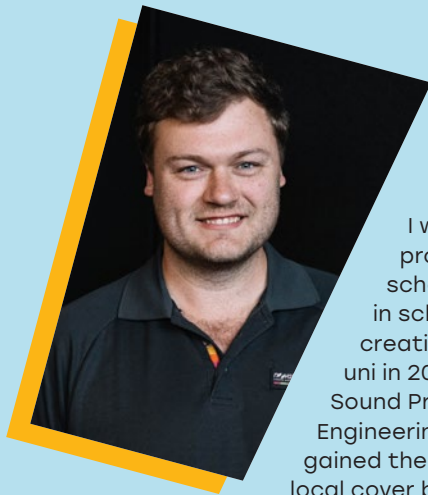
- AV Technician
- Audio Visual Installer

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Screen and Media [CUA31020]
- Certificate IV in Live Production and Technical Services [CUE40420]
- Diploma of Screen and Media [CUE51020]
- Diploma of Live Production and Technical Services [CUA50420]
- Advanced Diploma Program in Film and Television Production [CUA60620]

Offered at Universities across Australia:

- Bachelor of Creative Industries
- Bachelor of Digital Media
- Bachelor of Film and Screen Media Production
- Bachelor of Film and Television



Nikolas Carr He/Him

Video Technician, Novatech Creative Event Technology

I was interested in music and production throughout my schooling, playing guitar and singing in school bands. Seeking greater creative fulfillment, I dropped out of uni in 2014 and enrolled in a Diploma of Sound Production at the School of Audio Engineering (SAE) Adelaide. The skills I gained there led me to collaborate with a local cover band, assisting in their cabaret shows at regional venues.

After completing my diploma, I transitioned into corporate AV and live events, and I joined a national AV company where I trained in the basics of lighting and video. This is where I really fell for video as a discipline. A few shows had more advanced video requirements, and I took it upon myself to be the technician for the job.

Currently, I am part of the team at Novatech Creative Event Technologies, where I have been able to specialise in video.

We work on festivals, large-scale corporate events, interactive AV installations, and high-end special events. I also mentor the junior members of the video team, helping them to achieve their goals.

While my employment journey has been very rewarding so far, I think that anyone interested in pursuing this kind of work needs to understand the challenges the industry faces.

Be open to opportunities to learn; especially when the content may be on the fringes of what you expected your job to be, you never know when you might find a passion outside of what you expected.

Stage Manager

Stage management involves overseeing and coordinating all elements of a production to ensure its smooth execution. Stage managers are responsible for various tasks before, during, and after performances, including logistics and planning, communication, problem-solving, cueing, and coordination. They organise rehearsals, create schedules, and coordinate with the production team to ensure everything runs according to plan. Stage managers also serve as the main point of contact between the artistic team (such as directors, actors, and designers) and technical crews (including lighting, sound, and set designers). Stage managers troubleshoot any issues that arise during rehearsals or performances, making quick decisions to keep the show running smoothly. They manage the cues for lighting, sound, and special effects, ensuring they are executed at the right moment during performances, and they coordinate scene changes, actor entrances and exits, and any other movements on stage to maintain the flow of the production. Overall, stage management is about orchestrating all the moving parts of a production behind the scenes to create a successful performance.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Live Production & Technical Services [CUA40420]
- Diploma of Performing Arts [11071NAT]
- Diploma of Live Production and Technical Services [CUA50420]

Offered at Universities across Australia:

- Bachelor - BFA (Technical Theatre and Stage Management)
- Bachelor of Creative Industries
- Bachelor of Creative Industries (Festivals and Arts Production)
- Bachelor of Performing Arts (Stage Management)

Staging Technician

A Staging Technician is another behind-the-scenes hero of live performances. They are the ones who set up and maintain the physical infrastructure on stage, ensuring everything is set up perfectly for artists to shine. Their job involves assembling and configuring staging elements such as platforms, risers, and backdrops, as well as installing curtains, legs, and borders to create distinct stage environments. Staging Technicians work scrupulously to ensure that the staging elements align with the artistic vision and technical requirements of each act or performance. They collaborate closely with stage managers, production crews, and artists to facilitate smooth transitions between acts, guaranteeing that the stage is ready for the next performance.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Live Production and Technical Services [CUE40420]
- Diploma of Live Production and Technical Services [CUA50420]

DEPARTMENT

Operations



Managing all logistics, the operations team ensures efficiency and safety at every step. From transport to security, their careful planning guarantees a smooth and secure experience for attendees and festival/event staff.

OPERATIONS

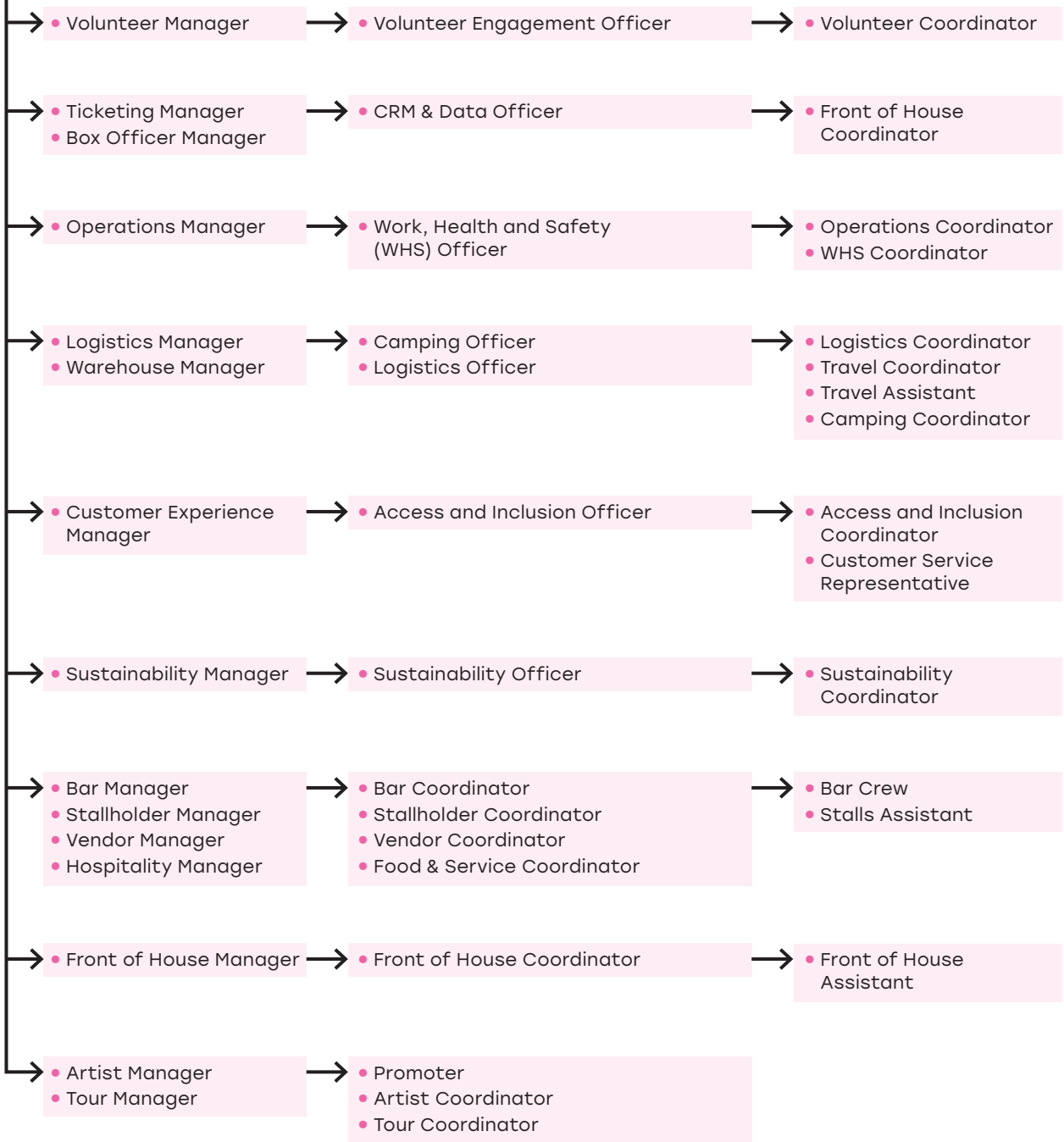
*Organisational Chart



CHIEF OPERATING OFFICER



HEAD OF OPERATIONS EXECUTIVE DIRECTOR, OPERATIONS



*Event and festival structures will vary based on the size and needs of each organisation.



Operations Manager

Operations is a term that describes the logistical and functional aspects involved in planning, executing, and managing the event to ensure its smooth operation.

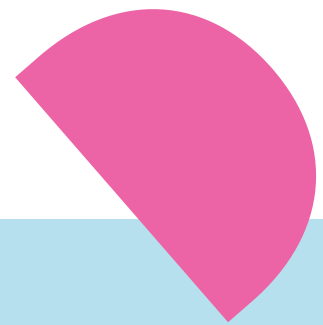
An Operations Manager oversees the day-to-day business activities, including budget management to optimise financial efficiency. They may supervise and conduct performance reviews for team members, ensuring that tasks are executed effectively and that staff members are aligned with organisational objectives. Operations Managers prioritise safety and environmental compliance, adhering to current rules and regulations to create a secure and sustainable environment. By overseeing various operational aspects, they contribute to the seamless functioning, safety, and financial sustainability of the festival or event.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Business [BSB40120]
- Diploma of Business [BSB50120]
- Diploma of Business Operations [BSB50120]

Offered at Universities across Australia:

- Bachelor of Business Administration
- Bachelor of Business (Major in Management)
- Bachelor of Business (Management)
- Bachelor of Business (Professional Practice)



Adrian Szabo He/Him

Operations Manager, Adelaide Fringe

I am a highly motivated individual with a deep passion for the arts, music, and creativity, which serves as a constant source of inspiration for me. I dedicated myself to volunteer work after finishing school and not having a clear career trajectory, enabling me to use these experiences to shape me and unveil my desire to be creative. Eventually, I had to depart my previous work in social services in pursuit of my own unique rhythm. I fearlessly embraced a whirlwind of vibrant moments, eventually finding my way to Adelaide Fringe.

Equipped with a Bachelor of Arts degree from the University of Adelaide, I ventured into the vibrant world of the Fringe, demonstrating my unwavering determination and love for the world of the arts. In 2018, I made my debut at the Adelaide Fringe, marking the beginning of my time there. Starting from a modest position as an assistant to the Volunteer Coordinator, I have developed into a skilled Office and Volunteer Manager.

Adelaide Fringe has fostered my growth in HR, WHS, and volunteer management, culminating in my present role as Operations Manager.

Although I have not yet attained rockstar status as a musician (though I'm confident I will one day), my artistic aspirations burn brighter than ever. I possess a fire within me, motivating me to support and uplift fellow artists. I invest this energy into contributing to the platform of Adelaide Fringe where any artist can take centre stage.

I hope that anyone aspiring to enter the festivals and events space feels confident to take risks, make mistakes, and most importantly, use those opportunities to listen, learn, and change.

WHS Coordinator

Work, Health, and Safety (WHS) refers to the management of risks and the promotion of health and safety practices to protect the well-being of all individuals involved in the event, including staff, volunteers, performers, attendees, and contractors. WHS Managers are responsible for ensuring the organisation's compliance with health and safety regulations, assessing and managing risks associated with festival or event activities. WHS Managers working collaboratively to establish and enforce safety protocols. They develop comprehensive strategies to foster a culture of safety, implementing proactive measures and responding to safety concerns or incidents.

Similar job titles you might come across:

- Work, Healthy and Safety Officer
- Safety Officer

Offered at RTO's across Australia:

- Certificate IV in Work Health and Safety [BSB41419]
- Diploma of Work Health and Safety [BSB51319]

Offered at Universities across Australia:

- Workplace Health and Safety Management (Postgraduate)
- Bachelor of Health Science
- Bachelor of Occupational Health & Safety
- Bachelor of Science (Health Work & Safety)
- Bachelor of Social Science (Occupational Health and Safety)
- Graduate Certificate in Occupational Health & Safety
- Graduate Certificate in Safety Leadership
- Graduate Diploma in Occupational Health & Safety
- Master of Occupational Health & Safety
- Master of Occupational Health & Safety & Environmental Management

Travel Coordinator

A Travel Coordinator plays a pivotal role getting guests, artists, and/or crew to where they need to be. Their responsibilities encompass scheduling, planning, and coordinating all travel arrangements, including itineraries, both domestically and internationally, across all transportation and accommodation logistics. In addition to recommending optimal travel options, they may manage organisational expense reports and verify credit card statements to ensure budget adherence. Travel Coordinator oversee the procurement of correct visas and travel documents to maintain compliance with immigration requirements. By efficiently managing the complexities of travel, they contribute to the smooth execution of festival or event activities, allowing artists, crew, and attendees to focus on their roles and enjoy their experience hassle-free.

Similar job titles you might come across:

- Guest Services

Offered at TAFE SA & RTO's across Australia:

- Diploma of Event Management [SIT50322]
- Diploma of Travel and Tourism Management [SIT50122]

Offered at Universities across Australia:

- Bachelor of Business (Tourism & Event Management)
- Bachelor of Tourism and Events
- Bachelor of Tourism and Event Management
- Master of Tourism, Hospitality and Events Management

Sustainability Officer

Sustainability management involves the implementation of practices and initiatives that minimise environmental impact, promote social responsibility, and ensure economic viability throughout all stages of the event lifecycle. It encompasses a holistic approach that addresses environmental, social, and economic considerations to achieve long-term sustainability goals.

A Sustainability Officer plays a vital role in assisting organisations in building and actioning operational strategies that reduce current and future emissions and minimise the carbon footprint. They actively support the development and maintenance of the company's sustainable programs, with a focus on achieving both economic viability and environmental friendliness. Sustainability Officers work collaboratively across all departments and stakeholders to identify opportunities for sustainable practices, whether it be in energy use, waste management, transportation, or other areas. The ultimate goal is to contribute to a greener, more climate positive festival or event that aligns with environmental stewardship and economic responsibility.

Offered at RTO's across Australia:

- Diploma of Sustainable Practice (HE20517V01)

Offered at Universities across Australia:

- Diploma of Science (Environment & Sustainability)
- Bachelor of Environment and Society
- Bachelor of Environmental Management
- Bachelor of Environmental Science
- Bachelor of Environmental Science (Environmental Management and Sustainability)
- Bachelor of Science (Environmental Science)
- Bachelor of Sustainability
- Graduate Diploma in Sustainability



Beatrice Jeavons She/Her

Climate Impact Manager

I had about 6 different industries highlighted in my careers guide when I graduated high school. I am glad I took some time off to let things percolate. I would probably be a physio otherwise. After a gap year, I pivoted to a degree majoring in Tourism and Event Management at the University of South Australia and completed a Certificate II in Outdoor Education. After graduating, I split my time between working as an outdoor guide and at festivals and events. Working at the Adelaide Festival (AF) is when my passion for the arts and the environment really came together. I put my hand up to be a part of their inaugural Sustainability Committee. During my time at AF, I studied Sustainable Events, took part in the Renewable Energy and WorkforClimate Academy, and volunteered at bush regeneration projects. I did lots of learning on the job and sought out any opportunity to get involved.

Since then, I have worked for Tim Minchin, Green Music Australia, and, more recently, I co-produced Climate Crisis and the Arts, Culture and Environment Roundtable and launched Creative Climate Action. I am currently the Climate Impact Manager at FEAT.Live, working with Australian musicians and festivals to decarbonise and regenerate.

I am lucky to be working in this niche where my passion for the arts and environmental protection come together, especially in a time when I think we need creative solutions more than ever. I would probably have been just as stoked to be working as a physio, and still convincing my co-workers to come tree planting with me. If I have one piece of advice, it is to try to let go of the wonky uncertain feelings around the 'shoulds' in life. As wilderness guide Bill Plotkin said: 'If you can find the intersection between something you are passionate about and something the world actually needs, that sweet spot will be where you'll be your happiest, and the most effective'.

Bar Manager

A Bar Manager is responsible for overseeing all aspects of the bar operation, including managing inventory, ordering supplies, hiring and training staff, ensuring compliance with alcohol regulations, creating drink menus, maintaining cleanliness and hygiene standards, monitoring sales and profits, handling customer inquiries and complaints, and coordinating with other festival staff to ensure smooth operations and customer satisfaction. This role incorporates a wide range of duties, spanning administrative, leadership, and practical tasks. Bar Managers play a central role in ensuring a high level of service and cultivating an exceptional customer experience. In addition to their focus on the customer, they are also tasked with supporting their staff and managing a cohesive and productive team. Their expertise lies in striking a balance between business acumen and customer satisfaction.

Similar job titles you might come across:

- Hospitality Manager
- Food & Beverage Manager

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Hospitality [SIT30616]
- Certificate IV in Hospitality [SIT40416]
- Diploma of Hospitality Management [SIT50416]
- Advanced Diploma of Hospitality Management [SIT60322]
- Provide Responsible Service of Alcohol (RSA) [SITHFAB021]

Access & Inclusion Officer

Playing a pivotal role in fostering an environment of inclusivity and celebration of diversity, this role collaborates closely with all festival departments and teams, including administration, operations, marketing, and production. Every aspect of the festival or event is assessed for ways to improve accessibility for all and promote representation of diverse communities – both within the organisation itself and across the whole festival or event.

From coordinating accessible facilities, contributing to policy development, conducting training sessions for staff and volunteers, and monitoring the effectiveness of inclusion efforts throughout the festival, this role helps to create an inclusive atmosphere that embraces differences and fosters a sense of belonging and enjoyment for all attendees.

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Community Services [CHC32015]
- Certificate IV in Community Services [CHC42021]
- Certificate IV in Human Resource Management [BSB40420]
- Diploma of Community of Services [CHC52021]
- Diploma of Human Resource Management [BSB50320]

Offered at Universities across Australia:

- Graduate Certificate in Diversity, Equity and Inclusion
- Bachelor of Disability and Community Inclusion
- Bachelor of Community Services
- Bachelor of Human Services (Disability and Diversity)
- Master of Human Resource Management (Diversity, Equity and Inclusion)

Stallholder Coordinator

A stallholder is either an individual or business entity that operates a stall, cart, van or booth to sell goods, products, or services to attendees, including food or merchandise.

A Stallholder Coordinator manages and coordinates the participating stallholders. Their responsibilities include managing the stallholder application process, ensuring that all participants meet state and federal regulations and comply with festival or event guidelines. Stallholder Coordinators act as the primary point of contact between the stallholders and the Venue Manager, facilitating effective communication and addressing any logistical or compliance issues that may arise. Their expertise in logistics, regulatory compliance, sustainability, waste management, and vendor relations is instrumental in creating a vibrant and organised marketplace. These coordinators elevate the experience for both vendors and attendees while ensuring that all aspects run smoothly and in accordance with applicable regulations.

Similar job titles you might come across:

- Vendor Coordinator
- Stalls Coordinator

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Leadership and Management [BSB50420]
- Diploma of Business Operations [BSB50120]
- Diploma of Business [BSB50120]

Offered at Universities across Australia:

- Graduate Certificate of Business (Arts & Cultural Management)
- Graduate Diploma of Business (Arts & Cultural Management)



Kaitlyn Lee She/Her
Stalls Coordinator, WOMADelaide

In high school, I had the opportunity to complete a Certificate III in Tourism through TAFE SA's VET program. I knew I wanted to do something in events or tourism or both but wasn't sure what. I learned of University SA's brand new Bachelor of Creative Industries with a major in Festivals at the University of South Australia open day in 2019 and I was sold. This was the degree made for me!

Through the University of South Australia's partnership with Festival City Adelaide, as students we had many opportunities to hear from Adelaide's festival leaders. It is through this partnership that I was introduced to the world of WOMADelaide via an internship with the stalls team. I loved every second of this internship and fell in love with WOMADelaide and the stalls area.

The growing food truck culture has always been a passion of mine, previously interning with RSPCA SA's Million Paws Walk managing the food and retail stalls, and with OzAsia. In 2023, I joined WOMADelaide as the Stalls Assistant, and am now the Stalls Coordinator. This year, we have over 120 food, retail, and display stalls, and I have been responsible for everything from selection to pre- and post-festival since May 2023. It has been the biggest whirlwind and learning curve of my life, and I have loved every second of it! Nothing could have prepared me for the scale and range of the work I'd be doing, but it is truly everything I could have dreamed of when I started my degree.

For anyone looking to explore a career in festivals, I have this advice: always be ready to take on any challenge with enthusiasm and seize every opportunity to develop your skills and knowledge. You never know what it could lead to!

Hospitality Manager

The Hospitality Manager coordinates the planning, delivery, and management of all food and drinks services to make sure that all participants are well fed and hydrated. From selecting stallholders and food trucks to making sure that high standards in clean and safe operation of food service areas are met, they juggle multiple tasks.

They train and lead the team to deliver fast and friendly customer service, quickly addressing any hiccups along the way. With a sharp eye on budgets and regulations, they make sure everything runs smoothly behind the scenes while also making sure that stallholders and sponsors are happy, generating a good income for the festival too.

Similar job titles you might come across:

- Food & Beverage Manager
- Food Service Manager

Offered at TAFE SA & RTO's across Australia:

- Certificate II in Hospitality [SIT20322]
- Certificate III in Hospitality [SIT30622]
- Certificate IV in Hospitality [SIT40422]
- Diploma of Hospitality Management [SIT50422]
- Advanced Diploma of Hospitality Management [SIT60322]

Offered at Universities across Australia:

- Bachelor of Business (Hospitality Management)
- Bachelor of Tourism, Hospitality and Events Management

Box Office, Ticketing & Customer Service

The combination of Box Office, Ticketing, and Customer Service refers to the department responsible for managing ticket sales, distributing tickets, and assisting attendees with inquiries, purchases, and issues related to their tickets or admissions.

A Box Office, Ticketing and Customer Service Manager oversees ticket sales and customer service operations at a venue and/or online, assuming responsibility for the efficient management of the box office team. They work closely with the festival or event management to ensure a seamless customer experience, responding to audience needs and addressing enquiries both in person and through various communication channels, including telephone and online platforms. These Managers are experts at coordinating ticketing logistics, optimising sales strategies, and maintaining accurate ticketing records. Their proficiency in customer service and ticketing processes contributes to the success of the festival or event by providing attendees with a great ticketing experience.

Similar job titles you might come across:

- Box Office and Ticketing Manager
- Box Office Manager

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Events [SIT30522]
- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Leadership and Management [BSB50420]
- Diploma of Event Management [ST50322]

Offered at Universities across Australia:

- Advanced Diploma of Event Management [SIT60222]
- Bachelor of Business (Tourism, Event and Hospitality Management)

Front of House Coordinator

Front of House or FOH typically refers to ticketing and entry points, information booths, merchandise stands, food and beverage stalls, and any other amenities accessible to guests. It is crucial for creating a positive and welcoming atmosphere for attendees.

The Front of House Coordinator juggles many tasks, including managing ticketing and entry processes, coordinating with security and medical personnel for crowd control and emergencies, organising seating arrangements for performances or events, ensuring accessibility for patrons with disabilities, overseeing vendor operations in front of house areas, handling guest enquiries and complaints, and working closely with other festival staff to maintain a welcoming and efficient environment for attendees. They are the troubleshooters, ready to address any issue that may arise and keep things running like a well-oiled machine. With a knack for organisation and a calm demeanor, these coordinators are the backbone of the event. They sometimes supervise FOH volunteers, providing inductions and trainings so that they can fulfil their duties with confidence.

Similar job titles you might come across:

- Customer Experience Coordinator

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Events [SIT30522]
- Diploma of Event Management [SIT50322]

Offered at Universities across Australia:

- Diploma of Business (Event Management)
- Bachelor of Event Management
- Bachelor of Tourism and Events Management



Peta Chigwidden She/Her

Front of House & Volunteer Coordinator, Adelaide Festival

After graduating with a Bachelor of Visual Arts, I gained employment at a small art gallery/gift shop called Urban Cow Studio, an icon in Adelaide for many years. Here I honed my customer service skills, as well as managing the monthly exhibition schedule, fostering the early careers of emerging artists.

I went on to work for Adelaide fashion label Naomi Murrell Studios as a creative assistant and distribution manager. In this role, I was responsible again for customer service, but also liaising with stockists, suppliers, and, when we started do-little pop-up events, with council bodies.

One of my favourite memories is curating a live music market on Leigh St, Singing in the Lane, where local musos played while punters shopped.

I have always been immersed in the local art, live music, and festival scene and when Covid hit, I pivoted to front of house and hospitality work, where I really fell in love with both industries.

I worked for a company called Bespoke, who provided event savvy staff for weddings, corporate dinners, VIP Brand launches, and also major events like Adelaide Festival and Cabaret Festival. Through this role, I became an administration assistant, where I learnt the art of rostering large numbers of staff. I then went on to work in customer experience at the South Australian Museum and the Art Gallery of South Australia.

Having made lots of contacts in these roles, I then gained employment at Illuminate Adelaide, Adelaide Film Festival, and now Adelaide Festival; a role I feel very honoured to have, supporting our wonderful volunteers who dedicate their time and energy to their roles.

I would advise anyone wanting to work in these areas to get out there, get as much experience in different roles as you can, make connections, and have fun!



Alexandra Buzila She/Her

Volunteers Coordinator, WOMADelaide

Over the years I have worked in varying roles at diverse Adelaide based events and festivals. These opportunities led me to work with some creative and brilliant people in delivering special experiences.

The relationships I have formed have provided a network of support, and I wouldn't be in the role I'm in today without them.

2024 year marks the third time in my current position as Volunteers Coordinator at WOMADelaide, though my connection with the festival began as a volunteer in 2018. My first year was a real 'pinch me' moment. Since then, I've also worked at Adelaide Film Festival and Illuminate Adelaide.

Studying a Bachelor of Tourism and Event Management at UniSA was one of the most arduous tasks I've ever completed. I was also hungry for practical knowledge so to help me find direction I started volunteering at conferences, markets, exhibitions, community and council events, and music festivals.

I pursued casual work in events and participated in the UniSA Business Career Mentor Program and an internship with Australian Green Clean. These activities were invaluable stepping stones for my career, and I still use the learnings from them today.

After recently graduating from a Graduate Certificate in Climate Change Adaptation at Griffith University, I relish the chance to focus further study in an area that interests me, and hope that it may steer my life in a more sustainable direction.

Working in events and festivals is rewarding and thrilling. It has been a pleasure to contribute to the joy of others via my work. I just wish I had given myself more of a chance to savour and enjoy the freedom that comes with the unknown when starting out. Some of my fondest memories were from not knowing where to go or what to do and following my instincts.

Volunteer Coordinator

Volunteer Management involves overseeing the recruitment, training, and supervision of volunteer staff.

Professionals in this space are essential in sourcing and preparing volunteers who contribute their time and skills to ensure successful delivery of a festival or event. Volunteer Managers create training programs, supervise and guide volunteers, and foster a positive volunteer culture by recognising their contributions. In addition to managing volunteers, they often analyse and report on the economic impact and value added by volunteer contributions, providing crucial insights into the overall success and benefits of the festival or event.

Similar job titles you might come across:

- Volunteer Manager

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Events [SIT30522]
- Certificate IV in Human Resource Management [BSB40420]
- Diploma of Event Management [SIT50322]
- Diploma of Human Resource Management [BSB50320]

Offered at Universities across Australia:

- Bachelor of Business (Human Resource Management)
- Bachelor of Tourism and Events Management

DEPARTMENT

Programming



The programming team designs the festival or event's lineup, program, and key activities. With innovative ideas and collaborations, they create an unforgettable experience tailored for all tastes, audiences, and interests.

PROGRAMMING *Organisational Chart



*Event and festival structures will vary based on the size and needs of each organisation.

Creative or Art Director

A Creative Director is responsible for shaping and aligning the artistic vision across all aspects of a festival or production. They excel in developing a cohesive and compelling narratives, ensuring consistency and impact through written and visual content and working across many creative domains to deliver a unified and immersive experience. They oversee the creation of promotional materials, stage designs, and immersive environments, maintaining a consistent and impactful visual identity throughout. Their expertise extends beyond mere aesthetics; they guide the creation of a captivating story, sound, visuals, and overall ambiance that evoke emotions and resonate with event-goers.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Leadership and Management [BSB50420]

- Advanced Diploma of Performing Arts (Acting) [10906NAT]
- Advanced Diploma Program of Screen and Media [CUA60620]

Offered at Universities across Australia:

- Associate Degree of Creative Industries – Exit Award only
- Bachelor of Creative Industries
- Bachelor of Business and Bachelor of Creative Industries
- Bachelor of Creative Industries (Film and Television)
- Bachelor of Performing Arts
- Bachelor of Design (Graphic and Communication Design)
- Master of Creative Industries

Curator

A Curator plays a pivotal role in shaping a festival's artistic direction by selecting and organising exhibitions, installations, performances, or artworks. Their primary responsibility involves curating a diverse and compelling collection of visual artworks that align with the theme and objectives of the festival. This entails researching, identifying, and inviting artists whose works resonate with the festival's vision. Collaborating closely with the executive team, they negotiate exhibition spaces and manage logistics related to artwork installation and presentation. Through their expertise in curation, they contribute to defining the festival's artistic identity and ensuring a memorable and enriching experience for attendees.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Leadership and Management (BSB40520)
- Diploma of Leadership and Management [BSB50420]

Offered at Universities across Australia:

- Bachelor of Art History and Curatorship
- Bachelor of Creative Arts
- Master of Curating and Cultural Leadership



Charissa Davies She/Her

Senior Exhibitions Curator, Adelaide Festival Centre

After completing Year 12, I did a Bachelor of Visual Arts and Applied Design at North Adelaide School of Art, a part of TAFE SA. After completing this, I lived in London for a couple of years working in a vintage clothes store. I had plans to be an artist but after seeing the determination and struggle that it took to make a living, I decided it was not for me. During my time in London, I would often visit galleries and knew in some way I wanted to work in one. At the time, I had no idea what a curator was.

After my visa expired, I moved back to Adelaide and swore I would never live there again as my plan was to study overseas. However, after researching the kind of courses I wanted to do, the best one I found was right here in Adelaide. I studied a Graduate Diploma in Art History which led onto a Master of Arts (Curatorial and Museum Studies). I also volunteered at the Art Gallery of South Australia during this time on the ticket desk.

I spent a lot of time on public transport getting to and from the gallery to volunteer. It was well worth it to see the exhibitions and make connections.

As part of my Masters, I did an internship with Adelaide Festival Centre. I had been working as a Gallery Attendant in a commercial gallery and decided I wanted to get out of the pressure of sales. I spoke to the curator who I had done my internship with and asked if there were any jobs going at Festival Centre. Her assistant happened to have left that week, so I began as Visual Arts Assistant the following week. From there, I worked my way up, becoming Visual Arts Curator and then moving into my current role as Senior Exhibitions Curator. In this role, I am responsible for the programming and delivery of all aspects of the Adelaide Festival Centre's Exhibitions and Collections program.



Celia Coulthard She/Her

Programming Executive – First Nations, Adelaide Festival Centre

I am an Adnyamathanha woman and member of Arts SA's inaugural Aboriginal and Torres Strait Islander Strategy Panel, a board member for Artlink Magazine, a mother, a reader, and an occasional practitioner of paper and word-based art.

My career in the Arts began on a whim.

After years in hospitality, I was working in the public sector while raising two young boys when a family member sent me a job ad with a note saying, 'you might be interested in this.' The job was the Steel Ryan Fellowship, an opportunity for emerging arts workers to gain experience across marketing and programming departments at AFC. In 2019, I was awarded the fellowship, and one of the first programs I worked on was the beloved annual exhibition OUR MOB: Art by South Australian Aboriginal Artists.

Later that year, with support from the AFC team and the local First Nations literary community, I applied for funding to produce small storytelling and literary events, resulting in OUR WORDS and OUR STORIES.

When the pandemic hit in 2020, funding arrived for the early digital iterations of OUR WORDS and OUR STORIES. These events had their fourth presentations in September 2023, continuing to elevate and showcase Aboriginal voices and culture from across South Australia and beyond.

One particularly exciting aspect is the growth of OUR WORDS as the program expands to include more writers and storytellers, providing a platform for inspiring and important conversations, including the new defi-Nations [first-languages-in-verse] and poetic exhibition celebrating the diversity and nuance of our First languages.

I am endlessly motivated by my colleagues and the artists I work with, finding the arts sector to be an inspiring and supporting community. I encourage anyone considering an arts career to be curious and open – there's no better place to learn and grow a truly fulfilling career.

Program or Executive Director

Programming involves planning, organising, and scheduling various activities to create a diverse and engaging event lineup that sets out ambitious work and caters to audience interests.

A Program Director collaborates with the Artistic Director and other stakeholders to balance artistic objectives with logistical constraints, such as venue capacities, technical requirements, and timeframes, to optimise the attendee experience. They coordinate with venue managers and production teams to ensure smooth execution of performances, conduct post-event evaluations, and refine programming strategies based on feedback and data analysis. Program Directors facilitate communication between the production team and artists, translating artistic concepts into captivating programs that enhance the overall event appeal.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Leadership and Management [BSB40520]
- Diploma of Leadership and Management [BSB50420]

Offered at Universities across Australia:

- Bachelor of Business (Management)
- Bachelor of Performing Arts
- Master of Project Management



Callan Fleming He/Him

Programming Executive, Adelaide Festival Centre

I've had a unique and diverse journey in my professional life.

From my beginnings at the Adelaide College of the Arts, where I pursued a Bachelor of Performance (Dance), to my current role as the Programming Executive of Public Purpose and Artform Development programs at Adelaide Festival Centre.

Throughout my career, I've embraced various roles and experiences across Australia. I've performed with renowned artists and companies such as ADT, Motus Collective, Lewis Major, and many others. Not only limited to dance, I've also explored music, theatre, comedy, and event planning. My creative endeavours have taken me from fringe tents to office blocks, including my current venture with the bottled cocktail brand Privée Drinks.

Having managed bars, restaurants, and wineries and running my own hospitality businesses, Fleming&Freear and Highball Cocktail Company, I've organised unique events and provided training.

From a sold-out degustation, Bazaar Potions, at Chateau Apollo to running a national co-working building with over 300 members for WOTSO, I've embraced a diverse set of skills.

Joining the Adelaide Guitar Festival in 2020 marked a shift for me, leading community and regional programs. In 2022, I took on the role of Programming Executive, overseeing Public Purpose and Artform Development programs within theatre programs and the dynamic inSPACE initiative for works in development.

Reflecting on my journey, I believe in the importance of being open to more—more art, more diversity, and more versions of success. My study in dance laid the foundation, but my path has been far from traditional. Mentorships with established artists like Tyson Hopprich and Gabrielle Nankivell have played a significant role in shaping my artistic perspective. My path has been a fusion of creativity, business, and community engagement—a testament to the value of embracing a multitude of experiences and opportunities.



Tamara Montina She/Her

Program Coordinator, Writers SA

In 2019, I entered my first year of university enrolled in the advanced stream of the Bachelor of Health and Medical Science, and quickly discovered that the STEM pathway would not satisfy my desire to be creative. I then convinced myself to switch into a Bachelor of Law and Media, and it took 8 months of academic slog to make me realise that I desperately needed to take leave from studying to find clarity and create a plan for my future.

In 2021, I started a Bachelor of Creative Industries at the University of South Australia. I interned for State Theatre Company, volunteered for OzAsia Festival, attended a cultural exchange in Japan under an academic scholarship, and was the 2023 Head Editor of the University of South Australia student-run magazine. While studying, I worked at Writers SA as an administration assistant and was eventually asked to be their 2023 Guest Curator for Context Writers Festival, celebrating literary diversity in local and interstate authors.

I am now Writers SA's Program Coordinator, collaborating with the team to curate a program that highlights all aspects of language and storytelling, and leveraging unheard perspectives. As a Filipino-Australian woman navigating the world, there are certain challenges that confront me in my ongoing involvement with the arts and literary community. The stigma around wanting to be a 'writer' or a creative in fear of instability or inadequacy was a burden on my shoulders for years. However, it is liberating to challenge the status-quo, and uplift those who desire to do the same. I wish someone had told my younger self that there are no linear pathways to finding your true purpose. Sometimes, it will take years of trials and tribulations to understand what makes you tick. Comparison is counter-productive, so embrace your own journey and be unapologetic about your instinctual self and it will lead you to where you need to be.



Bridget McDonald She/Her

Programming Coordinator, Adelaide Film Festival

I have been interested in cinema since childhood, so studied a Bachelor of Creative Arts (Screen) at Flinders University. While at university, I did some internships at Adelaide Film Festival and the (then) Media Resource Centre, which gave me some preliminary experience curating film programs and liaising with distributors and sales agents. I was also a regular at Adelaide Cinémathèque, which was a great cinematic education and piqued my interest in film curation.

After my Honours year, I ended up working some customer service jobs in government and not-for-profit sectors, which involved a lot of database and admin work. This experience has been hugely helpful for my current role, which involves a lot of data entry and manipulation. I feel lucky to be able to put these skills to use, and develop them further, whilst working in a field I am really passionate about. The pace and energy of the work is different to anything else I have done, but that's what makes it interesting.

My advice for anyone starting a career in film programming or festivals would be to see a lot of movies and go to as many film events and festivals as possible. Also, say yes to any opportunities that arise, even if they seem insignificant or tangential. For programming specifically, try to trust your opinions, and learn to articulate them to others.

Program Coordinator

A Programming Coordinator specialises in coordinating multiple performances during a festival or event, managing logistical details to ensure seamless execution according to schedule. Responsibilities can include artist and stage management scheduling, resource allocation, and overseeing stage transitions, sound checks, and technical support for smooth performances. They handle last-minute changes, troubleshoot logistical challenges, and facilitate efficient communication between festival organisers, artists, and their teams. Additionally, they play a crucial role in artist hospitality, ensuring performers have necessary accommodations and support.

Similar job titles you might come across:

- Programming Coordinator

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Project Management Practice [BSB40920]
- Diploma of Project Management [BSB50820]

Offered at Universities across Australia:

- Bachelor of Business – Event Management
- Bachelor of Creative Industries
- Bachelor of Creative Industries (Festivals and Arts Production)
- Bachelor of Creative Industries (Pathway to Master of Communication)
- Bachelor in Event and Tourism Management
- Bachelor of Tourism and Events Management

Projects Manager

A Project Manager leads and manages a dedicated team responsible for the end-to-end delivery of projects, from the initial idea phase through to successful completion. They excel in coordinating and delegating tasks to team members, ensuring that projects align with compliance standards, budgets, timelines, and available resources. Project Managers attentively supervise project documentation, overseeing every detail, and effectively coordinate tender responses when necessary. Additionally, they are skilled at preparing and delivering comprehensive reports to senior management and external stakeholders, providing insights into project progress and ensuring that the organisation initiatives meet their objectives efficiently and effectively.

Similar job titles you might come across:

- Special Projects Manager
- Program Manager
- Project Lead

Offered at RTO's across Australia:

- Certificate IV in Project Management Practice [BSB40920]
- Diploma of Project Management [BSB50820]
- Advanced Diploma of Project Management [BSB60720]

Offered at Universities across Australia:

- Bachelor of Applied Business (Management)
- Bachelor of Business Management
- Bachelor of Project Management
- Graduate Certificate of Project Management
- Master of Project Management



Katherine Sortini She/They

Creative Producer, Feast Festival

My journey into my current role as a creative producer for Feast Festival and a freelance theatre maker, director, writer, dramaturg, and poet has been a serendipitous fusion of passion, talent, and necessity.

Graduating with honours from Flinders University and a Bachelor of Creative Arts (Drama), my trajectory began with a deep love for theatre, coupled with a desire to carve my own path and tell my own stories.

My career started with founding Deus Ex Femina, an independent theatre company driven by a fervent determination to create meaningful and innovative work. Recognising the scarcity of freelance producers in the industry, I decided to freelance, learning the ropes of production through hands-on experience and a personal commitment to supporting independent artists. While my formal education equipped me with invaluable knowledge, it was my immersive experience in the field that truly shaped my skills.

Throughout my career, I hope to continue being a committed advocate for independent artists and the queer community. My role at Feast Festival, coupled with my freelance endeavours, allows me to champion diverse voices and foster a culture of inclusivity within the arts.



Waleed Qadir Sheikh He/Him

Screening, Traffic & Programming Coordinator, Adelaide Film Festival

Picture a 15 year old me, armed with dreams and enthusiasm, for Hollywood, Bollywood, and international music stepping into the limelight as a volunteer. Little did I know that this leap of faith would not only fulfill my aspirations but also spark a love for film production, laying the foundation for a flourishing career in event management.

I began as a Production Assistant in Dubai, managing logistics for projects like Drake Live in Concert, ARY Film Awards and TOIFA Bollywood Awards, then Assistant Producer at Expo 2020 Dubai. When I moved to Australia, I managed events such as HR & Future of Work Innovation Roadshow and worked as a Logistics Manager for Sydney Prop Specialists, for events like Vivid Sydney and Drag Expo. My most recent role as the Screening, Traffic & Programming Coordinator for the Adelaide Film Festival, helped gain experience in media logistics.

Reflecting on my Australian chapter, it enriched my skills and exposed me to the dynamic global events industry.

Each role, whether in event management, technical operations, or customer service, contributed to my comprehensive understanding of the field.

My advice to those entering this dynamic rollercoaster is to prioritise adaptability and resilience, crucial in facing unforeseen challenges and thrilling opportunities. Volunteering, internships, and an unwavering passion for the industry are the secret ingredients that unlock the doors to a fulfilling career. My motivations have always been deeply rooted in a love for entertainment, a desire to create unforgettable experiences, and an unwavering commitment to excellence in all my roles. As the journey continues, I raise a toast to the dreamers, the doers, and the backstage heroes—may your events be legendary, your coffee strong, and your sense of humour even stronger. Here's to making magic happen, one event at a time!

Screening & Traffic Coordinator

The Screening & Traffic Coordinator is responsible for managing the logistical and coordination aspects of film screenings at events or festivals. This role involves coordinating the sourcing, delivery, and testing of media assets such as feature films, shorts, and multimedia content in collaboration with distributors, filmmakers, and screening partners. They oversee the transportation of media assets to and from screening venues, ensuring smooth logistics and adherence to technical specifications. Additionally, they facilitate the flow of information across various departments involved in production, marketing, sponsorship, and publicity. The Screening & Traffic Coordinator's attention to detail and organisational skills are crucial for maintaining the integrity of event databases and providing post-event reports for future improvements. Overall, this role ensures a seamless and immersive experience for both filmmakers and attendees at events or festivals featuring films.

Similar job titles you might come across:

- Technical Programs Manager
- Program Manager
- Program Coordinator

Offered at RTO's across Australia:

- Certificate IV in Training and Assessment [TAE40122]
- Diploma of Vocational Education & Training [TAE50122]
- Diploma of Project Management [BSB50820]
- Advanced Diploma of Project Management [BSB60720]

Offered at Universities across Australia:

- Bachelor Of Education

Community Engagement Officer

A Community Engagement Officer strategically supports the festival or event in creating meaningful connections and relationships with the many communities that it serves, including organisations and leaders of culturally and linguistically diverse (CALD) groups. They facilitate consultation, collaboration, and feedback to ensure effective inclusion of audiences, and they design and facilitate activities that embrace existing and build new audiences. They may also provide advice to teams across marketing and customer service, programming and volunteer management, among others.

Similar job titles you might come across:

- Public Programs Officer
- Community Development Officer
- Engagement Officer
- Engagement Coordinator

Offered at RTO's across Australia:

- Certificate IV in Community Services [CHC42021]
- Certificate IV in Business [BSB40120]
- Diploma of Community Development [CHC52121]
- Diploma of Community Services [CHC52021]

Offered at Universities across Australia:

- Bachelor of Arts
- Bachelor of Environmental Science
- Bachelor of Social Science
- Master of Social Work (Qualifying)



Jessica Zeng She/They

Community Engagement Coordinator, Adelaide Festival Centre

I am a marketing professional with extensive experience in diverse industries, including business technology, events, tourism, and the arts. In October 2023, I joined the Adelaide Festival Centre team as Community Engagement Coordinator, a newly created role dedicated to expanding culturally and linguistically diverse audiences and connecting with underrepresented communities, working towards representation on and off the stage.

My academic background includes a Bachelor of Arts and Bachelor of Commerce from the University of Sydney, majoring in International Business, Marketing, and Sociology. This blend of studies unexpectedly paved the way for my current role, demonstrating how diverse skills acquired through formal education can be applied to unconventional professional pathways.

Reflecting on my journey, I wish I had known about the vast array of career options available during my studies and early career.

As a child of migrants, I initially believed there were limited industries for a 'successful' career. Over time, I discovered that exciting, fulfilling roles can be found in various sectors, including the arts.

Witnessing art alongside a live audience is an irreplicable communal experience and it is important that everyone gets the opportunity to participate. My position allows me to introduce others to new art forms and experiences they might not have discovered otherwise. I am thrilled to now be in a role that aligns with both my professional and personal interests, connecting diverse audiences with arts experiences.

I advocate for the exploration of unconventional career paths and believe successful careers do not necessarily follow a linear trajectory; they can diverge, take pauses, and start afresh on a new course. My experience highlights the importance of combining passion with profession to create a rewarding and impactful career journey.



Sarah Bleby She/Her

Executive Producer, Adelaide Guitar Festival | Commercial Music, Adelaide Festival Centre

Working on international arts events, festivals, music, and cultural policy has taken me from leading community choirs and programming music for national radio, to World Expo in Japan, major stadium events in Qatar, arts advocacy and TV producing in Mongolia, then back to the wilds of Adelaide, where I have worked on most of our major festivals. I have also held senior roles with Musica Viva in Sydney, Arts South Australia, Adelaide Symphony Orchestra, and as the inaugural director of Adelaide UNESCO City of Music.

I am a generalist rather than a specialist and my study path reflects that. I completed a Bachelor of Arts (Cultural Studies) incorporating music subjects, followed by Honours in Ethnomusicology at the University of Adelaide. I maintain that a broad-based education is an extremely valuable foundation for working in the cultural sector. You do not need to know everything, but being fundamentally curious and thinking critically is an enormous asset.

While I was studying, volunteering at festivals was a way to earn my entry, get experience, and build networks in the festival world. I volunteered in all kinds of roles, from box office to assisting stage managers. The Adelaide Festival was still biennial back then and in the off year I committed myself to volunteering in their office in order to get real arts admin experience rather than just the festival buzz.

For several years, I had short-term contracts for a range of events and organisations. It was flexible and exciting work; it took me around the world and laid the foundation for ongoing and consistent employment. Fundamentally, my career has been defined by the relationships and connections formed at every stage no matter the task. Understanding and valuing all the interconnected aspects of festivals and cultural events – from rubbish collection to artistic direction – is the basis for being a great producer.

Education & Public Programs Manager

Education and public programs enrich the attendee experience and foster community engagement. These may include workshops, seminars, and interactive activities to promote learning, cultural exchange, and dialogue on diverse topics such as arts, science, and sustainability.

An Education and Public Programs Manager conceptualises, implements, and oversees educational and public programming initiatives in collaboration with staff, schools, and community partners. They design enriching programs and establish meaningful partnerships with educational institutions and community organisations, integrating the festival or event into the cultural and educational fabric of the community. Their innovative programming promotes participation, cultivates a deeper appreciation for the festival's genre, and engages the multigenerational community, breaking down barriers to access.

Similar job titles you might come across:

- Education Officer
- Public Programs Officer
- Community Engagement Officer

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Business [BSB40120]
- Diploma of Business [BSB50120]
- Diploma of Project Management [BSB50820]
- Diploma of Business Operations [BSB50120]

Offered at Universities across Australia:

- Bachelor of Arts
- Graduate Certificate in Change Management
- Master of Project Management

Producer

Producers play a multifaceted role that brings an artistic vision to life. They oversee logistics, budgeting, and creative collaboration to align with productions with creative vision and financial goals. Producers serve as liaisons between various stakeholders such as artists, vendors, sponsors, and venue management, facilitating communication and collaboration for smooth operations. At times, they can be involved in marketing and promotion, working to attract audiences and generate excitement. Attention to detail and ability to manage multiple tasks concurrently are crucial. For larger-scale festivals or events, Executive Producers provide leadership in financial management and overall organisation, guiding a team of producers in making the event happen while maintaining financial responsibility.

Similar job titles you might come across:

- Assistant Producer
- Production Manager
- Content Producer
- Creative Producer
- Content Specialist

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Leadership and Management [BSB40520]
- Certificate III in Screen and Media [CUA31020]
- Diploma of Leadership and Management [BSB50420]
- Diploma of Live Production and Technical Services [CUA50420]
- Diploma of Theatre Arts [22589VIC]
- Advanced Diploma of Screen and Media [CUA60620]

Offered at Universities across Australia:

- Diploma of Entertainment and Business Management
- Bachelor of Arts: Screen Production
- Bachelor of Communication
- Bachelor of Creative Industries
- Bachelor of Media
- Master of Creative Arts



Joel Allan He/Him

Producer, Adelaide Cabaret Festival, Adelaide Festival Centre

In 2000, while on a student exchange, I discovered the magic of Disneyland Paris. Returning home, I made a plan to study Tourism Management at TAFE SA to land my dream job. After 6 months of study, I secured a position with Disney Cruise Line. However, due to personal reasons, I was forced to cut my time short, leaving me uncertain about my future.

In search of direction, I turned to one of my tourism lecturers who suggested volunteering with the Adelaide Fringe. I took a leap of faith and volunteered full-time for six weeks at Fringe HQ, working on the Youth Education Program. This opportunity rolled into others, including the Shorts Film Festival and a front of house position at The Garden of Unearthly Delights. With these new experiences under my belt, I contemplated a full-time career in the arts, securing my first arts job as a coordinator with Urban Myth Theatre of Youth.

Chasing bigger challenges, I relocated to Sydney and miraculously fell into TV and film, working on iconic shows like Home & Away, The Voice, and MasterChef. After another city move, I returned to festivals and events in Melbourne, taking on new roles such as venue operations manager, volunteer manager, guest coordinator, and programming assistant for some of Melbourne's major festivals. After four intense years on the festival circuit, burnout brought me back home to Adelaide.

Since my return, I have only slightly slowed down, working on Adelaide Fringe, Adelaide Festival, managing my own queer events venue, and, since 2021, the Adelaide Cabaret Festival team. This journey, with all its highs and lows, has been an epic marathon, but I would not trade it for anything. I am currently a producer, but you never know what is around the corner, and that is what I love most about working in this industry!



King Wong He/Him

Program Producer, Illuminate Adelaide

I started my career as a physical theatre performer and puppeteer, but soon realised that my true passion was in the behind-the-scenes work of facilitating performances.

I co-founded a theatre company that specialised in immersive experiences, which allowed me to contribute to the production side and lead diverse projects. In 2022, I relocated to Adelaide and secured a program coordinator position at the Tandanya National Aboriginal Cultural Institute where I quickly advanced to operations manager.

In 2023, I became the program producer at Illuminate Adelaide, which added a new dimension to my career. Although my academic background in physical theatre from the East15 Acting School in the UK was not directly related to production, it instilled adaptability in me, a skill that has been crucial to my career. Looking back at my journey, I have learned that taking initiative, maintaining humility, and staying focused is key to unlocking doors.

A transformative internship and diverse experiences have contributed to my comprehensive skill set.

I have over 9 years of experience in organisation, project management, and team coordination. My roles at Tandanya and Banana Effect demonstrate my skills in stage management and budget monitoring, as well as my dedication to delivering seamless experiences. As a program producer at Illuminate Adelaide, I have had the opportunity to showcase my skills in event production and management, contributing to the success of this dynamic cultural celebration. My journey is a testament to the importance of taking initiative, staying humble, and remaining focused to create opportunities in the ever-evolving world of theatre and events management.

Program Producer

A Program Producer serves as a critical link between the Executive Producer and the Artistic Director, playing a pivotal role in transforming artistic visions into tangible performances. They are responsible for coordinating and overseeing various aspects of production, from logistics and budget management to creative collaboration and talent coordination. Producers ensure that all elements align with the artistic direction and financial objectives set by the Executive Producer. Their role involves problem-solving, resource allocation, and project management, all geared towards delivering a compelling and memorable experience that resonates with both artists and audiences.

Offered at TAFE SA & RTO's across Australia:

- Advanced Diploma of Screen and Media [CUA60620]
- Advanced Diploma of Screen and Media (Digital Cinema) [CUA60620]
- Advanced Diploma of Performing Arts (Acting) [10906NAT]

Offered at Universities across Australia:

- Bachelor of Arts (Screen Production)
- Bachelor of Creative Industries (Acting and Performance)
- Bachelor of Creative Industries (Festivals and Arts Production)
- Bachelor of Media

Adelaide Festival Centre offers an Arts Leadership Program (4 days)

DEPARTMENT

Marketing



Driving excitement and attendance, the marketing team leads advertising campaigns and partnerships. Through creative initiatives, they ensure the event's success and sustainability, making it an unmissable experience for all.



**CHIEF MARKETING OFFICER
EXECUTIVE DIRECTOR, MARKETING**



HEAD OF MARKETING & COMMUNICATIONS

• Marketing Manager

• Digital Content Specialist
• Brand and Design Specialist
• Promoter Operations

• Publicity Manager

• Communications Manager

• Communications Coordinator

• Publicity Coordinator

• Operations Manager

• Communications Assistant

• Publicity Assistant

*Event and festival structures will vary based on the size and needs of each organisation.

Digital Content Specialist

A Marketing or Digital Content Specialist focuses on analysing industry trends relevant to the products or services offered by the festival or event. They study market dynamics to identify emerging consumer preferences, and they use this data to inform marketing strategies. These specialists work collaboratively to develop innovative strategies aimed at boosting revenue and expanding the customer base, with a strong emphasis on digital content and online engagement. Their expertise lies in harnessing digital platforms and content marketing techniques to reach a wider audience, enhance customer engagement, and ultimately contribute to meeting the strategic objectives the goals of the festival or event by effectively promoting the unique festival offerings in an evolving market landscape.

Offered at RTO's across Australia:

- Certificate IV in Marketing & Communication [BSB40820]

- Diploma in Marketing & Communication [BSB50620]
- Diploma of Social Media Marketing [10904NAT]
- Diploma of Social Media Marketing [10904NAT]
- Certificate IV in Marketing and Communication [BSB40820]
- Double Diploma of Marketing and Communication [BSB50620] and Business (Business Development) [BSB50120]

Offered at Universities across Australia:

- Bachelor of Business (Marketing)
- Bachelor of Business (Professional Practice)
- Bachelor of Marketing and Media
- Bachelor of Marketing and Public Relations/ Bachelor of Arts
- Bachelor of Media and Communication (Public Relations)
- Graduate Certificate in Digital Marketing Leadership
- Graduate Diploma of Marketing

Head of Marketing & Communications

A Marketing and Communications Director leads a team dedicated to creating comprehensive marketing strategies aimed at driving attendance and enhancing the festival or event's visibility. They collaborate closely with the Artistic Director and senior management teams to align marketing efforts with the broad artistic vision and overarching goals.

Marketing and Communications Directors oversee the development of multifaceted marketing initiatives, encompassing social media engagement, newsletter campaigns, digital advertising, print materials, and content marketing strategies. Their role extends to carefully planning and executing impactful marketing campaigns, ensuring that the festival or event reaches its target audience, boosts attendance, and successfully conveys its unique offerings to the public. By combining strategic thinking with creative marketing approaches, Marketing and Communications Directors play an instrumental role in creating a successful festival or event.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Marketing & Communication [BSB40820]
- Diploma in Marketing & Communication [BSB50620]

Offered at Universities across Australia:

- Bachelor of Business Management
- Bachelor of Creative Industries (Festivals and Arts Production)
- Bachelor of Marketing and Media
- Bachelor of Media and Communication – Public Relations
- Graduate Diploma of Marketing



Thomas Jackson He/Him

Marketing Manager, WOMADelaide

My journey in the music festival and concert industry began with my attendance at Soundwave in 2009, sparking a passion that led me to aspire to work in the field. Unsure of how to get my foot in the door, my breakthrough came during my Marketing and Communications degree at UniSA, where I participated in the Business Career Mentor Program. Paired with David Grice, co-founder of Musictec, I gained insights into utilizing my skills for the Adelaide music industry. Leveraging David's network, I secured an internship with ATG PR, working on high-profile events like WOMADelaide, eventually transitioning into a publicist role for five years.

In 2020, I embraced a marketing role at the Adelaide Film Festival, marking a pivotal shift post-pandemic. Subsequently, I became Marketing and Communications Coordinator at Illuminate Adelaide, contributing to its successful launch in 2021 and 2022, including a memorable Gorillaz show.

In 2023, I assumed the position of Marketing Manager at WOMADelaide and Arts Projects Australia, overseeing annual WOMADelaide events and touring projects like Ludovico Einaudi and Kronos Quartet. My career has flourished in environments filled with passionate colleagues, with highlights including the collective accomplishment of delivering events like WOMADelaide to over 100,000 attendees annually.

I wish I knew that I didn't have to know (and I'm not expected to know) everything. I've looked at many job applications in the past and I've been intimidated with how much experience or specific skills are required. Many things I have just learned on the job in my career or had a colleague teach me how to do it. I realise now that it's more important to have a willingness to learn and trust that you'll be able to figure most things out together.



Yolanda Sulser She/Her

Head of Brand & Communications, Adelaide Oval SMA Ltd.

Growing up amid the eco-tourism and hospitality industries, my interest in creating authentic experiences has shaped my entire career.

I pursued a Bachelor of Public Relations (sub-major in Psychology) at the University of South Australia, with electives aligned to tourism and events. Committed to blending theoretical knowledge with practical experience, I balanced studies with part-time work, volunteer opportunities, and an internship at Rip Curl's Torquay head office. My part-time hospitality job honed my customer service, teamwork, and communication skills, and reinforced my understanding of the pivotal role of hospitality in major events.

My career journey spans agencies, an overseas sabbatical, and a consistent return to entertainment venues perceived as destinations in their own right. From independent cinemas to arts centres and iconic stadiums, these experience generators share a mission to entertain, educate, innovate, and connect with a community.

As the Head of Brand and Communications at Adelaide Oval, which is far more than a stadium, my portfolios encompass marketing, communications, creative, CX, social responsibility, and strategic brand oversight across the organisation to align with our vision: to be Australia's most iconic provider of world-class, unmissable experiences for all.

Beyond professional achievements, I find fulfillment in mentoring team members and fostering a positive culture. Witnessing employees thrive under mentorship remains a gratifying aspect of my role.

To aspiring professionals, I recommend trying a variety of roles and avoiding immediate specialisation. In the dynamic realm of festivals and events, finding the right position and culture ensures alignment with your values. The ultimate goal is a job driven by passion that makes work feel like a rewarding pursuit.

Brand & Design Coordinator

A Brand and Design Coordinator holds a creative and strategic role, responsible for crafting marketing and visual designs that effectively promote the festival or event company and its brand. Their portfolio is comprised of diverse materials, such as print programs, advertising campaigns (both traditional and digital), and site-specific creative signage. These coordinators play a fundamental role in shaping the festival or event's visual identity and ensuring its alignment with brand objectives. Their creative expertise, combined with an eye for detail, contributes significantly to enhancing aesthetic appeal, engaging audiences, and conveying a cohesive and compelling brand image that resonates with attendees and stakeholders.

Similar job titles you might come across:

- Brand Manager
- Designer

Offered at Universities across Australia:

- Bachelor of Business (Events Management)
- Bachelor of Business (Design & Marketing)
- Bachelor of Creative Arts (Visual Arts)
- Bachelor of Creative Industries (Festivals and Arts Production)
- Bachelor of Marketing and Media
- Graduate Diploma of Marketing



Publicity Manager

Publicity refers to the strategic efforts undertaken to generate attention, awareness, and interest in the event among the target audience and the wider community.

A publicist's primary responsibility is to strategically promote their clients – whether its artists, performers, or the festival or event itself – to raise awareness, create buzz, and attract audiences. Publicists leverage their expertise in media relations, storytelling, and communication to craft compelling narratives and engage with the press and public. By effectively managing the public image and messaging, publicists contribute to the positive outcomes of the festival or event by amplifying its visibility, reputation, and engagement with its target audience.

Similar job titles you might come across:

- Publicity Manager
- Publicity Coordinator

Offered at Universities across Australia:

- Bachelor of Business (Events Management)
- Bachelor of Communication
- Bachelor of Creative Industries
- Bachelor of Media and Communications (Public Relations)



Leigh McGrane He/Him

Business Owner, Against The Grain

My business, Against the Grain, deals with all aspects of arts related media management, social media, and marketing, as well as services for event management and partnership & sponsorship.

I completed a Bachelor of Arts at Flinders University, followed by a Graduate Diploma in Communication (Public Relations) at the University of South Australia. I also interned and volunteered as much as possible. My first internship was with WOMADelaide, followed by work with various PR companies based in South Australia. I volunteered at Music SA until I became their in-house publicist. Even now, I continue to volunteer at major Australian music festivals in the media department to learn from the best in the industry.

My career has been self-driven, marked by a continuous journey of discovery. I have learned not only to continuously work on my profession but also how to run a business, manage staff, and handle both incoming and outgoing workloads. It has been an extraordinary journey that I enjoy every day.

Before starting, I wish I had known that everyone's journey is unique. We need to forge our own paths, be open to taking risks, and embrace the learning that comes from making mistakes.

Merchandise Manager

Merchandise refers to the assortment of products or items available for sale that are associated with the event's brand, theme, or participating artists and performers. It can include clothing, accessories, drink ware, artwork, books, posters, and other memorabilia.

A Merchandise Manager oversees the selection, procurement, sales, and management of merchandise items related to the event. They collaborate with their team to determine merchandise types, negotiate contracts with vendors, and coordinate logistics for inventory. The Merchandise Manager maintains appropriate inventory levels, optimises sales strategies, and ensures visually appealing displays to attract customers. They may also handle financial aspects, including sales transactions, accounting, and financial reporting, while ensuring compliance with regulations and managing risks associated with merchandise operations. Ultimately, the merchandise manager helps to generate revenue through merchandise sales at the event and to create memorabilia that is significant to audiences.

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Events [SIT30316]
- Diploma of Event Management [SIT50322]

Offered at Universities across Australia:

- Bachelor of Arts
- Bachelor of Arts (Marketing)
- Bachelor of Business
- Bachelor of Business (Marketing)
- Bachelor of Business (Professional Practice)
- Bachelor of Creative Industries (Festivals and Arts Production)
- Bachelor of Creative Arts (Visual Arts)
- Bachelor of Marketing & Public Relations
- Graduate Diploma in Event Management
- Graduate Diploma of Marketing

Digital Coordinator

A Digital Coordinator manages the scheduling and production of digital content across various online marketing channels and media platforms. Their responsibilities include the creation, curation, and dissemination of digital assets that align with the festival or event's promotional objectives. They play a pivotal role in crafting and executing digital marketing strategies, ensuring timely and captivating content delivery to maximise audience reach and engagement. Digital Coordinators leverage their expertise in digital media, content planning, and audience analytics to amplify the festival or event's online presence, effectively reaching and resonating with its digital savvy audience, contributing to success and visibility in the digital landscape.

Offered at Universities across Australia:

- Bachelor of Arts
- Bachelor of Communication
- Bachelor of Creative Industries
- Bachelor of Marketing and Media
- Bachelor of Marketing, Advertising & Public Relations
- Master of Digital Communication
- Graduate Certificate in Digital Communication
- Graduate Diploma in Digital Communication

DEPARTMENT

Business & Development



Sales, sponsorship, and philanthropy constitute crucial components of a festival or event. Accountable for financial resilience and development, the department prioritises values-aligned partnerships and amplifies the organisation's impact through responsible, long-term financial resourcing.



**CHIEF OPERATING OFFICER
EXECUTIVE DIRECTOR, BUSINESS DEVELOPMENT**



*Event and festival structures will vary based on the size and needs of each organisation.

Event Acquisition Manager

An Event Acquisition Manager functions as the talent scout of the festival industry, actively scouting and securing a diverse array of captivating events to enrich the festival calendar and lineup. Whether it's securing top-tier musical acts or exciting sporting competitions, these managers diligently seek out events that promise to captivate audiences and make a strong economic and social impact. Collaborating closely with event promoters, they adeptly negotiate deals and contracts, while also coordinating all necessary support to successfully secure new offerings. With a keen eye for industry trends and attendee preferences, they continuously monitor the pulse of the market, anticipating emerging opportunities and ensuring the portfolio of festivals and events remains on the cutting edge. Through a combination of tenacity, interpersonal skills, and strategic acumen, they serve as the driving force behind curating an event portfolio that attracts enthusiastic attendees and delivers something new.

Similar job titles you might come across:

- Acquisition Manager
- Event Specialist

Offered at TAFE SA & RTO's across Australia:

- Diploma of Event Management [SIT50322]
- Advanced Diploma of Event Management [SIT60222]

Offered at Universities across Australia:

- Bachelor of Business
- Bachelor of Business Administration
- Bachelor of Event Management
- Bachelor of Sport, Recreation and Event Management
- Bachelor of Tourism and Event Management
- Master of Management (Tourism and Event Management)

Head of Business Development & Partnerships

Partnerships and sponsorships in a festival setting involve collaborative agreements between the festival organisers and external businesses, organisations, or individuals, where the sponsors provide financial support, products, services, or promotional assistance in exchange for exposure, branding opportunities, or other benefits associated with the festival.

These partnerships can take various forms, such as title sponsorship, stage sponsorship, vendor partnerships, media partnerships, and more, and they play a crucial role in helping festivals secure necessary resources, enhance the attendee experience, and achieve their financial goals.

A Partnerships and Sponsorships Manager is tasked with promoting and advocating for the value of an organisation's products and services to potential sponsors and partners. Their primary objectives are to identify and secure partnerships that enhance the organisation's exposure and revenue. These managers rely on their strong interpersonal, communication, and negotiation skills to cultivate and maintain

mutually beneficial relationships with sponsors and partners. By forging strategic collaborations and securing sponsorships, they play a vital role in supporting the festival or event's financial sustainability while ensuring that sponsors receive valuable exposure and engagement within the audience.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Marketing and Communication [BSB40820]
- Diploma of Marketing and Communication [BSB50620]

Offered at Universities across Australia:

- Bachelor of Business (Management)
- Bachelor of Marketing and Media
- Graduate Diploma of Marketing



Tara Falleti She/Her

Development & Partnerships Manager, Adelaide Film Festival

For near three years I have been fortunate enough to work in Partnerships and Development with the passionate and dedicated team at the Adelaide Film Festival (AFF).

My role is quite diverse and sees me working very closely with the AFF team to grow financial support of the Festival across partnerships and philanthropy, and foster new relationships that support our work and purpose, within and beyond the film industry. I am passionate about exploring creative, exciting, and bespoke ways to collaborate and make memorable moments and experiences that elevate our sponsors, and have always had a strong appetite and appreciation for film.

My background stems across account management in print, television, digital, and cinema advertising, as well as working as a production assistant for a local film and commercial video production company, which I initially approached from a work experience perspective. I studied Media Arts, majoring in Film and Television at the University of South

Australia, and completed my honours project in cinema advertising and promotional discourse.

No day is ever the same at AFF, which I love! With my background in media sales, there was a slight learning phase in moving across to development and partnerships, a festival environment, and the arts sector. However, there are certainly similarities and strengths with my strong sales, negotiation, client-facing experience, and adaptability skills I gained through such roles, being able to work to competing deadlines and under pressure. It has also been wonderful to be part of a collaborative team, constantly speaking to different people, exploring various ways to collaborate, activate spaces, and deliver an exciting festival that brings together a multitude of ideas and creativity. Seeing it all come together is incredibly rewarding.

It feels great to be part of an organisation that passionately gives back and creates stories that say something important and can be enjoyed for years to come.



Trena Jenifer She/Her

Philanthropy Executive – Foundations & Grants, Adelaide Festival

I started my festival journey as a volunteer. That was about seven years ago, but that spur-of-the-moment decision had opened a new world of possibilities to me that I did not know existed. I went back as an operations intern to the same festival, and soon after, I was hired as a full-time staff. As a very eager learner with an itch to experience and study more, I took the next logical step which was to travel and work at more festivals around the world.

As most people in the industry would say 'You haven't sold a ticket, till you've sold a ticket'. When I came to Adelaide in 2019 as a student, I worked at the box office, packed my schedule with as many internships as I could, and volunteered my time at community events between my study loads. I was keen to learn more and meet like-minded people because, at the end of the day, I think we all crave to be part of something that makes you feel alive. And I have not found anything else that makes me feel more alive than seeing people bond

together over shared experiences and being part of a team that makes it happen.

In 2021, I graduated from the University of South Australia with an International Master of Business Administration degree specialising in Tourism and Event Management, and I landed my first full-time job in the festival scene a month before I graduated thanks to the incredible support of the people I met.

My mentor, Dr Boram Lee, often tells me to 'always stay curious and ask questions when things don't make sense, because chances are that someone else in the room is also thinking the same thing'. It is something I must keep reminding myself of because it is so easy to get carried away by the chaos and the dynamic nature of festivals. But I believe that knowing the ins and outs of the work that we do is what empowers us to make good decisions, be advocates, and look forward to what is to come.

Partnerships & Sponsorships Manager

Partnerships and sponsorships in a festival setting involve collaborative agreements between the festival organisers and external businesses, organisations, or individuals, where the sponsors provide financial support, products, services, or promotional assistance in exchange for exposure, branding opportunities, or other benefits associated with the festival.

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These managers rely on their strong interpersonal, communication, and negotiation skills to cultivate and maintain mutually beneficial relationships with sponsors and partners. By forging strategic collaborations and securing sponsorships, they play a vital role in supporting the festival or event's financial sustainability while ensuring that sponsors receive valuable exposure and engagement within the audience.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Marketing and Communication [BSB40820]
- Diploma of Marketing and Communication [BSB50620]

Offered at Universities across Australia:

- Bachelor of Business (Management)
- Bachelor of Marketing and Media
- Graduate Diploma of Marketing

DEPARTMENT

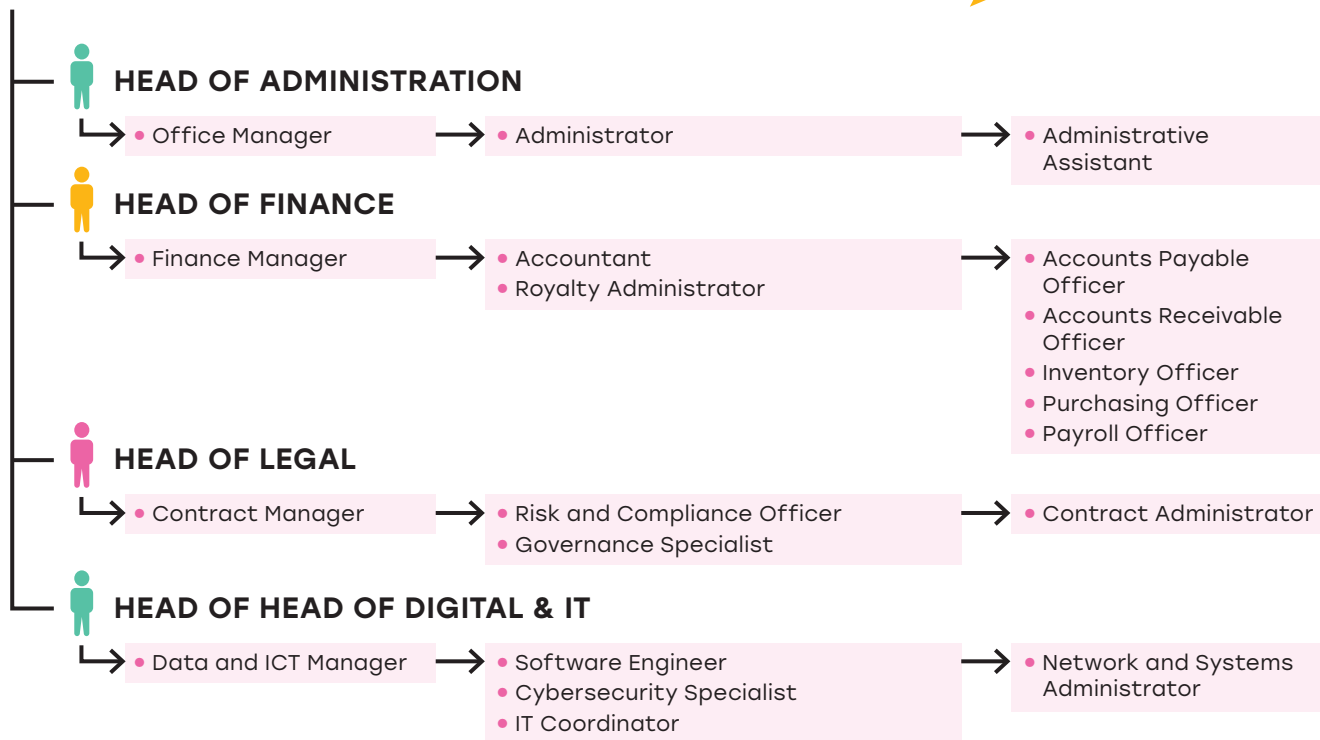
Finance & Administration



Behind the scenes, the finance and administration team keeps everything running smoothly, managing paperwork, finances, and tech infrastructure. Their sharp management ensures the event's seamless operation and financial integrity.



CHIEF OPERATING OFFICER EXECUTIVE DIRECTOR, FINANCE & ADMINISTRATION



*Event and festival structures will vary based on the size and needs of each organisation.

Contract Management

In the dynamic world of festivals and events, a Contract Manager plays a pivotal role in ensuring legal compliance and smooth operations. They are responsible for drafting, reviewing, and negotiating contracts with artists, venues, stallholders, sponsors, and other stakeholders, ensuring all parties are aligned with organisational objectives. Additionally, they oversee the acquisition of permits, licenses, and insurance to meet regulatory requirements. Beyond contractual matters, they serve as a primary point of contact for legal inquiries and provide guidance on intellectual property rights, risk management, and liability issues. If disputes or conflicts arise, they use their strong negotiation and mediation skills to reach amicable resolutions.

The Contract Manager maintains meticulous records and documentation, ensuring legal compliance and mitigating potential risks. Their attention to detail and proactive approach in addressing legal matters contribute to the overall success and seamless execution of events.

Similar job titles you might come across:

- Legal Manager

Offered at RTO's across Australia:

- Certificate IV in Project Management [BSB40920]
- Diploma of Project Management [BSB50320]
- Diploma of Contract Management [10833NAT]

Offered at Universities across Australia:

- Bachelor of Laws
- Bachelor of Project Management
- Master of Project and Program Management (Contract Management)
- Graduate Certificate of Project Management
- Graduate Diploma in Project Management (Contract Management)

Finance Manager

Financial management within the festival and events industry encompasses the meticulous oversight of a business' budgets, revenue and expense allocation, and financial reporting.

A Finance Manager is responsible for planning and managing all accounting activities, ensuring accuracy and compliance. With a strong focus on teamwork, they develop and monitor departmental budgets, analysing and presenting financial forecasts and risks to the executive team. Finance Managers actively seek opportunities to increase revenue streams and optimise cost management, contributing to the festival or event's financial sustainability. They maintain rigorous project timelines, ensuring that all financial aspects meet established deadlines.

Similar job titles you might come across:

- Accountant
- Finance Administrator

Offered at TAFE SA & RTO's across Australia:

- Diploma of Accounting [FNS50222]

Offered at Universities across Australia:

- Bachelor of Accounting
- Bachelor of Business
- Bachelor of Business (Finance)
- Bachelor of Commerce
- Bachelor of Finance
- Bachelor of Finance & Banking
- Graduate Certificate of Business (Arts & Cultural Management)
- Graduate Diploma of Business (Arts & Cultural Management)
- Master of Business (Arts & Cultural Management)
- Master of Professional Accounting



Karishma Reynolds She/Her

Head of Finance and Corporate Services, Adelaide Festival

I studied commerce at the Calcutta University, and then earned a Master of Business at the University of South Australia. It was important to equip myself with a comprehensive understanding of business, finance, and corporate governance, and so I also pursued a Chartered Accountant (CA) designation and Australian Institute of Company Directors (GAICD) qualification.

Starting my career in Audit with Ernst and Young provided the foundation for my expertise in financial management and accounting. I later applied these skills during my 12-year tenure in local government, ultimately reaching the position of Director - Corporate at the City of Burnside.

But, I have always nurtured a deep passion for the arts and that drove me towards entrepreneurial ventures, including owning a restaurant and active participation in festivals, where I relished the creative atmosphere.

Realising my true calling was at the intersection of finance and the arts, I seized the opportunity to join the Adelaide Festival as Head of Finance and Corporate. Here, I manage the Corporate portfolio including financial operations and play a key part in ensuring the long-term sustainability of an organisation that passionately champions for large-scale artistic expression.

The role has been incredibly rewarding. I have been immersed in a fast-paced environment where creativity and financial acumen intersect.

Looking back, I wish I had known the importance of balancing the fast-paced nature of the arts with personal well-being. Finding time for self-care amidst the mayhem of festival preparations is crucial for maintaining energy and focus.

I have a profound belief in the transformative power of the arts, and I am committed to contributing to the sustainability and success of the Adelaide Festival.



Emma Bargery She/Her

Executive Assistant, Adelaide Festival

I am an actor, performing arts tutor, and arts worker with over 15 years of experience in the arts and creative industries in South Australia.

I have been privileged to work across a variety of creative fields and fulfil numerous challenging roles. I have a passion for advocating for mental health, the underprivileged, and underrepresented communities. I also have a strong loyalty to promoting arts education and supporting SA artists and businesses.

I fell in love with live theatre as a child by volunteering with local theatre companies across SA. I first became employed in the arts as a teenager working with Country Arts SA at The Hopgood Theatre in Noarlunga – a wonderful theatre that means much to me and the Southern Community where I grew up. It was a privilege that I was able to witness first-hand the impact arts can have on education, community engagement, and social change at such a young age.

Inspired by this, I launched myself into a career as an arts worker. I have worked across a range of creative sectors: theatre, film, music, visual arts, fashion, education, gaming, and VFX. I have been employed in many different arts organisations across government, not-for-profit, and global companies in roles including team leader, executive assistant, office manager, event manager, grant manager, administration, FOH staff, tutor, and sole trader. I am incredibly grateful for the variety of opportunities I have experienced across my career. I feel that my involvement across so many sectors and organisations has allowed me to develop a broad view of the arts in Australia and on a global scale.

The best piece of advice I could give anyone starting a career in the arts would be to broaden their knowledge beyond their own sector. I actively encourage and advocate for cross-sector collaboration. So many organisations are siloed, working separately towards the same goals. However, it is together that we stand the strongest and together we tell our stories.

Executive Assistant

An Executive Assistant provides indispensable support to senior executives and director-level management, facilitating their daily activities with fastidious administration and clerical assistance. They play a pivotal role in managing schedules, coordinating appointments, and organising meetings, ensuring that executives can efficiently focus on their core responsibilities. Possessing excellent verbal and written communication skills, as well as strong interpersonal abilities, Executive Assistants serve as a critical point of contact between executives, internal teams, and external stakeholders. Their exceptional organisational skills are essential in maintaining order and efficiency within the organisation.

Similar job titles you might come across:

- Administrator

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Business [BSB40120]
- Diploma of Business [BSB50120]

Offered at Universities across Australia:

- Bachelor of Business
- Bachelor of Business (Business Administration)
- Graduate Certificate in Business
- Graduate Certificate in Business Administration

Data & ICT Manager

Data and ICT (Information and Communications Technology) Management involves overseeing all information systems within the festival or event organisation and throughout the course of the event, covering hardware, software, networks, and storage.

Data and ICT Managers play a fundamental role in ensuring the availability, integrity, and security of data and ICT infrastructure, enabling efficient operations across various functions. Data and ICT Managers are tasked with implementing and maintaining technology solutions that enhance productivity, communication, and collaboration among teams. Their expertise supports the event's technological backbone, supporting the creative and logistical aspects and facilitating the use of digital tools to enhance the experience for all.

Similar job titles you might come across:

- IT Coordinator

Offered at RTO's across Australia:

- Certificate IV in Information Technology [ICT40120]
- Diploma of Information Technology [ICT50220]

Offered at Universities across Australia:

- Associate Degree in Information Technology
- Bachelor of Business – Business Information Systems – Major
- Bachelor of Computer Science
- Bachelor of Technology (Information Systems)
- Master of Computing and Innovation
- Graduate Certificate in Computer Science
- Graduate Diploma in Data Science
- Graduate Diploma in Data Management
- Postgraduate – Data Management and Analytics
- Advanced Diploma of Information Technology

Software Engineer

Software Development in the festival and event space involves designing, implementing, and maintaining of software programs critical to the festival or event's technological infrastructure.

Software Developers work closely with numerous teams to understand specific requirements and create custom software solutions that streamline various processes, from ticketing and scheduling to artist management and audience engagement. These professionals excel in writing clean and efficient code, testing and debugging applications, and ensuring software reliability and scalability. Software Developers hold a significant position in enhancing the event experience by developing innovative digital solutions that optimise operations, enhance user engagement, and contribute to the festival or event's success.

Similar job titles you might come across:

- IT Coordinator
- Network and Systems Administrator

Offered at RTO's across Australia:

- Certificate IV in Information Technology (Programming) [ICT40120]
- Diploma of Software Development [ICT50718]

Offered at Universities across Australia:

- Bachelor of Computer Science
- Bachelor of Information and Communication Technology
- Master of Computing and Innovation
- Graduate Diploma in Artificial Intelligence and Machine Learning

Cyber Security Specialist

A Cyber Security Specialist is tasked with planning and executing security measures to safeguard the event organisation's computer networks and systems against cyber attacks. They assess vulnerabilities, develop comprehensive security strategies, and implement safeguards to protect sensitive data and digital assets. Cyber Security Specialists actively monitor network traffic, investigate security incidents, and proactively respond to emerging threats to maintain the festival's digital integrity. By staying ahead of potential cyber threats and ensuring the festival or event's digital infrastructure remains secure, Cyber Security Specialists hold a key position in safeguarding critical information and ensuring the smooth and secure operation of festival or event activities.

Offered at TAFE SA & RTO's across Australia:

- Certificate IV in Cyber Security [22334VIC]
- Diploma of Information Technology (Cyber Security) [ICT50220]

Offered at Universities across Australia:

- Bachelor of Business (Business Information Systems)
- Bachelor of Information and Communication Technology
- Bachelor of Information Technology (Network and Cybersecurity Systems)
- Master of Cyber Security
- Graduate Diploma in Cyber Security

Office Manager

In this industry, an Office Manager serves as the indispensable linchpin, juggling a myriad of tasks. They excel at maintaining order and efficiency, managing schedules and handling correspondence, overseeing administrative tasks like budgeting, and coordinating deliveries. Beyond administrative duties, Office Managers play a crucial role in facilitating internal communication, organising staff and board meetings, and documenting proceedings through meticulous minute-taking. They may also support Human Resources functions, assisting in onboarding new staff and maintaining personnel records. With their multitasking abilities and meticulous attention to detail, Office Managers contribute significantly to the smooth functioning of events, ensuring that all administrative aspects are well-coordinated and executed flawlessly.

Similar job titles you might come across:

- Administrator
- Administrative Assistant

Offered at TAFE SA & RTO's across Australia:

- Certificate III in Business [BSB30120]
- Certificate IV in Business [BSB40120]
- Diploma of Business [BSB50120]
- Diploma of Business (Operations) [BSB50120]

Offered at Universities across Australia:

- Bachelor of Business
- Bachelor of Business (Management)
- Graduate Certificate in Business Administration





Young Professionals in Festivals and Events (YPFE)

Now that you are familiar with the job roles in the industry and their related skills pathways, you may be asking yourself: what next?

Festival City ADL coordinates a community of festival and event professionals called the Young Professionals in Festivals and Events Network or YPFE.

Whether you're just starting out, or in the early stages of your career, our YPFE network provides a supportive environment for collaboration, growth, and exploration.

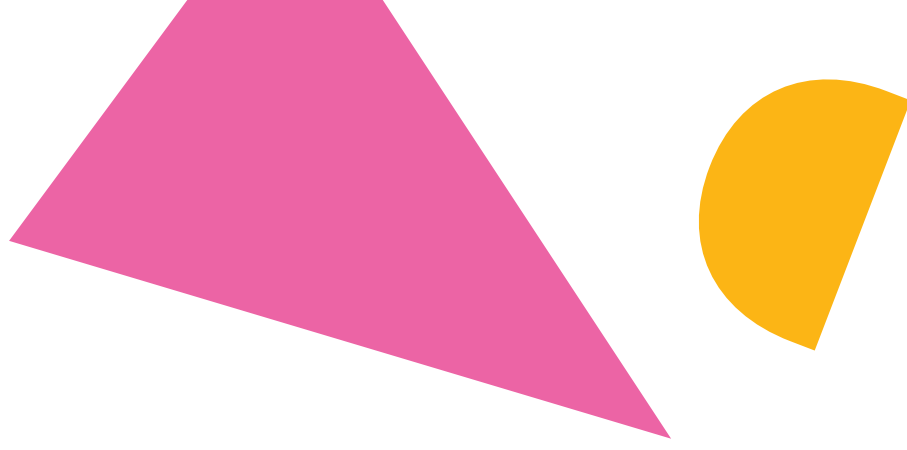
Join as a YPFE member, and you'll have access to networking events, workshops, and unique opportunities to connect with the industry.

Together, we hope to shape the future of festivals and events, creating meaningful experiences for our communities and driving positive change within our industry.



SCAN ME

For more information on how to get involved visit our website.



Editor's Note

This Career Guide offers insights into jobs and skill pathways within the festival and event sector, striving to provide current and relevant information, though details may evolve post-publication of this edition.

For the latest version, visit our website **industry.festivalcityadelaide.com.au**

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For enquiries or feedback, contact us at **hello@festivalcityadl.com.au**

Festival City ADL, 2024

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