

## **Sally Louise Scantlebury**

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## **Skills**

Highly experienced in managing projects across multiple sectors, demonstrated in my recent role of Community Engagement officer for the Electoral Commission of South Australia. I have coordinated community festivals to large scale music events, throughout my career. I have international experience in brand marketing and engagement for Selfridges London and Country Road Australia. In recent years I have graduated with an International Master of Business Administration in Event Management and Tourism. I enjoy engaging with people from all walks of life to bring projects alive and achieve great social and economic outcomes.

## **Experience**

November 2023 - contract

### **Live Nation, Coldplay Perth** – *Production Assistant*

- Tour administration
- Back of house coordination and logistics
- Site assistant

August 2023 - October 2023

### **Australian Electoral Commission, Adelaide** – *Officer in Charge*

- Mobile Polling - Homeless Shelters, Adelaide Remand Centre
- 2IC Blair Athol Static Polling Booth
- Team Leader - Declaration Exchange management

June 2021 - June 2023

### **Electoral Commission South Australia, Adelaide** – *Community Engagement Officer*

- Successfully implemented the Community Ambassador program for the 2022 State Election and Local Council elections. The program required me to recruit, train and manage a team of multicultural community leaders, to act as ambassadors to engage, educate and encourage communities about the requirement of enrolling and voting in elections.
- Translated digital and print resources were produced in collaboration with cultural organisations and ambassadors
- Designed and produced a suite of inclusive and accessible communication resources through collaboration with advocates from the disability sector.
- Developed an engagement strategy to encourage enrolment with the homeless community partnering with Hutt St Centre, Catherine House, Housing Choices and SYC.

- Developed a detailed education report for the introduction of the 2024 electoral education program

January 2020 – June 2021

**Arthritis SA – Stakeholder Engagement Officer**

- National Kidsflix Coordinator – Events for children with disabilities
- Marketing and communications
- Community engagement and event management
- Fundraising

June -December 2019

**Ronald McDonald House Adelaide – Community Engagement and Events Coordinator**

- The Adelaide City Plunge - 205K raised
- Family Fun Day
- Ride for Sick Kids Presentation events - 280K raised

June 2017 - June 2019

**Alexandrina Council – Tourism / Arts & Culture Support Officer**

- Arts & Culture administration
- Social Media management
- Digital Marketing (Website Management, Impart Media, ATDW)
- Front of House Management
- Tourism Services
- Volunteer management
- Event Planning Wooden Boat Festival 2019 (Marketing Plan)

2016 - 2017

**Port Lincoln Tunarama Festival – Festival Coordinator**

- Marketing Plan - strategic redesign of the festival to build economic development to the region and tourism awareness.
- Site planning and coordination
- Communication Plan (TVC, radio, digital & press campaigns)
- Arts projects & Community engagement
- Event Planning & Entertainment programming
- Sponsorship and stakeholder management
- Business development and networking (Govt, business organisations and community groups)
- Risk and Emergency Management Planning (SAPOL, MFS, CFS, SES)

2013 -2023 festival period

**Womadelaide – Artist Check in Coordinator**

- Backstage artist coordination and volunteer management

2015 – 2011

**Country Road – *Visual Merchandiser***

- Marketing – Implementation of new seasonal promotions and incorporating departmental capsules within current ranges.
- Maintaining visual brand standards

2001-2004

**Selfridges, Oxford St, London UK – *Visual Merchandiser***

- Trend Forecasting
- Fashion styling & lifestyle product merchandising
- Seasonal promotional in store display and window planning and operations
- Brand management

## **Education**

July 2018- November 2020

**University of South Australia, Adelaide – *International Master of Business Administration***

*Event Management and Tourism*

February 1997-November 2000

**Royal Melbourne Institute of Technology – *Bachelor of Marketing, Diploma Frontline Management***

Class of 1992

**Wesley College, Melbourne – *VCE***

## **Awards**

1990

**Guides Australia – *Baden Powell Badge***

1992

**Wesley College – *Honour colours swimming, music***

## **References on request**