

# PERTH FESTIVAL

ARTISTIC DIRECTOR  
CANDIDATE PACK

Founder



Principal Partner



# CONTENTS

Invitation from the Chair & Executive Director	4
<b>PERTH FESTIVAL</b>	
About Perth Festival	5
Perth Festival Special Projects	5
Testimonials	6
Perth Festival by Numbers	9
Governance	10
The Team	12
Organisational Chart	13

<b>ARTISTIC DIRECTOR</b>	
The Role	14
Key Duties & Responsibilities	15
Desirable Attributes	18
Key Selection Criteria	18
<b>PERTH</b>	
About Perth	19
<b>APPLICATIONS</b>	
How to apply	20

A man in the foreground is wearing a black t-shirt and has orange body paint applied to his face, arms, and torso. He is looking upwards and to the right with a slight smile. In the background, other people are visible, some with green body paint, under blue stage lighting. The overall atmosphere is that of a cultural festival at night.

**Perth Festival acknowledges  
the Noongar people who remain  
the spiritual and cultural  
birdiyangara of this kwobidak  
boodjar. We honour and respect  
the significant role they play for  
our community and our Festival  
to flourish.**

# INVITATION FROM THE CHAIR AND EXECUTIVE DIRECTOR

## ON BEHALF OF THE PERTH FESTIVAL BOARD, WE WELCOME YOUR INTEREST IN THE ROLE OF ARTISTIC DIRECTOR.

Based in Western Australia on Whadjuk Noongar Country, Perth Festival enjoys a reputation as one of Australia's great multi-arts summer festivals that brings together homegrown talent and an international program of events across theatre, music, dance, film, visual arts, literature and large-scale outdoor spectacles. As Australia's longest-running arts festival, our festival celebrates Perth, its people and cultures on the shores of the Derbarl Yerrigan (Swan River).

In 2024 Iain Grandage completes his tenure as Artistic Director after a very successful five years. During this time Iain and the team have reaffirmed the Festival's position as a destination event of scale; a place of both artistic development and discovery for artists and audiences

alike. As one of Australia's most highly regarded artists, Iain leaves the Festival with a reputation for its strong commitment to Aboriginal artists and stories alongside astonishing community events of scale like the AC/DC tribute, *Highway to Hell*.

With an ambitious and focused Board and an organisation in exemplary artistic and financial health, the Festival has recently created a new division, Perth Festival Special Projects, which complements the traditional Festival to create and deliver new signature events for Western Australia that sit outside the traditional Festival footprint.

As the Festival approaches its 70th anniversary next year, this is a unique opportunity for an outstanding and dynamic creative leader to join the team in the middle of 2023 to plan four Festivals, commencing in 2025.

The new Artistic Director will enjoy the enthusiasm of local audiences and government, a high-performing team, and a loyal family of stakeholders and donors.

We welcome and embrace an exceptional arts leader with the experience, skills and qualities detailed in this Candidate Pack.

We look forward to hearing from you.

**Mr Tim Ungar**  
Chair, Perth Festival

**Mr Nathan Bennett**  
Executive Director, Perth Festival



# ABOUT PERTH FESTIVAL

Perth Festival was born out of the University of Western Australia’s annual summer school entertainment nights as a ‘festival for the people’ in response to a changing post-war society hungry for cultural nourishment.

Since the 1950s, Perth Festival has presented a program of theatre, music, dance and films, firstly to entertain troops stationed in Perth, and then in response to demand from the broader community.

Today as the Festival approaches its 70th anniversary in 2023, it continues to serve the community and seeks to attract and inspire a growing and more diverse audience by offering a broad program that reflects a 21st century Australia, uniting people from all sectors of life.

From disused warehouses, sheds and inner-city buildings, to major highways or gorgeous pine groves, the Festival program permeates through Perth and beyond for more than three weeks each February – March with music, film, story-telling, theatre, visual arts and ideas.

Perth Festival is dedicated to finding new ways to create something special that locals and visitors can embrace. It uses art to help locals and visitors see Perth in a new light by creating unique experiences and telling important stories of this place that could not happen anywhere else on Earth but here on Noongar Boodjar.

In a typical year the Festival can attract up to 500,000 attendees across its free and ticketed program. In 2022, despite COVID implications, Western Australia demonstrated a significant appetite for cultural experiences. Perth Festival presented over 125 events which attracted a fiercely loyal audience of 143,000, engaged over 630 artists, and directly contributed \$20 million to the state economy.

Perth Festival has commissioned and presented works since its inception that give voice to the next generation of creative thinkers. It provides a platform for Australia’s best new work alongside some of the world’s more established companies and artists.

The Festival invests heavily in productions and skills for WA artists and companies, and promotes them on its high-profile international platform to support future touring opportunities. Away from the spotlight, Perth Festival Connect works with schools, community groups and grassroots arts organisations to provide vital behind-the-scenes activities that remove barriers and create pathways for thousands of Western Australians to participate in the arts.

Our large-scale, free public spectacles such as *Highway to Hell*, *Boorna Waanginy: The Trees Speak*, and *The Giants* have drawn huge emotional responses from audiences, garnered international attention and driven out-of-state visitation. Over the years the Festival has also presented artists and companies including the Royal Shakespeare Company, Duke Ellington, the London Symphony Orchestra, Dublin’s Abbey Theatre, the Academy of St Martin in the Fields, Royal de Luxe, Merce Cunningham, Miles Davis, Twyla Tharp, Tom Stoppard, Dizzy Gillespie, The Maly Drama Theatre of St Petersburg, Nina Simone, Peter Brook, Robert Lepage, Netherlands Dance Theatre, Komische Oper Berlin, Antony Gormley, Sidi Larbi Cherkaoui, Neil Gaiman, Sonic Youth, Ennio Morricone, Philip Glass, William Kentridge, and Margaret Atwood.

The Festival is a holistic enterprise which depends on our participating artists and companies, events workers, the State Government and Principal Partner Lotterywest, sponsors, donors and Founding Partner The University of Western Australia.

## About Perth Festival Special Projects

Perth Festival Special Projects (PFSP) is a new division of Perth Festival that will see the organisation operate year-round to deliver cultural, economic and social benefits to the state.

Led by the Director and Creative Producer of Special Projects, PFSP will extend Perth Festival’s engagement with audiences outside the annual Festival period by delivering unique events and experiences designed exclusively for Perth and Western Australia more broadly. The events will enhance the State’s reputation as a key destination for culturally vibrant experiences and attract local, national and international audiences.



**Download recent  
Annual Impact  
Reports here.**



**This place is unique in the world. It has one of the great bio-diversity hotspots, the oldest living culture and one of the newest modern societies. It has cultural practice that has continued for thousands of years but is still relevant today. These Festival events are vital for us, not only as Aboriginal people who tell the stories but as a country and as a society to maintain our links to wellbeing, health, knowledge and our responsibility as caretakers of this planet.**

Dr Richard Walley OAM  
Noongar Elder, Artist and State Living Treasure

**It is wonderful to feel part of something so special, so local, so Perth, yet so much bigger than us. I love seeing the joy on people's faces and sharing the experiences.**

Sharon Kendrew  
Perth Festival Volunteer



**Perth Festival is a keystone annual event that holds a special place in the hearts of Western Australians. It showcases all that is special about our State and our incredible arts scene.**

Mark McGowan  
Premier of Western Australia



The Festival is part of the very DNA of our community here in Western Australia – there’s absolutely a strong and enduring sense of community ownership. It’s genuinely one of our best-loved institutions and I think this is because for many of us, it’s part of family life and family history – our memories of Perth summers are inextricably linked with the Festival experience, and we’re making sure our kids get to experience that same excitement and joy today.

Helen Carroll  
Wesfarmers Arts Manager

Australia’s longest-running arts festival has become a site of storytelling and exchange where the personal stories of locals are treated with as much reverence as a masterwork by theatre luminary Robert Lepage.

Dee Jefferson  
ABC Digital Arts Editor

The 2021 Perth Festival captures this palpable yen to rediscover our own backyard, to connect with the spirit of a place.

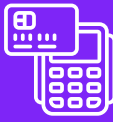
Rosamund Brennan  
The Guardian

# PERTH FESTIVAL BY NUMBERS

## At a glance.



Total  
Attendance



Box  
Office



Tickets  
Sold



World  
Premieres



Artists

2020	413,087	\$5.98M	134,966	12	2,286
2021	473,616	\$3M	95,921	18	1,041
2022	143,665	\$3.2M	99,369	3	630

	2022	2021	2020
Total Attendance	143,665	473,616	413,087
Literature & Ideas	7,695	10,265	14,849
Lotterywest Films	54,195	57,089	55,234
Performance & Free Program	81,775	347,866	172,546

### Income Sources

Box Office	\$3.2M	\$3M	\$5.98M
Grants and Sponsorship	\$10.5M	\$9.3M	\$10.3M
Donations, Trusts and Foundations	\$1.7M	\$1.5M	\$1.3M
Tickets sold	99,369	95,921	134,966
Events	125	111	207
Sessions	521	1,369	1,074
Commissioned works	7	44	10
World Premieres	3	18	12
Artists	630	1,041	2,286
Free Education Programs	116	174	33
Student participants	1,429	7,063	2,893

### Economic Impact

Direct impact	\$20M	\$32M	\$30.3M
Multiplied impact	\$55M	\$90.3M	\$84.7M

# GOVERNANCE

Perth Festival is a not-for-profit organisation limited by guarantee registered as a charity with the ACNC. The governing authority is a Board comprising up to 9 Non-executive Directors appointed in accordance with the constitution of Perth Festival. Perth Festival is a wholly owned subsidiary of the University of Western Australia.

Chaired by Tim Ungar, Perth Festival's well-established Board holds an extensive breadth of knowledge across both the corporate and public sectors, appointed for their skills and experience and bringing expertise in finance, law, government relations, investment, Aboriginal affairs, fundraising and technology.

The Board meets at least 4 times per year and is responsible for governance which includes: oversight of the strategic planning and delivery process of the annual Festival program, workplace health

and safety, stakeholder management and managing risk and compliance.

Perth Festival Special Projects is a wholly owned subsidiary of Perth Festival and is also a not-for-profit organisation limited by guarantee. The Board and the Senior Leadership Team for Perth Festival Special Projects are the same as Perth Festival.

The company maintains its operations and is dependent on the continuing support of various state government agencies including Lotterywest and Tourism WA. In addition to box office income and corporate partnerships, it also increasingly relies on support through private philanthropy.

## PERTH FESTIVAL BOARD

**Tim Ungar, Chair**  
**Rowena Albones**

**Adrian Fini**  
**David Flynn**

**Fiona Kalaf**

**Ben Lisle**

**Michelle Tremain**

**Terri-Ann White**

**Ben Wyatt**



*Mary Stuart. Photo by Jess Wyld.*



Antony Gormley's *Inside Australia*. Photo by Ashley de Prazer

# GOVERNANCE

The Noongar Advisory Circle exists to ensure our respectful connection to this place, its people and that the cultural bedrock of Noongar Boodjar remains strong. Our Noongar Advisory Circle is a pillar of the Festival, embedded in the Festival through a Charter of Understanding, and provides guidance and support in our ambitions to celebrate Aboriginal cultures both internally and to the wider Perth community through programming and events.

The Noongar Advisory Circle is comprised of 6 members with a range of qualifications and lived experiences in Aboriginal and Torres Strait Islander arts practice, including well respected story holders, performers, language and land caretakers, visual artists and organisational representatives. They meet six times a year, once each Noongar season, and are compensated for their time and knowledge which spans 185 years.

## NOONGAR ADVISORY CIRCLE

**Vivienne 'Binyarn' Hansen**  
**Mitchella 'Waljin' Hutchins**  
**Carol Innes**  
**Barry McGuire**  
**Dr Richard Walley OAM**  
**Dr Roma 'Yibiyung' Winmar**

# THE TEAM

## Nathan Bennett, Executive Director.

Nathan was appointed Executive Director of Perth Festival in 2017. Nathan has worked in senior leadership roles with leading arts companies in Australia and overseas for over two decades. Prior to joining the Festival, he was Deputy Executive Director at Sydney's Belvoir St Theatre, General Manager at Griffin Theatre and Company Manager at Bell Shakespeare. He has also spent time in the United States with Philadelphia's Pig Iron Theatre Company as Director of Development. He is a board member of Australian Dance Theatre and a former board member of PACT Centre for Emerging Artists.

Nathan supports the Artistic Director in the management and strategic development of the Festival program and is responsible for overall organisational performance, stakeholder management and governance. He oversees the operational management of the Board and Senior Leadership Team including finance, programming, HR, marketing and communications, fundraising, production and Special Projects.



# ORGANISATIONAL CHART

The University of Western  
Australia Senate

Perth Festival Board

Noongar Advisory Circle

Perth Festival Special  
Projects Board

Executive Director

Artistic Director

Head of People, Social  
Impact & Sustainability /  
General Counsel

Head of Programming

Chief Financial Officer /  
Company Secretary

Technical Director/ Head  
of Production

Head of Development

Head of Marketing

Director of Special  
Projects

Executive Assistant

Community  
Engagement Manager

Senior Program Manager

Associate Artist

Senior Accountant

Production Manager

Senior Manager  
– Partnerships

Campaign Manager

Communications  
Manager

Creative Producer

People & Culture  
Manager / Legal Counsel

Program  
Administrator

Senior Producer

Accounts Officer

Production  
Administrator

Partnerships  
Manager

Digital Marketing  
Strategist

Head of Design

Producer  
– Music  
*Seasonal*

IT Operations Manager

Associate Producer  
– Industry Programs  
*Seasonal*

Program  
Coordinator  
*Seasonal*

Accounts Officer

Tech Assistant  
*Seasonal*

Partnerships  
Coordinator

Digital Coordinator  
*Seasonal*

Designer  
*Seasonal*

Producer  
*Seasonal*

Office Manager /  
Videographer

Associate Producer  
– Creative Learning  
*Seasonal*

Producer

Audience Services  
Manager

Senior Manager  
– Philanthropy

Scenic & Activation  
Designer

Customer Relations &  
Ticketing Manager

Marketing Lead

Health & Safety  
Consultant

Program Associates –  
Film  
Visual Arts  
Literature & Ideas  
Contemporary Music

Audience  
Services Team  
*Seasonal*

Philanthropy  
Coordinator

Signage Team  
*Seasonal*

Ticketing Team  
*Seasonal*

Business  
Operations Lead

Technical  
Production Team  
*Seasonal*

Philanthropy  
Consultant

Marcomms Executives  
*Seasonal*

Marketing Assistant  
*Seasonal*



*Archives of Humanity. Photo by Stefan Gosatti.*

# THE ROLE – ARTISTIC DIRECTOR

The Artistic Director is the creative leader and public face of Perth Festival across the 2025-2028 Festivals, and a recognised advocate and leader for the Western Australian arts sector.

Reporting to the Executive Director, the Artistic Director is responsible for the artistic leadership and vision for Perth Festival, curating, producing and communicating the annual Festival program for audiences that strengthen and evolve Perth Festival's reputation as one of the great multi-arts festivals, grounded in place on Noongar Boodjar.

Collaborating with local, national and international artists and companies, the Artistic Director is supported by the Head of Programming and wider team in achieving the company's vision, values and goals.



# KEY RESPONSIBILITIES

## ARTISTIC LEADERSHIP

- Conceive and implement a four-year artistic strategy that aligns with the Festival's strategic plan, values and vision.
- In collaboration with the Perth Festival Board, Executive Director and Festival team, enhance the Festival's reputation as a cultural leader and presenter of local and international work of artistic excellence.
- In association with the Head of Programming, devise an annual festival that reflects and celebrates a sense of place, through a multi-genre program that is a mix of Western Australian, Australian and international works, that is prominent, accessible and distinctive.
- Ensure Aboriginal cultures feature at the heart of all Festival programs and maintain strong, mutually beneficial relationships with local arts companies, national performing arts organisations and industry bodies.
- Work with international and local companies in the commissioning and presentation of high-quality artistic work in pursuit of the Festival's artistic outcomes.
- Create a profile for Western Australian artists, and sustainable career pathways for the local industry, recognising outstanding emerging talent and Aboriginal and Torres Strait Islander representation.
- Present works in innovative and engaging ways through Perth-wide activation across a range of traditional venues and non-traditional sites and places that generate civic pride by attracting large and enthusiastic audiences through a balanced program of free and commercial activity.
- Preserve the enthusiasm of existing local audiences and patrons, while attracting new audiences through careful programming, community engagement programs and tourism marketing strategies.
- Assemble outstanding creative teams to develop and deliver new work and special events.
- Act as a leader within the Western Australian arts community.

# KEY RESPONSIBILITIES

## STRATEGIC LEADERSHIP & STAKEHOLDER ADVOCACY

- Work with the Executive Director and the Senior Leadership Team to set the strategic direction of Perth Festival, successfully balancing artistic innovation, audience development and commercial imperatives within an agreed programming budget.
- Advocate for, and represent, the interests of Perth Festival to key decision makers within relevant state and federal governments, including tourism and funding bodies.
- Work with all relevant departments to ensure all program risk is effectively mapped and managed, reviewing and developing plans, resources and structures to ensure a sustainable business model.
- Work with the Noongar Advisory Council to ensure respectful connection to this place, to its people and the cultural bedrock of Noongar Boodjar.
- Represent the Festival on all artistic and program related matters, maintaining positive relations with the media, public and stakeholders.
- Contribute to the development and communication of the Festival's marketing and identity, to ensure positive artistic, audience, community and financial outcomes.
- Work with University of Western Australia, Lotterywest and the business community and other key stakeholders to further the long-term development of the Festival.
- Under the guidance of the Development team, engage with Festival fundraising and philanthropy strategies, attending key donor and sponsorship events and meetings as required.





# KEY RESPONSIBILITIES

## PEOPLE & CULTURE

- Foster and model a contemporary organisational culture that values the highest standards of artistic leadership and in so doing, draw the very best from artistic and administrative company members, creative teams, collaborators and partners.
- Build and instill an inclusive and proactive culture to ensure the artistic team is engaged, working to organisational values and objectives, and delivering on both individual and team results.
- Ensure the Festival's program and operations are exemplary models of best practice relating to equality, diversity and inclusion.
- With the Head of People, Social Impact and Sustainability, contribute to employee development opportunities for the programming team to create a vibrant, stable and healthy workplace culture, ensuring the Festival leads and remains current on industry trends, best practice, cultural awareness and skills development.
- With the Senior Leadership Team, contribute to the ongoing development and implementation of Perth Festival's Workplace Safety and Health Management Plan to ensure ongoing compliance.

# DESIRABLE ATTRIBUTES

- A record of outstanding artistic leadership at a senior level with experience in programming performance works within a major cultural institution or festival.
- Proven arts program and strategic planning experience with a demonstrated capacity to deliver projects within established financial frameworks, on time and within budget.
- Extensive knowledge of the Australian and international performing arts sectors, its major players, venues, markets, producing organisations and arts practitioners.
- Experience in delivering works and activities at a range of scales and venues with diverse groups of collaborators.
- Experience in developing audiences and growing specific audience segments through artistic programming.
- A comprehensive understanding of community expectations in the delivery of nationally significant arts events.
- Experience working with Aboriginal and/or Torres Strait Islander people
- A genuine commitment to forge strategic alliances with Australian and international arts festival leaders, presenters and producers in the development of the annual festival program.
- An international perspective on the arts and awareness of current developments in a range of countries and art forms.
- A proven ability to communicate a program vision to donors, sponsors, government and key stakeholders, including media and the general public.
- A proven ability to work collaboratively across all departments, with a reputation for motivating and inspiring individuals and teams to achieve positive artistic, community and financial outcomes.
- A knowledge of the Western Australian arts ecology and key events.
- Experience working with people from culturally and linguistically diverse backgrounds.

# KEY SELECTION CRITERIA

1. A vision for the future of Perth Festival, its artists and audiences.
2. Active and wide-ranging national and international networks across multi-disciplinary artforms.
3. A proven ability in delivering artistically and commercially successful programs.
4. Leadership, strategic and financial acumen.
5. Fluency in effective communication in a public-facing role.
6. A track record of developing effective partnerships and relationships with people and organisations across cultural, government and commercial sectors.
7. The ability to make a positive contribution to organisational culture.

# ABOUT PERTH



Perth is a cosmopolitan city. It occupies the same time zone as 60% of the world's population (GMT+8) and has a current population of just over 2 million.

As the capital of Western Australia, the city centre is on the Swan River, 18 kilometres from the Indian Ocean port of Fremantle. The river is a sacred place for the Whadjuk Noongar people, who have been the traditional owners of the south-west of Western Australia for at least 45,000 years.

Perth is home to a thriving food, arts, culture and design community – including the Art Gallery of Western Australia, Perth Institute of Contemporary Arts, WA Museum Boola Bardip, Fremantle Arts Centre and West Australian Academy of Performing Arts. A range of small, medium and large-scale performing arts organisations are known for their unique vision based on a strong sense of place.

A new Perth Cultural Masterplan in Northbridge intends to deliver a beating cultural heart for the City, building on and reflecting a new vibrancy, creativity and sense of optimism for the State.

Western Australia is celebrated for its spectacular nature-based and premium wine destinations, including Margaret River, Rottnest Island, the Kimberley and North-West, Esperance and Ningaloo Reef.

Qantas operates direct seasonal flights from Perth to London and Rome. Singapore and Indonesia are less than five hours away.



# APPLICATIONS

## Thank you for your interest in Perth Festival.

Perth Festival is committed to a diverse and inclusive workplace and encourages applications from individuals with diverse backgrounds including Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, people who identify as LGBTIQ+ and people with disabilities.

### HOW TO APPLY

Your application must include the following:

1. A covering letter of no more than two pages.
2. A statement of no more four pages outlining your suitability for the role, demonstrating your experience and approach in relation to the selection criteria and how your personal attributes accord with those outlined for the position.
3. A concise CV providing personal details, qualifications, and work history.
4. The names and contact details, including email addresses, of three referees who may be contacted for a confidential report (your permission will be sought before referees are contacted).
5. The earliest date on which you would be available to commence in the role.

### LODGING YOUR APPLICATION

Before lodging an application, you are encouraged to contact:

**Vanessa Duscio**

*Partner, REA Consulting*

+61 409 977 312

vanessa@rea-consulting.com

**Richard Evans**

*Partner, REA Consulting*

+61 417 336 507

richard@rea-consulting.com

To apply please email your application, consolidated and saved within a single PDF document to [vanessa@rea-consulting.com](mailto:vanessa@rea-consulting.com) and [richard@rea-consulting.com](mailto:richard@rea-consulting.com)

**Applications are due before midnight  
on Friday 18 November 2022.**

### TIMELINE

Perth Festival expects to conduct interviews in December.

### LOCATION

The full-time position is based in Perth, Australia.

The Perth Festival team is based on the grounds of The University of Western Australia.

### CONTRACT

The initial contract is four festivals and may be extended by one further festival at the sole discretion of the Board.

Relocation expenses to be negotiated as required.

