

DARWIN FESTIVAL

ARTISTIC DIRECTOR

／ Candidate Pack
2022



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Darwin Festival acknowledges the Traditional Custodians of the lands on which we live, learn and work. We pay our respects to the Larrakia, or Saltwater, Elders and to all Aboriginal and Torres Strait Islander Peoples.

INVITATION

From the Chair
Ian Kew OAM

Australia's hottest winter arts festival is offering the opportunity of a lifetime for a visionary arts programmer over the next three years (2023-2025).

Since 1979, when it began as a celebration for a city recovering from the devastation of Cyclone Tracy, Darwin Festival has combined the quintessential spirit and energy of Darwin with warm outdoor festivities and a vibrant program of events for an unforgettable good time.

Despite the uncertainty of the past two years, Darwin Festival managed to deliver two Festivals, entertaining and engaging locals and visitors and ensuring artists could continue to do what they do best – create meaningful work that gets seen!

As the flagship major cultural and tourism event in the Northern Territory, the Festival is not only an integral part of dry season Darwin life but importantly attracts arts lovers from around the country for a total attendance of 100,000 – 150,000 each year.

We have a dedicated and strong Board, committed and engaged partners and sponsors, many who have been with us for a number of years, and we have passionate supporters in the community, including our Friends of the Festival members. At the end of 2021 the Northern Territory Government confirmed a new four-year funding agreement with the Festival, ensuring we can enter the next phase under a new Artistic Director with confidence and the financial stability to create something incredible.

Darwin Festival is a vibrant arts and cultural event with an eclectic and substantial program that takes advantage of Darwin's delightful dry season weather and spectacular outdoor spaces. We utilise existing venues across the city and build our own hub in the centre of town. The Festival reflects Darwin's position at the Top End of Australia, its unique Indigenous and multicultural population and its close proximity to Asia, while at the same time showcasing some of Australia's finest arts performers. We are committed to supporting and developing the local industry and bringing in the best from around the country (and the world – when we can) for the enjoyment of our audiences.

We invite you to be part of something very special as the new Artistic Director of Darwin Festival.

Ian Kew OAM
Chair





Darwin Festival is an international arts festival with a local heart, engaging audiences with its exceptional program quality and broad appeal. The Festival has become a major tourism driver for the Northern Territory and as the only Australian major international arts festival held during August, has earned its 'tropical winter' position on the national events calendar.

Loved by locals and visitors alike, Darwin Festival is a place where community, arts and culture come together in the top end of Australia. Due to its distinct location, the Festival has a strong record of presenting a First Nations showcase of arts and culture, together with East Asian and South Asian programming,

alongside contemporary music and family friendly programming. Festival Park is hugely popular hub with first time attendees and locals seeking a fun outdoor atmosphere that offers comedy, cabaret and circus experiences surrounded by a curated food and bar setting.

Darwin Festival 2020 was the first major arts festival in the world to successfully take place following the onset of the COVID-19 pandemic. Pre-pandemic the 2019 event was the most successful Festival in its 40 year history, breaking all prior box office, attendance, visitation and economic impact records.

In 2021, Darwin Festival was severely impacted by the economic and health issues arising from the

pandemic, which forced Australian state border closures and a four day snap lockdown. Despite these challenges, the 14-day festival achieved record visitation growth to 24% and economic benefit to the Northern Territory of \$16m.

A new and evolving 2021-2026 strategic plan* captures a future-forward organisation intent on re-establishing, building and growing Darwin Festival's footprint to activate the city and drive tourism visitation in the years ahead.

Full program archive
Watch

ABOUT DARWIN FESTIVAL

*2021-2026 Strategic Plan available on request.





HISTORY /

Australia's most northern and only tropical arts festival was born out of the destruction and devastation of a natural disaster over 40 years ago. Cyclone Tracy tore through the Northern Territory's capital city on Christmas Eve in 1974 leaving behind 68 dead and 25,000 Darwin residents homeless. There was talk from some of abandoning the city site altogether but others were more determined to rebuild.

In 1977, Northern Territory Director of Health Dr Charles Gurd suggested celebrating the town's revival with a festival that would draw the community together and reflect the optimism of those determined to rebuild.

Staged in July 1979, the Bougainvillea Festival, held on the first anniversary of the granting of self-government for the NT, was a floral festival aimed at promoting the beautification of the city.

The early years of the Festival featured such events as the Bougainvillea

Queen of Quests competition, Home Garden contests, the Grand Parade – a floral procession with floats and decorated bikes – sporting events, a billy-cart derby, birdman rally and a mardi gras.

The Festival shifted its focus toward community arts in the 1990s, with a vision of becoming a cultural focus for the region through a greater emphasis on cultural performances and arts activities. Artists were recruited to work with community associations and schools to invigorate the Grand Parade, and Indigenous communities and Asia Pacific cultural groups were encouraged to have greater participation. In 1996, Darwin's annual celebration became known as the Festival of Darwin.

In 2003 under the direction of newly appointed Artistic Director Malcolm Blaylock, the Festival was renamed to reflect its international status in the arts. Darwin Festival is a vibrant arts and cultural event with an eclectic and substantial program that takes

advantage of Darwin's delightful dry season weather and spectacular outdoor venues. The Festival reflects Darwin's position at the Top End of Australia, its unique Indigenous and multicultural population and its close proximity to Asia while at the same time showcasing some of Australia's finest arts performers.

Darwin Festival is usually held over 18 exciting days and nights, with local and touring performances and events including outdoor concerts, workshops, theatre, dance music, comedy and cabaret, film and visual arts.

This festival has garnered nationwide notoriety for a reason – the reason being that it’s bloody awesome. From outdoor concerts to workshops and comedy sketches, it’s a celebration of the Top End’s rich cultural history with an open invite to all. Balmy nights under twinkly lights, it’s truly the stuff of dreams.

— Pedestrian.tv

Darwin festival is a wonderful community festival that reflects, embraces, inspires and challenges our culturally diverse community. The Festival is generally accessible to whole community, not just the arty farty mob. Love this aspect.

— 2020 audience member



I haven’t even seen a show yet and already I’m loving it

— Will Yeoman, Arts Writer
The West Australian

The homegrown Darwin Festival 2020 created a palpable sense of community despite adhering to social distancing guidelines.

— ArtsHub



DARWIN FESTIVAL BY NUMBERS

*2019 illustrates a typical year of Darwin Festival pre-Covid impacts

	2019* (40th Anniversary) 18 nights	2021 14 nights
Performances	219	168
Venues	33	38
Sold out Performances	107	84
Attendance	148,045	110,488
Tickets sold	50,545	48,145
Tickets refunded COVID	-	20,149
Artists employed	609	542
NT Artists	50%	68%
Interstate Artists	42%	-
Local Audience	76%	74%
Interstate Visitors	20%	24%
Economic Impact	\$14m	\$16m

VISION

To be
Australia's
hottest winter
arts festival

PURPOSE

To connect
communities
through the
celebration
of culture and
the arts.

SUSTAINABILITY

- Darwin Festival acknowledges our environmental responsibility and strives to be a catalyst for environmental change.
- We are committed to actioning initiatives that protect our natural environments and benchmark our environmental impact.
- We lead environmental best practices in the Northern Territory arts and cultural sector incorporating prevention, reduction, and restoration.
- We strive to reduce consumption of physical resources; reuse and recycle; engage renewables; and employ processes and products that eliminate toxic materials.
- We will consistently measure and reduce our impacts on the environment, while offsetting the remaining carbon emissions involved in presenting our Festival.
- Let us all tread lightly to minimise Darwin Festival's footprint.



GOVERNANCE

Darwin Festival (the parent entity) is a registered charity and a public company limited by guarantee. The business of the Company is under the direction of the Board and acts in accordance with the Constitution of Darwin Festival Limited.

The governing authority is a Board of up to seven non-Executive Directors.

Chaired by Ian Kew OAM, Darwin Festival has a strong and effective Board appointed for their skills and expertise across business, finance, government relations, communications, artistic and engagement strategies with First Nations people and communities.

The Board is responsible for governance which includes oversight of the strategic planning and delivery process of the annual arts program and managing risk and compliance. The Directors also play an important leadership role as Festival representatives communicating its vision and impact to key stakeholders and decision makers within relevant government, industry, community and corporate sectors in Darwin.

DARWIN FESTIVAL BOARD

Ian Kew OAM, Chair
Matthew Moss, Treasurer
Christine Osborne
Peter Savoff
Cathryn Tilmouth
Lauren Ganley

CEO

James Gough

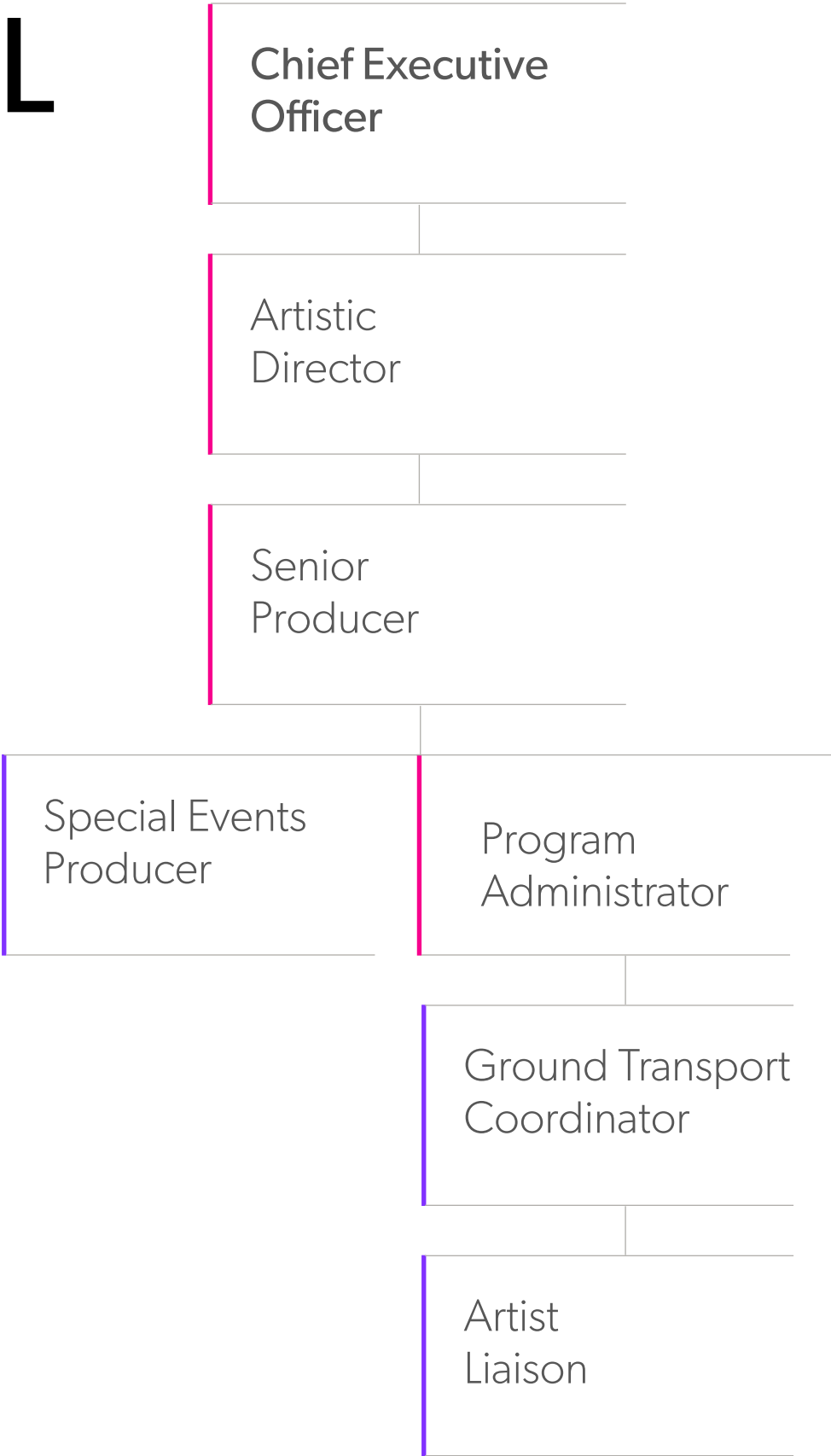




ORGANISTIONAL CHART

Artistic Director
direct reports

- Core
- Limited Tenure





The Role —

ARTISTIC DIRECTOR

Reporting to the Chief Executive Officer, this senior leadership role maintains and enhances the outstanding quality of the artistic program, delivering an annual multi-artform program of excellence that engages and develops audiences, artists and supporters.

The Artistic Director is responsible for developing the Festival through an original vision and an understanding and appreciation of Darwin Festival's position within the arts in the Northern Territory and Australia and with all stakeholders.

ARTISTIC LEADERSHIP & PLANNING

- Develop and deliver a compelling multi-artform annual program within an agreed budget that harnesses enthusiasm from broad audiences and artists, in line with the Darwin Festival Strategic Plan.
- As part of the annual program, ensure a balance of diverse cultures are represented appealing to local, interstate and overseas visitors.
- Maximise engagement with the community by maintaining and building the Festival footprint across a wide range of venues and sites, including free and accessible initiatives, showcasing Darwin's unique assets and climate.
- Foster and actively engage positive and mutually beneficial relationships and partnerships with Australian and international artists, agents and organisations to secure the best new work to present at Darwin Festival.
- Scope and facilitate the development of major new NT and Australian works in the performing arts sector via Confederation of Australian International Arts Festival (CAIAF).

- Proactive networking within the NT arts and business communities – demonstrating Darwin Festival is the cultural and industry leader.
- Ensure all financial, contractual and logistical aspects of the artistic program are adhered to in a timely manner.

STRATEGIC LEADERSHIP

- Manage the Programming Department budget and deliver the artistic, audience development and commercial imperatives within the financial and operational parameters set by the Chief Executive Officer and Board.
- Develop new artistic initiatives and business cases for recommendation to the Chief Executive Officer and Board.
- Provide timely reports to the Chief Executive Officer on detailed programming, impact, budgeting, financial and risk management of the program.

PEOPLE & CULTURE

- Build and instill an inclusive and proactive culture with a focus on collective continuous improvement.
- Proactive leadership to ensure the Programming Department is engaged, working to organisational values, objectives, and delivering on team and individual results.
- Maintain open lines of communication to ensure all key stakeholders are well informed and abreast of changes and updates.
- Make recommendations to the Chief Executive Officer around changes in the Programming Department's structure where relevant.
- Identify and execute staffing, recruitment and retention needs in line with organisational needs and strategic objectives.
- Ensure all management and supervisory roles within the Programming Department, are well supported to effectively manage the productivity, performance and behaviours of their direct reports and teams and for them to deliver sound financial management.
- Ensure Programming Department's performance appraisals are completed as required.

KEY AUTHORITIES, RESPONSIBILITIES & DUTIES



STAKEHOLDER RELATIONSHIPS

- Work with the Development Manager and Chief Executive Officer in the successful procurement of funding and sponsorship opportunities that align with the brand, strategic drivers and values of Darwin Festival.
- Develop and maintain strong relationships with all internal and external stakeholders, always ensuring clear lines of communication.

MARKETING, MEDIA & BRAND

- Act as the main spokesperson and public face on all artistic and program-related matters in consultation with the Chief Executive Officer when necessary, maintaining positive relations with the media, public and stakeholders.
- Contribute to the development and communication of an annual campaign that enhances the Festival's identity & brand, and is capable of producing positive visitation, audience outcomes and income targets.

COMMUNICATION

- Work collaboratively with all Festival team members to ensure open and clear sharing.
- Ensure all changes to the program of events are communicated to all relevant team members and external stakeholders.

KEY RELATIONSHIPS

INTERNAL RELATIONSHIPS

The Artistic Director manages the Programming department and reports to the Chief Executive Officer. The Artistic Director may undertake instruction from the Board from time to time through the Chief Executive Officer. The Artistic Director holds key relationships with internal stakeholders and actively collaborates with the Chief Executive Officer, Head of Marketing & Communications, Head of Production, Development Manager, Ticketing & Customer Service Manager, Finance & HR and Business Administrator on day-to-day matters. The Artistic Director manages the day-to-day activities of the core and short-term Programming department staff, and any other contracted Programming department staff, in close consultation with the Chief Executive Officer.

EXTERNAL RELATIONSHIPS

The Artistic Director maintains positive and dynamic working relationships with key external stakeholders including, but not limited to, artists, agents, venues, government funders, grantors, philanthropic supporters, private donors, media, corporate sponsors and the general public.

KEY AUTHORITIES, RESPONSIBILITIES & DUTIES



ESSENTIAL SELECTION

Criteria and Attributes

- Proven experience in diverse artistic programming and budgeting of a multi-art form festival or organisation, with a high level of managerial leadership, financial acumen and accountability.
- Proven experience developing, managing & maintaining relationships within local, national and international arts communities.
- Experience and proven success in dealing with a wide spectrum of government, corporate and creative stakeholders.
- Exceptional interpersonal, verbal and written communication skills.
- Proven ability to manage complex projects and multi-task, whilst being responsible for all related administrative tasks.
- Excellent people management skills: able to effectively lead and manage the activities of a large number of workers (employees, volunteers and contractors).
- Proven experience in identifying, obtaining and acquitting grant and philanthropic funding.





ABOUT DARWIN

Darwin is the capital city of the Northern Territory which makes up one sixth of the Australian continent. The city enjoys a year-round tropical climate averaging 30C (86F).

Darwin has an estimated population of 147,000 boasting a lively mix of more than 60 nationalities. The city's multi-cultural mix and close proximity to South-East Asia is highlighted by its many exciting ethnic cultural festivals and weekly food and craft markets.

The traditional owners of Darwin are the Larrakia (saltwater) people that have lived in the greater Darwin region since before European settlement. Larrakia country runs far beyond the municipal boundaries of Darwin, covering the area from the Cox Peninsula in the west to the Adelaide River in the east. The Larrakia people established the first trade routes in the region, trading with the Tiwi, Wagait, and Wulna people as well as with Indonesian fishermen. Their stories, songs, and ceremonies echo the strong connection and understanding they have with the saltwater country.

The city centre is characterised by the wide streets, shade structures, leafy parks and outdoor dining. Tall, modern structures are mixed between old colonial-style buildings, retaining a fresh, tropical flavour with overhanging eaves, corrugated iron and lush vegetation.

Darwin is a thriving modern city with one of the fastest growing economies in Australia. It is described as Australia's gateway with South East Asia, located within two and a half hours of Indonesia, and has a similar flight time from Singapore and Manila as it is to Sydney and Melbourne.

Visit
northernterritory.com

HOW TO APPLY

Thank you for your interest in
Darwin Festival

Your application should include the following

1. A covering letter of no more than two pages
2. A statement of no more than 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, qualification, 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:

Richard Evans

Partner, REA Consulting

+61 417 336 507

richardevans@rea-consulting.com

To apply, please email your application saved within a single PDF document to richardevans@rea-consulting.com copying Vanessa Duscio, Partner, REA Consulting vanessa@rea-consulting.com

Applications due before close of business on Friday 17 June, 2022

TIMELINE

Darwin Festival expects to conduct interviews in July 2022.

