

## Festival Director Sydney Festival

Sydney Festival is Australia's leading arts and community festival. Every January, the Festival starts the new year with a bang, transforming the iconic city with a bold cultural celebration based on critical ideas and cutting-edge art and performance. The Festival defines Sydney's personality as it enlivens and transforms the city and creates a sense of community. The Festival's broad range of contemporary and classical programming positions it at the forefront of arts in Australia and gives it a global reputation as one of the best festivals in the world. In many ways, it is a celebration of Sydney, and its style and energy reflect the confidence, diversity and vigour of one of the world's most beautiful cities.

Reporting to the Chief Executive Officer ('CEO') and the Board of Directors, the Festival Director ('FD') is the creative and artistic face of the Festival, fostering relationships with touring companies, artists and industry, and representing the Festival and its program to audiences, government, sponsors and donors. The FD will bring a fresh look & new concepts to the Festival; reinvigorate the program; take creative risks, and introduce exciting artists and stimulating acts to the local scene.

The priorities for the role include:

- understanding audiences: building & maintaining a strong sense of the cultural appetite of the diverse Sydney community;
- remaining up-to-date on trends and acts within the performing arts world: keeping abreast of global works across multiple artforms;
- developing an impactful, innovative, high-quality & diverse artistic program: making programming & curatorial decisions that deliver quality content to satisfy audience interests, negotiating with and locking in works for the program;
- impacting audiences: striving to reach as large and diverse an audience as possible through delivering distinctive, quality works that resonate with existing and new audiences;
- contributing to marketing: working with the CEO, Head of Business Development & Marketing and external marketing agencies on key marketing collateral;
- project managing the annual Festival: working with the CEO, Executive Producer and Head of Production to ensure the schedule, locations and pricing are optimised to achieve capacity audiences and meet budget constraints;
- serving as the public face of the Festival: with the CEO, hosting and fronting the Festival, and
- leading the creative team: attracting, hiring, developing and motivating creative professionals.

The ideal FD will be a senior performing arts creative leader, who combines strong, personal connections into performing arts companies, producers and artists around the world, with a track-record in creating and/or curating a broad-ranging performing arts program.

The new FD may be an Australian, with an appreciation for contemporary Australian audiences, issues and stories, or an international arts leader from a similar high-profile arts organisation. They will have a creative flair and sharp curatorial instinct and a passion for—and deep knowledge of—multiple performing arts forms. They will have an eye for artistic talent; an inclusive vision, and sound judgment.

It is expected that the new FD will start in around October 2020, ahead of delivering their first full Festival in January 2022.

For a detailed role specification, please contact Helen Johnson at [Challis & Company](#), the Executive search and Leadership consulting firm advising the CEO and Board, on +61 2 8039 2223 or at [sf@challis.co](mailto:sf@challis.co). Applications close at 5pm AEDT on Monday, 20 January 2020. Challis & Company is simultaneously conducting an executive search.