



Expression of Interest: PR Services for Sydney Festival 2026–2029

An exciting opportunity to shape the public narrative of one of Australia’s premier cultural celebrations.

Sydney Festival is seeking a public relations partner and invites Expressions of Interest (EOI) from experienced and creative PR agencies to help elevate the Festival’s public profile and storytelling from 2026 to 2029. Held each January, Sydney Festival presents a bold and diverse program of arts experiences across the city, attracting local and global attention.

Strategic communication is central to our mission—connecting audiences with artists’ bold ideas and the vibrant experiences we bring to Sydney each summer. As we approach our milestone 50th anniversary in 2026, under new artistic leadership, we’re entering a pivotal chapter - one that calls for visionary PR to amplify our story and national relevance.

We are seeking a collaborative agency partner to lead and execute a dynamic communications strategy that reflects our evolving artistic vision while reinforcing our reputation as one of Australia’s most significant cultural events.

Project Scope

The selected agency will manage a high-profile, multi-year campaign with national and international reach, requiring a robust team and resources. The Festival requires the project team to be based in Sydney during peak periods:

- Developing and implementing a multi-year PR strategy aligned with the Festival’s values, artistic direction, revenue objectives and target audiences
- Crafting compelling narratives to promote annual Festival programs across traditional, digital and emerging media
- Developing and delivering publicity campaigns that drive engagement, attendance and ticket sales
- Managing proactive and reactive media relations, including press office functions
- Driving audience connection through innovative PR campaigns and compelling digital narrative
- Liaising with artists, partners and visiting companies to maximise media opportunities
- Leading crisis communications strategy and rapid-response efforts, including providing comprehensive media training to key Festival spokespeople, delivering clear, confident counsel to protect and enhance the Festival’s reputation through timely and effective crisis management
- Advising on the development of press materials, media kits, photography and other assets



- Monitoring media coverage and sentiment, with ongoing adjustment of strategies as needed
- Providing post-festival reporting, analysis of campaign performance, and strategic recommendations for future Festivals

Selection Criteria

We invite submissions from agencies with a strong track record in public relations, particularly within the arts and cultural sector. EOIs will be assessed on:

- Proven success in delivering major PR campaigns in the arts, culture and entertainment sector
- Creativity and innovation in storytelling and campaign design
- Understanding of, and alignment with, Sydney Festival's values and artistic direction
- Experience with culturally inclusive communications, including work centering Indigenous voices and communities (highly desirable)
- Strong networks and established relationships with Australian media and journalists

Interested agencies should submit an EOI including:

- ✓ A brief company profile highlighting relevant experience and team expertise
- ✓ A portfolio showcasing PR campaigns for cultural institutions or major events within the last 5 years
- ✓ References from past clients

Additional Information

Submissions should be in PDF format and sent to [nia.jones\[@sydneyfestival.org.au](mailto:nia.jones[@sydneyfestival.org.au) by **5pm, Friday 27th June 2025**. Shortlisted agencies will be contacted by mid-July 2025 for further discussions. This EOI is non-binding and does not constitute a contractual offer. The successful agency will be engaged under a Sydney Festival standard contract with details provided during the selection process.