

# Role Description

## FESTIVAL

### PRODUCER



# WORLDPRIDE

# SYDNEY 2023

Organisation	Sydney WorldPride Limited
Location	Surry Hills, NSW
Classification/Grade/Band	Management
Term of employment	Start date: 6 September 2021 3 days/ week Full-time from February 2022 until project completion (March 2023)
Date advertised	20 July 2021
Website	<a href="http://www.sydneyworldpride.com">www.sydneyworldpride.com</a>

## Overview of Sydney WorldPride Ltd

In October 2019, Sydney Gay and Lesbian Mardi Gras (SGLMG) successfully won the rights to host WorldPride in Sydney in 2023 (Event).

WorldPride is an event that promotes lesbian, gay, bisexual, transgender, queer and intersex (LGBTIQ) issues on an international level through parades, festivals and other cultural activities. The inaugural WorldPride was held in Rome in 2000. Cities which have hosted WorldPride since 2000 include Jerusalem, London, Toronto, Madrid, New York, Copenhagen is hosting WorldPride in 2021 and Sydney in 2023.

Sydney WorldPride Ltd is the legal entity established to plan and deliver the Event. The Event is to take place over two weeks in February 2023 and it will coincide with the 50th anniversary of the first Australian Gay Pride Week; the 45th anniversary of the first SGLMG; and the fifth anniversary of Marriage Equality in Australia.

SWP 2023 will be the first WorldPride to be held in the Asia Pacific, and our programs will shine a light on LGBTQI+ human rights across the region. In addition, First Nations peoples were an integral part of the bid, and they will continue to form a strong part of our WorldPride program.

The Sydney WorldPride Festival will stretch across Greater Sydney and include at least one regional event. The program will include performance, literature, digital art, visual arts, public art, food, fashion, film, parties, music, history, sports and other arts and cultural experiences that reflect our diverse LGBTQI+ communities with a strong focus on First Nations people and the Asia Pacific.

We are looking for experienced, skilled and highly motivated people to join the team to ensure SWP2023 engages, educates and excites audiences, while creating memorable experiences and providing significant benefits to the LGBTQI+ community in Australia and globally.

Our values are:

- We listen
- We act with courage
- We are genuinely curious about the needs and desires of others
- We behave with respect and integrity
- We embrace diversity

## Primary purpose of the role

Reporting into the Executive Producer, the Festival Producer oversees and manages the administrative, financial, creative, production and technical aspects of the preparation, planning, organisation and implementation of SWP and partner-produced events during the Sydney WorldPride Festival in 2023. The remit includes all events and projects, except for the SWP signature events (such as the Opening/ Closing Ceremonies, Pride March, Bondi Beach Party) which are managed by the Major Events Producer.

The Festival Producer will ensure the program is a multi-tiered celebration that entertains and engages and the LGBTQI+ communities, the wider community, tourists and spectators alike. This is mostly an implementation role based on projects developed and curated by the Festival Co-Creative Directors.

A team of Producers and Coordinators will progressively join SWP to assist this role in delivery. The Festival Producer will need to encourage an open, communicative and progressive working style that expresses the values of SWP.

The Festival Producer will manage contracted relationships with talent, artists, agents and related talent entities. Sponsorship and media partnerships are essential relationships, and the Festival Producer will work with other producers to ensure these relationships are nurtured. The Festival Producer will also liaise with key stakeholder groups, venue partners, arts & cultural organisations, artists, external event producers and government agencies as a representative of Sydney WorldPride.

## Key accountabilities

- Lead, facilitate and project manage the planning and the delivery of world-class events during the Sydney WorldPride Festival in 2023, either produced/ presented by SWP or external parties in collaboration with the Festival Co-Creative Directors.
- Ensure that all projects are delivered to the highest possible standards and within SWP values and goals.
- Work closely with the Festival Creative Director and Festival Creative Director - First Nations to create and contract events that showcase the LGBTQI+ communities across the region in line with SWP values and goals.
- Work with all teams to ensure projects and events are compliant with all relevant legislation and best practices, including health and safety (COVID-19), accessibility and sustainability.
- Oversee the procurement of any specialist technical, production and operations suppliers (such as event agencies where required) and requirements to enable and support the delivery of SWP 2023 Events, ensuring that the project keeps to timeline and budget.

- Monitor progress against milestones and project timelines to deliver to schedule and within budget and report back to the Executive Producer on a regular basis.
- Manage contracts appropriately, artist travel arrangements as required and ensure industry standards are followed.
- Model and monitor ticketing revenue
- Generate new revenue streams and appropriate budgeting and modelling associated with these streams.
- Support the development of funding applications
- Master and keep updated the internal project management software.
- Work with the Talent Team to ensure seamless management of all artists and cultural partners; securing all rights, permissions and copyright for materials in the delivery of creative projects.
- Work with the Volunteer Team to ensure seamless integration and execution at all SWP events.
- Make decisions and act within SWP's core values, strategic plans and priorities, legislative and regulatory frameworks, practice standards, delegations, agency policy and procedures
- Work closely with the CEO and Executive Producer on major issues and opportunities during and in the lead up to the Event

As with most Festivals, the key accountabilities for this role are likely to evolve during the planning process via ongoing consultation with the Executive Producer.

## Key relationships

Stakeholder	Relationship objectives
<b>External</b>	
<b>Community &amp; Event Partners</b>	<ul style="list-style-type: none"> <li>• Maintain primary contact with key stakeholders including arts organisations, and community and Event partners</li> <li>• Oversee the management of external contracts and ensure they uphold and enhance the SWP brand and values, including in all collateral and communications by following approved process</li> </ul>
<b>Internal</b>	
<b>Executive Producer</b>	<ul style="list-style-type: none"> <li>• Maintain regular communications and maintain a ‘no surprises’ culture to keep the Executive Producer informed of major risks, opportunities and challenges</li> <li>• Provide detailed reports on the progress made against the partnership objectives.</li> <li>• Identify, escalate and consult on new or emerging issues</li> <li>• Seek guidance on changes to direction and/or outcomes, with particular reference to COVID-19</li> <li>• Regularly report on budgets and performance measure</li> </ul>
<b>Festival Creative Director &amp; Festival Creative Director - First Nations</b>	<ul style="list-style-type: none"> <li>• Work in partnership with the Creative Directors to ensure that all events are aligned to their creative vision, and any creative strategies</li> <li>• Establish a efficient and productive working relationship as this role has dotted line reporting into the Festival Co-Creative Directors.</li> </ul>
<b>SWP Directors (Executive Team)</b>	<ul style="list-style-type: none"> <li>• Work together to ensure a cohesive position on SWP’s vision and</li> <li>• Build and maintain collaborative working relationships</li> <li>• Provide expert advice and recommendations to influence decisions and delivery of agency initiatives</li> <li>• Liaise to understand program interdependencies, requirements and performance expectations</li> <li>• Engage in function reviews to improve program delivery</li> </ul>
<b>Team members (direct reports, contractors, volunteers and secondments)</b>	<ul style="list-style-type: none"> <li>• Actively lead, inspire, motivate and mentor team members ensuring the team embodies the organisations values</li> <li>• Share information and seek ideas to improve program outcomes</li> </ul>

## Reporting line

The Festival Producer reports to the Executive Producer, with a dotted line to the Festival Co-Creative Directors.

## Direct reports

None, but there will be indirect reports with junior team members.

## Essential requirements

- 5 years or more in a senior producing role within a festival or arts and cultural context
- Significant experience in Festival-type environment, juggling a significant number of events and partnerships at once.
- Extensive experience in and knowledge of all aspects of event production, management and presentation, from public art installation to theatre productions.
- Demonstrated relationship management skills with a proven record maintaining strong relationships across numerous stakeholder groups both internal and external.
- Direct experience working with event agencies.
- A strong understanding of the arts sector in Australia and experience working with emerging and established artists
- Exceptional project management and contract management skills
- Demonstrated team management expertise
- Experience working with local councils, especially around creative projects
- Ability to manage competing priorities and work well under pressure with tight deadlines
- Experience in developing and managing budgets including financial reconciliation and reporting
- Proven track of managing talent relationships
- Excellent documentation and reporting throughout the event process
- Outstanding leadership, interpersonal and organisational skills
- Ability to work collaboratively both autonomously, and in a team capacity, showing initiative and balancing competing demands
- An understanding of and direct experience working with the LGBTIQ+ and First Nations communities
- A willingness for local/ domestic travel (if applicable) and working out of hours as required

## Capability summary

Below are the core capabilities to deliver in this role efficiently and effectively:

Core capabilities	
<b>Stakeholder Engagement</b>	Develop internal and external relationships, identify stakeholder needs.
<b>Financial Acumen</b>	Demonstrate effective decision making to achieve financial metrics.
<b>Leadership</b>	Influence to maximise the efforts of others in varying contexts towards the achievement of goals.
<b>Diversity Management</b>	Facilitate engagement of people with various backgrounds needs and skill sets to maximise opportunities within SWP and produce an optimal work environment and best possible outcomes.
<b>Event Planning</b>	Ensure that all projects are delivered to the highest possible standards, within budget and schedule and within SWP values and guidelines.

Please send your cover letter and resume to:

Alex Daoust  
Executive Producer, Sydney WorldPride

[alex.d@sydneyworldpride.com](mailto:alex.d@sydneyworldpride.com)