



WAMFest 2019 - 2021

Festival Director

Contact: Mike Harris – CEO, WAM
E: mike@wam.org.au
M: 0418240722

February 2019
WAMFest | DIRECTOR

Director

WAM is looking to engage a visionary director who can see the potential for WAMFest to be a major force in the WA arts and culture calendar and a driving force for the advancement of WA music. The successful applicant will possess the strategic capacity and skills to navigate the progression of an already successful event – WAMFest – into an event with even greater local, national and international significance.

The appointee will have the opportunity to feed their vision into the existing vision for WAMFest and participate in the design of the event.

Core Competencies and Knowledge

1. Proven success in the design and delivery of large scale complex festival events with a significant focus on contemporary music.
2. Exceptional knowledge of the WA contemporary music scene across all genres, ages and including regional areas.
3. In depth knowledge of the issues impacting on contemporary music, and an understanding of pathways to improve the livelihood options of those involved in music in WA.
4. Good relationships with the national and international music industry and the ability to make use of contacts and networks to effect influence.
5. Proven ability to manage budgets, meet deadlines, and prepare and deliver reports
6. Excellent communication skills: written and oral.
7. Proven ability to work both independently and unsupervised as well as collaboratively in a team environment.

About WAM

WAM's Purpose is to engage, connect and galvanise the WA music industry for the benefit and enrichment of the industry and all Western Australians.

The organisation's Vision is for a unified, thriving WA music community that is both loved and revered.

We are committed to diversity and inclusivity and expects all of its programs to deliver on this ethos, and to celebrate the truly broad community that is contemporary music in WA. Our staff and board boast an impressive and diverse breadth of skills and experience across all facets of music and business.

As a member-based organisation, a key focus is delivering an annual program of activities that is internationally recognised as setting the standard for championing contemporary music. Our most significant event is the annual WAMFest.

About WAMFest.

WAMFest is an annual live music festival created to showcase emerging musical talent from WA. The overall festival program sits alongside the WA Music Conference <https://wam.org.au/what-we-do/wamcon/>, WA Music Awards <https://wam.org.au/what-we-do/awards/> and showcase/performance events, across multiple days, under the banner of WAMFest Live.

In recent years this has included regional and suburban events as well as a high concentration of events in and around Perth's CBD and Northbridge on the Friday and Saturday involving up to 240 bands/artists across more than 25 venues and 30 stages.

WAMFest has continued to grow as a significant annual event in the WA and, in the last few years, has become a significant event in WA's Festival calendar. However, we have ambitions for WAMFest to evolve further into something far more significant.

WAMFest (2020, 2021 and beyond)

Our ambition is for WAMFest 2020, 2021 and beyond to be a major, high profile annual 'international standard' event of scale that is a 'celebration of West Australian contemporary music' throughout the state and drives high-levels of community, business, government and media engagement with WA Music both from within the state, nationally and internationally.

In the meantime, we have a WAMFest to deliver in 2019. Hence, we are looking for the 2019 WAMFest to build on the previous years and create a foundation to transition to the larger scale ambitions for WAMFest 2020 and beyond.

WAMFest (2019)

The core objective of the 2019 WAMFest is to deliver the highest quality of event that positions the transition of WAMFest into an event of greater reach, influence, scale and impact. 2019 is about delivering a better event not a bigger event.

WAMFest 2019 Objective and Targets

As stated previously the key objective is to deliver the highest quality of event that positions the transition of WAMFest from 2020.

Specific 2019 targets include:

- Reach – 40,000+ attendances.
- Participation – 200+ bands/artists.
- Footprint – Cities of Perth, Fremantle and Vincent as well as at least two other LGAs, as well as four WA regions.
- Music – a fulsome representation of all genres of contemporary music.

- Diversity – represent and showcase music showing a diversity aligned to the expectations of the music community, and wider society.
- Audiences – reach identifiable new audiences being exposed to WA music.
- Sponsorship – work with the WAM board and staff to attract a major event sponsor.
- Partnerships – position WAMFest to attract major partnerships - with both the private and public sector - that assist in the delivering against the vision and ambition of WAMFest.
- Overall – deliver a measurably better festival experience for all involved.

What Next

Please submit a one page (maximum) overview for WAMFest 2019 and how you envisage its transition in 2020 and 2021 specifying your vision, core and secondary event components. As well as two page (maximum) CV demonstrating experience and achievements in relevant and/or similar roles.

To discuss further contact Mike Harris, CEO WAM on 0418240722 | mike@wam.org.au

Please submit your expression of interest to jobs@wam.org.au by close of business Wednesday 27 February 2019.

Note

This is not a full time salaried position – a contract fee will apply.

The role is a three year contract with a review after each year, and will include the ability for either party to nullify the contract within six weeks of each year's event.

The successful nominee will be expected to work agreed days in the WAM office.

On consultation and agreement, support staff/contractors will be engaged by WAM. Specifically, but not limited to, specialised programming, logistics, volunteer and signage management.

Office Location

Level 1, 58 James Street
NORTHRIDGE WA 6003
Australia

Postal Address

PO Box 171
NORTHRIDGE WA 6865
Australia

Office Phone

+61 8 9227 7962

Email: hello@wam.org.au

Website: wam.org.au