waapa
Western Australian Academy of Performing Arts
ARTS MANAGEMENT
Arts Management

WAAPA offers the only full-time undergraduate Arts Management course in Australasia. The course has an international reputation for excellence built on the success of its graduates who have found work as arts managers in events, production, venues, finance, sponsorship, marketing, publicity, promotion and human resources, both in Australia and internationally.

BACHELOR OF ARTS (ARTS MANAGEMENT)

Duration: 3 years full-time
Availability: Full-time / On-campus
Campus: Mount Lawley
Requirements: Interview / Practicum

Provides a foundation in business theory and practice for the arts industry. The program is specifically industry focused and designed to give students the knowledge and skills to work in a diverse range of art forms and organisations including theatre companies, venues, dance companies, exhibitions, galleries, concerts and festivals.

An emphasis on academic study and experiential practice gives students the opportunity to apply theory to practical situations and workplace scenarios by developing their understanding of art forms and processes within various arts organisations.

By studying at WAAPA, students have opportunities for practical experience and during the later stages of the degree, practical experience is gained in the wider arts industry.

It is expected that graduates from the course will possess a high level of management expertise, together with leadership abilities, human resources skills and a broad knowledge of the arts industry which will enable them to function as Arts Managers in an intelligent, effective and sensitive manner.

Admission Requirements

Applications are submitted to both TISC and WAAPA (via the Online Application System). Admission is based on an interview. Individual interviews are conducted to provide information about the applicant’s experiences, motivation and goals. It is important that prospective students already have an interest and background in the arts as well as a commitment to extending their knowledge in management and the arts in general.

Careers: General Manager, Arts Marketing Manager, Audience Development Manager, Sponsorship Manager, Business Development Manager, Communications Manager, Program Manager, Venue Manager, Producer, Events Coordinator

See more course information: reachyourpotential.com.au/courses/Y20

“The best thing about the Arts Management course is that you learn a little bit about everything.”

In my current role of Youth Cultural Projects Officer at City of Swan and my previous role at Country Arts WA, I found that my education had given me practical skills I used every day. The ability to negotiate contracts and sponsorships, an understanding of intellectual property and copyright, budgeting and human resource management, which has come in particularly handy in my coordination of the dedicated team of volunteers at Hyper Fest.

Simon O’Leary
ECU Arts Management graduate
GRADUATE STORIES
ARTS MANAGEMENT GRADUATE BRENDAH DAY HAS GONE FROM TOP-LEVEL ARTS MANAGEMENT POSITIONS IN AUSTRALIA TO WORKING FOR THE TATE IN LONDON

Even before he began studying Arts Management at WAAPA, Brendan Day dreamed of one day working in London.

Now, as the Deputy Head of Development Events at the Tate – four art galleries in Britain that between them house the UK’s collection of British art and international modern art – Day is well and truly living his dream. When Inside WAAPA contacted him, the 2007 WAAPA graduate had just finished overseeing the inauguration of an art installation by world-renowned contemporary video artist Bill Viola at St Paul’s Cathedral in London.

In addition to his job at the Tate, Day is a marketing and sponsorship consultant at the leading music promotion company DHP Family and a freelance event manager at The Hospital Club, a private members’ club and creative arts venue in the heart of London.

Before moving to London last year, Day gained experience across a wide variety of Australian arts organisations including Opera Australia, Sydney Dance Company, Art Est. Art School and Gallery and Capital e-Marketing and Events. His last position in Australia before heading overseas was as Protocol Project Coordinator in the Office of the Lord Mayor at City of Sydney.

Here he tells Inside WAAPA about his life in London:

Why did you decide to move from Sydney to London?

Moving to London has been something I have wanted to do since I can remember, even before I started university at WAAPA. In 2013 at 30 years old it was the last chance I had to get my Youth Mobility Visa, a two-year work visa for the UK. I thought that if I didn’t do it now I would never do it and I didn’t want to live in regret. So I took the plunge with no job prospects or a real plan.

What do you enjoy most about living in London?

The cultural change has been most enjoyable about London and the vast array of incredible art of every kind, contemporary or classical there is just so much on offer... at times almost too much because you can’t experience everything.

It is also amazing being so close to Europe, since moving here eight months ago I have been to over 12 cities and six countries, and there are many more to come.

How did the job at the Tate come about?

I applied online for a six-month contract at Tate as the Development Events Manager; after having worked in the position for about three weeks, quite unexpectedly they offered me a promotion to Deputy Head of Development Events. The position works across all four Tate sites including Tate Britain, Tate Modern, Tate St Ives and Tate Liverpool. I also oversee the International Events and Touring for Tate Development.

Since graduating from WAAPA, you have enjoyed a wide variety of arts management positions across the arts, working in opera, dance, music and the visual arts. Do you have a particular passion for one or do they interest you equally?

I suppose I have quite an eclectic passion across all art forms. I have always had a keen interest in music and all forms of visual and performing arts. Being a musician myself, music was where it all began but my passion and desire to learn more about all forms of art has lead to my wide range of experience. As a young art collector myself, Tate is certainly a dream come true and I am very excited about the future working here.

What has been the highlight of your career so far?

This is quite a hard question as there are a number of highlights across all organisations that I have worked for. To name a few key ones: early on in my career working for Opera Australia and running the events for the Australian tour of My Fair Lady; escorting Sydney Dance Company and a number of key supporters to Berlin and the Venice Biennale; delivering a private dinner with Michael Parkinson with Deutsche Bank and Sydney Dance Company; working on Sydney New Year’s Eve celebrations with Kylie Minogue as Creative Director celebrating her 25 year anniversary; but I suppose to date being promoted to the position I am currently in and delivering the event in St Paul’s Cathedral followed by two events at Tate Modern was pretty special.

Do you have any future work plans?

For the time being I am going to enjoy the experience and take in as much as I can. There are rough ideas and plans in mind, but in the end you never really know where you might end up...

What did you enjoy most about your time at WAAPA?

The well-rounded Arts Management degree gave me essential skills to be where I am today. The course is incredibly well regarded in Australia and internationally. It is not every day that you are employed at one of Australia’s key arts organisations before you finish your Bachelor degree. I also thought WAAPA had an amazing sense of community and family. The friends I made at WAAPA, both fellow students and teachers, are still very important people in my life. The Arts Management graduates of 2007 were a class to be reckoned with and a number of us are still very close friends nearly ten years on.
A unique collaborative project that encourages some of the most isolated communities in WA to engage in dance is proving itself to be a winner.

Ausdance WA’s initiative, Future Landings, brings dance to remote areas by presenting local communities with the opportunity to work alongside regional choreographers and artists.

Future Landings 2013, which runs until October, is engaging with the regional communities of Broome, Karratha, Dampier and three towns in the Great Southern region.

The six-month collaboration allows a regional choreographer to work with a cast of local community members, who have little or no dance experience, to create and perform a dance work based on local issues.

Future Landings is the brainchild of Annette Carmichael, Regional Contemporary Dance Facilitator for Ausdance WA, and a WAAPA Arts Management graduate.

“I had been a dancer, was currently in the first year of a Business degree and was looking for a chance to combine the two,” explained Carmichael. “Arts Management was the answer!”

“The course has helped me in countless ways,” she continued. “It is so practical that I still use the knowledge I gained during my studies. Marketing, Management, Finance, Funding and even Art History have all helped me. The course gives a really solid base that has given me the confidence to leap into some high-risk projects.”

The success of the Future Landings pilot program saw Carmichael awarded the 2011 WA Dance Award for Outstanding Achievement in Regional or Community Dance. It paved the way for funding for the 2013 program and beyond.

This year, the workshops in Broome will conclude with a production entitled ‘Because of You’, facilitated by choreographer Sandi Woo, which focuses on the subject of parenting.

In Karratha, choreographer Megan Wood-Hill led a men’s dance ensemble, made up of 16 local men, in ‘Men of the Red Earth’.

WAAPA dance graduate Aimee Smith is the choreographer for the final project ‘Wheels of Fortunes’, based around the towns of Ravensthorpe, Hopetoun and Jerdacuttup in the Great Southern region. The process has also included the development of a script with the support of writing facilitator, Nicola-Jane le Breton. The final performance will be held at Jerdacuttup’s gigantic wheat bin.

Carmichael hopes that Future Landings will not only allow artists to stay in their regional homes but will increase community engagement with contemporary dance.

“Empowering regionally based choreographers to make large scale dance works in their community – it is such an incredible opportunity for them, life-changing,” she said.

“I also love meeting the community participants of each project and the utter amazement they express after a performance, they normally can’t believe they actually did it! I just went to Karratha to meet the men participating in our Men of the Red Earth project and there was a real sense of daring and total commitment to dispelling the stereotype that men don’t dance.”
REALISING YOUR ARTS DREAM

ARTS MANAGEMENT GRADUATE APPOINTED FESTIVAL HEAD FOR AWARD-WINNING UK MUSIC PROMOTION COMPANY

Ali McLean knew she had always loved music, but it took a special moment in the mountains of a ski resort outside of Tokyo, experiencing the magic of the 2004 Fuji Rock Festival, when she decided she wanted to be a festival promoter.

That experience inspired McLean to enrol in WAAPA’s Bachelor of Arts Management degree, which she completed in 2007.

McLean is now realising her dream, having recently been appointed to the newly created Head of Festivals position at award-winning UK music promotion company, DHP Family.

DHP Family manages some of the UK’s longest running and most successful music venues including Rock City and Bodega. They also run a range of live music festivals including Splendour, Dot to Dot, Gathering and Everywhere, covering all genres from folk and indie to rock, metal, hard-core and all types of electronic music.

During her studies and since graduating from WAAPA, McLean has been highly proactive in her approach to forging a career path.

“When I decided to pursue a career in the music industry, Arts Management was the perfect way to get there. The combination of management and commerce subjects, all targeted towards creative industries, provides the ultimate foundation for a successful management level career in the creative industries.”

“I also volunteered on community radio and television, covered local and Aussie music, managed a band and landed my first job with a promoter working on Big Day Out and Soundwave festivals and repping local tours for Chugg Entertainment and Soundwave Touring,” she said.

She worked in a variety of roles for festivals such as Southbound, West Coast Blues ‘n’ Roots, Laneway Festival and Stereosonic.

By 2009, McLean was offered a position where she was responsible for planning and managing festivals and outdoor concerts for up to 40,000 people with partner brands and promoters Future Music Festival, Summadayze, A Day on the Green, Frontier Touring and Michael Coppel Presents.

But a career in the United Kingdom beckoned.

“To me UK has the best festivals in the world, and I wanted to, so I made the move, spent a year working on the biggest event in the world, London 2012, and am extremely excited to be now working on plans for new and exciting festivals with DHP Family,” McLean said.

“The skills I learned at WAAPA doing the Arts Management course have enabled me to be in the exciting position where, five years after graduating, I am responsible for producing and running music festivals in one of the most creative festival markets in the world.”

ARTS MANAGEMENT GRADUATE FIGHTS POVERTY

Elisha London, a graduate from WAAPA's Arts Management course, is a woman with a mission

London has led the Global Poverty Project UK since 2010 and is the international head of the Live Below the Line campaign, which drives awareness of living on a budget of £1 a day.

She regularly speaks on development, communications and philanthropy, and has worked with the UK Department for International Development.

Thanks to London, the Live Below The Line campaign expects to raise £1m in the UK this year for charities fighting poverty.

“I believe the work of the Global Poverty Project will have a significant impact in mobilising individuals to think differently and act differently about extreme poverty,” says London. “I’m committed to seeing an end to extreme poverty within our lifetime and am passionate about engaging personally, and engaging my community to join the movement. Taking the Live Below the Line challenge is one of the best ways I have found to do that.”

London, who moved to the UK in 2008 and holds a Masters in Development Management from the London School of Economics, is renowned as a development professional with particular expertise in fundraising.

She brings funding expertise to the development sector from her experience as a Philanthropy Specialist and Corporate Partnerships Coordinator at the Sydney Opera House, and is passionate about finding sustainable funding solutions for non-profit organisations.

London has experience working with a number of aid and development organisations including World Vision, The Oaktree Foundation, and Overseas Development Institute. She has established an endowment fund for Australian aid organisation, The Oaktree Foundation, and has worked on advocacy campaigns including the 2007 Make Poverty History Zero Seven Roadtrip. She is a board member of The Oaktree Foundation UK.

"Whether Elisha is warming up for Bill Gates, persuading politicians to live on £1 a day, or inspiring students to be ambassadors for change, she brings an inimitable style and delivers results that help save lives," says Roz Hunt, Communications Manager of Malaria No More UK. "Her passion, infectious enthusiasm and intelligence never fail to convince her audience that fighting global poverty is one of the most important things they will ever do.”
ARTS MANAGER/SINGER-GUITARIST SIMON O’LEARY USES HIS ARTS MANAGEMENT SKILLS AT BOTH WORK AND PLAY

2008 Arts Management graduate Simon O’Leary, or Skinny as he is known in Perth’s rock ‘n’ roll scene, has been working consistently since finishing his studies.

After completing a secondment at Bell Shakespeare Company in his final year at WAAPA, O’Leary was snapped up by Country Arts WA where he worked as a Touring Officer until 2010, a job that took him all over the state with all manner of innovative and exciting arts and performing arts projects. In 2010 O’Leary was promoted to the role of Touring Project Officer and maintained that position until 2012.

Now O’Leary is the Youth Cultural Projects Officer for the City of Swan in Perth’s north-eastern metropolitan region and the Swan Valley. Within this role O’Leary oversees Hyper, a youth arts series best known through its nationally awarded annual music festival, HyperFest.

Held at Perth’s Midland Oval, HyperFest is an all-ages drug, smoke and alcohol free music and arts festival that regularly attracts an audience in excess of 7,000 and features some of Australia’s biggest live acts. The headliners for this year’s festival on Sunday 6 April include Spit Syndicate, young Aussie hip hop star Allday, Cub Sport (formerly Cub Scouts), 2013 WAM Song of the Year winner Mathas and Triple-J favourites The Love Junkies, Statues, Timothy Nelson and the Infidels, The Decline, FOAM, Scalphpunter, Apache, Lionize and many more.

In addition to organising HyperFest, O’Leary is responsible for coordinating a team of young volunteers who advise and assist on all projects encompassing an annual art exhibition, Hyper Vision and various year-round workshops. All are free and aimed at young people and include hip-hop dance and music workshops, comic strip art, performance and theatre art, FX make-up lessons and visual art lessons.

O’Leary believes that the scope of WAAPA’s Arts Management course gave him the perfect skills set for a career in the arts/culture industry.

“The best thing about the Arts Management course is that you learn a little bit about everything,” he says. “My education has given me practical skills I use everyday in my work, both now at the City of Swan and in my previous role at Country Arts WA. The ability to negotiate contracts and sponsorships, an understanding of intellectual property and copyright, budgeting and human resource management, which has come in particularly handy in my coordination of the team of dedicated volunteers at Hyper.”

In his limited spare time O’Leary sings and plays guitar in Perth based post-punk band, Sail On! Sail On! The band has developed a fan base both at home and nationally off the back of several self-funded releases and successive tours.

Again O’Leary’s Arts Management training has come to the fore in negotiating contracts, coordinating national tours and dealing with the day-to-day management of the band. It has also given him many useful contacts in the Australian music industry that has fed into his work at HyperFest.

For more information on WAAPA’s Arts Management course go to waapa.ecu.edu.au

Simon O'Leary - Frontman for Sail On! Sail On! ZK Photo
GRADUATE TESTIMONIALS

Alena Visser
Graduated: (2012)
Event Coordinator for Sunset Events (Stereosonic, Laneway Festival, Southbound)

“I really enjoyed the course, particularly the secondment and other practical components. I think that you can really tailor the course to suit what you want to achieve, but at the same time, if you’re unsure of what it is you want to end up doing, the course is broad enough to touch on everything to help you decide and this is why it can lead to so many different avenues.”

Alexis Johns (2011)
Casting Associate with Mullinars Casting Consultants (Sydney Office).
Screen Credits to date include:
Underbelly Badness, Underbelly Squizzy, Puberty Blues Series 1 and 2, A Place to Call Home, Kerry Packer’s War, Paper Giants, Power Games: The Packer Murdoch War

“As a Casting Associate, my job includes working with Directors and Producers to cast film and television projects. This involves directing screen tests in studio with actors, negotiating actors fees and contract terms and working as part of a consultancy team for all Australia’s major Television Networks. The Arts Management course taught me valuable skills which I use in my day to day work life such as managing a team, individuals and suppliers, contract, employment and agency law, negotiating skills, budgeting and finance.”

Anneliese Crowe (2010)
Casting Coordinator at Sydney Theatre Company

“Basically the Arts Management course rocks!”

Ella McNeill (2010)
Director of the Human Rights Arts and Film Festival in Melbourne

“The Arts Management course at WAAPA gave me the skills and opportunities that helped make this happen. When you can work for free, the most incredible companies will let you work for them - that’s why I went on to do it again in New York (they never would have hired me for a paid role straight out of uni!) At the end of the day, the most important part about the practical placement is that it gives you experience, networks and something to put on your resume.”

Rebecca Kais (2008)
Development Executive at Perth International Arts Festival

“WAAPA’s Arts Management degree gave me the diverse, industry-specific knowledge I needed to step into a business career in the arts. It exposed me to all facets of a non-profit arts business - from marketing to funding - allowing me to steer my own path after graduation.”

Robbert Van der Zwaag (2005)
Secondment: Gordon Frost Organisation (GFO)
Company Mgr on Grease - Australian Tour 2013/14 for the Gordon Frost Organisation (GFO)

“The WAAPA Arts Management course was a great foundation course and as we know ends in a 3 month secondment in 3rd year, my secondment with the Gordon Frost Organisation then led to employment as Personal Assistant to the Managing Director of the Gordon Frost Organisation and from there I was placed on the production of Wicked into Company Management.”
The Bachelor of Arts (Arts Management) is a business degree with an emphasis on the arts and entertainment industries.

It has a strong work integrated learning component through the Front of House practicum at WAAPA.

WAAPA’s Arts Management graduates are versatile employees, industry ready for exciting and glamorous careers in the arts/entertainment industries.

WAAPA’s Arts Management course has strong link with industry and students undertake internships at organisations of their choice as a part of their coursework.

WAAPA’s Arts Management students regularly receive invitations for work experience from companies such as WA Ballet, Perth International Arts Festival, Art Gallery WA, Perth International Jazz and Comedy Festival, Sydney Festival to name a few. The value for the students is building their networks and resume during the course.

At the conclusion of the 3 year course students undertake a 10 week internship in an arts organisation of their choice. Many undertake them nationally and internationally. Examples include Australian Opera, Sydney Theatre Company, Brisbane Powerhouse, Australian Dance Theatre, Melbourne Music Week, Flickerfest Sydney, Austin Texas Film Festival, San Francisco Municipal Ballet, The Esplanade Singapore, Lincoln Centre NY, Druid Theatre Ireland, Gordon Frost Musical Producers, Record Companies, Comedy Festivals to name a few. Many take on permanent positions with their secondment companies.

WAAPA Arts Management graduates are in senior management and marketing positions at prestigious arts and entertainment organisations and business all over the world;

- WA Opera
- WASO
- State Theatre Ctr
- Mulliners Casting
- Sydney Opera House
- Australian Opera
- Bangarra Dance
- Belvoir
- Bell Shakespeare
- The TATE, UK
- The Esplanade Singapore

For further information please do not hesitate in contacting:

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