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ABOUT

A creative producer and curator, I believe art enriches and inspires, and should be accessible to all.

I have produced and presented exceptional international work and launched innovative seasons and festivals which engage new audiences with the performing arts.

The work of the world's leading visionary artists sits at the core of the programs I curate. I believe it is equally important to support the work of emerging artists and include the multiplicity of voices within the wider community.

KEY SKILLS

- Providing clear vision and inspiring artistic leadership
- Generating ideas and creating narratives which offer compelling marketing opportunities
- Reaching out to under-represented communities, working collaboratively to create ground-breaking projects
- Identifying partners and building relationships with organisations and individuals to realise shared ambitions
- Managing the complexities of delivering annual programs and festivals on time and on budget.

2015 - current

ARTISTIC DIRECTOR

PERTH FESTIVAL

Perth Festival is one of the world's most respected multi-artform festivals. Celebrating the role that artists play, creating extraordinary ways to see, understand and re-imagine our world, the Festival presents an international programme of free and ticketed events of exceptional quality, across all art forms, in venues, outdoors, online and in unexpected places.

Every summer for 4 weeks the city explodes with energy bringing the best arts from around the world with a programme that celebrates diversity and difference, places story-telling at its heart and connects deeply with a sense of place.

Reporting directly to the Board, responsibilities include:

- Creating and articulating an artistic vision for the festival, internally and externally;
- providing artistic leadership for programming, marketing and development teams;
- fostering the local arts sector.

2018 FESTIVAL SNAPSHOT

- budget \$17m
- box office \$4.3m (target exceeded by \$220K)
- attendance 460,000 free & ticketed
- sponsorship & philanthropy \$10.9m (80% increase in philanthropy from 2017)

KEY ACHIEVEMENTS

- Curating acclaimed international programs and commissioning exceptional new work. Research for the 2017 programme revealed the highest ever audience approval rating in the Festival's history (96%)
- Festival Connect: conceiving successful audience development and learning strategies including Disability Arts with Perth partner DADAA
- Initiating organisational transformation. With Board support and partnership of the Executive Director, leading a program of structural and cultural change, re-positioning and re-branding the Festival and shifting fundraising focus from sponsorship to philanthropy.

WENDY MARTIN

INDUSTRY SERVICE

UNITED KINGDOM

Board Memberships:

Fuel Theatre 2011- 2015
London Dance Partnership
2011- 2015
Australian & NZ Festival of Literature
& Arts 2012 -2014

Curatorial Panels:

British European Festival 2014
Made in Scotland 2013
British Dance Edition 2012

Dance UK Mentorship Program
2012 – 2014

AUSTRALIA

Board Memberships:

Perth Festival (invitee since 2015)
Shaun Parker Dance Company
2010-2012
Somebody's Daughter Theatre
1997 – 2000

Advisory Panels:

Live Performance Australia
2015 - current
ABC TV Arts Reference Panel
2016 - current
Helpmann Choreographic
Scholarship 2009 - 2010

Curatorial Panel:

Australian Performing Arts Market
2016
Pacific Wave Festival 2001& 2003;
Sydney 2002 Gay Games Cultural
Festival

2011 - 2015

HEAD OF PERFORMANCE AND DANCE

SOUTHBANK CENTRE, LONDON

Southbank Centre is a multi-arts venue in London, with a dynamic year-round artistic programme and an inclusive ethos. The UK's largest arts centre, Southbank presents a wide-ranging programme covering classical and contemporary music, art, performance, dance, literature and talks. A place where people experience world-class art and culture that stimulates, inspires, educates and amazes.

KEY ACHIEVEMENTS

- Developed distinctive approach to programming performance and dance focused around annual and one-off themed festivals and presented life-enriching encounters between audiences and the world's great and emerging artists.
- 2013/14 dance and performance increased from 25% to \$37% of SC's total multi-artform offer
- Commercial initiative with Avalon Entertainment generated annual income of £120K to support development opportunities for emerging artists and the commissioning of new work.
- Fundraising. Collaborating with development team hosted regular "Behind the Scenes" dance events for stakeholders, donors and potential supporters. Resulted in a two year £20K Dance Commissioning Fund
- Commissioned an eclectic range of large and small-scale new work, critically acclaimed, acknowledged by awards and toured nationally and internationally
- Created *Unlimited* a festival of new work by deaf and disabled artists.

2000 – 2003 | 2005 - 2011

HEAD OF THEATRE AND DANCE

SYDNEY OPERA HOUSE

Sydney Opera House is one of the most recognisable buildings of the twentieth century. I was responsible for ensuring that the dance and theatre presented inside its venues and on its open spaces on Sydney Harbour was as inspiring as its architecture.

WENDY MARTIN

“Under artistic director Wendy Martin, Australia’s longest-running arts festival has become a site of storytelling and exchange where the personal stories of locals are treated with as much reverence as a masterwork by theatre luminary Robert Lepage.”

*Perth Festival, ABC Online
Feb 2018*

“Wendy Martin’s carefully curated program is maturing into an essential part of Australia’s theatrical landscape.”

Sydney Morning Herald 2010

“Get your toes tapping at this funky annual festival. With everything from free outdoor events to big-ticket shows, world-famous dancers to local premieres, it’s a smorgasbord designed to appeal to all tastes.”

The Daily Telegraph 2010

AWARDS

2010

Sydney Morning Herald Top 100 Most Influential People in the city

2003

Tudawali Award for contribution to Indigenous arts and culture

KEY ACHIEVEMENTS

- Developed, curated and produced **Adventures**, est. 2006, an annual program introducing Sydney audiences to both established and emerging international artists;
- 82% growth in attendances to SOH programmed events and an increasing focus on attracting new audiences;
- Commissioned and produced a range of successful productions that went on to tour nationally and internationally

NEW FESTIVALS

- **Spring Dance**, est. 2009. Australia’s first international dance festival built audiences for contemporary dance. Secured major cash and in kind sponsorships (\$600K)
- Digital initiative **MyMutation**, a global online dance competition delivered in partnership with Google / YouTube in year one it reached 285,000 people
- **Message Sticks**, est. 2001, an annual festival of Indigenous Arts presenting visual arts, film, music, dance, literature, forums and new commissions.
- **Message Sticks Film Festival** est. 2002. Created in partnership with public broadcaster SBS Television, now the leading event for aboriginal film culture.

PRODUCER ROLES

2004 - 2005 **PERFORMING LINES**

Performing Lines develops, produces and tours innovative Australian performing arts nationally and internationally.

2000 - 2004 **SYDNEY OPERA HOUSE**

2000 **SYDNEY CULTURAL OLYMPIAD**

1986 - 1999 **ABC & SBS TELEVISION**

EDUCATION

1982 - 1985

BACHELOR OF ARTS (JOURNALISM)

STURT UNIVERSITY, BATHURST, NSW