



Director Regional Arts Australia

Information for Candidates



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A word from The President

Regional Arts Australia (RAA) is the national advocacy and industry development body for the arts in regional Australia. It promotes the development of the arts for the one-in-three Australians who live in regional, rural and remote parts of the country. RAA members have a strong understanding of the needs and aspirations of regional communities within their state, not just in terms of the arts, but also of social, economic and technological issues that they face. The members of Regional Arts Australia are Country Arts SA, Country Arts WA, Queensland Arts Council, Regional Arts NSW, Regional Arts Victoria, Tasmanian Regional Arts and Arts NT.



Regional Arts Australia has had considerable success as a national advocate to improve the level and accessibility of government funding that is going to the arts in regional Australia. Funding for arts projects is now more targeted, going to more remote and isolated communities and with more local decision making about what people want in their town. In recent years the profile of the arts outside major metropolitan centres has been raised through a concerted effort by Regional Arts Australia and its member organisations.

Today Regional Arts Australia is considered a national leader in regional arts development with an exciting suite of programs that support advocacy, funding for arts initiatives, skills and creative development, networking and raising the profile of the arts. Our national biennial arts conference is now the largest in the country. In August 2008, 950 delegates joined us in Alice Springs. In October 2010, 700 delegates met us again in Launceston and in October 2012 we are expecting to again attract a strong cohort of arts enthusiasts to Goolwa in SA. We work in partnership with the Commonwealth Government managing the successful delivery of the Regional Arts Fund in each state and territory. We also regularly convene national forums in Canberra on issues of importance to regional Australians, most recently the NBN forum in March 2012.

We are proud of our enormous growth over the last twelve years and are now looking for a new Executive Director to lead the organisation into the future. The successful candidate will continue RAA's commitment to regional cultural development, to pioneering programs that will help shape the contribution of the arts to communities and to expand national networks and strategic relationships that help raise the profile and develop the arts in regional Australia.

Julie Boyd
President, RAA

Introduction

RAA is the modern guise of the Arts Council of Australia, a long-standing collaborative forum of organisations involved in regional arts. It is a not for profit company limited by guarantee. The Arts Council of Australia was established in 1966 to develop the arts in Australia and to advise state and territory arts bodies delivering arts activities and community cultural development.

The trading name, Regional Arts Australia, was adopted in 1998 and along with the new name, came a renewed concentration on creating a national voice for those issues, concerns and opportunities that are of common interest to all who work in and for the arts in regional, rural and remote Australia.

RAA has gone through significant change over the years. It operates as a lean and efficient organisation, with 1.6 FTE staff bringing together the expertise of key networks of people employed in regional arts organisations to work at a national level.

For the last eight years, the RAA office has been hosted by member agency Country Arts SA in Port Adelaide. Prior to that RAA was hosted by Queensland Arts Council in Brisbane and originally the Arts Council of Australia was based in Sydney NSW. With the pending retirement of our Executive Director and this subsequent recruitment, it is possible for the office to be relocated to the home state/territory of the successful candidate.



Regional Arts Australia is...

- A national network that collaborates and gives mutual support at many levels
- A national platform for the collective individual states' contribution
- Consistently delivering quality outcomes including conferences, forums, publications, training and national promotion
- An independent voice
- Diverse in reach and make up - rural, remote, social, political, geographic and cultural
- Collaborative and open to new ideas
- Consultative and evidence based in our approach
- Respectful and appreciative of the differences across states/territories
- Streamlined in our staffing and operational support

“RAA has a long record in linking community cultural projects with national funding and priorities for Australians living in the regions.”

Simon Crean

address to NBN Forum, Parliament House
Monday 28 March







About Regional Arts Australia

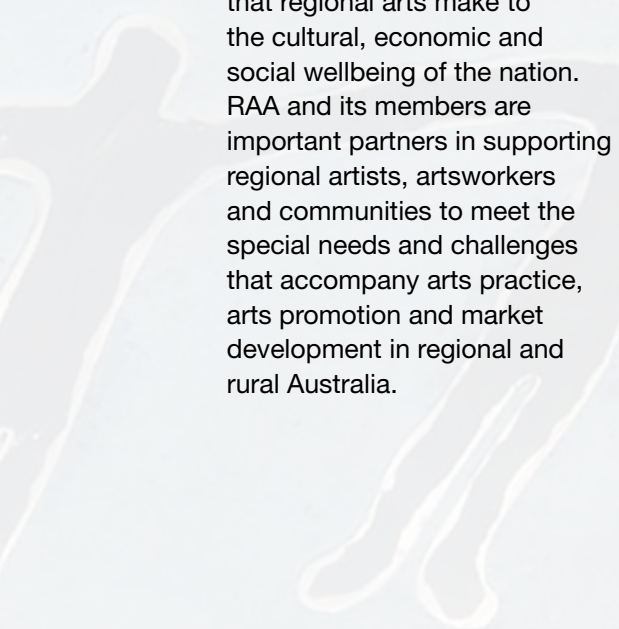
One in three Australians live in regional or remote areas.

Regional Arts Australia (RAA) promotes the development of the arts for the one-in-three Australians who live in regional, rural and remote Australia. For regional communities, issues of funding, infrastructure, education, remoteness and isolation all impact on their ability to access and participate in the arts and develop and promote their own artistic endeavours. The arts and cultural development enrich the lives of people living in regional areas.

The arts and culture are relevant in all regional communities. Through the arts RAA promotes community resilience and works to make communities more liveable. Arts and culture are an essential part of social development especially in small communities. Arts have a critical economic impact in regional Australia – RAA programs help in attracting professionals and making small communities more viable. RAA research demonstrates that the communities receiving Regional Arts Fund grants have been able to triple the value of the grant - \$3.30 for every RAF dollar.

The work of RAA produces results for artists and communities. It is a vehicle for governments and communities to address and cope with major issues affecting them, e.g. water, the environment, mining development, health and education. Arts and cultural programs in regional Australia provide a way for often isolated people to have a voice, to hear other views from across the nation and to express their values and aspirations.

Regional Arts Australia is a strong, community based organisation with networks across the country. Its State based constituent members are highly active in communities, with State and Local Governments, with sponsors and philanthropic organisations. There are thousands of community organisations in every State and Territory that are allied with RAA and regularly participate in the national consultations. There is a strong volunteer network of local and regional arts organisations and an extensive network of regional arts development staff across the nation.



As a national advocate, RAA has achieved significant results over the last decade in winning better recognition and support for the enormous contribution that regional arts make to the cultural, economic and social wellbeing of the nation. RAA and its members are important partners in supporting regional artists, artworkers and communities to meet the special needs and challenges that accompany arts practice, arts promotion and market development in regional and rural Australia.

Regional Arts Australia's goals are

Leadership

Lead the development of national policies, programs and projects that help shape the development of the arts and the contribution of the arts to communities in regional Australia.

Advocacy

Represent the views of regional Australians to government and policy makers so that the arts in regional Australia are appropriately recognised and resourced.

Collaboration

Develop national networks and strategic relationships to put in place major arts initiatives that help raise the profile and develop the arts in regional Australia.

Good Governance

Provide a resilient and sustainable national body for state and territory lead regional arts agencies.

Regional Arts Australia's Programs

Established programs include:

Biennial conferences

Every two years Regional Arts Australia conducts a national conference. Supported by seed funding from the Regional Arts Fund, the conferences are a mix of 'part conference past festival – all art'. The Regional Arts Australia national conference is now Australia's most awaited and largest regional arts event. By any measure these are significant events that bring benefits of networking, professional development, opportunities for creating intellectual and cultural capital, profile for the arts in regional Australia, economic returns to the host community and a boost to regional arts activity. The next national conference is in Goolwa, South Australia from 18-21 October 2012.

Past conferences

- 2010 **Junction 2010**
Launceston, Tasmania, 700 delegates
- 2008 **Art at the Heart**
Alice Springs, Arts NT, 950 delegates
- 2006 **The Pacific Edge**
Mackay, Queensland Arts Council 800 delegates
- 2004 **Meeting Place**
Horsham, Regional Arts Victoria 600 delegates
- 2002 **Groundswell**
Albury Wodonga, Regional Arts NSW, 570 delegates
- 2000 **Making Waves**
Esperance, Country Arts WA, 450 delegates
- 1998 **A Changing Landscape**
Mount Gambier, Country Arts SA, 380 delegates

Smart in Business national skills development program

SmArt in Business is a program that has come directly out of the very successful skills development program Creative Volunteering, which saw over 8,000 participants take part in almost 800 workshops located in 290 different towns around Australia. SmArt in Business can be tailored for particular roles within an organisation, such as for people looking after small community festivals or events, for board or committee members of a small cultural organisation or an artist who is providing skills development in their art form within the community. The program has also been adapted for use within Indigenous communities and funding from the Australian government has helped deliver workshops in seven Indigenous communities across the country. Regional Arts Australia licences Registered Training Organisations to deliver SmArt in Business.

Promotion and profiling

Regional Arts Australia has put in place a national communications strategy to promote the value of the arts and raise the profile of the arts in regional Australia through publications, television, events, media articles, information sharing and developing new partnerships and collaborations.



Regional Arts Publications

Regional Arts Australia publications include:

- 2011 National Broadband network and the arts in regional Australia
- 2011 Seeded, great arts and health stories grown in regional Australia
- 2009 Creating a better life for regional Australians
- 2008 Big Story Country, great arts stories from regional Australia
- 2006 National Directions, Regional Arts
- 2004 Heartwork, great arts stories from regional Australia
- 1998 Great Yarn Event and other stories from regional Australia

Regional Arts Promoters Network

Formed in 2004 the Regional Arts Promoters Network (RAPN) is the driving force behind Regional Arts Australia's communications and national promotion activity. RAA convenes and supports the activities of this network of regional arts organisation marketing and audience development professionals. The group meets regularly and shares information, advice and professional development opportunities.

Regional Arts On-line

www.regionalarts.com.au enables people to enter events in a database, view case studies, register their details, search for artists and artworkers in the contact book and access information about Regional Arts Australia projects and activities.

Regional Arts Australia Volunteer Awards

Volunteers, the backbone of the arts across regional Australia are being celebrated through the Regional Arts Australia Volunteers Awards. Launched in May 2008, the biennial awards are open to any volunteer living in regional Australia, or who lived there when they made their contribution to the arts. Regional Arts Australia is very proud to publicly acknowledge those people who have done so much to improve the lives of their towns and small communities across regional and remote Australia.

Artpost - ABC online and on TV

In 2008 Regional Arts Australia entered into a partnership with ABC TV to tell stories about artists and arts activities in regional Australia. The result is Artpost, an interactive website and short video series for TV broadcast, which showcases artists living in regional and remote parts of the country. The centrepiece of www.abc.net.au/artpost is a digital interactive arts map of Australia where visitors to the site can watch artists at work in their studio.

SBS television

In partnership with Regional Arts Australia, in 2009 SBS television created eight one minute vignettes telling regional arts stories that were broadcast on SBS television. Stories have come from around the country mostly from the book Big Story Country, giving these stories another life and telling us more about the people behind the stories.

Regional Arts Development Officers Network

RAA convenes biennial national meetings of regionally placed arts officers (RADOs). The RADO network is an emerging and self managed group that facilitates ongoing communications between officers and contributes to RAA's programs and policy position.

Strategic Relationships and Partnerships

RAA is committed to developing positive collaborations and partnerships that will help create healthy, inclusive and culturally rich regional communities where people's abilities, strengths, diverse cultures and needs are taken into account





RAA has well established programs and strategic partnerships to help to achieve its goals.

RAA highly values its partners – kindred organisations that share a passion for regional Australia, including the Australia Council for the Arts, National Rural Health Alliance, Arts and Health Foundation, Arts and Health Australia, Performing Arts Touring Alliance, Feral Arts, ABC, SBS and others.

RAA receives a small percentage of the Regional Arts Fund (RAF) for national initiatives and currently has a four year Deed (2008 – 2012) with the Australian government to manage and distribute the RAF national strategic initiatives program funds. The RAF funding allows RAA to fund the core elements of its national biennial conferences, to coordinate the RAF program and national RAF Grants Management System and carry out several national strategic projects.

Since 2003, RAA has had a partnership with the Australia Council for the Arts for infrastructure and communications and support for the artistic program for the national conferences. In February 2011 RAA became a triennially funded national key organisation of the Australia Council for the Arts.

Priorities Areas for Action 2010—2013

Provide leadership on key issues affecting regional Australia and provide advice to governments and key decision makers.

Strengthen partnerships with government, funding bodies and allied organisations with regional interests.

Develop Regional Arts Australia's communications and networks with member organisations.

Coordinate and support the national promotion of regional arts and artists.

Stage significant national biennial regional arts conferences and forums.

Progress Regional Arts Australia as a sustainable and connected organisation.

Implement an independent evaluation of Regional Arts Australia's programs.

Facts and figures

Regional Arts Australia partly funds its administrative activities through income received from membership fees and interest earned from income from the proceeds of the sale of a Canberra property (Arts House) in 2010. This independent income allows Regional Arts Australia to maximise the effective application of project funds that it administers.

Other funding includes:

Regional Arts Fund

Regional Arts Australia receives a small percentage of the Regional Arts Fund off the top for national initiatives and has a four year Deed (2008 – 2012) with the Australian government to manage the Regional Arts Fund national strategic initiatives funds.

Australia Council for the Arts

Regional Arts Australia is a national key organisation of the Australia Council 2011-2013, with commitments for its activities and for the artistic program of the national conferences.

Annual turnover in 2010-2011 was approximately \$750,000.

Current Staffing

1 x FTE Employee (Executive Director)

1 x 0.6 Employee (Project Officer)



Governance

Regional Arts Australia is a company limited by guarantee. Its Board of Directors includes two representatives nominated from each of the state based regional arts agencies and two co-opted members from the Northern Territory.

The board meets five times a year, at least three of these are face to face and the rest by teleconference. Meetings are hosted by members around the country, with one meeting per year held in Canberra and in a conference year, one meeting is held alongside the conference.

The Executive consists of office bearers plus the CEO of the next conference host member.

The General Managers Group (GMG) provides support to the Executive Director to carry out the work of the board at the direction of the full board. The GMG meets at least four times a year. Policies and procedures frame the roles of the Executive and GMG groups.

Current board Members of Regional Arts Australia are:

Julie Boyd Chair *Queensland Arts Council (Chair)*

Lee Cole President *Tasmanian Regional Arts*

Paul Jenkins CEO *Tasmanian Regional Arts*

Lindy Allen CEO *Regional Arts Victoria*

Dennis Goldner Chair *Regional Arts Victoria*

Arthur Frame CEO *Queensland Arts Council*

Lew Owens Chair *Country Arts SA*

Steve Saffell CEO *Country Arts SA*

Elizabeth Rogers CEO *Regional Arts NSW*

Meg Larkin Chair *Regional Arts NSW*

Hania Radvan Director *Arts NT*

John Oster CEO *Indigenous Art Code Inc.*

Kate Fielding Board member *Country Arts WA*

Paul MacPhail Acting CEO *Country Arts WA*



Organisational Structure

RAA currently employs an Executive Director and part time Project Officer and engages consultants as needed for specific activities. It also supports several networks of member agency staff who are involved in carrying out national activities.

Network groups that RAA convenes are:

Regional Arts Fund Managers meet once a year face to face and by teleconference.

Regional Arts Promoters Network meets once a year face to face and by teleconference.

Regional Arts Development Officer network meets once a year.

Blue Heeler Network involves the national touring managers from the four member organisations in SA, WA, Qld and Vic and associate members Tas performs and Artback NT.

About the role

Executive Director Regional Arts Australia

Regional Arts Australia seeks to appoint an experienced and creative advocate and policy leader to head up this organisation and manage its day-to-day operations.

Role	Executive Director, Regional Arts Australia
Tenure	Three-year contract
Salary	Salary range commencing at \$95,000 (plus superannuation) will be negotiated depending on skills and experience
FTE	This is a full-time role
Current Status	This ongoing position will be vacant from late October 2011. It is anticipated the successful candidate will be available to start from mid-October.
Location	This position has a national focus; while frequent visits to Canberra are expected, location in home state of successful applicant can be negotiated.

Position Overview

This position has become vacant due to the impending retirement of the incumbent. The successful applicant to this exciting national leadership and advocacy role will be a self-starter who is capable of working independently and generating their own work schedules to deliver expected outcomes.

This person will understand the unique pressures of working with a geographically dispersed national board made up of CEOs and voluntary Chairs of state-based regional arts boards. They will be an excellent communicator able to inspire confidence within the broader arts sector including funding bodies, regionally based arts and cultural organisations, artists and volunteers, media and government.

A thorough understanding of the issues, concerns and opportunities for communities and the arts in regional Australia and an empathy with the principles of social justice, cultural diversity and equality is expected. A patient, persuasive yet persistent approach will be helpful in achieving desired outcomes in a non-hierarchical, consensus style operating environment. The successful applicant will have tertiary qualifications or substantial experience in the arts and/or in a similar leadership and advocacy role in a related field.

The office environment is currently small, housing 1.6 staff with various contract roles outsourced. The physical office is currently co-located with RAA member organisation Country Arts SA in South Australia but RAA will reconsider the office location with reference to the home state of the successful applicant, or if the successful applicant were located in Canberra.

The successful applicant will be undertaking frequent visits to Canberra and will be working flexible, occasionally extensive hours on a regular basis in order to meet the changing demands of the position.

Key Responsibilities

Delivering the goals of RAA's current strategic plan

- Lead the implementation of Regional Arts Australia's strategic plan and national advocacy strategy
- Build on and nurture relationships with key people in federal government including the Minister and his advisors, the Office for the Arts, other relevant Australian Government departments, key funding bodies including the Australia Council for the Arts and peak organisations from other sectors
- Work to continually improve the organisation's operational arrangements in the delivery of national initiatives and activities
- Oversee the effective development of the organisation's arts programs including national conferences, forums and events and the ongoing national coordination of the Regional Arts Fund and national Grants Management System
- Coordinate and where appropriate chair meetings of the major working groups that action the organisation's and members' strategic plans

Manage Regional Arts Australia's programs and services

- Ensure effective management of the organisation and its national programs and services including meeting all funding and contractual requirements
- Increase RAA's profile across Australia
- Develop quality information and promotional publications for key stakeholders
- Provide leadership, guidance and mentoring support for RAA's state and territory members where appropriate.
- Liaise with national arts networks and develop strategic alliances with other sectors, non-government and community agencies
- Manage all financial processes including developing budgets, preparing financial management reports and overseeing all day-to-day payments and invoices
- Recruit and select suitable staff for project and program delivery within available resources
- Oversee all institutional and logistical matters relevant to a potential transition from the current office location to new premises

Provide advice to the Board of Directors of Regional Arts Australia

- Research, develop and implement opportunities for new regional arts partnerships, programs and national initiatives
- Regularly evaluate all Regional Arts Australia policies, programs, national initiatives and strategic and business direction by consulting staff, regional boards/communities/individuals, government and non-government bodies
- Actively and collegiately lead arts industry advocacy for the arts and community cultural development on behalf of Regional Arts Australia
- Oversee the financial position of the organisation in order to improve the organisation's ability to deliver quality programs and services
- Implement a process of organisational review including but not limited to Constitutional structure, memberships, reporting and accountability measures, and communication protocols

Organisational Relationships

Reports to	The Executive Director is responsible to the Secretary and to the Executive of the Board of Directors of Regional Arts Australia. The Executive Director will also be required to liaise closely with the agency's State and Territory based members CEOs (General Managers Group).
Reporting staff	Project officer currently 0.6 FTE Part-time book-keeper Contract staff including researchers, facilitators
Internal	Chairs and General Managers of all member state-based regional arts organisations, members of RAA national networks the Blue Heeler Network, the Regional Arts Promoters Network, the Regional Arts Fund Managers group.
External	Federal government and national arts funding agencies, national arts and non-arts peak bodies and kindred organisations with a regional remit.

Summary: Conditions of employment

Contract	A three-year contract will be offered to the successful applicant (subject to the successful completion of a three month review)
Salary	Salary range commencing at \$95,000 plus superannuation
Other benefits	A mobile phone and lap-top will be provided for work use
FTE	This position is full-time
Hours of work	The position is based on a 38 hour week, however, you will occasionally be required to work longer hours. A strict time in lieu (TIL) system does not apply as reasonable overtime is expected at the Executive Director level.
Location	This position has a national focus. While frequent visits to Canberra are expected, location in home state of successful applicant can be negotiated
Superannuation	Statutory minimum
Leave	Four weeks annual planned leave Long Service accessible as determined by the Fair Work Act Personal/carers, compassionate, parental and special leave available as determined by the Fair Work Act
Prof Development	Professional development available and encouraged

How to apply

Applicants should provide a 3-5 page statement against the key selection criteria and a current curriculum vitae, along with the names and addresses of three referees from your recent working life.

Key Selection Criteria

- Previous leadership role in delivering on high level negotiation and advocacy needs
- Ability to work with agility and innovatively and with agility in response to the ever-changing external environment
- Capacity to work independently to achieve results within tight timelines and budgets and competing deadlines
- Project management experience
- Expertise in developing strategic positions and policy
- Ability to communicate effectively to a diverse audience including all levels of government, arts organisations and peak bodies, regional artists and volunteers.

Qualifications and Experience of the Successful Candidate

ESSENTIAL

Aptitudes/Abilities/Skills

- Ability to provide inspirational leadership to a diverse and geographically dispersed Board of Directors
- Ability to respond creatively to challenges and opportunities presented by the operating environment
- Proven strategic planning skills and a demonstrated ability to set and meet outcomes
- Exceptional organisational skills and a high standard of attention to detail
- Ability to meet tight deadlines and prioritise a heavy workload
- Highly developed written and oral communication skills
- Exceptional interpersonal skills
- Problem solving, negotiation and conflict resolution skills
- Computer literacy including experience using PCs operating in a Windows environment, email and internet skills; high-level competence in Microsoft Excel, Access and Word and other Windows programs.
- A current driver's licence

Experience

- Demonstrated high-level management experience
- Demonstrated commitment to ensure the continuous improvement of a program or organisation
- Experience in negotiating, contracting and managing key partnerships

- Experience in working with a small team
- Proven financial management skills
- Demonstrated ability to present high-level written reports to a Board of Management
- An understanding of the political environment, particularly in relation to policy making, advocacy and budget cycles
- Experience in all facets of the preparation and acquittal of funding applications

Knowledge

- Sound understanding of the contemporary arts environment, in particular in the context of regional activity and issues that impact on small regionally-based organisations
- A detailed knowledge of all relevant federal funding programs

DESIRABLE

- Experience in the development and implementation of new projects, including sourcing and managing funds and developing and managing project teams
- A good working knowledge of organisations delivering programs and services in regional Australia
- A post-graduate qualification in arts management or a related field

How to apply

Applicants should email their application to paul@tasregionalarts.org.au no later than 5pm on Monday 22 August 2011. It is recommended you also post hard-copy (postmarked no later than Monday 22 August) to the address below to ensure your application is received.

Please mark your application Private and Confidential.

If you would like more information about the role please phone:

Lee Cole
RAA Vice-President
0438 767 810

Ruth Smiles
Retiring RAA Executive Director
0421 611 715

Address for hard-copy information:

Application: Regional Arts Australia Executive Director
c/- Paul Jenkins
Secretary, Regional Arts Australia
PO Box 172
Latrobe
Tasmania 7307

Image credits

Cover	'Pleiades' by artist Sonja Hindrum at Junction 2010 Photo by Patrick Sutczak
Page 3	Illuminated by Fire Creswick 2010 Artists Ken Evans and Rebecca Russell Photo Lindy Allen
Page 4	RAF 2005-2007, 'Circus Dust' with the Flying Fruit Fly Circus, Brewarrina
Page 6-7	Installation at Chaffey theatre, Renmark, South Australia Artist, Glenn Romanis with members of Riverland Indigenous Care Inc, 2005
Page 8-9	Illuminated by Fire Swan Hill 2010 Artists Jacob Boheme and Margie Mackay Photo Lindy Allen
Page 10-11	From a Glass of Milk to a Glass of Wine – the story stage Margaret River WA Artist, Maree Norris-Mohn. Photographer Heather Locke
Page 12-13	Illuminated by Fire Creswick 2010, Artists Ken Russell and Rebecca Russell Photo Lindy Allen
Page 14-15	Illuminated by Fire Portland, part of the Federation Square installation June/July 2011 Artist, Carmel Wallace. Photo Lindy Allen
Page 16-17	The Forest. Image courtesy of Shire of Yarra Ranges
Page 18	Illuminated by Fire Creswick, part of the Federation Square installation June/July 2011 2010 Artists, Ken Russell and Rebecca Russell. Photo Lindy Allen
Page 19	Illuminated by Fire Swan Hill 2010, Artists Jacob Boheme and Margie Mackay Photo Lindy Allen