

ANDREW ROSS

Marketing Manager, Port Arthur Historic Sites

Andrew has been fortunate in his career to have had the opportunity to promote and enliven some of Tasmania's, and indeed Australia's, greatest cultural treasures.

He began his career with ABC Television at the age of 16, working as a sound engineer and then a producer on a wide variety of programs. During this period, he also became heavily involved in theatre and film production in areas of lighting, sound design, production management and marketing.

Andrew is a graduate of the Australian Film, Television and Radio School in Sydney, graduating in 1991.

Since then, he has tirelessly promoted, organised events for and presented performances by or in, the Salamanca Arts Centre on Hobart's famed Salamanca Place, Hobart's Theatre Royal, the oldest continuously working theatre in Australia, the Royal Tasmanian Botanical Gardens and the internationally-renowned Tasmanian Symphony Orchestra, just to name a few.

While working as Marketing and Development Manager for the Tasmanian Symphony Orchestra Andrew led the marketing communications program that took the Orchestra through its historic move to its new waterfront home at Federation Concert Hall, introducing audiences old and new to the Orchestra as they'd never heard it before.

He is now responsible for promoting one of Australia's most significant cultural heritage treasures, the Port Arthur Historic Site. He has led a comprehensive review and upgrade of Port Arthur's branding and marketing communications, distribution strategy and public relations, and is now engaged in a project to identify exciting new visitor experiences for the World Heritage-listed sites managed by his organisation.

