

# ANDREW ROSS

AMAMI, CPM

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PORTFOLIO AND REFEREES ARE AVAILABLE ON REQUEST

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## PROFESSIONAL EXPERIENCE

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### **Voluntary**

2015 Winston Churchill Memorial Trust Tasmanian State Selection Committee Member

2015 Judge for Tasmanian Tourism Awards

2017j, 2018 Judge for Destination Southern Tasmania Stars of Tourism Awards

2012-2017 Friends of the Tasmanian Museum and Art Gallery Inc, Hobart

- Committee member and Secretary of the Friends of TMAG
- Developed and implemented an online membership management system including database, online payments, donations, event management and public website.

### **Professional**

2015 Recognition by the Australian Marketing Institute as a Certified Practising Marketer (CPM)

2016 – Present Freelance

- Freelance marketing and communications consultant for a range of clients, including cultural events, regional food and beverage business, tourism operators and the Tourism Industry Council of Tasmania.

2016 – Present West Coast Wilderness Railway

Sales and Marketing Manager

- Develop and implement marketing, communications and sales strategies to increase passenger numbers and satisfaction with the WCWR, as well as developing and promoting visitation of the West Coast

2007 – 2016 Port Arthur Historic Site Management Authority

Port Arthur

#### *Marketing Manager*

- Develop and implement marketing, promotional and communications strategies and programs for Australia's pre-eminent World Heritage-listed convict heritage site and two associated heritage attractions, Cascades Female Factory and Coal Mines.
- Key role in developing and scoping new tourism product offerings
- Provision of strategic marketing advice to and key committee roles with Regional Tourism Organisation, local government, local tourism association, and major local tourism operators
- Successful incorporation and leverage of heritage values (including World Heritage) into the core product appeals



2002 - 2005      Screen Tasmania      Hobart

*Project Manager*

- Researching and identifying opportunities for development of the Tasmanian screen industry and implementing strategies to achieve this, including development of policy and guidelines.
- Management of Screen Tasmania activities and initiatives, including funding round assessment procedures as well as special projects and events such as screenings and launches.
- Preparing departmental and ministerial documentation, including briefings, minutes, speech notes, media releases.
- Communicating information regarding Screen Tasmania programs with all stakeholders from senior government levels through community representatives and individual applicants.
- Advising and assisting applicants with preparation and submission of their applications
- Representing Screen Tasmania in meetings and industry events and on assessment panels
- Assessing of applications and requests for support
- Preparing reports on Screen Tasmania's activities including funding recommendations, statistical information, drafting of media releases and narrative reporting.
- Liaison with funded applicants on the progress of their projects.

2001      Singapore Symphony Orchestra      Singapore

*Asialink Fellowship*

- Spent three months living in Singapore and working with the Singapore Symphony, including preparation of a report on opportunities for developing their audiences.
- Met with and examined other local arts companies and marketing practices
- Travelled in Malaysia and met with and examined practices at the Malaysian Philharmonic Orchestra (MPO).

1997 - 2001      Tasmanian Symphony Orchestra      Hobart

*Marketing and Development Manager*

- Undertook research and strategic planning activities aimed at further developing new and existing audiences for the TSO and its products.
- Manage the annual marketing programs for both subscription and single ticket sales.
- Maintain a high public profile for the TSO.
- Plan and execute strategic communications with all stakeholders, internal and external.
- Liaise with individuals and agencies in relation to marketing of TSO products.
- Manage the Marketing and Development department, including staff, external service providers and financial management of the section.
- Provide reports, feedback and advice as required to Managing Director, Board and senior staff.
- Devise and develop fundraising strategies and campaigns.
- Identify new and existing areas that may generate additional income for the Orchestra.

1995 - 1997      Theatre Royal      Hobart

*Executive Officer*

- Marketing - Devising and implementation of effective marketing and promotional activities for productions presented by the Board and for the services provided by the Theatre Royal.

Research into marketing needs and monitoring of the effectiveness of strategies undertaken.

- Advertising - Preparation of advertising schedules, negotiation of media purchasing (including sponsorship and leverage marketing arrangements), planning and execution of direct marketing campaigns, writing and design of marketing materials, including brochures, posters (including commissioning of artwork and design services)
- Public relations - Generation of positive press coverage of the Theatre and its activities. Maintenance and preparation of direct-marketing mailing lists from both the Theatre's ticketing system and from other sources. Arrangement of opening night functions, including preparation and distribution of invitations, booking of catering and service staff. Responsibility for marketing budgets.
- Publishing and production - Preparation, design, copywriting, editing, publication and distribution of material, including programs, newsletters, posters, brochures, media releases, press advertisements, television and radio commercials. Establishment and maintenance of Internet pages relating to the Theatre Royal.
- Policy development - In consultation with the General Manager and the Board, research, drafting and implementation of policies and procedures as required.
- Artist liaison - Arrangement of media engagements for visiting artists, research of background information for journalists, briefing of artists and journalists.
- Administration - Maintenance of booking systems for two major venues and associated areas, client liaison, contracting hires, preparation and settlement of accounts, coordination of services, including technical and box office services.
- Records maintenance and archiving - Maintenance of appropriate record filing systems and archival activities. Liaison with external bodies including the State Library and State Archives, in relation to conservation and storage of material of particular historical significance.

1993 - 1995 Salamanca Arts Centre

Hobart

*Projects Manager*

- Marketing — Effective marketing and promotion of SAC Inc events and services to achieve optimum usage, visitation and income targets.
- Sponsorship — Identify opportunities for special event and general sponsorship, target potential sponsors, prepare offer documents, secure sponsorships, liaise with sponsors on implementation of sponsor benefits, follow up and on going relations.
- Public relations — development of communications strategies to promote the organisation, its aims and objectives and services.
- Media liaison — Maintenance of effective relationship with all media, provision to media of up to date details of all SAC Inc activities and issues, Maintenance of up to date database.
- Venue management — Management of theatre and two gallery venues to achieve both optimum usage and income targets.
- Publication — Development, writing, design and publication of all promotional materials related to both events and the organisation generally.
- Member communications — Publication of monthly members' newsletter (circulation approximately 300).
- Annual report — Prepare and publish the organisation's annual report.
- System development — Development and training in technology usage, especially computer technology.
- Policy development — In consultation with Executive Board and Subcommittees and General Manager, develop and implement policy related to all the above areas of responsibility.
- Industry development — participation on committees and in forums designed to raise the overall profile and professionalism of the arts industry generally.

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|---|--|--------|
| 1993  | ABC Television                               | Hobart |
| <i>Consultancy</i>  |  |        |
| <ul style="list-style-type: none"> <li>• Development of Program Concept and Production Style Guide for <i>Fridge Door</i>, local television arts program.</li> <li>• Also established liaison between ABC and local arts community, prepared corporate sponsorship strategy, and auditioning on-air talent. The series was produced and aired in mid-1994.</li> </ul> |  |        |
| 1991 - 1992   | Various                                      | Hobart |
| <i>Freelance theatre, film and television production and marketing</i>  |  |        |
| 1990  | Australian Film, Television and Radio School | Sydney |
| <i>Student</i>  |  |        |
| <ul style="list-style-type: none"> <li>• Graduated 12 month specialist extension course in Producing.</li> </ul>  |  |        |
| 1988 - 1989   | Australian Broadcasting Corporation          | Hobart |
| <i>Television Studio Director</i>   |  |        |
| <ul style="list-style-type: none"> <li>• Directing live-to-air news, current affairs and sporting broadcasts.</li> </ul>  |  |        |
| 1988  | Australian Broadcasting Corporation          | Hobart |
| <i>Television Producer's Assistant</i>  |  |        |
| <ul style="list-style-type: none"> <li>• Assisting directors of live-to-air news, current affairs and sporting broadcasts.</li> </ul>   |  |        |
| 1983 - 1987   | Australian Broadcasting Corporation          | Hobart |
| <i>Production Audio Operator – ABC TV</i>   |  |        |
| <ul style="list-style-type: none"> <li>• Assisting directors of live-to-air news, current affairs and sporting broadcasts.</li> </ul>   |  |        |
| 1982-1983   | Rosny College                                | Hobart |
| <i>Theatre Technician</i>   |  |        |
| <ul style="list-style-type: none"> <li>• Arrange lighting, sound, stage management and other technical requirements for diverse hirers of a 500 seat venue.</li> </ul>  |  |        |

## EDUCATION

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|--|---|--------|
| 1990   | Australian Film Television and Radio School | Sydney |
| <i>Certificate</i>   |   |        |
| <ul style="list-style-type: none"> <li>• 12 month extension course in Producing</li> </ul> |   |        |
| 1982   | Rosny College                               | Hobart |
| <i>Higher School Certificate</i>   |   |        |

## INTERESTS AND ACTIVITIES

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|-------|-----------------|
| Music | Photography     |
|       | Performing Arts |

Cinema  
Travel  
Technology  
Conservation  
(environmental and  
cultural)

Books and writing  
Visual Arts  
Food, wine and cooking  
Gardens  
Media  
History

Bushwalking