

Andrew Ross

I began my career at the age of 16 in television with the ABC, working as a sound engineer and then a producer on a wide variety of programs throughout the 1980s. During this period, I also became heavily involved in theatre and film production in areas of lighting, sound design, production management and promotions.

Following a period of travel overseas I returned to Sydney to study at and graduate from the Australian Film, Television and Radio School. After a couple of years freelancing on the mainland I returned to Hobart and was appointed Special Projects Manager for the Salamanca Arts Centre where I worked on a wide range of projects, including the establishment of its annual arts program.

Following two years marketing at the historic Theatre Royal in Hobart, I was appointed Marketing and Development Manager for the Tasmanian Symphony Orchestra where I promoted 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.

In late 2001 the film and media world beckoned again and I worked for three years as Project Manager with Screen Tasmania, the State Government's office for film, television and multimedia production. I spent two years combining looking after marketing, communications and events for the Royal Tasmanian Botanical Gardens with freelance work for cultural organisations around the State.

In early 2007, I commenced work with the Port Arthur Historic Site Management Authority as its Marketing Manager. The Historic Site is one of Australia's foremost cultural heritage sites and Tasmania's pre-eminent tourism attraction, with around 300,000 visitors per year. During this period, both the Coal Mines and Cascades Female Factory Historic Sites were added to the Port Arthur Historic Site under the Authority's management, and all three gained UNESCO World Heritage status in 2010 as parts of the Australian Convict World Heritage Sites property.

In 2016 I commenced a part-time marketing role with another of Tasmania's foremost cultural heritage tourism attractions, the West Coast Wilderness Railway, communicating the experience and the destination to wider audiences, and motivating them to come and visit. I also began working freelance with a wide range of clients on an exciting range of projects, which I continue to do.

In my spare time, I enjoy cooking, photography, reading, writing, bushwalking and indulging in the occasional glass of decent wine (in moderation, of course!)

