

# ANDREW ROSS

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PORTFOLIO AND REFEREES ARE AVAILABLE ON REQUEST

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## PROFESSIONAL EXPERIENCE

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### **Voluntary**

2016-2020 Tasmanian Selection Panel – Churchill Fellowships

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 – 2020 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

### *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
- Conduct market research on visitor perceptions and what they valued about their visit.
- Development and implementation of brand strategy and update visual branding and

collateral.

- Development and implementation of websites for Port Arthur and Cascades Female Factory, including content creation, commissioning of photography, design and programming.
- Development and implementation of successful Chinese language website and marketing program for Port Arthur.
- Development and implementation of digital marketing strategy, incorporating social media promotions and content strategy as well as online reputation monitoring and management.
- Tourism marketing including domestic and inbound, representation at trade marketing events around Australia and internationally.
- Development of policies, procedures and guidelines around online, website content management, social media, commercial filming and photography and contribution to other PAHSMA policies, procedures and guidelines.
- Development of Chinese visitation.
- Development of cruise ship visitation at Port Arthur, including funding and installation of dedicated cruise ship tender jetty.
- Maintenance of high public profile for PAHSMA businesses through media and public relations.
- Development of program of cultural events, including negotiating partnerships, presentation responsibilities, marketing, promotion and event management.

2005 – 2007 Royal Tasmanian Botanical Gardens

*Marketing and Events Officer (part time)*

- Development of policy and operational guidelines for third-party major event organisers and on commercial activity within the Gardens.
- Internal and external communications, including maintenance of website, liaison with Department personnel, development and management of public relations opportunities.
- *Develop marketing and promotional strategies for events and for the Gardens as a whole, including website, direct marketing, media liaison, sponsorship*
- Organise and manage major events such as Huskies' Picnic and Tulip Festival, as well as all other Gardens functions and activities.

2005 – 2007 Freelance

*Marketing, Events & Communications Consultant*

- Marketing, event and project consultancy services and freelance writing for a variety of clients in cultural industries, including:

fuel4arts.com

Festival of Voices Tasmania

Tasmanian Symphony Orchestra

Terrapin Puppet Theatre

Salamanca Arts Centre

Screen Tasmania

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, including marketing and communications strategy and operations around the move from The Odeon to the new Federation Concert Hall..
- Manage the annual marketing programs for both subscription and single ticket sales.
- Maintain a high public profile for the TSO.
- 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.

1995 - 1997      Theatre Royal

*Executive Officer and Marketing*

1993 - 1995      Salamanca Arts Centre

*Projects Manager*

1991 - 1992 Various

*Freelance theatre, film and television production and marketing*

1990 Australian Film, Television and Radio School Sydney  
*Student*

- Graduated 12 month specialist extension course in Producing.

1988 - 1989 Australian Broadcasting Corporation Hobart  
*Television Studio Director*

- Directing live-to-air news, current affairs and sporting broadcasts.

1988 Australian Broadcasting Corporation Hobart  
*Television Producer's Assistant*

- Assisting directors of live-to-air news, current affairs and sporting broadcasts.

1983 - 1987 Australian Broadcasting Corporation Hobart  
*Production Audio Operator – ABC TV*

- Assisting directors of live-to-air news, current affairs and sporting broadcasts.

## EDUCATION

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1990 Australian Film Television and Radio School Sydney  
*Certificate*

- 12 month extension course in Producing

1982 Rosny College Hobart  
*Higher School Certificate*

## INTERESTS AND ACTIVITIES

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Music	Bushwalking
Photography	Books and writing
Performing Arts	Visual Arts
Cinema	Food, wine and cooking
Travel	Gardens
Technology	Media
Conservation (environmental and cultural)	History