

MELYNDA von WAYWARD - CURRICULUM VITAE

KEY STRENGTHS & SKILLS

Due to my extensive experience in the Arts industry I have developed a wide range of experience and skills in the areas of:

- Arts Management and administration
- Project creation and management
- Publicity and promotion
- Grant writing
- Sponsorship

My key strengths include:

- Excellent organizational and time management skills
- A well developed sense of initiative and creative thinking
- Excellent verbal and written communication skills
- Consistency with meeting budget requirements
- Consistency with meeting deadlines
- Successful in writing and acquitting funding applications
- Gaining sponsorship and in-kind support
- Gaining media coverage – including print, digital, radio and social media
- Excellent research and development skills
- The ability to write policy and procedure
- A good understanding of WHS
- Excellent networking skills
- A quick learner and Resourceful
- Commitment, reliability and honesty
- The ability to work in a team or autonomously
- High levels of MS Word, Excel, Powerpoint and other office suites

Demonstrated experience in:

- The professional Arts sector
- The Government sector
- Festivals – both Indoor and outdoor
- Touring nationally and internationally
- Project creation and management

ACADEMIC QUALIFICATIONS

2007 - Certificate 4 in Small Business Management
Kangan Batman TAFE

2005 – 2004 - Postgraduate Diploma in Arts Management
Melbourne University

1997 - Certificate 2 in Music Industry Skills
Ausmusic

1996 – 1994 - Bachelor of Dramatic Arts (Majoring in Technical Production)
Victorian College of the Arts

PROFESSIONAL EXPERIENCE

2017 St Kilda's Alright: The Fred Negro Experience – A major exhibition celebrating the life of artist and musician Fred Negro
Position: Creative Producer/ Curator

Demonstrated Abilities:

- Project concept and creation
- Grant writing and acquittal – City of Port Phillip
- Attracting strategic partners and sponsorship
- Marketing, including social media marketing
- Events Management

2014 Punk Journey: St Kilda + Beyond – A major exhibition focusing on St Kilda as the epicenter of the Melbourne punk scene from 1977 – 1987

Position: Creative Producer/ Curator

Demonstrated Abilities:

- Project concept and creation
- Grant writing and acquittal – City of Port Phillip
- Attracting strategic partners and sponsorship
- Marketing, including social media marketing
- Events Management

2014-2015 Melbourne. Arts. Fashion

Position: Editor

Demonstrated Abilities:

- The creation of an online editorial with a substantial number of arts reviewers, journalists and photographers
- Coordinating reviewers, journalists and photographers for arts events, festivals, fashion events, music concerts, literature and restaurants
- Marketing, including social media marketing

2012-2014 Australian Circus Artists

Position: Artist Management

Demonstrated Abilities:

- Managing a state branch of a national Circus Agency
- Marketing, including social media marketing
- Liaising and negotiating with clients
- Booking artists for jobs - events, festivals, theatre, cabaret
- Arts administration, creating quotes and working within budget restraints
- Attending Circus events and talent scouting as required

2008 - 2012 Arts Hub

Position: Theatre Reviewer

Demonstrated Abilities:

- Attending theatre performances and art events and writing online reviews

2007 - 2004

Position: Administrative Assistant / Research Officer

Organisations Brightspace Gallery, Astra Chamber Music Society, fortyfivedownstairs

Demonstrated Abilities:

- Successful in writing and acquitting funding applications
- Developing strategic business partnerships with key stakeholders and attending meetings
- Writing media releases and gaining coverage with both social and print media
- Research and implementation of Policy and procedures
- Creating documentation as required

Other duties:

- Assisting in the selling of artwork, assisting artists, and handling sales and invoices
- Assisting with the day to day running of a gallery
- Accessing and updating databases
- Answering telephone and email enquiries, replying to correspondence, mail-outs, filing
- Creating spreadsheets and other documents as required
- Customer service including the serving of food and alcohol
- Liaison with key personnel

2006 – 2002 La Mama Theatre / Dante's Fitzroy / Trades Hall

Position: Cabaret Coordinator

Demonstrated Abilities:

- Creating and coordinating a series of 18 successful cabaret events including: *Cabaret à La Mama*, *'Kabaret Inferno'* and *'Kabaresque'*
- Choosing the overall theme of each cabaret
- Sourcing and liaison with performers
- Sourcing Sponsorship
- Creating Media releases and gaining Publicity

Other duties:

- Creating and maintaining databases
- Maintaining the budget
- Liaison with key venue staff
- Ensuring the smooth running of the cabarets on the night

1998 – 2007 La Mama Theatre

Position: Front of House Attendant

Duties:

- Customer service, greeting and seating audience members
- Ticket sales, cash handling and banking of box office takings
- Overall responsibility for WHS of the theatre
- Liaison with key personnel
- Ability to work under pressure

1992 – 2002 Various Theatre Companies

Position: Production Manager / Stage Manager / Lighting Designer

Demonstrated Abilities

- Designing lights and stage managing for both small, medium and large arts organizations on both indoor and outdoor productions
- Flexibility with various locations and venues
- Touring both nationally and internationally
- Attending dress rehearsals and liaison with directors, designers and actors
- Organizing equipment, building lighting rigs, rigging lights, bump ins and outs
- Organizing props, staging requirements, mark ups, cueing and calling the show
- Organizing lists and other administration duties

Companies worked with:

Acrobat (Melb, Geelong, Adel, Italy, Lithuania), Snuff Puppets (Melb, Syd, Adel, Perth)
Black Hole, Melbourne Comedy Festival, La Mama Theatre, Circus OZ, Brunswick Festival, Livid Festival, Warana Festival, The Big Wet, VCA Drama School, CONTACT Youth Theatre

Successful Funding Applications Written:

• Brightspace	City of Port Phillip – Cultural Development Fund	\$9700
• Brightspace	City of Port Phillip – Cultural Development Fund	\$6500
• Brightspace	City of Port Phillip – Cultural Development Fund	\$7000
• Brightspace	City of Port Phillip – Cultural Development Fund	\$7000
• Brightspace	Arts SA / Country Arts SA	\$4500
• Charlie Owen	Arts Victoria – Victoria Rocks	\$15,600
• Leaping Loonies	Artist for Kids Culture	\$500

Research websites:

- www.punkjourney.com A research website documenting the history of the Melbourne Punk scene: 1977-1987
- www.sex69project.com – A research website documenting the history of the Australian Adult Retail Industry from 1969 onward