

FESTIVAL PRODUCER

SGLMG is the not-for-profit member-based organisation that organises the Sydney Gay and Lesbian Mardi Gras Parade and Festival as well as number of other events throughout the year. SGLMG exists primarily to develop the Sydney Gay and Lesbian Mardi Gras for the benefit of Sydney's LGBTQIA+ community, the enjoyment of a wider audience and as a global beacon of diversity, acceptance and LGBTQIA+ rights. We aim to raise the visibility of the lesbian, gay, bisexual, transgender, queer and intersex communities.

Since the first march for freedom in 1978, Mardi Gras has grown into a leading international cultural arts festival with a street Parade that has grown to include 12,500 participants and reach a local, online and broadcast audience of over a 13 million people. SGLMG has evolved to include a strong focus on celebration while maintaining a commitment to social justice for LGBTQIA+ communities.

OUR VISION

Our vision is to be a global leader in the promotion of diversity, inclusion, equity and social justice through culture, creativity and partnerships.

Part A: Our Values

- **Respect:** We support a working environment where all (staff, volunteers, community, partners and stakeholders) are treated with civility, respect and fairness.
- **Equity:** We treat everyone equally regardless of gender, sexuality, age, race or ability and commit to fostering a diverse organisation.
- **Integrity:** We embrace the highest standards of professional conduct and uphold a culture of honesty and trust.
- **Responsibility:** We are responsible and accountable for fulfilling our commitments.
- **Creativity:** We are committed to promoting excellence in creativity and innovation in our endeavours.

Part B: Position Specification

Role Title:	Festival Producer		
Role Type:	Fixed Term (Seasonal)		
Department:	Festival and Events	Type/Level:	Producer
Reporting Structure:	Reporting to:	Head of Festival and Events	
	Direct reports:	Associate Producer and Coordinator	

Purpose

This is a fixed-term contract role until end of March 2027, aligned to the SGLMG event delivery calendar. Events in this Producer's remit are gender diverse and dance based.

The Festival Producer leads the delivery of a number of SGLMG-produced Festival events, as directed by the Head of Festival and Events.

The role oversees development and production of select SGLMG events to world-class quality and reputation. Events should form part of a multi-tiered celebration engaging LGBTQIA+ communities, the wider public, tourists and spectators, with strategies in place to maintain the relevance and longevity of SGLMG as a leading global LGBTQIA+ and diversity celebration.

The Festival Producer manages the administrative, financial, creative, production and technical aspects of event preparation, planning and delivery for their assigned events. Given the scale of events, workplace and public safety are a core accountability.

The role manages contracted relationships with talent, artists, agents and related entities, and works with other producers to nurture sponsorship and media partnerships. The Festival Producer also liaises with key stakeholders — venue partners, arts and cultural organisations and government agencies — as a representative of SGLMG.

Objectives

Key role objectives:

- Deliver world-class events across a multi-platform and multi-genre event strategy
- Liaise with and maintain key stakeholder relationships including event participants, LGBTQIA+ communities, government agencies, venues and partners
- Maintain and champion the organisation's core values and adhere to the organisation's ethics charter
- Create and maintain budgets with minimal variance between forecast and actual expenditure
- Provide relevant and timely input to, and be familiar with, the Festival's marketing plan
- Model and monitor event-related revenue
- Generate new revenue streams and appropriate budgeting and modelling associated with these streams

Accountabilities

Area	Accountabilities	Performance Indicators
Festival Event Strategy	• Manage events assigned to you by the Head of Festival and Events to a world-class level • Foster a supportive environment that facilitates collaborative endeavours and interactions between and within the team • Develop project plans for approval and monitor timelines, providing regular updates to the Head of Festival and Events • Develop new and maintain existing event strategies to ensure SGLMG is recognised as an international leader in LGBTQIA+ celebrations • Liaise with internal and external stakeholders to promote the needs, requirements and planning of events	• Effective and efficient execution of events • Feedback from key external stakeholders and internal SGLMG teams • Quality and fit-for-purpose project plans and timelines • Completeness and timeliness of reporting • Generation of enhanced or new revenue streams
Event Production	• Oversee and lead the development and implementation of event creative and operational plans, collaborating with internal and external stakeholders as required • Oversee the progress of event production including key milestones, deliverables, timelines and expenditure control • Oversee end-to-end production management of all aspects of assigned events, including technical production, programming, administration, stakeholder management, suppliers and contractors, health and safety, etc. • Direct and ensure artistic, performance and music programming at events is delivered within brief • Drive the development of event documentation • Develop project plans for crowd management, road closures, and traffic/transport management for assigned events, where applicable • Determine volunteer overlay for assigned events in collaboration with the Workforce Operations Manager, ensuring appropriate management of volunteer workforce and requirements as per applicable workforce planning • Research and maintain knowledge of local and international best practice • Provide a post-event report to the Head of Festival and Events covering all aspects of each event, including ideas for improvement • Ensure permits and licences are secured and all event-related legal compliance obligations are met	• Timeliness of event planning • Ticket sales • Generated external interest in SGLMG events • Quality and accuracy of event documentation • Legal and compliance requirements met • Successful risk management and mitigation of crowd/traffic management, where applicable • Timely delivery of thorough post-event reports • Successful execution of marketing, promotional and sponsor/partner activations and event requirements • Volunteer feedback • Timely delivery of complete event manuals

	- Consult with the Partnerships team to ensure partner, sponsor and commercial opportunities are maximised and SGLMG obligations are fulfilled within assigned events - Produce event manuals for each event within your responsibility	
Programming	- Collaborate with Curators, other Producers and internal stakeholders to direct and manage entertainment programming choices and budget across assigned events, including artists, DJs, bands and performers - Facilitate and engage input from community/industry experts to shape and finalise programming choices - Assist on other events as assigned by the Head of Festival and Events	- Quality and appropriateness of all talent - Ticket sales - Advocacy from talent - Adherence to SGLMG brand guidelines and yearly theming as directed by the SGLMG marketing team
Procurement and Contract Management	- Prepare and manage all requests for quotation (RFQs), tenders and engagement contracts in accordance with SGLMG procurement guidelines - Prepare engagement contracts in conjunction with the SGLMG Legal team - Lead contract negotiations ensuring value for money for services delivered - Oversee and coordinate artist and talent contracting, management and liaison - Supervise the arrangement of visas and tax relationships for talent	- Effectiveness and timeliness of tender and negotiation processes - Compliance with SGLMG's legal and procurement guidelines - Timely execution of contracts
Stakeholder Management	- Maintain positive relationships with all stakeholders - Lead and develop strong, positive working relationships with key venues, artists, suppliers/service providers and staff - Escalate stakeholder management roadblocks where necessary	- Feedback from stakeholders - Prompt escalation of potential issues
Financial Management	- Produce event budgets - Monitor and manage budgets to ensure expenditure remains within approved budget - Monitor revenue in conjunction with the Marketing team - Escalate budget pressures or compliance issues where necessary - Facilitate additional sponsorship, donations and revenue-raising activities - Process invoices	- Events delivered on time and within approved budget - Accurate budgeting to ensure minimal variation between forecast and actuals - Timely escalation of budget-related pressures or issues - Completeness and accuracy of financial reporting - Effectiveness of revenue streams
Policies and Procedures	Comply with and ensure all organisational policies and procedures are followed	Compliance with company policies and procedures

Delegations, Authority and Decision Making

Group	All financial expenditure and administrative decisions are made in consultation with the Head of Festival and Events.

Engagement

	Daily	Frequent	Periodic/ Occasional
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Internal	Festival and Events Team	SGLMG Finance SGLMG Marketing & Community Engagement SGLMG Partnership team SGLMG Executive Team SGLMG Legal	CEO HR Business Partner
External	Service Providers / Suppliers	Venues Stakeholders Partners (Sponsors) Service Providers / Suppliers Artists/Talent Risk Consultants Casual Event Staff Volunteers	Government Agencies Local Councils

Part C: Person Specification

Qualifications & Experience

Essential:

- 3+ years' experience as a Producer or Event Manager on large-scale public events
- Strong knowledge of event production including technical requirements, event manuals, risk documentation, and staff/crew management across event environments
- Working knowledge of WHS legislation and requirements
- Experience with crowd management, road closures, or traffic/transport management for large-scale events, where applicable
- Experience working with LGBTQIA+ and First Nations communities
- Strong negotiation skills and experience managing conflict
- Proven ability to manage competing priorities autonomously in a dynamic environment
- Strong team leadership and communication skills, with experience working in diverse teams
- Experience liaising with government stakeholders
- Project management skills
- Experience in budget management, revenue modelling and financial reporting
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Contract management skills

Desirable:

- Tertiary qualification in Event Management or a related field
- WHS training or certification
- Experience working with international or high-profile talent
- Confident presenter/public speaker