



**NATIONAL FILM
AND SOUND ARCHIVE
OF AUSTRALIA**

DIRECTOR
PROGRAMS &
OPERATIONS
CANDIDATE PACK

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NATIONAL FILM AND SOUND ARCHIVE

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The National Film and Sound Archive of Australia acknowledges Australia's Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands on which we work and live and gives respect to their Elders both past and present.

NFSA STATEMENT OF REFLECTION



SECTION 1

National Film and Sound Archive

About NFSA

The National Film and Sound Archive of Australia is one of the eight National Collecting Institutions, alongside peer organisations such as the National Gallery of Australia, the National Library of Australia, the National Museum of Australia and the Museum of Australian Democracy at Old Parliament House.

The collection itself dates back to 1935, making it one of the world’s oldest audiovisual collections.

Under the National Film and Sound Archive Act 2008, it is charged with maintaining an unbroken record of Australian audiovisual culture and creativity by collecting, preserving and making accessible artifacts in a broad range of formats, from film and magnetic tape, to compact discs and complex digital objects, to sets, props, costumes and documentation. The collection provides a fascinating and detailed social history of the country. The materials contain a multitude of stories and knowledge, including news and current affairs, art and science, advertisements and game shows, sporting matches and video games, drama, comedy and documentary. The extensive holdings of Aboriginal and Torres Strait Islander provenance are particularly rare, significant and valuable.

NFSA is a key part of the Australian audiovisual industries, promoting the work of artists and producers as well as preserving it for future generations. The institution also facilitates access to the collection for the purposes of academic research, exhibitions and displays presented by peers in the galleries, libraries, archives and museums (GLAM) sector, and re-use by media practitioners including documentary makers and broadcasters. Online and at its headquarters in Canberra, content, learning and public programs teams, in collaboration with curatorial staff, provide new ways of engaging. Recent estimates put the number of views of NFSA collection materials at more than 121M per annum, making it one of the country’s most relevant and hard-working cultural assets.

With a large-scale push to digitise the collection for long term preservation now in train, and with the advent of new digital tools to more effectively search the collection, NFSA is entering a new phase of exponentially increasing potential.

**CORPORATE PLAN AND
STRATEGIC DIRECTION
DOWNLOAD HERE**



Our Story and Vision

OUR PURPOSE

The NFSA tells the national story by collecting, preserving and sharing audiovisual media, the cultural experience platforms of our time.

OUR GOAL

In the digital age, the NFSA should be Australia’s most dynamic and valued cultural organisation.

PRIORITIES

Our three specific priorities from 2022 to 2025 are:

Relevance

- A collection that tells the national story in all its diversity
- A reliable and established leader and collaborator with partners in the Galleries, Libraries, Archives and Museums (GLAM) sector, and public screen and commercial media industries here and overseas, contributing to and promoting the value of Australia’s screen and cultural ambitions and achievements
- An institution that evolves with industry and audiences, adapting our collecting to reflect new technologies and content

Reach

- A collection that is readily discoverable
- A collection that is widely used and enjoyed

Revenue

- A loved and trusted institutional brand with a growing audience
- An energised, original, forward-thinking and effective organisation



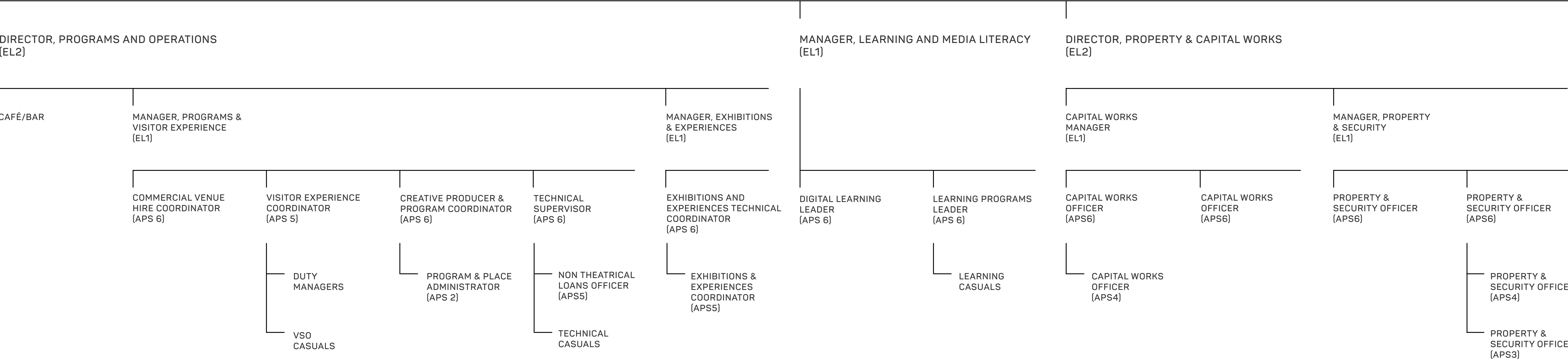
SECTION 2

Director – Programs & Operations Job Profile

Programs and Place Structure

HEAD OF PROGRAM AND PLACE

CHRIS MERCER



Programs and Place Branch

The Programs and Place branch includes all aspects of public engagement: exhibitions, public programs, education, visitor experience, venue hire and property.

The revitalised Acton place strategy integrates a renewal program of capital works to revitalise our heritage building and shape our public spaces to Australian Story to enable a suite of innovative, immersive and experiential events, screenings and programs that celebrate our spaces, surfaces, and collection with programs that inspire, connect, and engage with audio visual culture, media technology, creativity, and the arts.

As a local creative and cultural hub, Acton is a place where all Australians can feel safe, feel seen, and be heard - a place to explore their identity and engage in conversation in the following spaces:

- Arc Cinema, a grand Art Deco cinema with a 242-seat capacity.
- Theatrette, intimate 110-seat suitable for smaller lectures or live performances.
- Courtyard, a beautiful 1930s outdoor courtyard framed by landscaped gardens perfect for events and live music.
- The Studio, a purpose built studio and education space.
- Foyer, recently refurbished elegant event space.
- Gallery, home to major NFSA exhibitions and external large scale events.
- Mediatheque, a contemporary space with multimedia capabilities.
- The Library, a unique and ambient space filled with pop culture curiosities.



The Role

The Director, Programs and Operations is a new role designed to strengthen the delivery and performance of public programs at NFSA’s Acton campus.

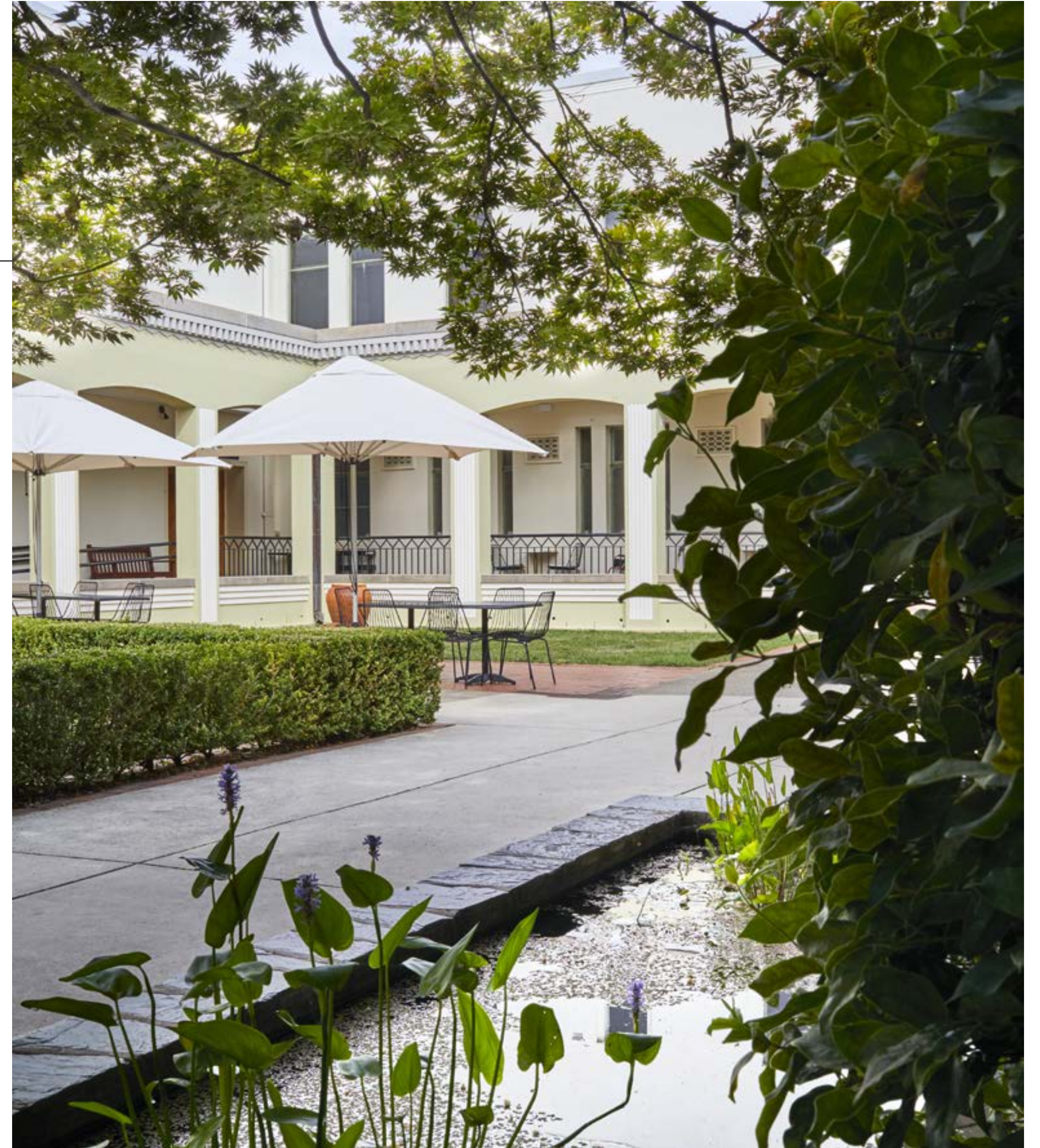
The Programs and Place branch itself was created under two years ago to bring together all of the institution’s placemaking activities from programming and events to visitor experience and venue hire to facilities management and capital works.

The branch is pursuing a comprehensive strategy entitled Acton 3.0, which recognises the current challenges and opportunities presented to NFSA by its extraordinary headquarters in the 21st century as the building enters its “third act” - following its beginnings as the Australian Institute of Anatomy (1931-1984), and its repurposing as the new home of NFSA (1984 to 2022 which involved, over time, substantial expansion and the addition of cinema and gallery spaces to its offices and audiovisual studios. As the institution undergoes a digital transformation in order to provide service to people across the country, Acton 3.0 reimagines the campus as a hyper local creative hub, offering a diverse range of offerings from displays and exhibits to educational, screening and performance experiences in multi-purposed spaces and aimed a Canberrans and visitors to the capital. We aim to be a distinctive and idiosyncratic part of Canberra’s ever-evolving urban identity.

While not extensive or purpose-built for public programs, the building, its courtyards and surrounds, are unique, beautiful and highly significant from a heritage standpoint: a great background for creativity, celebration and learning.

As the new Director, we seek an individual who is:

- A mature professional with developed skills, interests and networks – potentially gained in a venue, festival, museum or performing arts context.
- Both a problem spotter, and a problem solver.
- Someone who thrives on change and relishes tactical ducking and weaving.
- An energetic, generous and fun collaborator and team member.
- Imaginative and happy to daydreaming futures for NFSA and its communities.



Key Responsibilities

Under the direction of the Head of Programs and Place, the Director, Programs and Operations will exercise strong people and financial management, as well as producing and project delivery skills. They will:

- Implement the public programming strategy including leading program delivery, cinema programming and operations, technical and production, commercial and venue hire, visitor services and experience, and food and beverage.
- Establish and maintain co-presenting and co-producing partnerships that may include Federal and Territory Government, peer Cultural Institutions, arts and film festivals, metropolitan and regional venues, distributors, rights holders, and education sector.
- Exercise a considerable degree of independence and perform a senior leadership role.
- Set performance indicators that align with the strategic objectives and communicate expected

outcomes, identify opportunities for continuous improvement, and prepare analytical reports on programming performance measures including sales and customer satisfaction.

- Collaborate broadly and productively and effectively across the organisation, and in particular with the marketing and communications branch to ensure sales, branding and customer service targets are met.
- Represent the NFSA to stakeholders including government departments, cultural, industry and education agencies, and at NFSA events and activities, and relevant external conferences and forums.
- Ensure excellent standards are set and maintained across all operational areas including contract negotiation and procurement, WHS, budgeting and reporting, etc.
- Collaborate on future ideas such as retail.

As an EL2 position within the Australian Public Service, the Director, Programs and Operations is expected to be a leader, not only of their direct team, but helping to build a positive and collaborative culture across the organisation. This includes:

- Provide leadership to the Programs, Exhibitions and Visitor Experience team including taking a strong interest in their development and well being as well as performance.
- Build positive and effective relationships with collaborators across the institution, including each member of the Senior Executive.
- Lead and manage change, analyse performance and take responsibility for continuous improvement processes with a view to providing high quality public engagement experiences.
- Represent the Program and Place Branch on internal committees including but not limited to: Management Committee, Work

Health and Safety Committee, Reconciliation Action Plan Working Group, Disability and Inclusion Action Plan Committee.

- Support the Head of Program and Place in meeting performance targets and the NFSA's corporate governance responsibilities.
- Promote the APS Values, Code of Conduct and NFSA leadership values and model behaviours that demonstrate and commitment to these principles.



Key Selection Criteria

1. Demonstrated experience of innovation and creativity in implementing diverse public programs with a record of achievement in leading the delivery of programs that enhance sales and attendance outcomes along with user experience and engagement.
2. Experienced leadership and management skills with the demonstrated ability to initiate and manage strategic relationships with external stakeholders; effectively deal with problems including customer and stakeholder complaints; manage a team and budget in a public program focussed environment along with strong project planning and tracking skills; ability to multi-task and work across several projects concurrently.
3. Excellent oral and written skills specifically in programming, contracts and funding applications together with a high level of demonstrated negotiation, interpersonal networking and representational skills.
4. Demonstrated experience in building high performing teams including leading, mentoring and managing multi-disciplinary project teams to deliver complex projects, programs and events.
5. Demonstrated ability to apply practices and principles of Workplace Health and Safety and Workplace Diversity, and operate in a participative and consultative work environment.
6. Demonstrated understanding, interest and commitment to working with Australia's audiovisual and material culture, cultural and GLAM sectors, including good relationship networks.



SECTION 3

Applications

How to Apply

Thank you for your interest in NFSA.

NFSA welcome and encourage applications from people with disability, the LGBTIQ+ communities, from Aboriginal and/or Torres Strait Islander people, and people from culturally and linguistically diverse backgrounds.

NFSA is committed to ensuring a child-safe and child-friendly environment. All employees are expected to demonstrate a commitment to, and support for these principles in theory and practice.

HOW TO APPLY

Your application must include the following:

1. A covering letter of no more than **two pages**.
2. A statement of no more **four pages** outlining your suitability for the role, demonstrating your experience and approach in relation to the selection criteria on page 12 and how your personal attributes accord with those outlined for the position.
3. A concise CV providing personal details, qualifications, and work history.
4. The names and contact details, including email addresses, of three referees who may be contacted for a confidential report (your permission will be sought before referees are contacted).
5. The earliest date on which you would be available to commence in the role.

LODGING YOUR APPLICATION

Applications are due **before midnight on Friday 28 June**.

Before lodging an application, you are encouraged to contact:

Vanessa Duscio
Partner, REA Consulting
+61 409 977 312
vanessa@rea-consulting.com

All enquires are treated confidentially.

To apply please email your application, consolidated and saved within a single PDF document to
vanessa@rea-consulting.com

PROCESS AND TIMELINE

- NFSA expects to conduct first round interviews in July with a Selection Panel
- Comprehensive reference checks, including Australian Federal Police National Police Check

LOCATION

The full-time position is based in Canberra. Our Acton headquarters is built on Ngunnawal Country and is a symbol of our institution. The building is a unique and distinctive piece of Canberra’s architectural heritage, having opened in 1931 and served a number of purposes until becoming our headquarters in 1984.

CONTRACT

This is a EL2 Contract.
One-off relocation expense package to be negotiated as required.



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