

## Vivid Sydney 2017 Spokespeople Biographies

### **Sandra Chipchase, Chief Executive Officer, Destination NSW and Executive Producer, Vivid Sydney**

- Sandra Chipchase is the CEO of Destination NSW and Executive Producer of Vivid Sydney. Ms Chipchase has had an outstanding career in international and domestic tourism and business events marketing, major events acquisition and management, sponsorship, and business and asset management.
- During her tenure at Destination NSW, Ms Chipchase has developed programs and innovations that have successfully established NSW as Australia's most popular travel destination and the nation's events capital.
- Under Ms Chipchase's leadership, Vivid Sydney has grown from \$6 million in visitor spend to a record \$110 million in 2016 and attendees have grown from 480,000 in 2011 to a record-breaking 2.31 million in 2016. Ms Chipchase has introduced growth strategies such as Vivid Sydney travel packages that last year alone delivered more than 88,000 interstate and international visitors travelling specifically on these packages to experience the event. Sustainability and accessibility programs have been advanced, publicity initiatives have ensured Vivid Sydney footage and features are seen in more than 100 nations and digital marketing initiatives have generated exponential growth with 42 million people reached via Vivid Sydney Facebook, 88,000 Vivid Sydney app downloads and 2.2million Vivid Sydney website views recorded.
- Ms Chipchase previously held the position of Chief Executive Officer of the Melbourne Convention and Visitors Bureau; Executive Director – Australia Pavilion – World EXPO 2000 in Hannover, Germany; Executive Director, Commercial Partnerships and Visitor Services – Sydney Harbour Foreshore Authority; GM Marketing – Sydney Convention and Visitors Bureau. She also held senior management roles with Australian Tourist Commission/Tourism Australia in Frankfurt, Chicago and New York and was co-author of the Federal Government's National Business Events Strategy and co-author of the NSW Visitor Economy Taskforce Report.
- She has served on many international and national Boards and her current roles include: Board Member – Visitor Economy Taskforce, Board Member – Business Events Sydney, member of the Steering Committee for the Sydney International Convention, Exhibition and Entertainment Centre Precinct and member of the NSW Australia Day Council. In 2010 she was awarded nationally with the Outstanding Contribution to Industry Award from the peak body Meetings & Events Australia.

### **Ignatius Jones, Creative Director, Vivid Sydney**

- Ignatius Jones is one of the world's leading major event directors, and is the Creative Director of Vivid Sydney.
- Ignatius was a major creative force behind the 2000 Sydney Olympic Games Opening and Closing Ceremonies and, as its first Artistic Director (1997-2002), was instrumental in creating Sydney's world-famous Sydney New Year's Eve celebrations.

- Ignatius was Artistic Director of the Sydney Mardi Gras Parade 2011 – 2016, and in 2016 directed both the spectacular Bicentenary Celebrations of Taronga Zoo, which featured over 38 amazing multi-layered animal shaped light sculptures, and the amazing Taronga Bicentenary Parade from Hyde Park to the Sydney Opera House. He was also Artistic Director of two of the biggest events of 2010, the Opening Ceremony of Shanghai 2010 World Expo and the Opening and Closing Ceremonies of the Vancouver 2010 Olympic Winter Games.
- Ignatius directed the 'Opening Night of a Country', after staging the Independence Ceremonies of East Timor in 2002. He worked closely with UNESCO (design), Portuguese SAS, the Australian Federal Police (security), and two Engineer Battalions of the Japanese Self-Defence Forces (construction) to build and manage the 200,000 person bamboo ceremonies' stadium.

#### **Anthony Bastic, Curator, Vivid Light**

- With over 25 years' event experience, Anthony Bastic is one of Australia's leading event designers and producers.
- Anthony was the inaugural Vivid Sydney Light Walk Producer in 2009 and has worked on all Vivid Sydney festivals to date, with 2017 being his ninth year.
- Since founding AGB Events in 2006, Anthony has conceived and produced a strong list of successful events including The Australian Garden Show Sydney, The Lights of Christmas in Sydney and The Lights of Boston.

#### **Stephen Ferris, Curator, Vivid Music**

- Stephen Ferris returns to the Vivid Sydney team for the third year as Curator of the Vivid Music program. With over 35 years' experience in Australia's music industry, Stephen fronted successful pop/funk band Flotsam Jetsam in the 1980s.
- He has worked in radio for more than 30 years, including a 14 year residence on fbi 94.5, with the popular cult league show, *Fire Up!* and Sunday's *Souled Out*. He is also a regular guest on James Valentine's ABC 702 programme.
- Stephen is a respected event DJ in Sydney with clients including NRL, Mercedes-Benz Fashion Week Australia, Field Day and Foxtel. Private clients include Oprah Winfrey, Prince, Robbie Williams and Bill Gates. Stephen has also played at popular Sydney clubs over the years including Kinselas, Goodbar and Kommotion, and has worked alongside international DJs including Norman Jay, Gilles Peterson and Norman Cook (Fatboy Slim).

#### **Ben Marshall, Curator, Vivid LIVE**

- Ben Marshall, Vivid LIVE's Curator, is responsible for programming the year-round contemporary music program at the Sydney Opera House.
- For Vivid LIVE, Ben has programmed iconic artists and ambitious projects such as New Order + ACO, Kraftwerk, Lauryn Hill, Squarepusher, Sufjan Stevens, Morrissey, St. Vincent and Amon Tobin.
- For Vivid LIVE 2016, Ben programmed a series of special projects taking the program to new heights. These included Max Richter's presentation of his record-breaking eight-hour, 31-track

release Sleep, Anohni's immersive and sense-shifting performance Hopelessness, and Bon Iver's Cercle.

- During his time as Head of Contemporary Music at Sydney Opera House, Ben has secured artists such as Brian Wilson, Beach House, Fleet Foxes, James Blake, D'Angelo, Flume and Flight Facilities to perform under the Sydney Opera House's iconic sails. The much-loved outdoor concert series on the Opera House's Forecourt has also come to life under Ben's tenure.
- In 2015 more than 40,000 music lovers descended on the Opera House steps to watch two performances each from Chet Faker and Tame Impala, and a record-breaking run of four shows from Florence + The Machine. In 2015 Ben was presented the FBI SMAC Of The Year Award, recognising his tireless work to elevate local culture in the context of an international icon.