

# Festival Director, Vivid Sydney 2026-2028

- **Lead the creative and strategic direction of the Southern Hemisphere's leading multi-artform festival**
- **Champion artistic excellence through bold and innovative programming**

Destination NSW is seeking a highly motivated, dynamic and experienced Festival Director who will play a pivotal role in shaping the artistic vision and creative direction of the Vivid Sydney 2026-2028 festivals.

## About Vivid Sydney

Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency.

Established in 2009 as part of the NSW Government's strategy to generate economic growth through tourism and major events, Vivid Sydney has grown to become Australia's largest event and, the Southern Hemisphere's leading multi-artform festival, spanning program pillars of Light, Music, Ideas and Food. Vivid Sydney showcases NSW's cultural vibrancy and positions it as a global leader in artistic innovation.

Since 2009, Vivid Sydney has earned a global reputation for its innovative fusion of art and technology.

For more information visit [www.vividsydney.com](http://www.vividsydney.com)

## The Role

The Festival Director is accountable for leading and developing Vivid Sydney's artistic vision and creative direction, ensuring Destination NSW maximises the festival's economic, social and cultural benefits for the State.

## Key Responsibilities

- Lead and develop the festival's overarching artistic framework and program rationale. Grow and evolve Vivid Sydney as a world class festival of creative excellence and innovation.
- Develop and implement the festival's strategic plan across the three-year term, aligned with Destination NSW's organisational objectives.
- Responsible for scoping, developing, and executing the annual festival program, overseeing festival planning, program development and operational delivery, on time and within budget.
- Actively cultivate relationships and collaborate with arts organisations, creatives, corporate partners, industry stakeholders, and government agencies in the creative development and delivery of the annual festival.
- Provide strategic leadership and lead a high-performing, multi-disciplinary team in achieving business outcomes and seamless festival delivery.

## Who We're Looking For

A dynamic and strategic leader who is passionate about the arts, with a flair for creativity and a vision for innovative programming. You will bring:

- Proven leadership and experience in setting the strategy and artistic vision for a multi-disciplinary arts festival, with an established artistic reputation and extensive networks within the arts, creative and cultural sectors.
- Demonstrated understanding of the artistic process with extensive experience in conceiving, curating and executing an annual festival through innovative and original programming that resonates with audiences, and contributes to the festival's cultural legacy and growth.
- Superior stakeholder engagement skills, with the ability to build and maintain relationships across government, commercial sponsors, arts organisations, hospitality, creative industries and entertainment sectors.
- In-depth understanding of current issues in the arts and cultural sectors, coupled with active engagement with various events, festivals and organisations.
- Strong commercial acumen, with expertise in sponsor procurement, financial management, strategic planning, project management and revenue growth.

## How to apply

Visit: [Vivid Sydney 2026-2028 Festival Director Services - RFT-2005682 | buy.nsw](#)

For a confidential discussion about this opportunity, please contact Julie Turpie, General Manager Events, Destination NSW during business hours on 0407 138 817 or [julie.turpie@dnew.com.au](mailto:julie.turpie@dnew.com.au)

The Request For Tender closes at **5pm on Monday 28 April 2025**.