

# “Watermarks – Open Studios”

Team Roles

DESCRIPTIONS

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## **2. Event Background**

The inaugural "Watermarks Open Studios" was held on the 19 and 20 September 2009 in the water-access communities of Scotland Island and Lovett Bay.

Coordinated entirely by volunteers, the event featured 16 homes and studios exhibiting the work of offshore artists and included two "restaurants" at The Scotland Island Rural Fire Shed and Scotland Island Community Pre-school also displaying children's artwork and live performance.

The event was attended by approximately 2000 mainland visitors and locals. The ferries carried approximately 1400 guests from Newport wharf and Church Point.

## **3. Event Outline**

"Watermarks" is a weekend tour of open studios and homes exhibiting the work of artists living on Scotland Island and the Western foreshores of Pittwater that occurs biennially over a weekend in the water-access communities of Pittwater.

"Artists" include visual artists, performing artists, film makers and writers.

Visual artists include and are not limited to painters, photographers, printmakers, illustrators, sculptors, ceramicists, fibre artists, filmmakers, performance artists and conceptual artists.

Performance artists include and are not limited to musicians and actors. Writers include playwrights, authors, screen writers and poets.

Listed open homes and studios display visual arts and should include artists' talks, live performance, demonstrations, artists' workshops and refreshments. While the event is a roving exhibition, artists should provide demonstrations and where possible allow visitors to see their natural work environment.

All participating studios and homes must be opened between 10am - 4pm and should occur over a weekend to help traffic flow.

## **4. Roles and Responsibilities**

### **Coordination Committee**

The coordination committee should be assigned clear roles and responsibilities. Below is a suggested list of roles to deliver a successful event including an Event Director, Art Director, Media Manager, Volunteer Manager, Studios Manager, Transport and Logistics Manager, Catering Manager, Grants and Sponsorship Manager, Treasurer and Secretary.

The coordination committee should meet monthly and provide the committee with updates on the progress of their respective working teams.

#### **4.1 Event Director**

The Event Director or the event project manager oversees the running of the event and maintains the events arts focus and ensures the event is not hi-jacked by other community interests, charities or groups (see event outline).

He/She creates an achievable event timeline and ensures each manager is supported and can meet dates and deadlines to deliver their event aspect. He/she is the spokesperson for the event and should be across all aspects of the event. The Event Director should have experience in the management of people, projects and preferably events experience.

#### **4.2 Art Director**

The Art Director works with a team of artists and designers to design all aspects of the event look including event logo, website, programs, banners, posters, T-Shirts, directional and studio signage, swing-tags, letterheads and stationary. The Art Director communicates with Event Director on his/her team work and is responsible for the approval of designs produced. The Art Director requires professional experience as a graphic artist/designer.

#### **4.3 Media Manager**

The Media Manager works with a team of writers, sub editors and proof readers. They draft, write, read and edit copy for all promotional material including the official website, media releases, feature articles, event program, posters, and banners. The team liaise with radio, TV and print media to secure editorial or promotion. The Media Manager communicates with the Event Director and makes final approvals on copy for promotion. He/She should be a professional writer with media experience and media contacts. The Media team should have experience as proof readers or sub editors and have excellent communication skills.

#### **4.4 Volunteers Manager**

The Volunteer Manager works with a team to campaign for the community to become involved as volunteers in the coordination and delivery of the event. The Volunteer Manager assists Team Managers to find suitable people to work on their team and the event weekend. It is desirable that the Volunteer Manager has event experience or experience with coordinating timetables, rosters and large groups of people.

#### **4.5 Studio Manager**

The Studio Manager works with a team responsible for communicating with all artists and developing an exciting studio program. They are responsible for sending out, receiving and collating expressions of interest from the community, artists' profiles, artists' images etc. They work with the Event Director and Transport Manager on the approval of studios and homes. The team provides regular updates to participating artists providing them with event information and upcoming deadlines, meetings etc. The Studio team work with the participating artists in creating a timetabled program of events including artists' workshops, demonstrations and performances for publication by the Media and Art team.

The Studio Manager should have experience in coordinating cultural programs, have good word processing skills and excellent communication skills.

#### **4.6 Transport and Logistics manager**

The Transport/logistics Manager works with a team to coordinate water and land transport routes on Pittwater, the mainland, and the artists trail. They work with all event managers and provide transport information for promotion and design. They develop a strategy using buses and ferries to cope with audiences over 2000 to transport visitors between the mainland and the event. They also work with the Studio Manager in approving the studio route. They develop directional signage requirements for the mainland and the island for the Art team. The transport team need logistics experience.

#### **4.7 Catering Manager**

The Catering Manager and team works with studios and “restaurants” on the trail to ensure that a range of quality food and beverages are available for visitors.

The Catering Manager outlines Council food regulations with all food providers and ensures that food providers are registered for the event. Catering needs to be adequate for crowds and should aim to avoid long cues.

The team should consider approaching a number of island chefs to consider opening their homes or in an artists’ home as a “restaurant” on the trail, the restaurants would be promoted on the website and program and could take phone bookings. Alternatively the Catering team should consider approaching regular market day food vendors to set up food stalls in the Community Hall or Catherine Park. Roving vendors selling cold drinks and ice-creams should also be considered along the route.

#### **4.8 Grants and Sponsorship Manager**

The Grants and sponsorship manager leads a team who are experienced in liaising and creating good relationships with business and community stakeholders and all levels of government in the application and acquittal of festival funding.

The team needs to actively seek financial support from business and develop a tier system with incentives for financial supporters. The team needs to find appropriate grants and apply in time for the event. They should also develop creative approaches in incorporating business and government in the production and delivery of the event with goods and services in kind. The Grants and Sponsorship Manager and team need excellent communication skills and experience in applying for funding.

#### **4.9 The Treasurer**

The Treasurer works with all managers in creating a final event budget. The Treasurer with the Event Director approves the budget items. The Treasurer keeps financial records, reimburses event costs and makes payments of event invoices and artists credit card sales. The Treasurer needs to be a well trusted community member with good computer skills and experience.

#### **4.10 The Secretary**

The Secretary works with the event Director in coordinating Committee meetings. He /she is responsible for taking accurate meeting minutes and communicating minutes to the committee and artists. The Secretary needs excellent communication skills.