

# Melynda von Wayward Arts CV

## DEMONSTRATED EXPERIENCE:

- The professional Arts sector
- The Government sector
- Festivals – both Indoor and outdoor
- Touring nationally and internationally
- Project creation and management
- Arts Management and administration
- Publicity and promotion
- Grant writing / Acquiittals
- Gaining Sponsorship

## EDUCATION:

- **2007** - Certificate 4 in Small Business Management - Kangan Batman TAFE
- **2005 – 2004** - Postgraduate Diploma in Arts Management - Melbourne University
- **2002 - 2003** - Graduate Diploma in Creative Arts Therapy - MIECAT
- **1997** - Certificate 2 in Music Industry Skills - Ausmusic
- **1996 – 1994** - Bachelor of Dramatic Arts (Majoring in Technical Production) - VCA

## CERTIFICATIONS:

- 2025 - RSA
- Current Working with Children's Check

## SKILLS:

- Excellent organizational and time management skills
- A well-developed sense of initiative and creative thinking
- Excellent verbal and written communication skills
- Consistency with meeting budget requirements
- Consistency with meeting deadlines
- Successful in writing and acquitting funding applications
- Gaining sponsorship and in-kind support
- Gaining media coverage – including print, digital, radio and social media
- Excellent research and development skills
- The ability to write policy and procedure
- A good understanding of WHS
- Excellent networking skills
- A quick learner and resourceful
- Commitment, reliability and honesty
- The ability to work in a team or autonomously
- High levels of MS Word, Excel, PowerPoint and other office suites
- Google Workspace
- CANVA, Website Design



## **PROFESSIONAL EXPERIENCE:**

**2017** - St Kilda's Alright: The Fred Negro Experience – A major visual art exhibition and series of events celebrating the life of Melbourne artist and musician Fred Negro

**Position:** Creative Producer/ Curator

### **Demonstrated Abilities:**

- Project concept and creation
- Grant writing and acquittal – Funding via the City of Port Phillip
- Attracting strategic partners and sponsorship
- Marketing, including social media marketing
- Events Management

**2014** - Punk Journey: St Kilda + Beyond – A major exhibition focusing on St Kilda as the epicenter of the Melbourne punk scene from 1977 – 1987

**Position:** Creative Producer/ Curator

### **Demonstrated Abilities:**

- Project concept and creation
- Grant writing and acquittal – Funding via the City of Port Phillip
- Attracting strategic partners and sponsorship
- Marketing, including social media marketing
- Events Management

**2014 - 2015** - Melbourne. Arts. Fashion - An online Arts Editorial

**Position:** Editor in Chief

### **Demonstrated Abilities:**

- The creation of an online editorial with a substantial number of arts reviewers, journalists and photographers
- Coordinating reviewers, journalists and photographers for arts events, festivals, fashion events, music concerts, literature and restaurants
- Marketing, including social media marketing

## **PROFESSIONAL EXPERIENCE:**

**2012 - 2014** - Australian Circus Artists - An independent Circus Agency

**Position:** Artist Management

**Demonstrated Abilities:**

- Managing a state branch of a national Circus Agency
- Marketing, including social media marketing
- Liaising and negotiating with clients and artists
- Booking artists for jobs - events, festivals, theatre, cabaret events
- Arts administration, creating quotes and working within the budget
- Attending Circus events and talent scouting as required

**2008 - 2012** - Arts Hub

**Position:** Theatre Reviewer

**Demonstrated Abilities:**

- Attending theatre performances and art events and writing online reviews

**2002 - 2006** - La Mama Theatre / Dante's Fitzroy / Trades Hall

**Position:** Cabaret Coordinator

**Demonstrated Abilities:**

- Creating and coordinating a series of 18 successful cabaret events including: Cabaret à La Mama, Kabaret Inferno and Kabaresque
- Choosing the overall theme of each cabaret
- Sourcing and liaison with performers
- Sourcing Sponsorship
- Creating Media releases and gaining Publicity

**Other duties:**

- Creating and maintaining databases
- Maintaining the budget
- Liaison with key venue staff
- Ensuring the smooth running of the cabarets on the night

## **PROFESSIONAL EXPERIENCE:**

**2004 - 2007**

**Position:** Administrative Assistant / Research Officer

**Organisations:** BRIGHTSPACE Gallery, Astra Chamber Music Society, fortyfivedownstairs

### **Demonstrated Abilities:**

- Successful in writing and acquitting funding applications
- Developing strategic business partnerships with key stakeholders and attending meetings
- Writing media releases and gaining coverage with both social and print media
- Research and implementation of policy and procedures
- Creating administration documentation as required

### **Other duties:**

- Assisting in the selling of artwork, assisting artists, and handling sales and invoices
- Assisting with the day-to-day running of a gallery
- Accessing and updating databases
- Answering telephone and email enquiries, replying to correspondence, mail-outs, filing
- Creating spreadsheets and other documents as required
- Customer service including the serving of food and alcohol
- Liaison with key personnel

**1998 – 2007 - La Mama Theatre - An independent Theatre Venue**

**Position:** Front of House Attendant

### **Duties:**

- Customer service, greeting and seating audience members
- Ticket sales, cash handling and banking of box office takings
- Overall responsibility for WHS of the theatre
- Liaison with key personnel
- Ability to work under pressure

## PROFESSIONAL EXPERIENCE:

1992 – 2002 - Various Theatre Companies

**Position:** Production Manager / Stage Manager / Lighting Designer

### **Demonstrated Abilities:**

- Designing Lights, Stage Management, Production Management for both small, medium and large arts organisations, on both indoor and outdoor productions
- Flexibility with various locations and venues
- Touring both nationally and internationally
- Attending dress rehearsals and liaison with Directors, Designers and Actors
- Organising equipment, building lighting rigs, rigging lights, bump-ins and bump-outs
- Organising props, staging requirements, mark ups, cueing and calling the show
- Organising lists and other administration duties
- Working to a deadline
- Multitasking

## WEBSITES:

- **Punk Journey** - A research website documenting the history of the Melbourne punk scene: 1977-1987
- **The Wayward Woman** - Projects created and managed by Melynda von Wayward
- **WMSK** - A research project that focuses on the many diverse and talented female singers/musicians who have played a key role in the Australian mainstream and underground music scene, from 1900 until 2025
- **Bandcamp** - Wayward Sounds - Music by Melynda von Wayward
- **Wayward Woman Giving Fund** - a Vibrant Collective Giving Fund based in Melbourne, with a focus on supporting Australian projects and programs that have the goal of creating social change through art and culture