



An Australian Government Initiative



Shaping Business, Transforming Industry

# Success Story

## NATIONAL FOLK FESTIVAL

Mitchell ACT 2911

Enterprise Connect helps the National Folk Festival get to the next level.

### The Background

The National Folk Festival, which has its home in Canberra, has attracted over 50 000 attendees in recent years.

With the Centenary of Canberra taking place in 2013, the National Folk Festival sees itself as having an important role to play as one of Canberra’s cultural institutions and one of the longest running cultural events in Australia.

In order to capitalise on the festival’s continuing success, then Managing Director Jared Wilkins worked with an Enterprise Connect Business Adviser, David Sharpe, through the Creative Industries Innovation Centre on a review of the company’s operations and structure.

The review outlined how the positive growth over the years had been and it allowed an impartial, objective look at these elements, especially from a more business-orientated point of view.

The review was also aimed to show how the National Folk Festival fitted into its industry, with the Business Adviser, David Sharpe spending time talking with staff, key volunteers and the Managing Director.

It would seem that David Sharpe’s background working in the Arts sector was of particular value, as well as his ability to see the broader picture and assess how the organisation fared in the sector in terms of both its strengths and shortcomings.

### The Outcome

Addressing the identified areas for review, recently appointed Managing Director Sebastian Flynn, who came on board just prior to the 2010 festival, gave the following update:



PHOTO: STUART COHEN

Procession Andean style.

Although the necessary areas for change had been identified when I arrived, and some areas such as the review of ticketing structure and operations had been actioned, some identified areas of integral change such as the need for a new strategic staffing structure and new revenue streams are areas we are now focusing on.

“The review is there to not only improve your business through pointing out weaknesses but also to improve your business by highlighting hidden strengths,” said Jared Wilkins, Managing Director.

The need for alternative income streams and strategic planning were also identified in the review. These are currently being developed and the organisation is now putting together a strategic plan that will include ongoing educational/tourism-related projects in the coming years.

“I agree with Jared that the Business Review helps greatly to identify both weaknesses and strengths and to give a clearer sense of the status and position of the organisation within its sector,” said Sebastian.

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