

Business Profile & CV

Over 30 years Stephen has built a successful management career in and across the arts, special events and tourism sectors. He has worked in public and private enterprise, the not-for-profit sector as well as training and education.

Stephen's career in the arts and entertainment industry began in Melbourne where he worked extensively as a performing artist on stage, TV and film in drama, music and musical theatre productions. Following two seasons touring North Queensland with the innovative New Moon Theatre Company, Stephen moved north where he continued his career in theatre, community arts and entertainment in Queensland and Darwin.



His interest in special events and festivals took him to Noosa where initially as Events Director and then as Marketing & Events Director for Noosa Shire Council he developed specialist expertise in destination marketing and events and cultural tourism. His research based marketing and events program rebuilt Noosa's profile and position as a nationally and internationally renowned tourism destination.

Stephen joined the State tourism authority, Tourism Queensland, in 1997 as a Destination Marketing Manager where he was responsible for the strategic marketing of several Queensland destinations. Following the successful completion of his Masters Degree Stephen was appointed to the role of Manager, Strategic Planning. In this role he was responsible for corporate planning and strategic initiatives including the development and implementation of the organisation's innovative, State-wide Destination Management Program.

In 2006 Stephen established his own consulting business, working extensively around the state in arts management and touring, event production, cultural development and tourism planning and marketing. His business activities included a diverse range of projects for an equally diverse range of clients from the public and private sector. In 2009 Stephen joined Flying Arts Alliance Inc. as Executive Officer. In this role he was responsible for the management, marketing and development of one of Queensland's most renowned and treasured cultural organisations. After 6 years at Flying Arts rebuilding and repositioning the organisation, Stephen returned to his own business, specialising in planning, marketing and management for the community, arts, cultural and events and tourism sectors.

Stephen holds a Master of Business Degree from the University of Queensland. He has taught undergraduate and post graduate classes at several Queensland universities and remains active in the academic field. He is an active member of the Australian International Volunteer Program and was a trainer and arts business advisor with the former Australian Business Arts Foundation. In 2018/19 Stephen undertook an Australian international volunteer assignment in Kathmandu, Nepal working with Local Government in the field of tourism development, including cultural and creative tourism. During COVID he undertook several remote overseas assignments for through the AIVP program.

Areas of expertise

- Corporate policy and planning
- Business and marketing strategy
- Business planning
- Marketing planning and management
- Stakeholder engagement
- Research
- Training & Education

Industry experience

- State & Local Government
- Private Sector
- Not for profit sector
- Tourism and events
- Arts and culture
- Training and higher education
- Regional and remote communities

Qualifications

- Master of Business International Tourism Management (UQ)
 - Dean's Honour Roll – Award for Outstanding Academic Performance
- Diploma – Community Studies (QUT)
- Graduate Certificate Humanistic Buddhism (NTI)
- Register and accredited Meditation Teacher- Meditation Australia

Recent & Past Clients:

Burdekin Shire; Cook Shire; Charters Towers Regional Council; Cassowary Coast Regional Council; Sunshine Coast University, Paroo Shire Council; Sunshine Coast Regional Council; Flinders Shire Council; Gladstone Regional Council; Toowoomba Regional Council; Longreach Regional Council; Quilpie Shire Council; Boulia Shire Council; Livingston Shire Council; Bundaberg Regional Council; Western Downs Regional Council, Maranoa Regional Council, Gladstone Arts Council, Dirranbandi Arts Council; St George Arts Council; Mission Beach Community Arts Centre; Flying Arts Alliance Inc. et al.

Professional History

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ArtReach Queensland
Current

Director

- Community , arts, culture, events, tourism policy & planning
- Project & event management
- Marketing & Communications
- Research, training & community engagement

Flying Arts Alliance Inc
2009 - 2015

Executive Officer

- Executive & Operations Management
- Marketing, Development & Communications
- Strategic Planning, Research & Evaluation

Queensland Music Festival
2007-2009

Managing Producer

- Production of large scale community music events
- Regional music touring projects
- Community development projects

Stephen Clark Marketing &
Management
2006 -2009

Marketing & Management Projects across tourism, arts and events

- Marketing and management consulting.
 - Specialist planning and projects services to the tourism, arts and special events/festivals business sectors
- Tour Manager, Queensland Arts Council

Tourism Queensland
2003 - 2006

Manager, Strategic Planning

- Design and Implement Corporate Planning Program
- Design and implement Strategic initiatives *incl. Destination Management Strategy*
- Research & Development

Tourism Queensland
1997 - 2002

Destination Marketing Manager

- Design & Implement Strategic Destination Marketing programs
- Marketing research & evaluation

Sessional Academic UQ/QUT
1997 - 2007

Queensland University / Queensland University of Technology

- Academic Lecturer/Tutor (post grad and undergrad levels)
 - Event Management, Tourism Marketing; Tourism Planning & Management; Meetings & Conventions Management

Noosa Shire Council
Noosa Enterprise Group
1992 - 1996

Director – Marketing & Events (1994-6)

- Destination Marketing & Tourism Development
- Special Events/Festivals programming, production & management
- Community Cultural Development & Business initiatives

Events Director (1992-3)

- Special Events/Festivals programming, production, marketing & management
- Community & Civil event planning and management

Darwin Theatre Company
1990 – 1991

Artistic Director / CEO

- Artistic policy, planning & program
- Director/Actor
- Executive management

World Expo On Stage
World Expo 1988

Project Manager/Producer

- Coordination and management of national and international performing arts program
- State/National performing arts touring initiatives

Arts & Cultural Contractor
1984-1987

Freelance Arts and Special Events Producer/Contractor/Director

- Sydney Festival (Producer)
- Brisbane Multicultural Music & Arts Festival (Producer)
- Darwin Theatre Company – Artistic Director
- Queensland Theatre Company (Director/Performer/Stage Manager)
- TN Theatre Company (Qld) (Administration/Performer/Tour Manager)

Performing Artist
1977-1983

Freelance Performing Artist

- Stage, TV, Film,
 - Drama, Music, Musical Theatre, Club, Cabaret, Session work

Recent Projects & Clients **aha!goodthinking**

Project	Role	Description	Client	Date
Tourism Development Plan	Consultant	Research & development of Tourism Development Plan	Illam Municipality, Nepal	2022
Tourism Marketing Plan	Consultant	Research & development of Tourism Marketing Plan	Kirtipur Municipality, Nepal	2022
Arts & Cultural Strategy	Consultant	Research & development of Arts & Cultural Strategy	Burdekin Shire Council	2021
Arts & Cultural Strategy	Consultant	Research & development of Arts & Cultural Strategy	Cook Shire Council	2020/21
Arts & Cultural Communications Review	Consultant	Research and review of arts and cultural communications	Charters Towers Regional Council	2020
Arts & Cultural Policy & Investment Plan	Consultant	Research & development of Arts & Cultural Investment Policy and Plan	Charters Towers Regional Council	2019/20
Strategic Review & Business Plan	Consultant	Organisation strategic review and strategic business plan	Mission Beach Community Centre	2019
Arts & Cultural Policy and Plan	Consultant	Research & development of Arts & Cultural Development Policy and Plan	Gladstone Regional Council	2018
Strategic review and business plan	Consultant	Expansive strategic review and consultation; 3 year strategic business plan	Innisfail Creatives Inc.	2018
Heritage Visitor and Consumer Survey	Consultant	Planning and management of comprehensive consumer survey & report	Eumundi Museum and Gallery	2018
Cultural Asset Audit and Management Framework	Co-consultant	Audit of monuments, memorials, plaques, public art and provision of maintenance, management and valuation frameworks	Toowoomba Regional Council	2018
Public Art Policy and Guidelines	Consultant	Research & development of public art policy and management guidelines	Charters Towers Regional Council	2018
Strategic review & Business Plan	Consultant	Strategic review and development of 3 yr strategic business plan	Creative Samford Inc.	2017
Arts & Cultural Policy & Plan	Consultant	Research & development of Arts & Cultural Development Policy and Plan	Paroo Shire Council	2017
Business Case & Business Plan	Consultant	Strategic review and development of business case and 3 yr business plan	Gladstone Arts Council	2017
Cultural Services Strategic Review	Consultant	Review of cultural services planning and delivery and report	Toowoomba Regional Council	2017
Cultural Vitality Forum	Consultant & Presenter	Consult on forum & present keynote presentation	Cassowary Coast Regional Council	2017
Public Art Development Plan	Consultant	Research, review & development of Public Art Development Plan - Division 2	Sunshine Coast Regional Council	2017
Arts & Cultural Policy & Plan	Consultant	Research, review & development of five year Arts and Cultural Policy & Plan	Flinders Shire Council	2016/17
Public Art Policy & Plan	Consultant	Research, review & development of five year Public Art Policy & Plan	Flinders Shire Council	2016/17
Measuring investment in arts, culture & heritage	Consultant/ Research Lead	Literature review, model development, testing and implementation	SSC University/ SSC Regional Council	2016/7
Arts & Cultural Plan	Consultant	Development of five year Arts and Cultural Plan	Quilpie Shire Council	2016

ArtReach Queensland; ongoing

Arts & Cultural Business & Management Training	Consultant/ Trainer	Arts business and management training in regional and remote Queensland communities for artists, event organisers and arts and cultural organisations	Local Governments around Qld	2006 - Ongoing
RADF Policy, planning and Committee training	Consultant/ Trainer	Committee training, policy development and program planning for Local Government and communities	Local Governments around Qld	2010 - Ongoing

In 2018/19 Stephen undertook an Australian international volunteer assignment in Kathmandu, Nepal working with Local Government in the field of tourism development, including cultural and creative tourism. He returned to Nepal in 2020 for another 12 month assignment but was repatriated to Australian when COVID 19 emerged. He continues to consult with Local Government in Nepal for AVP by remote.