Jonathan Llewellyn

SUMMARY
A values-led arts and cultural leader with 25+ years' experience in multi-venue performing arts centres across regional and metropolitan Australia, managing budgets up to $2.4M and teams of 50+. With a proven track record in transforming venue operations, growing audiences, and securing funding for cultural infrastructure and programming, consistently delivering measurable and lasting impact.

Experienced in local government and not-for-profit environments, with strengths in strategic thinking, community engagement, and building high-performing teams with a collaborative leadership style. Recognised for driving organisational change, expanding access to the arts, and delivering meaningful, community-focused cultural outcomes.

KEY CAREER HIGHLIGHTS

- Transformed venue operating model from hall for hire to professionally run programmed performing arts centre
- Grown audiences from 3,000 to 21,000 annually
- Doubled Memberships across multiple venues
- Implemented cost savings facilities management approach
- Secured $3.4M in grant funding for major infrastructural upgrades

EXPERIENCE

Founder / Self-Employed - Creative Galah
November 2024 – Present

Independent consultancy providing strategic planning, marketing, grant writing and event management services to arts and community-based organisations, local government, and small creative business.

Venue Manager - Bathurst Memorial Entertainment Centre (Bathurst Council)
January 2023 – October 2024
Budget $2.4M Annual Audience 55,000, Team size 50 with 6 direct reports

- Restructured chart of accounts improving financial transparency and enabling more efficient decision making across teams
- Led full organisational rebrand and marketing strategy expanding community engagement resulting in 10% overall audience growth, doubling attendance at Bathurst Writers' & Readers' Festival.
- Increased Membership by 100% in first year by overhauling the scheme and expanding included events from 12 to 75
- Implemented new facilities management approach delivering venue-wide refurbishment and 25% cost savings while improving visitor experience
- Developed and implemented policies and procedures for improved backstage safety and child protection
- Led cross-cultural facility collaboration for Education programming and promotion breaking silos, increasing reach and savings across all budgets

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Venue Manager – Cowra Civic Centre (Cowra Shire Council)
December 2019 – January 2023
Budget $375K plus grants, Team size 12 with 11 direct reports

- Transformed operating model from hall for hire to professionally run venue resulting in new opportunities, increased usage and structured facility management
- Built and trained team in venue operations for improved customer experience
- Grew annual attendances from 3,000 to 21,000 by establishing a live performance and cinema program
- Attracted $3.4M in grant funding allowing for infrastructure improvements including accessibility, technical facilities, seating, and general refurbishment of the building
- Navigated Covid-19 restrictions to maintain continuous events program while prioritising community safety

Marketing & Communications Manager – Riverside Theatres (City of Parramatta)
March 2014 – November 2019
Budget $850K, Annual Audiences 175,000, Annual Events 1800, Team size 18 with 6 direct reports

- Led the implementation of an innovative marketing and communications strategy responding to the shifting traditional and digital media environments. This increased brand and product reach with content published across multiple platforms.
- Built strong relationships with external service providers resulting in sustainable budgets and secure planning processes
- Delivery of annual fundraising event raising $30K+ each year
- Led a whole of organisation change management process in support of a transgender team member

Marketing Manager – Penrith Performing & Visual Arts Ltd (public company)
February 2012 – March 2014
Budget $175K, Team size 6 with 5 direct reports

- Introduction of Membership scheme and cross-program offering – doubled numbers from previous subscription model in first year
- Established cross-department collaborative marketing strategies for greater financial efficiencies and cross promotional opportunities
- Implemented new ticketing system – improved customer relationship management and reporting across the organisation

Marketing Manager Education – Musica Viva Australia (not for profit)
December 2009 – January 2012
Budget $100K

Marketing Officer – Riverside Theatres (City of Parramatta)
February 2005 – January 2010
Annual events 750 - 900

TRAINING & PROFESSIONAL DEVELOPMENT

- Graduate Diploma, Drama Arts (Events & Production Management), Victorian College of the Arts (University of Melbourne)
- Bachelor of Arts (Theatre, Theory & Practice), University of Western Sydney
- Regenerative Leadership Course – Regenerators Academy (2025)
- PAC Australia Presenter Development Program (2024)
- Multicultural Arts Professional Development – RMIT (2007)
- City of Parramatta Council Internal Training
    - Performance Booster Leadership program
    - Aboriginal and Torres Strait Island Cultural Awareness training
    - The Gender Centre Transgender People Awareness workshop
    - Arts Law, Copyright and Intellectual Property workshop
    - Down Syndrome Australia Awareness workshop
    - Customer Focus Training Program
    - Lean Six Sigma Foundations

Regular attendee and contributor to national arts and cultural conferences, including:

- APAX Conference (2019–2025)
- Regional Arts Australia – Artlands (2021)
- NSW Arts State (2019–2020)
- Australia Council Marketing Summits (2009–2018)

BOARD & GOVERNANCE EXPERIENCE

- Arts OutWest, Chair (June 2025 – Present), Board Member (June 2022 – Present), Provided strategic leadership and governance for regional arts development across Central West NSW
- NSW ACT Performing Arts Centre Association (NAPACA), Committee Member (2021 – 2024), Co-Coordinator, Marketing & Box Office Sub-Committee (2015 – 2024) Contributed to sector-wide collaboration, knowledge sharing, and professional development initiatives