



An Australian Government Initiative



Shaping Business, Transforming Industry

## CLIENT JOURNEY

# NATIONAL FOLK FESTIVAL

Mitchell ACT 2911

Enterprise Connect helps the National Folk Festival build a sustainable future and plan for alternative income streams.

## 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 Enterprise Connect Business Adviser, David Sharpe, through the Creative Industries Innovation Centre, to conduct a Business Review focused on the operations and structure of the business, and on showing how the National Folk Festival fit into its industry.

David’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 regarding both its strengths and shortcomings.

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.

## Outcome

Recently appointed Managing Director, Sebastian Flynn, came on board just prior to the 2010 festival. Addressing the identified areas for review, Sebastian said, “although the necessary areas for change had been identified when I arrived, and some areas such as the review of



Procession Andean style during the National Folk Festival

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,” - Jared Wilkins, past Managing Director, National Folk Festival

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 or 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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## Further Information

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