



# Business Development Manager Candidate Information Pack



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## Acknowledgment

We would like to acknowledge the Bediagal and Kameygal people of the Eora nation who are the traditional custodians of the land on which Shopfront is built. We pay our respects to those elders past and present, and to all our emerging elders of the future.



COVER *Spider in My Soup* (at ArtsLab Uncanned) by Nicole Pingon. Photo © Tim da-Rin for Shopfront Arts Co-Op  
THIS PAGE *The Experts* by Harness Ensemble. Photo © Jasmin Simmons for Shopfront Arts Co-Op

# WHO WE ARE

## Shopfront Arts Co-op is the home of youth arts.

Shopfront stands as Sydney's only cross-art form organisation led by and dedicated to the artistry of Young People. For over four decades, Shopfront has amplified the voices of Young People. Supported by practising, professional artists, our Young People make bold and ambitious works of creative expression. We are an inclusive community of artists sharing a common goal of making great art (and having a lot of fun along the way).

Our artistic practice is co-operative. Our process of collaborative art making is social, political, and empowering. Our Young People are challenged to consider their place in the world and respond to it through art of all forms. Working with established artists, our Young People experience art as valued creators, developing critical thinking and a lifelong love of the arts.

Emerging and early career artists at Shopfront experience unprecedented access to artistic career opportunities, developing their creative practice in a safe and supportive space. Our Young People represent a vibrant future for the arts in Australia as makers, innovators, and engaged audiences. Shopfront is indispensable to the ecosystem of the arts in Australia, and to the wider community. Our community extends beyond our muraled walls with our artist networks, co-produced works, and our socially engaged programs that dive into the heart of community needs, working in partnership through dialogue and artistic thinking. At Shopfront, our very structure puts our Young People at the heart of our art and decision making.

Just like our artistic practice, our organisation is also co-operative. As a co-op we exist for and are directed by our members. All of our Shopfront Young People are our members, and this co-op structure means that our Young People determine the purpose and rules of our co-op. As members they are equally entitled to vote on core issues that shape the co-op as a whole. Shopfront is a platform for emerging arts leaders. And we, as an organisation, are leaders in youth advocacy and consultation.



# WHERE WE ARE

## Shopfront is located in Carlton NSW, a Southern Suburb of Sydney. We work across Sydney and the Illawarra.

Carlton is a lovely suburb that hasn't changed all that much since 1970. We don't think that's all together a bad thing. There are a number of lovely little cafes and a bunch of friendly people. We are very close to a train station.

### Getting here

#### Train

The closest accessible train station is Carlton Train Station (5 mins). When you leave the station you have to walk up a slight incline to get to Shopfront, but the streets immediately surrounding our building are mostly flat. Kogarah Train Station (20 mins) and Allawah Train Station (15 mins) are also nearby.

#### Bus

The following buses will get you to Shopfront. Through Hurstville: 453, 455, 947. Other directions: 422, 430, 446, 455, 476, 477.

#### Parking

Non-designated parking is available in the surrounding streets. Parking is not metered.

# PURPOSE, VISION, GOALS AND OUTCOMES



## VISION

Young People are at the forefront of arts innovation; a future where Australian art is flourishing, diverse, valued and accessible for makers and audiences.

## MISSION

Shopfront Arts Co-op creates opportunities for Young People to access and engage with the arts and their creativity, regardless of ability, perceived skill or social circumstance. Through our co-op model and youth-led collaborative processes we improve access to the arts. Our unique methodology empowers young people to be critical thinkers and creative leaders of tomorrow, fostering the future of vibrant contemporary art in Australia.

Youth leadership and artistic expression are intrinsic to the success of Shopfront's mission and we consider engagement with the arts to be deep-rooted in the development of strong, engaged and enriched communities.

## VALUES

We believe:

- All Young People have a right to expression – their voices are an essential component of the cultural landscape
- Creative expression is intrinsic to mental and community health
- A safe place to learn and create is essential for connection, development and personal growth
- Young People create excellent art and are essential to a vibrant and future ready arts and cultural sector
- Collaboration, innovation and integrity are critical to the success of our mission and the success of our organisation

## OBJECTIVE 1

### **Our art is accessible to all young people, and reflects their diversity and vibrancy.**

Shopfront creates accessible, inclusive opportunities for all Young People and early career artists, actively removing access barriers, enabling them to create art as diverse as they are.

## OBJECTIVE 2

### **Our art and organisation are led by young people and emerging artists who are supported to innovate.**

As a Young People led co-op, Shopfront and our work is owned by, created by, governed by, and representative of Young People. In this way Shopfront ensures the vibrancy and relevance of our work; through young artists who will go on to develop the sector, becoming its impassioned leaders, supporters and advocates. We are committed to making works of art that represent the unique voices of our community, are socially engaged and politically relevant.

## OBJECTIVE 3

### **Shopfront is an industry leader in youth led creative practice and plays an impactful role in advocating for youth arts, developing a vibrant future for the wider Australian arts sector.**

As an organisation holding a key position in the sector for over four decades, Shopfront has a responsibility to support the development of the arts, arts policy, artists and organisations within the ecosystem.

Shopfront supports the strengthening of the Youth Arts Sector in Australia by leading the development of resources, providing opportunities and support for Young People to organise, and working with other Youth Arts organisations to make a strong case for the value of Youth Arts.

## OBJECTIVE 4

### **Shopfront has the resources to ensure a strong and vibrant future.**

Shopfront continues to grow sustainably within a model that can maximise our impact and operational efficiency, while leveraging our commercial assets and knowledge to continue to develop income streams that are uncoupled from the cyclical funding model.



ArtsLab artists, 2021. Photo © Joshua Morris for Shopfront Arts Co-Op

# KEY STATS

## Some key statistics about Shopfront in 2019:

Total Shopfront engagements with Young People **11,474**

Total Young People engaged with Shopfront as members **4,773**

Young People with disability/support needs **611**

Young People disclosed socio-economic hardship **487**

Newly arrived Young People **7.8%**

Non-binary or LGBTQI+ Young People **286**

Young People from CALD **855**

**742** programs run for the participation of Young People

Emerging artists employed **33**

Emerging artists supported **197**



# THEORY OF CHANGE

## WHO WE ARE

### Shopfront Arts Co-op is the home of youth arts.

Shopfront stands as Sydney's only multi-art form organisation led by and dedicated to the artistry of Young People. For over four decades, Shopfront has amplified the voices of Young People. Supported by practising, professional artists, our Young People make bold and ambitious works of creative expression. We are an inclusive community of artists sharing a common goal of making great art (and having a lot of fun along the way).

## VALUES

Art should be accessible to all Young People

All YP have a right to expression – their artistic voices are an essential component of the cultural landscape

Creative Expression is Intrinsic to mental and community health

A safe place to learn and create is crucial to connection, development and personal growth

Young People create excellent art and are essential to a vibrant and future facing arts sector

## ACTIVITIES

### We Run Youth Led Workshops

- In-schools and community organisations
- Accessible to all
- Subsidised fee scheme
- Scholarship program
- NDIS Provision

### We Partner With the Community

- We partner with local government
- Ventures with other community organisations
- We manage a community hub
- Provide subsidised community space hire

### We Support Emerging Artists

Through:

- Supported Residencies
- Free development space hire
- Mentorship
- Auspicing
- Leadership opportunities
- Employment Opportunities
- Accessible and welcoming spaces

### We Make New Work

- With both young people & emerging artists
- We produce Member Shows
- We provide opportunities for Young Members to have a programming voice

### We Evaluate Our Impact

- Surveys
- Retrospectives
- Open process & feedback
- Contribution to industry-wide impact studies

### We Invest in New Young Audiences

Through:

- Affordable ticketing across the sector through Playwave
- Opportunities to respond to work through Playwave Creative
- Soft Entry Points to cultural offerings through Playwave Experiences

## OUTCOMES

### Our Participants Report Personal Development

### We Build Stronger Communities and Connections

### Shopfront is a Space Where Everyone Feels Safe

### We Meaningfully Contribute to the Australian Arts Sector

## IMPACT

### Social Development

- Interpersonal Skills Improve
- Confidence Improves
- Mental Wellbeing Improves
- Support networks and friendships are developed

### Skills Development

- Young Creatives develop skills for future careers
- Young Creatives feel empowered
- Transferrable life skills are gained

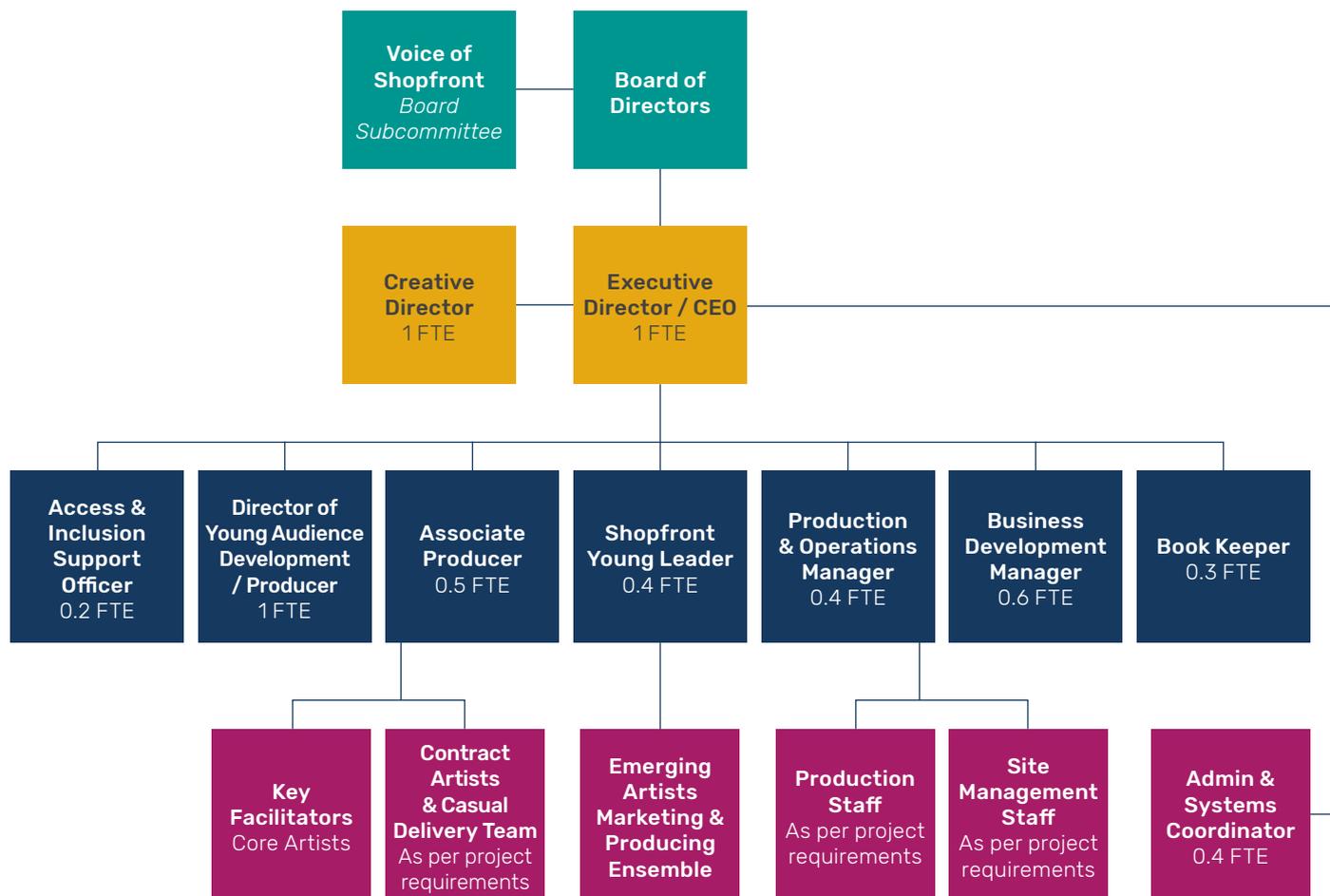
### A Sense of Belonging

- Belonging to a community
- Ownership over space
- The Individual Voice is heard

### A New Generation of Arts Leaders

- We inspire people to be involved in the arts for life as artists, workers and audiences
- We inspire Young Critical Thinkers
- We forge the next generation of arts advocates

# ORGANISATIONAL CHART



# THE ROLE

## Person Specification

**Shopfront needs a Business Development professional with an excellent record in major philanthropic and corporate gifts, and a great head for strategy.**

This person needs to have a passion for giving creative opportunities and a voice to young people, as well as for making positive community change. They must be able to thrive in an environment where they are given considerable freedom and independence, while also being able to work closely with our innovative and fun team.

Importantly this person must be resilient and prepared for an environment of considerable challenge and change, working with young people and working in a team to develop new components of the organisation.

**The role is part time, three days per week, and will require some work out of hours and off-site based around the Shopfront schedule.**

## Key Responsibilities

- Work with the Executive Director and Creative Director to identify and secure funding opportunities for existing programs and to develop new programs
- Grant writing, grant management and acquittals to Government at all levels and philanthropic foundations
- Donor (philanthropic, corporate and private) engagement, retention and acquisition and the management of the Annual Giving Program
- Grow commercial and earned income opportunities including venue hire, professional services and collaborative partnerships
- Effective networking at senior levels within the local community, the arts industry and the political community to raise the profile of Shopfront and ultimately drive revenue
- Develop and manage the fundraising activities for the 45th birthday celebrations in 2021
- Nominate Shopfront and its staff and volunteers for industry and community awards
- Work with the CEO and Board of Directors to develop and implement a fundraising strategy for the next 4 years (2021 – 2024).
- Other development-related tasks as directed by the Executive Director / CEO.

The success of the position will be measured against annual fundraising targets that must be met or exceeded.

## Selection Criteria

Candidates are asked to reply to each of the following criteria outlining their relevant experience.

### Essential Criteria

- Relevant tertiary qualifications and/or workplace-based experience in fundraising/marketing, communications, sales/business development and relationship building.
- Proven ability to hit fundraising targets and manage budgets.
- Excellent understanding of philanthropy, knowledge of 'best practice' strategies and trends in philanthropy.
- Demonstrated experience in strategically developing and managing major giving and annual giving programs, prospect identification, cultivation and stewardship.
- Outstanding relationship management and interpersonal skills to build and maintain relationships with Board members, existing and potential donors, philanthropic trusts and foundations, corporates, volunteers and other staff.
- Highly developed written and oral communication skills, negotiation and presentation skills, and experience writing a range of grant applications and proposals
- Experience developing and delivering fundraising strategies
- Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work effectively to meet tight deadlines.
- Familiarity with general computer packages such as Microsoft Office and database systems used for fundraising (Salesforce would be ideal but not essential)
- A commitment to and passion for the creativity and agency of Young People

### Desirable Criteria

- NSW Drivers License
- First Aid Certificate

The successful applicant must undertake a Police Check and Working with Children check prior to commencement and is subject to an initial six-month probationary period.

# HOW TO APPLY

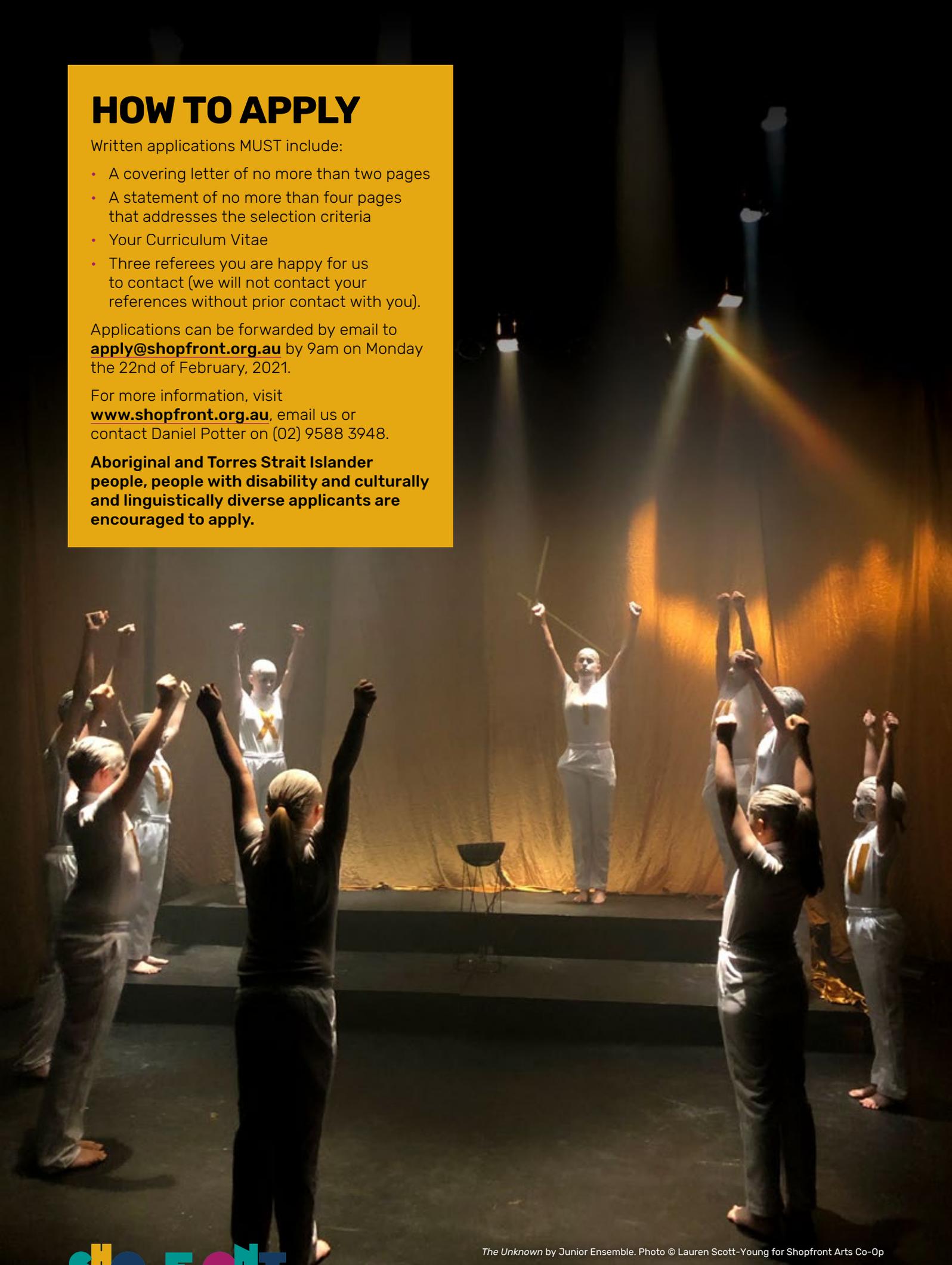
Written applications MUST include:

- A covering letter of no more than two pages
- A statement of no more than four pages that addresses the selection criteria
- Your Curriculum Vitae
- Three referees you are happy for us to contact (we will not contact your references without prior contact with you).

Applications can be forwarded by email to [apply@shopfront.org.au](mailto:apply@shopfront.org.au) by 9am on Monday the 22nd of February, 2021.

For more information, visit [www.shopfront.org.au](http://www.shopfront.org.au), email us or contact Daniel Potter on (02) 9588 3948.

**Aboriginal and Torres Strait Islander people, people with disability and culturally and linguistically diverse applicants are encouraged to apply.**





The home of youth arts

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*The Carousel (at ArtsLab:TREATS) by Pippa Ellams. Photo © She's An Artist for Shopfront Arts Co-Op*