

Barbara Chmiel – Chippen Venue Manager (FTE1.0)

June 2024 - Present Chippen Venue Manager Sydney Eisteddfod

The Venue Manager is required to work as part of the team to provide a high level of service to all activities within Sydney Eisteddfod's new performance space at Chippen Theatre as well as to internal and external stakeholders.

Responsibilities:

- Writing standard operating procedures and protocols for the venue and ensure compliance with the theatre's plan of management;
- Manage bookings and hire quotes and agreements and ensure appropriate staffing for external events;
- Stage Manage and operate audio, IT and stage lighting in the theatre as required;
- Looking after clients, vendors, performers and techs during internal and external events to ensure smooth running of the venue and events;
- Assist in emergency situations when required including acting as fire warden in case of evacuations or emergencies;
- Responsible for conducting various inductions including site inductions for clients and event technical staff including ensuring that access and egress paths are kept clear.

Previous employment:

March 2023 – June 2024	Technical Support Officer	Zenith Theatre
May 2022 – Feb 2023	Venue Operations	Australian Chamber Orchestra
January 2023	Front of House	Flickerfest Short Film Festival
2020 -2022	Stage Manager/Technician	Century Venues

Lliane Clarke - Marketing Consultant (FTE 0.6)

June 2023 – Present Marketing & Communications Executive Sydney Eisteddfod

The position reports directly to the CEO and works closely with all members of the Sydney Eisteddfod team including its Board. This position manages all aspects of the marketing strategies to promote the Annual Festival. The role also has a direct report, the Digital and Operations Coordinator, and provides mentoring and leadership to develop those staff members professionally and personally.

Responsibilities:

- Developing and delivering the organisation's marketing strategy in accordance with appropriate personnel, budgets, and timeframes to ensure maximum positive exposure of Sydney Eisteddfod;
- Responsible for revenue generation through intake of entries, advertising for the website, programs and any special printed collateral, as well as ticket sales, and merchandise;
- Responsible for all marketing, communications and public relations activities and materials including publications, websites, social media platforms, event signage, presentations and media relations;
- Ensure that Sydney Eisteddfod regularly conducts relevant market research and monitors trends. Analyse and report on the return of investment of all marketing activities;

- Develop and manage the marketing budget and maintain financial discipline for the department, ensuring appropriate cost control.

Previous Experience

Liane is a Marketing and Communications professional with a passion for the creative arts. She is a senior journalist and published author with over 25 years' experience in the publishing and communications industry in both Australia and the United Kingdom. Currently Communications and Marketing Executive at the Sydney Eisteddfod, she has been Communications and Marketing Manager at the National Institute of Dramatic Art (NIDA), Western Sydney Arts Alliance (WSAA), Blacktown Arts, New Music Network, TAFE NSW, Studio ARTES and Moorambilla Voices and a journalist with AAP Media and ARE Media. She mentors authors at Writing NSW, and directs workshops, performances and short films for the award-winning Voices of Women Inc.

Liz Terracini **Philanthropy Manager (FTE 0.6)**

May 2022 – present **Philanthropy Manager** **Sydney Eisteddfod**

The role is responsible for identifying & managing existing revenue opportunities and generating new income streams. Managing a portfolio of donors, trusts and foundations and fostering increased philanthropic support through bequests, the role is also responsible for grant applications and acquittals. The Philanthropy Manager is also responsible for the management and maintenance of the Donor and philanthropic organisations details in the SE database and preparing progress reports and forecasts for the Board.

Previous Experience

Liz is an experienced arts administrator who has worked in the not for profit and tertiary education sectors for over 45 years. Her recent positions include:

July 2019 -Jan 2021	Associate Director of Advancement Services	University of Western Australia
Oct 2014 – July 2019	University Bequest Manager	University of Western Australia
July 2012- Oct 2014	General Manager	2MBS Fine Music Sydney

Elise Fowler **Digital & Operations Coordinator (FT 0.5)**

June 2023 **Marketing Internship** **Sydney Eisteddfod**
Jan 2024 – present **Digital & Operations Coordinator**

The position reports to the Marketing and Communications Consultant and Production Manager and works with all members of the Sydney Eisteddfod team. This position will implement aspects of the digital marketing strategies and assist in the operational requirements of the Festival.

Responsibilities:

- Delivering the organisation's social media marketing strategy in line with marketing department requirements;
- Researching and adapting photographic and video content for social media delivery on Facebook, Instagram and Linked In platforms and liaising with photographic and video content creators;
- Creating ideas and implementation of content streams on social media that can be translated to other platforms such as website;
- Ensuring the social media schedule is up to date
- Contribute to EDM creation for news and sponsorship content
- Actively contributing to the Marketing Team in meetings around strategies for revenue generation

- Working on logistics and operations on Sydney Eisteddfod events as required by the Production Manager with run sheet, assistance with volunteers.

Previous Experience

Elise is a 2nd year student studying a Bachelor of Business Administration and Arts. Through 16 years of dance, including 4 years as a dance teacher, and working with the Bathurst Eisteddfod she has gained relevant event management experience and great communication skills. She joined Sydney Eisteddfod in 2023 as an intern and now to support her studies she has taken on the part time role of Digital & Operations Coordinator.

Claudia Jelic Proposed 2025 Music Workshop Coordinator and Administrator

Claudia’s experience as a musician encompasses musicology, performance, music education, and more recently, arts management. She believes in the collaborative value of these different forms of engagement with music and aims to instil an exploratory and disciplined approach to academic writing in students. As a co-editor of the University of Edinburgh’s postgraduate musicology journal, I tried to encourage a broad spectrum of musical ideas and perspectives from students.

Nov 2023 – Present Production Assistant Sydney Eisteddfod

Responsibilities:

- Deliver comprehensive administrative and customer service support.
- Review contracts to identify achievement of deliverables.
- Receive and respond to inbound enquiries from the public.
- Prepare formal correspondence and reports using Word.
- Manage internal databases, including updating customer and member information.
- Provide administrative support for special events.
- Assist at performance venues in event management.

2022-2023 Postgraduate Journal Co-Editor Musicology. EÇA Uni of Edinburgh

2016 – Present Clarinet Teacher Various including Directions in Music (2022), Darlinghurst Public School (2017 – 2022), Saxophone Academy Sydney (2020 – 2021), Wahroonga Public School (2020)

- Deliver private tutoring in clarinet to students of all ages and abilities.
- Identify and implement creative solutions to improve students’ technical playing and nurturing their passion for and enjoyment of the clarinet and music in general.
- Liaise with parents, students, and staff in person, over the phone and via email regarding lesson enquiries, bookings, and ongoing student progress.
- Prepare students for exams and performances.
- Conduct research, transcribe and compose music to cater for individual student learning needs.

Chamber/Orchestra Experience

2019 -2022	Principal Clarinet	Willoughby Symphony Orchestra
2019 -2020	Principal Clarinet	Australian Youth Orchestra
2019	Principal Clarinet	AYO Chamber Players, Musica Viva
2017-2020	Founding Member	Ensemble Muse, Chamber Ensemble
2016-2019	Principal Clarinet	Sydney Conservatorium Orchestra

Two musicians who have already committed to the workshop program are included below to give an idea of the calibre of our artists and alumni.

B. TSAI

Bennett Tsai is a rising star in the classical music world and a proud alumnus of Sydney Eisteddfod. He has quickly established himself as one of Australia's most promising young cellists, performing with leading orchestras and in prestigious venues across the country. Tsai is known for his expressive playing, technical mastery, and deep musical understanding, which have earned him accolades and recognition both in Australia and internationally. As a Sydney Eisteddfod alumnus, Tsai brings a unique perspective to his masterclass, offering valuable insights and inspiration to the next generation of musicians.



Cello
SYDNEY EISTEDDFOD

S. PRYOR

Shefali Pryor is the Associate Principal Oboist of the Sydney Symphony Orchestra, a position she has held since 2003. A graduate of the Sydney Conservatorium of Music and the University of Music and Performing Arts in Munich, Pryor has established herself as one of Australia's leading woodwind musicians. Her performances are praised for their beautiful tone, technical precision, and expressive depth. Pryor is also a dedicated teacher and chamber musician, regularly performing in various ensembles and mentoring young oboists. Her contribution to the Australian music scene extends beyond performance, as she is actively involved in fostering the next generation of woodwind players.



Oboe
SYDNEY EISTEDDFOD

Sydney Eisteddfod - Previous Chippen Theatre Masterclass – held in April 2024.

Winnie Su won the 2022 Sydney Eisteddfod Kawai Senior Piano Scholarship. She used the funds to study at the Royal Northern College of Music in the UK. When she returned to Australia for a concert program Sydney Eisteddfod invited her to hold a day of masterclasses at the Chippen Theatre with the Kawai baby grand piano.

We had 13 participants aged from 9-20 years and it was well received. Winnie's emailed letter is attached. With Philanthropic support we would like to offer this standard of workshop **free** of charge in 2025.



From Sydney Eisteddfod 2024 Website [Masterclass - Sydney Eisteddfod](#)

How Best to Prepare for Performing with Pianist Winnie Su



Wednesday 17 April from 11am to 2pm (includes a 30 min break)

Chippen Street Theatre

[45 Chippen Street, Chippendale](#)

Cost: \$50

As we all know, performing can be nerve-racking. This Masterclass will focus on how to make the experience of getting up on stage a healthier and happier one.

Winnie Su is a highly accomplished international pianist and a passionate music educator who strives to ensure playing music is a positive and uplifting experience for all students. Since the age of 9, Winnie Su has won over 80 medals at Eisteddfods in Australia and overseas, notably the 2022 Kawai Senior Piano Scholarship.

This opportunity is valuable to students and to parents in supporting their children in the lead up to the Sydney Eisteddfod and other performance opportunities. She will discuss how to deal with pressure and performance anxiety, memorising music, what adjudicators are looking for, how to interpret feedback, positive self-talk, and performance practices.

If a piano student would like to play for Winnie during this session, they should write to info@sydneyeisteddfod.com.au, including their age and best contact number.

[Purchase Winnie Su Masterclass Tickets](#)

Subject: FW: Sydney Eisteddfod letter of support

From: Winnie Su <winnie.music.su@hotmail.com>

Sent: Wednesday, August 14, 2024 7:38 PM

To: Liz Terracini <liz@sydneyeisteddfod.com.au>

Subject: Re: Sydney Eisteddfod letter of support

Dear Liz,

I'm very pleased to hear about your plans for next year's masterclasses and workshops. It sounds like a wonderful opportunity for young musicians.

Sydney Eisteddfod is the premier performing arts platform for the next generation of young Australian artists and I absolutely believe in their cause. As an alumni myself who benefitted greatly from my experiences at Sydney Eisteddfod, I was overjoyed to be provided the opportunity to pay it forward this April, when they welcomed me to give a masterclass on 'Healthy Practice for Happier Performances'. This was a project specifically targeted at helping young performers feel more confident on stage, providing an interactive experience and applicable advice to benefit them on their journeys to the stage.

I am extremely pleased with the direction Sydney Eisteddfod is taking and I am delighted to be a part of the effort to support and lift up the upcoming young talents of Australia. I hope you may generously support the Sydney Eisteddfod in their application to host more masterclasses and workshops across many areas of the Arts, which I believe will positively feed back to our community many times fold.

Wishing you all the best,

Winnie Su

Solo and collaborative pianist, educator.

www.winniethepianist.com

Sydney Eisteddfod 2025 Power of Music Workshop Marketing Plan

2025 Workshops at Chippen Theatre

2025	PROMOTION	COST \$
Feb-May	EDM promotions – 16,500 subscribers	
Feb-May	SE Website articles and online program	
Feb-Aug	Press releases – major, local and regional news publications through DMPR – workshop and follow up on successes	\$1350 pro rata fee DMPR
March	Brainstorm new influencer/ high profile contacts to share social “enter” image	
March	Send reach out to all young ambassadors / tutors/ selected alumni / past entrants & partners to share workshop information and value of SE entry options + follow up	
Feb-Aug	Google Ads Campaign	\$ 300
Feb-Aug	Digital News Extend campaign	\$ 200
May - June	Survey / feedback / debrief focus groups / assessment report	\$ 650

Notes:

Sydney Eisteddfod promotions will be largely digital to reduce environmental impact.

Sydney Eisteddfod would include the workshop program and benefits with the promotional entry campaign via social media, partnership ads, digital campaign targeting and PR to outer Sydney and regional areas in order to expand reach and build wider participation, bring more entrants, teachers, schools and audience into the city.

Targeted social media and digital campaign to primary and high schools in low socio-economic postcodes and outer metropolitan areas in particular those nearby Redfern, Darlington, Chippendale and then Fairfield, Campbelltown, Bankstown and Parramatta. Chippen Theatre is walking distance from Redfern and Central train stations so accessible to these postcodes,

During the Eisteddfod, there will be ongoing promotion and content released over the course of the year including video content, interviews of entrants and wider community as well as articles and a PR effort especially surrounding the workshop program at Chippen Theatre. The Sydney Eisteddfod also reaches audiences through a growing audience on Linked In and through media partnerships with Classikon, 2 MBS Fine Music and Eastside Radio.

If our application is successful with the Australian Communities Foundation, Sydney Eisteddfod would be happy to acknowledge this support:

- on Sydney Eisteddfod website
- in workshop collateral and event programs
- Mention the support at workshops
- Promote the support in event promotional material such as EDMs, articles and social media posts/ads and press releases.



Sydney Eisteddfod Participants Feedback - Music

I would like to express my deep gratitude for all your wonderful support towards the Sydney Eisteddfod. I am very honoured to be the winner of this year's SE Doctors Scholarship! It was not only a performance where I shared the stage with some very talented individuals, but I was also able to premiere an original composition!

My family has been involved with the Sydney Eisteddfod since 2008, so this moment appropriately feels full circle. This will certainly be a major springboard for my career as I look to further my studies/performance opportunities abroad. My dream is to perform on the international stage - in particular share what I have to offer with those who don't have regular access to classical music. This scholarship is undoubtedly a major step along this journey so once again, thank you.

Winner 2024 NSW Doctors Orchestra Instrumental Scholarship

I just wanted to thank you, your organization, the donors (Christine Kenworthy, Noel and Hetty Cislowski) and especially the judges (Nancy Litten and Lee Dionne), for the wonderful opportunity in giving my daughter an opportunity to perform. I wanted in particular to thank Nancy Litten and Lee Dionne for the time and effort they both put into writing such beautiful and helpful feedback for my daughter.

Please pass on our thanks! **Father of entrant (12 yrs) in 2024 Classical Sonata (Any Age)**

I just wanted to share Vir's story at the 2024 Sydney Eisteddfod

Vir was slated to perform in song from Musical Theatre and contemporary for his age group (13 years). Unfortunately, he caught Influenza A in the week just before his competition and was really sad that he would not be able to perform. Annette called us and offered Vir the opportunity to participate in the 16 Year category.

When we put the offer to Vir he was understandably hesitant. A 13-year-old taking part in a competition for 16 years is a daunting task but we told him to give it a go and do his best. After all, the Sydney Eisteddfod is about enjoying the experience and learning from your peers and the feedback you receive.

He agreed and the result was way beyond our wildest expectations. He received a highly commended for musical theatre and secured the first place in the contemporary. His song - 'The Winner Takes it all' was apt - it was about having a positive mindset, getting over your setbacks and giving it your absolute best.

Best regards Gautam and Gayatri. **Winner Contemporary Vocal Performance (16 Years)**

I'm writing to you from Bern, Switzerland, to thank you profusely for your support of both the NSW Drs Orchestra Instrumental Scholarship competition and the Dr Brian Shearman Scholarship. Providing young musicians with the opportunity to perform is already a wonderful gift, but to additionally have support for further training and education is profoundly generous. I am now in the third week of my studies at the Hochschule der Künste in Bern. The quality of teaching I'm receiving as well as the experience of immersion in a new culture is already showing me what a privilege this opportunity is, and I'm really glad I've decided to continue my musical training in this capacity. I'm extremely grateful for the contribution of the Dr Brian Shearman Scholarship. It has not only been helpful from a practical side of things, but the kindness of your contribution has certainly helped my ease of mind.

Winner 2023 Brian Shearman Instrumental Scholarship

For me, a performance like this is an opportunity for me to try new things and do my best. Although it can sometimes be a little nerve wracking before the performance, I still enjoy taking part in activities like this. I hope other young players who have a passion in music, like me, feel encouraged to perform in competitions like the Sydney Eisteddfod. Thank you all so much for your support.

Placed second – 2023 Violins (11years)

Opportunities like this allow young artists like me to gain experience in performing and sharing music. I currently live in Victoria, and this competition is the first one where I've had to fly to compete. The experience has been transformative and has further guided me in my musical journey.

2023 Entrant Violin (15 years)

I am writing to express my heartfelt gratitude for your unwavering support and generous contribution towards the prize money that I received for winning the recent Singer of the year competition. Winning this singing competition was a dream come true for me. It was not just a victory in terms of a title, but also a validation of the countless hours of practice, dedication, and passion I have poured into honouring my singing skills. Your support has given me the confidence to continue pursuing my musical journey with renewed vigour and enthusiasm.

This competition was an amazing journey of growth and self-discovery. Through connecting with fellow musicians, I was able to talk with many other talented singers my age who share this similar passion of performing that I do and discuss our goals for the future and the industry right now. The experience of working with a live band for the first time has also been a transformative one.

Performing alongside such talented musicians is an entirely new experience that allowed me to learn so much about the adaptive nature that is required when performing.

Sophie M – winner of the 2023 Senior Singer of the Year

For the last two years I have travelled to the Sydney Eisteddfod from Hobart, Tasmania and I really enjoy the experience of staying and finding my way around in a big city although it takes a while to get used to the hustle and bustle. I worked very hard on my violin sonata in the lead up to the event and it feels wonderful to be rewarded for my work. In this event, I performed the first two movements of Beethoven's fourth sonata for violin and piano op. 23 in A minor of which I think is the MOST underrated sonata as it is rarely performed on its own – usually performed or recorded as part of Beethoven's ten sonatas for violin and piano. I enjoy performing this sonata a lot because of the amount of detail required to play it well and the intimacy between the violin and piano and also because it is just delicate and powerful and every beautiful word you could use to describe such a piece of music. Trust me, the money will not be wasted as it will help me purchase a full-size bow as I am still on three quarter violin and bow. **Sam H (13 yrs) 2nd place 2023 String Sonata (Any Age)**

You have been very supportive of students, helping them on their journey to becoming a musician. Eisteddfods such as this play a great part in creating a rich and vibrant culture, as well as providing a memorable experience for younger students - one that they will take with them as they grow and learn. **Meriden College – 2023 Participating school**

As the winner of the Open Woodwind Concerto section at the recent Sydney Eisteddfod, I would like to say it was lovely to perform at the eisteddfod this year, and the prize will support me in my musical education, as I study a Bachelor of Music Performance degree at Sydney Conservatorium.

Winner 2023 Woodwind Concerto Competition (Any Age)

My daughter has learnt a lot and built her confidence from the experience and the adjudicator's comments, all the performances of other entrants, and deepened her love for music. It was a wonderful opportunity for young musicians to perform in a professional environment and I believe that everything went smoothly and safely due to the great effort of the organizers and the volunteer staff. **2nd Place 2023 Recital Award (12 Years)**
