
AMARANTHA ROBINSON

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Profile

Creative producer with 15 years experience materialising concepts across media, arts programs and events. Resourceful, agile and equanimous, Amarantha has a natural gift for managing relationships, which complements her ability to work collaboratively and deliver, on multiple metrics.

Education

Master of Arts in Audio-Visual Production, 2008
London Metropolitan University, London, UK

Bachelor of Arts (Hons) in Media and Communication,
specialising in Television Broadcasting, 2004
University of the West Indies, Kingston, Jamaica

Boards and Panels

Board Member, Multicultural Arts Victoria (MAV), 2022 - Current
Judge, Melbourne Fringe Festival, 2022

Work Experience

Producer, Wyndham City Council; Melbourne, 2022 - Current
(contractor - flexible terms)

- Delivering events associated with Wyndham Art Gallery exhibitions
- Working with curators on developing event concepts
- Liaising the Wyndham Cultural Centre venue staff on ticketing, technical requirements and logistics
- Leading production meetings, drafting run-sheets, managing timelines and event budgets
- Sourcing musicians, set designers, panelists and catering
- Supporting the arts and culture team in programming and operations of The Annex, a new community art space

Associate Producer, Darebin City Council, Melbourne, 2022 - Current
(contract - flexible terms)

- Supporting the delivery of Darebin Council's creative culture arts programs and festivals by delivering the signature events of FUSE, Darebin's bi-annual multi-arts festival
 - Contracting curators and supporting them in event design and programming processes
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Skills and Aptitudes

Relationship building

Writing

Administration

Critical thinking

Creative visioning

Problem solving

Financial literacy

Technical literacy

Leadership

- Liaising with venue and production personnel on infrastructure and logistics
- Collaborating with artists and cultural organisations
- Consulting externally, with community, and internally with council departments
- Negotiating costs, tracking spend and managing budgets
- Drafting run sheets, production schedules, risk assessments and event management plans
- Writing EOIs, design briefs, copy for marketing collateral and communications for community engagement purposes
- Sourcing and managing volunteers, casual staff and suppliers
- Supporting briefing and speech writing processes for councillors and the Mayor.
- Evaluations: creating surveys and conducting meetings

Broadcast Officer, Parliament of Victoria;

Melbourne 2021 - February 2022 (casual)

- Working as part of a team to produce content for departments within Parliament of Victoria, from highlight reels, to Auslan bulletins, to training videos, for internal and external audiences
- On-air vision switching to broadcast Parliament's sittings and inquiries on external and internal platforms
- Operating audio equipment to record and amplify sound for broadcast purposes, through a GUI interface
- Operating a range of video production equipment: cameras, microphones, tripods, monitors, lights, digital archiving software, broadcast and audio consoles
- Communicating with audio and technical teams to ensure the smooth running of broadcasts

Producer, Multicultural Arts Victoria (MAV);

Melbourne July 2021 - March 2022 (part-time 9 month contract)

- Produced the educational arts program, *Duniya Behter (creating a better world together)*, which taught young people from CALD backgrounds creativity and digital content-making skills. The program aimed to increase capacity, confidence and self-expression in the Hazara, Pacific Islander, Iraqi, South Sudan, Congo and Karen communities in Bendigo and Shepparton, through workshops in film-making, music production, digital art, social media and podcasting.
 - Co-designed the program with cultural community facilitators on-the-ground in Bendigo and Shepparton
 - Created the overall workshop program, sourced, managed and briefed workshop facilitators
 - Facilitated and co-facilitated workshops on storytelling and creativity
 - Mentored program participants in producing commission pieces for the program's online exhibition.
 - Created evaluation surveys to measure impact
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- Communicated the program's progress and output by creating videos, social media posts and writing press releases
 - View the "Duniya Better" resulting online exhibition: <https://mav.org.au/projects/duniya-behter>

Writer and Administrative Assistant, *The Australian*, News Corp Australia; Sydney 2018 - 2020

- Wrote a weekly piece for the *Travel & Indulgence* section of *The Australian* about off-the-beaten-track travel destinations
- Picture editing: supported the travel editor by sourcing images for stories from organisations, companies, art galleries and image libraries and uploading them into the CMS
- Negotiated with Getty Images on the price of images
- Office management of the newsroom of *The Australian*
- Filtering news desk contact requests and story pitches
- Fulfilling internal and external requests for images and stories from the archives

Production Coordinator, The Pool Collective (film and photography studio); Sydney 2017

- Managed the end-to-end production process of film and photography shoots from proposal to product delivery: planned shoots, organised and contributed to client meetings, created presentations that showcased location and talent options, drafted production schedules, liaised with department heads and prepared call sheets
- Sourced and booked production crew
- Ensured a positive experience for clients by keeping them informed of the job's progress
- Supported the producers in completing projects on-time and under budget by using resourcefulness, proactiveness and problem-solving skills to manage production issues
- Prepared invoices and created reports on financial expenditure

Writer & Editorial Assistant, Ocean Media (boutique magazine publisher); Sydney 2016 - 2017

- Wrote articles for *Ocean* magazine
 - Wrote articles for the fortnightly digital newsletters of *Sails* and *Ocean* magazines
 - Source stories by establishing relationships with relevant businesses, conducting interviews, carrying out research and attending press events
 - Assisted the editors and creative director with proofing newsletter stories, the magazines' copy, images and layout
 - Addressed queries from readers, subscribers, advertisers, contributors and business partners
 - Managed the office
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Writer / Production Manager / Producer, Freelance;

Kingston, Jamaica 2007 - 2011

- Production Coordinator for the “Creative Cooking” tv show: pitched episode ideas, sourced celebrity guests for the show, wrote scripts, provided production assistance on-set
- Assistant Director for the tv series “Me and My Kru”: planned the shoot schedule, liaised with heads of department, managed pre and post production logistics
- Production management of music videos for various recording artistes: drafted production schedules, sourced crew, liaised with production heads, planned logistics and managed the shoot schedule
- Scripted and produced promotional videos for corporate clients to produce marketing collateral: pitched concepts, directed the shoot and the edit process
- Wrote press releases, speeches and ad copy for the pr agency, Communications Business Solutions.

TV Presenter and Producer, Reggae Entertainment Television;

Kingston, Jamaica 2004 - 2006

- Sourced stories for episodes of four weekly television shows through research and developing relationships with high profile musicians and event promoters
- Produced episodes: preparing storyboards, writing scripts, sourcing locations, conducting interviews, directing camera crew and on-air presenters and supervised the edit.
- Presented the weekly entertainment news program, “Review”

Creative and Community Projects,

Sydney, Byron Bay and Melbourne, 2013 - Current

- One of 12 theatre-makers in “Pathways”: a skills development and mentorship program for emerging playwrights hosted by La Mama Theatre and Australian Theatre Transforms
 - Wrote, produced and performed the one-woman show “Oshun”, which had a sold out season at La Mama in 2022
 - Recipient of a City of Melbourne annual arts grant 2021
 - Founded and ran community groups for women and people of colour in Sydney and The Northern rivers, NSW
 - Co-facilitated the City of Sydney “*Transformational Ethical Storytelling*” workshop series: an anti-racism training for organisations that solicit stories from people of migrant and refugee backgrounds
 - Dancer: Burringbar Summer Series 2020, Enchanted Garden, 2020, Big Bang 2020, Secret Garden 2020, Remuse Melbourne Fashion Week show, 2021 & 2022
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