**M E D I A R E L E A S E**

# New Roles Strengthen Shepparton Arts Festival

**Tuesday 18 March 2025**

The Shepparton Arts Festival is implementing a new structure to strengthen resources for planning and delivery of the Festival, making the Festival more sustainable for the future.

While the organisational structure will remain unchanged until after this year’s Festival from 4-13 April, the Shepparton Arts Festival Board has announced they are recruiting for new roles to take the Festival forward into the future.

The recruitment process will not have any impact on this year’s Festival, but it is hoped that the focus on the Festival over the coming weeks will prompt people with great talents and a love of the arts to consider joining the Festival, Board Chair Tim Winkler said.

“Festival Director Kristen Retallick has produced yet another amazing program this year with more than 40 new events providing an amazing diversity of arts experiences across the GV this year – but she has told us that it’s not sustainable for the Festival Director to keep carrying all the responsibility into the future,” Mr Winkler said.

“We recognise that it has been a huge effort for the Festival Director to bring artists together in a carefully curated program while also having to juggle budgets, the ever-increasing responsibility for regulatory and legal compliance, volunteer engagement, signage and even event catering.”

“As a result we have developed separate roles, working within our budget, so that the new **Managing Director** role will focus on operations, supported by the **Administrative Coordinator** – freeing up the new **Artistic Director** role to focus on developing and delivering extraordinary programs to engage people in Greater Shepparton.

“While many other Festivals have fallen by the wayside with increasing costs and compliance challenges, we are delighted that Kristen and the Board have been able to come up with a new structure that can strengthen the Festival, providing us with a greater chance to engage audiences, artists, new sponsors and long-time supporters.”

Applications for the roles will close on 18 April 2025. For more information visit [www.sheppartonfestival.org.au/jobs](http://www.sheppartonfestival.org.au/jobs)

**For tickets, volunteering opportunities and event details visit:** [**www.sheppartonfestival.org.au**](http://www.sheppartonfestival.org.au)