

Music Industry Mentoring Program

Live Nation Entertainment

Business Operations (Head Office), Melbourne or Sydney

Location	Melbourne (Collingwood) or Sydney (Darlinghurst)
Opportunity	<p>One volunteer opportunity within one (or multiple) of the following teams:</p> <ul style="list-style-type: none">• Concert Operations (Ticketing & Promoter Operations)• Tour & Festival Marketing• Communications & Corporate Affairs• Digital, Product & Experience
Program Period & Frequency	<p>1 day / week, 5 February 2024 - 22 June 2024</p> <p>Total 150 hours</p>
Reports To	Various Hiring Managers

ABOUT THE ORGANISATION

About Live Nation Entertainment

Live Nation Entertainment is the global leader in live entertainment, comprised of three market leading divisions - Ticketmaster, Live Nation, and Sponsorships. Globally, we bring 35,000 shows, 100+ festivals to life, and sell 500 million tickets per year. We own and operate 200+ venues with more than 1,000 sponsors. All of this and more is made possible by our 44,000 employees worldwide, located in over 40 countries.

About Live Nation Australia

As the world's leading live entertainment company, we are privileged to work with artists to bring their creativity to life on stages from around the world to Australian audiences.

We opened our first local office in Melbourne, Australia in 2010 and promote all forms of live entertainment, including concerts across all genres (developing local and international acts), festivals, family entertainment, comedy, podcasts, authors, and health & wellness. Live Nation Australia is comprised of 4 key pillars including Concerts, Festivals, Venues, and Sponsorships. We have a number of partner businesses including:



- Secret Sounds Group, which also comprises of Village Sounds Agency & Cult Artists and Dew Process & Dew Process Publishing;
- Kicks Entertainment;
- Mellen Entertainment; and
- Jubilee Street Management.

We provide content to multiple venues in Australia ranging from community halls, clubs, theatres, arenas, and stadiums. In the last 12 months, Live Nation promoted sell out tours for the likes of Red Hot Chilli Peppers, Post Malone, Harry Styles, Rod Stewart, Dua Lipa, Kendrick Lamar, Dave Chapelle, and Kevin Hart. Other artists we work with include Coldplay, P!nk, Adele, Beyonce, Lady Gaga, Drake, Rihanna, Madonna, 5 Seconds of Summer, Alanis Morissette, Pearl Jam and Cher.

We also own and operate live performance venues in Australia, either in public or private partnerships, and our venue portfolio included the Palais Theatre in St Kilda VIC in association with the City of Port Phillip, Festival Hall in West Melbourne VIC, Anita's Theatre in Thirroul NSW, Fortitude Music Hall in Brisbane QLD, and Hindley Street Music Hall in Adelaide, SA. We are the biggest producer of festivals in the country partnering with Secret Sounds Group and Kicks Entertainment, and our biggest festival brands include Splendour in The Grass, and Spilt Milk.

This all comes to life thanks to 275 dedicated and passionate employees based in Naarm (Melbourne, our Australian HQ), Warrane (Sydney), Meanjin (Brisbane), Boorloo (Perth) and Cavanbah (Byron Bay).

ABOUT THE OPPORTUNITY

One participant will volunteer within the CONCERTS pillar of Live Nation, in one or more of the following areas of the business:

- Concert Operations
- Tour & Festival Marketing
- Communications
- Digital, Product & Experience

This participant will be based from the Live Nation Head Office in either Melbourne or Sydney, providing day to day support to bring some of our biggest concerts to life for fans across Australia.

Concert Operations

Support and assist the Ticketing and Promoter Operations team/s in key day-to-day matters relating to the operational set up for a tour.



In this volunteer role, you will learn to:

- Source venue availabilities to assist in developing routings for tours,
- Assist with communication, scheduling and managing the tour calendar,
- Assist with the maintenance of venue information files, databases, and archived information,
- Assist with managing the tour calendar to ensure multiple announces are not made on top of each other,
- Gather agendas and complete follow up meeting notes for all teams after major meetings, and
- Assist with ticketing and ticketing sales reports.

Tour & Festival Marketing

Support the day to day running of the tour and festival marketing team, with the overall aim of executing best in class marketing campaigns for Live Nation tours and festivals to drive ticket sales for the business.

In this volunteer role, you will learn to:

- Undertake market research and competitor analysis,
- Set up presentation slides for teams and make formatting changes as required,
- Assist with tour and festival marketing campaign planning and execution,
- Develop content for social channels, and
- Complete post campaign reporting and analysis.

Communications

Support the day to day running of the Communications team, with the overall aim of executing best in class marketing campaigns for Live Nation tours, artists and brands to drive ticket sales for the business.

In this volunteer role, you will learn to:

- Develop PR campaigns, including researching, planning, reporting,
- Write content and blogs,
- Undertake market research and competitor analysis,
- Develop resources such as newsletters/bulletins,
- Assist with staff internal communications,
- Undertake media monitoring and developing reports for the business, and
- Set up presentation slides for teams and make any formatting changes as required.



Digital, Product & Experience

Support and assist the Digital, Product & Experience team on the creation and implementation of innovative products and experiences that uncover new brand and commercial opportunities across the Live Nation Australasia Group (concerts, venues, festivals, and agencies). This team also drives our digital strategy, managing our digital and marketing tools and technology to drive efficiencies and revenue across the business and our Customer Experience strategy including Accessibility, ensuring all fans can access their favourite tours and festivals.

In this volunteer role, you will learn to:

- Report on digital campaigns, including developing presentations and insights,
- Build and schedule organic social media campaigns to support LN branded content,
- Work with the team to re-organise the Digital P&E Box Drive, ensuring important documents and information is securely stored and easily accessible,
- Support the team with research and insight gathering on competitor products and VIP offerings,
- Assist with the creation of presentations for proposals,
- Assist in taking an inventory of VIP & Marketing products,
- Assist with customer service, including supporting our Accessibility champions across our concerts and festivals,
- Assist with VIP operational work at shows. This may include opportunity to assist on ground at Tours and Events assisting with event implementation including management of guests and guest-lists, and
- Assist with the planning and implementation of our quarterly Ones To Watch showcase event including managing food and beverage, venue hire, artist liaison, RSVP management and content development.

If you have an interest in working across multiple teams, we can develop a role that encapsulates all these tasks!



ABOUT YOU:

Successful applicants will be able to demonstrate their commitment to a career in the contemporary music industry through:

- Evidence of pro-actively pursuing training, practical experience or work relevant to this opportunity
- Current interests and future career goals aligned to the opportunity description

VOLUNTEER HONORARIUM

This is a volunteer opportunity for participants to undertake a workplace-based learning program. To ensure this program is accessible to all, The Push will provide participants with an honorarium to help cover the cost of travel and meals and recognise participants' time on the days of the program. This honorarium will come to a total of \$3,300.

HOW TO APPLY

To apply for this opportunity, [head to the application form](#), and when asked "*What opportunity are you applying for?*" select this role. Complete the form ensuring you provide responses and examples that reflect the Opportunity Description above and upload a copy of your CV.

Applications close 5pm AEDT Wednesday 20 December.

