

Dave Horsley

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ABOUT ME

Passionate advocate, practitioner, and educator in Australia's Creative Industries sector. I have led multiple largescale arts festivals, designed arts education and career pathways programs, fostered young artists into careers, and managed large teams of artists and arts workers. Across my career, I have accrued a unique mix of creative industries and business skills, with 20+ years in sales, partnerships, and marketing, and 10+ years as an award-winning cultural leader, having founded and led Screenwave – a company that produced film, arts, storytelling, and live music festivals, along with youth film education and mentorship programs.

MILESTONES & AWARDS

- Founded Screenwave International Film Festival, growing it into a 16-day, 150-session festival across multiple venues
 - Founded Nextwave, now the official internal filmmaking resource in all NSW public high schools (2025)
 - Founded Coffs Coast Creative Industries network, a 2000+ member professional networking group
 - Founded Australian Film Festival Alliance, a thinktank group of 55 Australian film festival Directors
 - Founded Blacklight Collective advocacy NFP, successfully lobbying State Government for arts & culture priority inclusion
 - Founded Storyland live music, performance & installations festival, featuring a First Nations narrative backbone
 - Founded Film Outreach, increasing availability of film and screen culture programs across regional Australia
 - Awarded as an Australia Day Award recipient (Arts & Culture, 2021, Coffs Harbour)
 - Awarded as an AMP Tomorrow Maker Award recipient (2018) – Awarded for youth film education impact with Nextwave
 - Awarded over \$2m+ in arts grants for Screenwave projects
 - Awarded as National Sales Award recipient for revenue growth (Entertainment Group, 2013)
 - Awarded as National Sales Award recipient for new client acquisition (Entertainment Group, 2013)
 - Awarded as National Sales Award recipient for inbound sales (3 Mobile, 2008, 2009)
 - Acquired 60+ Screenwave festival partnerships with 96% YOY retention rate
 - Mentored eight young regional artists into full-time Creative Industries careers
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KEY STRENGTHS

- **Confident communicator:** Experienced public speaker, workshop facilitator, session moderator, apt writer
 - **Arts Fluency:** Personal and professional hands-on experience across multiple creative disciplines
 - **Supportive Leader:** Supportive creative leader and mentor, active industry advocate with extensive network
 - **Business Acumen:** Proven track record to conceive, strategise, fund, and deliver start-to-end projects
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EDUCATION

Bachelor of Arts (Maj. Screen Production) – Griffith University · **CERT IV Small Business Management** – NORTEC

PROFESSIONAL REFERENCES

- **Grainne Brunsdon** · Head of Content, Screen Australia · 0417 492 131
 - **Fiona Williams** · Head of Movies, SBS · 0417 226 910
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PROFESSIONAL EXPERIENCE

Screenwave Australia PTY LTD · 2014 – 2025

Screenwave produced largescale arts festivals, industry events, exhibitions, and education programs, including the Screenwave International Film Festival (SWIFF), the national Nextwave · Youth Film Australia education program, the Storyland live music, arts, and storytelling festival, and Film Outreach Australia, among others.

Founder / Managing Director / Festival Director

- Led & managed all aspects of the organisation and its strategic direction
- Planned Screenwave's revenue pipeline, growth strategy, annual arts programs & staff development
- Project managed all festivals, events, education programs
- Managed internal team & festival contractors (200+ during festivals), designing workplace policies & culture
- Acquired and retained all partnerships, managing stakeholder engagement
- Managed all Heads of Departments – Curatorial, Creative, Ops, Production, IT, Marketing, Publicity, Volunteers, Guests with hands-on experience in all departments
- Curated live music line-up for Storyland festival (Hiatus Kaiyote, Genesis Owusu, Electric Fields et al)
- Completed 70+ grant applications with a 39% success rate, mentoring dozens of creatives in grant-writing
- Created annual plan for sustainability and growth private and public sector revenue generation

Entertainment Group · 2012 - 2014

Entertainment Group produced The Entertainment Book – an annual volume of hospitality offers used by NFPs, charities, schools, and social clubs to sell to their members and raise funds.

Account Manager (2012 – 2014) > Business Development Manager (2013 – 2014)

- Responsible for acquisition and retention of fundraising groups, plus hospitality and retail businesses
- Supported a portfolio of 500+ NFPs & charities to increase fundraising revenue with The Entertainment Book
- Won multiple national sales awards from a pool of 200+ peers
- Responsible for acquisition and retention of fundraising groups, plus hospitality and retail businesses
- Supported 500+ NFPs, charities, and fundraising groups increase their revenue
- Promoted from Account Manager to Business Development Manager

Vodafone Hutchison Australia · 2007 - 2012

Telecommunications company. First employed by 3 Mobile before it was acquired by Vodafone Australia.

3 Mobile Inbound Sales (2007 – 2010) > Vodafone BDM (2009) > Vodafone Sales Manager (2009 – 2012)

- Sales focused roles, including lead generation, inbound sales conversion, outbound B2B cold-calling
- As Sales Manager, managed a team of 17 BDMs, developing and mentoring team to achieve target KPIs
- As Business Development Manager (BDM), was responsible for sales acquisition & pipeline management
- As Inbound Sales Consultant, received inbound new phone service enquired and converted to new sales
- Awarded 3 Mobile Inbound National Sales Award (2008, 2009)
- Promoted twice in five years

CONTACT INFORMATION

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