



# Peta Williams Consulting

My expertise and experience working for you

## Capability Statement



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## About Peta Williams Consulting

For managers in the arts and community services sectors who need timely and effective support, Peta Williams offers extensive expertise across diverse roles and services, gained from years of experience working in both sectors.

She can provide perspectives and strategies according to your needs.



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## Company details

Business name: Peta Williams Consulting

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Based in: New South Wales, Australia

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## Consulting services

Peta specialises in providing services to the arts and community services sectors.

CEOs or Managers of arts and community services sectors commonly lack time to undertake critical projects to support their core business. This is where Peta can help:

- **Support for funding and grant submissions** – e.g. exploring government funding requirements, preparing grant funding submissions and acquittals
  - **Re-framing data and information** – e.g. for the purposes of strategic planning and annual reporting
  - **Human Resources support services** – e.g. Recruitment planning, identifying what's needed in terms of staffing, developing Position Descriptions
  - **Policy review and development** – looking at whether policies are working in the current climate or context; revising or creating policies as appropriate
  - **Content creation** – e.g. website copy, newsletters, media releases
  - **Support for advocacy work** – e.g. Holding community forums to find out what people need or aspire to; linking outcomes from community consultations with relevant community and government organisations to plan the next steps
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## About Peta

Peta Williams has over 30 years' experience as a senior manager or CEO in a range of organisations, encompassing the arts, music therapy and community in both government and non-government roles.

Key arts roles have been with Musica Viva (International Touring Coordinator), Sydney Philharmonia Choirs (General Manager), the NSW Ministry for the Arts (Program Manager, Music) and the Australia Council for the Arts (Music Board Manager). In recent years she has also been both a panel member and Chair of the Art Music Awards for APRA AMCOS and the Australian Music Centre.

Key community services sector roles have been with Nordoff-Robbins Music Therapy (General Manager), the Lower Mountains Neighbourhood Centre, Blaxland (Manager), and Belong Blue Mountains (Director of Corporate & Quality).

Personally and professionally, she holds to the four key principles of social justice – access, equity, participation, and human rights, and she believes in the power of the arts and community development to animate communities in which people are empowered to live their best possible lives within a safe and connected civic society.

## Qualifications

Bachelor of Music, University of Sydney

Graduate Diploma in Music Therapy, University of Technology, Sydney

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## Consulting Capabilities

### Project Management

Peta is a capable project manager, from the 'big picture' through to all the details involved from beginning to end. Examples of projects that she has managed include:

- The 'Think BIG!' guest speaker program for the Lower Mountains Neighbourhood Centre, an annual program of stimulating discussions for the local community
- 'At Kitbag of Memories: stories from the Blue Mountains' – a special book to mark the ANZAC Centenary together with a performance of story, poetry, reflections and music
- The 'More than a Fireplan' community forums, held in partnership with Wesley Counselling and the rescue services of the Blue Mountains, arising from the devastating bushfires in 2013

### Stakeholder management

Peta believes that being able to effectively connect and work with individuals in a community of any kind is one of the most valuable and important steps in working towards truly understanding an issue, and how that issue might best be resolved. Confidentiality is key in this process, as is creating a place of safety and trust, where an individual feels safe to share whatever they need to, held and respected.

Examples include Peta's outreach work at the Music Board of the Australia Council and the NSW Ministry for the Arts, where she regularly undertook consultation within specific areas of music through an outreach consultation process. These included consultation with the jazz industry on how best jazz might be supported within each state and nationally, and with the youth orchestras network across the country around a national body that connected them with each other. In her work in the community services sector, outreach was through the Harwood framework of consultation, a terrific tool to look at people's aspirations rather than just their challenges. A Project participant survey is another useful tool in connecting with individuals and understanding their thoughts, and the impact of a project or service they had experienced.

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### Provision of high level advice

Peta is experienced in providing high level advice and guidance to a range of stakeholders on a variety of issues. This might include briefing papers and speech notes for Ministers, high level advice to Chiefs of Staff, Members of Parliament, Boards and CEOs. She has managed internal and external complaints about staff, and provided confidential advice as to the best outcome arising from such complaints. She has also provided advice about staffing restructures and merging of organisations.

### Relationship building

Peta has demonstrated experience in developing and sustaining good working relationships with stakeholders, which have included over the last 30 years Ministers, Ministerial advisers, Chiefs-of-staff, Mayors, Councillors, funding bodies, community sector organisations and groups, artists, arts organisations, individuals and colleagues. She believes that being a good listener, being sensitive to the needs of others, and respecting people's confidences and privacy, are critical to building and maintaining good relationships.

### Developing documents and reports

Peta is highly experienced in developing documents, submissions and writing reports, whether that be annual reports, strategic plans, governance procedures, policy documents or grant submissions and acquittals. Examples include:

- The Belong Blue Mountains submission to the Australian Government on the proposed changes to Governance Standard 3 of the *Australian Charities and Not-for-profits Commission Regulation 2013 (Cth)* (ACNC Regulation) (2021)
  - New Memorandum of Understanding between Nordoff-Robbins Music Therapy Australia and the University of Western Sydney (2006-2007)
  - Briefing papers for the Minister and his/her department (Australia Council, NSW Arts Ministry)
  - Annual reports for the Lower Mountains Neighbourhood Centre and Belong Blue Mountains
  - Belong Blue Mountains Strategic Plan 2020-2025
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- Key contribution to the Australia Council's submission to the National Review into School Music Education (2005)
  - Re-framing of the Hume Conservatorium of Music's Strategic Plan 2022-2025
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## Values

- Honesty
  - Trust
  - Respectful
  - Professionalism and non-judgement
  - Integrity (personal and professional)
  - Care
  - Collaboration
  - Leadership
  - Social justice
  - Compassion
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## Contact

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