

GEELONG ARTS CENTRE  
MEDIA RELEASE

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# GEELONG ARTS CENTRE TRUST ANNOUNCES NEW CHIEF EXECUTIVE OFFICER AND CREATIVE DIRECTOR

The Geelong Arts Centre Trust is excited to announce the appointment of Rhys Holden as the new Chief Executive Officer and Creative Director. With an impressive background as an arts leader, general manager and producer, Holden is set to steer Geelong Arts Centre into its exciting next chapter.

Holden brings to the role extensive experience in the creative sector, having previously worked for large-scale commercial productions, major performing arts companies and in the small-to-medium arts sector. Most recently he worked as General Manager Monna Foma & Monna Music; produced commercial productions for Michael Cassel Group and was General Manager and Executive Producer of La Boite Theatre Company & Roundhouse Theatre.

Known for his visionary approach and exceptional skills in venue management and programming, the Geelong Arts Centre Trust is confident the new CEO has the ability to further enhance Geelong Arts Centre's position as a leader in the industry.

In his previous roles, Holden demonstrated exceptional talent in driving growth and innovation. He spearheaded initiatives that resulted in diverse community connections, significant sales, ticketing results and strategic organisational change. Holden will join the Geelong Arts Centre team in July 2024 and his expertise over a broad spectrum of the creative economy will be instrumental in advancing Geelong Arts Centre's mission to deliver creative experiences to its audiences.

Holden holds a Masters of Business Administration (MBA); a Bachelor of Arts and Psychology and is currently a board member of Ausdance Victoria. Holden is passionate about fostering a culture of creativity and collaboration, ensuring that Geelong Arts Centre remains at the forefront of industry trends and customer experiences.

## QUOTES ATTRIBUTABLE

**"We are thrilled to welcome Rhys to the Geelong Arts Centre family. Rhys has a remarkable ability to blend creativity, community focus and commercial acumen with strategic insight, which makes him the perfect fit for leading us into the next stage."**

Quotes attributable to  
Chairperson, Geelong Arts Centre  
Lesley Alway

**"I believe strongly in the powerful impact of diverse and bold arts and cultural experiences on communities. Geelong Arts Centre has a long history as a cultural leader. I'm honoured to be working with the Trust and the incredible team at Geelong Arts Centre to deliver on the ambition and potential of the world-class new facilities built on the lands and storytelling traditions of the Wadawurrung People."**

Quotes attributable to  
Incoming CEO and Creative Director, Geelong Arts Centre  
Rhys Holden

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**“Rhys brings a wealth of creative industries knowledge, networks and experience to the helm of Geelong Arts Centre, and is well placed to lead what is now the largest regional performing arts complex in Australia. With world-class facilities, great local talent and a vibrant and diverse creative community, I look forward to Rhys’s contribution to the cultural life of the region and to our creative state more broadly.”**

Quotes attributable to  
Minister for Creative Industries,  
Colin Brooks

## **ABOUT RHYS HOLDEN**

Rhys Holden is one of Australia's most dynamic arts leaders, general managers and producers. He has worked across large-scale commercial productions as a Producer and General Manager, and as Company Manager and Artistic Administrator for a number of Australia's most respected subsidised arts companies.

Rhys has led strategic organisational change; commercial outcomes; managed venues and venue upgrades; managed festivals; produced productions from commission to international tours with Sydney Theatre Company, Michael Cassel Group, and with numerous national co-producing partners. Rhys has worked on a variety of new work commissions, education programs, community development and regional touring programs. Rhys is passionate about creating high-performing organisational cultures and artist and audience development.

## **ABOUT GEELONG ARTS CENTRE**

Geelong Arts Centre is the only State Government owned cultural institution located outside of Melbourne and exists as a leader, connector and creator of extraordinary cultural experiences for local and global communities.

Geelong Arts Centre is a vibrant cultural hub that has undergone a remarkable transformation through a five-year, \$180M+ capital redevelopment.

The co-designed arts centre of the future, inspired by Geelong's history, circus and theatre traditions, and the strong connection to Country, serves as a source of inspiration and a gathering place for the community. With world-class facilities, including multi-format theatres, rehearsal studios, event spaces, and more, the centre offers diverse and exceptional arts experiences that push boundaries and challenge conventions.

The centre's impact extends beyond the arts, driving cultural tourism, contributing to the cultural economy, and positioning Geelong as a vibrant hub for creativity.

Geelong Arts Centre is a driving force in shaping the arts landscape as a 'must-play' destination for exciting and innovative major performances and performers, attracting professional, high-end productions to the Geelong region.