



NICHOLA BURTON

Chief Executive Officer

PROFILE

My range of experiences includes Recording/Touring Artist, Artist Management, Show Producer, Composer, Entertainment Agent, Front Line Business Manager, Systems Software Designer, Workplace Trainer, Event Manager, Publicist, Brand Consultant, Blogger, Author, Public Speaker and CEO for The Pushworth Group from 1990-2018.

CONTACT

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HOBBIES

Travel
Sustainability
Blogging
History

EDUCATION

Queensland Conservatorium of Music

1979 - DEF
Bachelor of Music Education

Australian Music Education Board

1965 - 1980
Grade 6 Piano and Music Theory

Dept of Vocational Training + Industrial Relations

1991-2018
Private Employment Agent License Nominee

The University of Queensland

2003 - 2003
Workplace, Training + Assessment Cert 4

The University of Queensland

2004 - 2004
Six Sigma

The University of Queensland

2004 - 2004
Philosophy

TAFE Queensland

2005 - 2005
Frontline Management Cert 4

AUS Music Victoria

2006 - 2006
Advanced Diploma Music Industry Business

TAFE Queensland

2007 - 2007
Business Management Cert 4

The Demartini Institute Houston Texas US

2000 - 2008
Senior International Facilitator The Demartini Method
Level 2 Certification Human Behavior

The University of Queensland

2004 - DEF
Bachelor of Arts

WORK EXPERIENCE

Commonwealth Banking Corporation Credit Officer

1979-1983
Systems Design, Credit Control, HR Management

Performing Artist

1984-2000
Vocalist, Keyboards, Composition, Producer

Australian and International Artists Agent

1990-1990
Venue Liaison, Artist Liaison, Event Management

The Pushworth Group CEO

1990-2018
Talent Recruitment, Artist Representation, Artist Management, Event Management, Business Management, Financial Control, Policy Management, Staff Training and Development, Artist Business Training and Development, Social Media Management, Marketing

This Is Ground Control Artist Management

1997-2003
Financial Management, Artist Management, Production, Artistic Direction, Choreography
Publicity, Costume Design, Administration

Contractual Obligations System Software Design

1998–2018

Aquarius is a fully integrated program featuring contact database, comprehensive messaging facility, human resource management; purchase orders and contracting, reporting, itineraries, reports, resource management, inventories, accounting for both clients and company,

Australian Festival Management – Event Producer

2000 - 2018

Community Events

Music Festivals

Media Launches

Regional and Council Festivals

Government Events

Corporate Events

Music Business Seminars

Nichola Burton – Customer Experience Management

2000 - Ongoing

Brand Management

Brand Development Consultation

Business Planning

Business Management

Caxton Street Development Association Event Producer

2003-2014

Talent Recruitment for Four Stages of Entertainment

Branding and Publicity Campaign Management

Event and Logistic Management

Stage Management

Volunteer Program Management

Festival Partnership Program Management

Manick Management – Artist Brand Management

2005-2016

Collaborative Project Approach to Artist Management

Brand Management

Social Media Strategies

Business Planning

Business Management

Pressing Issues - CEO

2008-2016

Branding Campaigns for Music Business, Health and Not For Profits Design

Promotional Partnerships

Sponsorships

Product Development

Event Management

Music Means Business – Program Director

2018 - Ongoing

Business and Branding Training and Development Programs for Music Brands

COMMUNITY PROGRAMS

Petrie Terrace Partnership

2014 - Ongoing

Community Engagement

Partnership between Local, State and Federal MPs, Residents, Pushworth, Caxton Street Development Association, The Barracks, Suncorp Stadium, Lang Park PCYC Albert Park Flexible Learning Centre and Local Businesses

The Sound Garden

2012 - 2016

is a Sustainable Community Program created by The Pushworth Group in 2012. The first Sound Garden was located in the Albert Park Flexible Learning Centre community garden at the bottom of Clifton Street in Petrie Terrace one of the historic suburbs in Brisbane. It was the start of a larger scale community project where students, residents and local businesses in any location could get together, find a bit of dirt that needed planting, and contribute plants, share the green thumb, work and bounty. The project was designed to get people away from the screen, outside and closer to nature, understanding where their food comes from and creating ways together to connect and grow. We at Pushworth found that digging and working in the garden was a wonderful way for our team to sound off, debrief and distress. Our minds are clearer in the garden and conducting team training and development is more enjoyable as well as efficient. We also found that meeting with our Musician clients was more relaxed and far more productive in the garden away from the internal meeting room. To date, we have managed 4 major Sound Garden events the last one in 2014 being run exclusively by the students of the Albert Park Flexible Learning Centre as part of their training in our Work Window Program.

The Work Window

2000 - Ongoing

Designed to provide in-house real-time opportunities for Higher Learning students. These students exchange their time to work on specific projects house for a unique exposure to a real time work experience. Commencing in 2000, we have taken students from Universities and High Schools through real time projects such as major Community Music Festivals, Concert Series Social Media Campaigns, Artist Development Music Programs and Community Website releases. This program linked into our **Team Pushworth Volunteer Program** started in 2009 and run annually for the Caxton Street Seafood and Wine Festival. We have trained and developed over 700 people from all walks of life in this time giving them a unique perspective our office, behind the scenes and in the middle of a major Australian community music festival.

VOLUNTEERING

New York Halloween Parade Marshal

2009-2017

New York Road Runners Marshal

2009-2017

American Red Cross New York Field Coordinator

2012

Hurricane Sandy Response Team

SKILLS

Business Management
Brand Management
Event Management
Financial Control
System Design
Artist Management
Event Production
Community Engagement
Public Speaking
Integrated Marketing
Personal Development Facilitation
Professional Development Facilitation
Program Design
Project Management
Operational and Strategic Planning

REFEREES

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