



# JOFF Rae

aka Joffre Ray Kopu - Ati Awa)  
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***“All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved.”***

Sun Tzu

# personal profile

I am a producer of artistic & functional media for private & public installations; develop creative projects & commercial arts ventures; & maker of unique content & events.

/ active in Wellington, Auckland, Melbourne, Perth, New York, Calgary, LA & elsewhere / of Ati Awa / Ko Taranaki te māunga / from Aotearoa / live in New Zealand / reside in the Wellington region / produce via Porirua, Calgary & Perth / work from home, office & studio / creative by any means necessary! / Guilty of ART!//

Ko Taranaki te māunga. Ko Waitara te awa. Ko Tokomaru te waka. Ko Te Atiawa tōku iwi. Ko Puketapu tōku hapu. No Taranaki ahau. Ko Tom raua ko Heather ōku matua; Toku Wahine Audrey Holyoake; E ono aku tamariki; Shorsha, Zoe, Cole, Oscar & Bram; Joff Ray Kopu tōku ingoa.

Over several years I've been fortunate to work in pivotal roles with several prestigious artists, musicians, promoters & producers, products & brands.

I enjoy the productive isolation of my studio & the comfort of my home, the creative environment of Wellington & Melbourne, the pace of my commercial business & the consistent activity of our art & event projects.



***“Being good in business is the most fascinating kind of art.  
Making money is art and working is art and good business is the  
best art.”***

Andy Warhol

# key skills

## **communication & delegation**

- work with teams, appointing roles & tasks in high pressure delivery environments;
- great relationships with premier suppliers & individuals in the arts & entertainment industry & can specify detail to most technical aspects;
- a higher understanding of the creative process;
- ability to employ various methods to achieve the highest standards of delivery;
- ability to consult with an artist or a creative & translate or describe the message they want to convey in artistic, practical & technical terms.

## **time management & business practice**

- excellent bookkeeping & accounting skills & can prepare & present budgets & accounts proficiently;
- independent & commissioned contractor in the entertainment & creative industries since 1988;
- excellent understanding of how a commercial business venture operates;
- schedule projects & artists including travel & production;
- write excellent performance & supplier agreements;
- good understanding of supply & demand equilibriums & scaled ticketing values & pricing;
- excellent negotiation & sales skills.

## **media & applications**

- design media content including visuals, websites & video;
- mobile applications - iOS & Android;
- spatial computing - Apple Vision Pro, Meta Oculus, etc;
- XR - AR, VR, 3D & 360° video & media production;
- operate an independent internet server with several domains;
- proficient in the following applications:
  - Adobe Suite - Premier, Photoshop, etc;
  - Modul8 visual drive;
  - Final Cut Pro & iMovie video editing;
  - FTP & server applications, XML & HTML; Squarespace hosting platform;
- word processing, spreadsheets (tables, etc), & other basic applications;
- XERO cloud accounting application.

## **event & technical**

- event, stage & set design;
- vision mixing, direction, camera operation & projection;
- audio engineering & systems;
- visual engineering & systems;
- production & stage management;
- all aspects of theatre protocol & technical requirements.
- PR, A&R & sponsorship proposals & liaison;
- advertising schedules & plans.



# role

## Key Accountabilities:

### Creative Strategy

- Develop creative strategy and innovative solutions to solve event marketing and communication challenges.
- Work with the creative process and the account & production teams to develop the vision of event deliverables and effectively communicate that vision to colleagues and productions by skilfully crafting content.

### Flawless Creative Execution

- Work closely with Designers and other account team members to ensure on-brand design and accurate message content to meet the production needs.
- Remain involved in production after the brief to ensure creative integrity, be a creative resource to the team as production needs or budgets change, and further develop the relationship with the production.
- Remain constantly aware and informed about emerging trends and best practices in advertising, live productions, technologies and cultural movements.

### Creative Team Leadership

- Foster a culture and environment that is conducive to creative development by making creative sessions a “safe” place where all participants are heard and respected, resulting in superior creative solutions.
- Demand the very best from all team members, and accept and deliver only original, creatively led concepts that excite the production and the audience.
- Understand, utilise, teach and champion processes and tools that facilitate productive creative development.
- Drive continuous process improvement to discover efficiencies and make recommendations within the creative department.
- Network between offices to share ideas, knowledge and resources. Know and understand success stories from across the network. Be able to share those stories with the team and productions in the appropriate context.
- Serve as a coach to more junior creative team members to ensure that they are exposed to appropriate opportunities to help them grow in their career and to ensure that they continue to add increasing value to the team.
- Serve as a trusted advisor and strategic partner to key senior producers.
- Help Design Director with driving the local business forward.

### Production Management / Business Development

- Provide leadership in developing business strategies for new and existing productions that lead to revenue growth. Generate ideas that excite productions and expand their perceptions of what iSPARX.group & Strategic Productions can do to help them drive results.
- Understand the productions' business objectives and how those objectives relate to the target audience, while staying in tune to business issues, particularly in key account industries, to assist in generating relevant creative ideas.

### Skills:

- Proven team leadership qualities.
- An agile and innovative creative mind.
- Good interpersonal communication skills.
- An understanding of the process and role of creative strategy.
- An understanding of the costs, time-scales and production technicalities involved in delivery.
- Superior writing skills with proven experience with message development and writing in different mediums (i.e. powerpoint, press releases, video, proposals, etc.).
- Excellent creative and artistic presentation skills.
- Strong in depth knowledge of brand positioning and industry trends, strong understanding of how projects fit into the production's business and brand position.
- Possess excellent time management skills; proven ability to work on multiple projects at any given time with deadline pressures.
- Demonstrated creative competencies: production focus, accountability for results, organisational sophistication, ingenuity and communicating ideas.

## JoFF Rae - Producer & CCO for iSPARX.group

### Description

As the Producer / Creative, JoFF Rae plays a crucial internal and external role. Internally, he is the cultural leader in the office: introducing energy, excitement and information to the larger team, while acting as a leader across projects and supporting the Design Manager. Externally, he presents as a creative and strategy leader: someone who can articulately analyse a problem, craft a winning solution and then wrap said solution in the most useful, usable and delightful way possible.

We are a creatively led team. Joff leads the creative process by generating innovative ideas and engaging the audience through effective concept development and skilful writing (as well as an eye for art direction and environmental design). Working with the strategy and design teams, ensure the delivery of superior creative solutions that bring the brand experience platform to life, drive production results, meet their budget requirements, and meet our businesses financial targets.



i S P A R X



# career features

- **iSPARX.group Limited (Founder) / Producer | CCO / iSPARX™ immersive Media System**

XR / 360° Immersive Media Agency; New Media - Media & Technology industry | developed June 2016 – May 2017; incorporated. July 2017 - Present | [www.isparx.group](http://www.isparx.group) | New Media Development; AR / XR / location concept development; Creative Direction & Technical Management.

- **ALPHA State Limited | TOI AGENCY Limited | Executive Producer | Event & Immersive Media Production** | Arts & Design | January 2010 – Present | music & art videos; exhibitions & workshops; contracting & production: bookings & schedules; design & content / press & publicity.; 3D galleries.

- **ARTIVIST : creative by any means necessary! | Creative | Exhibitions & Arts Management**

Arts & Entertainment industry | June 2009 – Present | [www.artivist.co.nz](http://www.artivist.co.nz) / Guerrilla Media – Urban Arts; Fine Arts; Design – event, graphics, content; Creative Direction & Technical Management / Production Design & Management – music & arts, tours, events, concerts, performance, installation, contracting & booking.

- **Salmonella Dub Limited | Contracts, Production & Strategy / Logistics Management & Ghost**

Entertainment industry | November 2009 – February 2022 | [www.salmonelladub.com](http://www.salmonelladub.com) contracting & production: bookings & schedules; production design & technical direction; digital & online content; ticketing system & new media development; Visuals Artist.

- **James Cabaret Limited | Director / Owner**

Concert & Event Venue | January 2013 – March 2015 | Developed & re established award winning iconic music venue in Wellington; highest production values for International bands & performances.

- **Jack Morton Worldwide | Content & New Media Developer**

Global Public Company; IPC; Marketing and Advertising industry | 2000 – 2003 (3 years) | Premier Experiential Marketing Company (Olympics, FIFA, etc) New Media concept development & delivery/ delivered early demonstrations & examples of high quality streaming media on demand & online.

- **Fight For Life / TV3 Live Broadcast | Event Producer, Designer & Production Manager**

Entertainment industry | January 2001 – November 2002 (3 events over 2 years) Award winning broadcast events incorporating circus, celebrity boxing & a charity dinner broadcast nationwide for 5 hours in prime time/ designed & managed the events involving all aspects of the live show for broadcast.

- **Company Positions**

Company Director - iSPARX.group Limited | June 2016 - present | new media & immersive media development & innovation; Company Director - ALPHA State Limited | January 2016 - present | arts & event management & production services.



***“Passion is needed for any great work, and for the revolution, passion and audacity are required in big doses.”***

Che Guevara



# interests

I paint (stencils & aerosol), make large format “paste ups” & keep productive with media projects; I make digital media - visuals, websites & online content, social networking builds & archives.

My partner Audrey Holyoake dip.vis.comm sews fashion & practical items, sculpts, weaves harakeke, paints with acrylics on canvas & Arne Jacobson chairs, & manipulates textiles. We collaborate on artistic projects & productions - including our 3 sons.

We collect the art of our friends & close acquaintances & have private & personal pieces from Tame Iti, Sheyne Tuffery & Michel Tuffery MNZM, JR, NeLio, Darryl DLT Thompson, HAHA, Dan Tippett, Mike Weston, Otis Frizzell & Weston Frizzell, Jos Wheeler, Tracey Tawhiao, & others; I have credit on works of various artists, bands & musicians; I collect furniture - Le Corbusier, Eames, George Nelson, Philippe Starck, Marcel Breuer, Florence Noll; & I love books - design & art & quirky little collectables in our library.

I am artistically motivated; when I am not working with arts I'm making art  
- **'by any means necessary!'**







# referees

**Reuben Friend**

Curator / GM Porirua City  
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**Anthony (Antsmif) Smith**

Producer / Musician  
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*\* more available upon request*