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Community Presenter Guide

**COUNTRY
ARTS
WA**

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Being a Presenter

If you are interested in presenting performing arts shows in your community, this guide is for you! Whether it is a local community performance or event or a touring company visiting with their show, this information will be helpful. It covers the process from choosing and marketing a show to evaluating its success and improving processes for future events.

Presenting can be challenging; however, it is incredibly rewarding for your community and your organisation. We have created a step by step guide to inform and inspire you to create the event you imagine!

Every community has different levels of experience and facilities. If you need more information Country Arts WA is always available to answer any questions. We'd love to hear from you.

This guide is also a useful tool for succession planning, to be handed on to the next person in the role.

Helpful presenting terms

To begin with, let's define a few key terms that will be used when presenting shows.

Presenter – professional or community

A Presenter is sometimes an individual, but more often an organisation or group which presents performances in their community. Presenting organisations range in size and capacity, with some Presenters managing their own venues, whilst others need to hire a venue to present shows in their community. Presenters include managed venues, local shires, community resource centres, arts groups, sports groups, recreation centres and other community groups.

Producer

A Producer is an individual, group or organisation that creates and produces performing arts work. The production could range in genre from circus, theatre, dance, music to other styles of performing arts.

Tour Coordinator

A Tour Coordinator works with Producers and Presenters to create and manage performing arts tours. Country Arts WA focuses on developing a Presenter's capacity and confidence to deliver professional performing arts in their community and acts as a Tour Coordinator to help achieve this.



Keep an eye out for purple patterned sections throughout this guide. This information is specific to the Country Arts WA Shows on the Go program.



Shows on the Go 2017 Barbara and Barry's Sweet, Sour and Saucy cast, Presenter, and audience members in Hopetoun. Image by Janie Davidson

Do you have a programming plan?

Before you consider choosing shows to present in your community it is invaluable to get to know your audience/community by consulting with key individuals, groups and organisations in your town. What do they want to see? What are they interested in? How much are they willing to pay to attend a show? Do they want more of a social experience – a dinner and a show type event?

The more you speak with your community and you consider the feedback and outcomes from previous shows, the more you will be informed to make decisions around programming. You may choose to create a formal programming plan with your vision for presenting in your community over the year, or choose one show that suits what the community is requesting.

Other factors to consider when programming are the resources and manpower available to deliver the event/show within a certain period of time. What is your budget and have you factored in all the costs involved? Are the technical specifications for a show suitable for the venue?

As part of CircuitWest's Audience Development Project, Country Arts WA and CircuitWest created the Venue Manager's Toolkit with funding by Lotterywest. This is a great resource and tool to assist with understanding and creating a programming plan.

www.circuitwest.com.au/wp-content/uploads/2016/07/Program-Planning-Guide-CAWA-Toolkit-revised-revised-Final-9-March.pdf

Programming collectively with neighbouring towns

There is strength in numbers, as they say. Have you considered speaking with your neighbouring towns to work together to deliver performing arts events in your area?

Here are the reasons why we think this is a great idea:

- + As a collective you can determine the shows that are suitable for your area and approach Producers to ask them to tour it. This may be more attractive to the Producer, as there is more than one town in which to perform. It will also allow Presenters to share costs and cross-promote
- + In the case of Country Arts WA's Shows on the Go, you could decide which shows you all are interested in and all vote for them in the Menu. This may increase your chances for your preferred show being selected to tour
- + When shows are offered for touring, you could discuss which town is best suited to present each show and program accordingly, allowing you to cross-promote each others' shows and increasing options for your community to access a range of performing arts events. You can pool resources and save costs. If you are very close to each other and you all decide to present the show, this may adversely affect your ticket sales for your event



Where to access touring work

Presenters have a variety of different avenues to access touring work to present in your community.

1. Menus

A number of state based organisations offer touring menus with productions of various genres and various prices which are tour ready. It is a matter of contacting the organisation and indicating your interest in the production. There are more steps to happen after this point but this is the start of the conversation. Refer to Country Arts WA's Shows on the Go program on page 5.

2. Contact the Producer directly

Another great way to book shows for your community, is to contact the Producer directly. This will require a bit more negotiation on your part; however, it is a fantastic way to create lasting relationships with Producers. Don't be put off by contacting creators of work, as they want to tour their shows to communities and are happy to talk about their show. You never know where this may lead!

Here's a list of places to start your search:

National Touring Selector shows

If you would like to find a particular show that was not included in a menu offering, you could always check National Touring Selector. It is a national touring database, showcasing a variety of professional performing arts shows ready to tour.

You can search through the site via genre and contact the Producer directly. Note: the Producers are from across Australia, so you may need to factor in travel and accommodation costs.

touringselector.com

Festival regional tours

There is the option to be a part of a festival regional tour, as part of Fringe World Festival or Awesome Arts Festival, which is for children and families. You can indicate your interest with the respective festival.

www.fringeworld.com.au

www.awesomearts.com

Country Arts WA Shows on the Go Menu

The Shows on the Go Menu is a great tool to see what shows are available and tour ready. Two to three shows are selected to tour each year. There are also other shows listed that may be perfect for your community.

The Producer contact details are available on each listing in the Menu, which is located on the Country Arts WA website. You can also find each show listed in the National Touring Selector.

Keep in mind; the fee may be different, as Country Arts WA has very generous sponsors that cover the travel costs. You will need to take into consideration the cost of accommodation, flights, travel, freight, marketing, per diems and possibly an increased performance fee, if you book directly.

www.countryartswa.asn.au

3. Seek advice from a local arts organisation

There are many local and national service providers who either have regular tours or could put you in contact with a suitable Producer. Country Arts WA staff have a wealth of experience and knowledge in regional performing arts touring. We would be more than happy to suggest Producers and shows that may be of interest to you. Call the main line on 08 9200 6200 or email presenting@countryartswa.asn.au to start the discussion.

Here is a list of other service providers for you to contact:

WA

Department of Local Government, Sport and Cultural Industries

www.dca.wa.gov.au

CircuitWest

www.circuitwest.com.au

Community Arts Network (CAN)

www.canwa.com.au

Disability and Disadvantage in the Arts (DAADA)

www.dadaa.org.au

Western Australian Music Association (WAM)

wam.org.au

Tura New Music

www.tura.com.au

Chamber of Arts and Culture WA

www.cacwa.org.au

Writing WA

www.writingwa.org

Propel Youth Arts WA

www.propel.org.au

Propel have an extensive list of arts organisations and groups across Australia listed on their website, which is another great place to start.

www.propel.org.au/contacts

National

Australia Council

www.australiacouncil.gov.au

Regional Arts Australia

regionalarts.com.au

PAC Australia (formerly APACA)

www.apaca.com.au



Rachael Whitworth (left) from Performing Lines WA chatting with Michelle Hovane from Sensorium Theatre in a Get Together pitch at WA Showcase 2017. Image courtesy of CircuitWest by Jessica Wyld

4. Attend state based or national showcases to source work

If you want to see a variety of shows in one place in a short period of time, and if your budget allows for it, attending a showcase in WA or interstate could be a great option for you. Producers and makers of work are invited to discuss their work and to pitch their shows to Presenters. Producers often use these forums to generate interest in creating a tour to apply to funding bodies for support to cover touring costs. There may also be great opportunities to attend professional development workshops, panels and master classes. It's the perfect spot to create lasting and fruitful relationships with performing arts colleagues.

Here's a list of the market places to source work in Australia:

Western Australia showcase

Showcase WA

- + Coordinated by CircuitWest
- + Yearly marketplace for WA made work
- + Excellent professional development opportunities available

www.showcasewa.com.au/about-1/

National touring showcases

Showbroker

- + Coordinated by Arts South Australia
- + Market place to pitch shows to Presenters across the country
- + Good opportunity to meet interstate Presenters
- + Organised through National Touring Selector

touringselector.com/conference/showbroker/about

PAX – Performing Arts Exchange

- + Coordinated by PAC Australia (formerly APACA)
- + Conversation based discussions about creative works

www.apaca.com.au/performing-arts-exchange

APAM – Australian Performing Arts Market

- + National & international showcase
- + Funded by the Australia Council for the Arts, happens every second year

www.performingartsmarket.com.au

Other state based showcases around Australia

Queensland - arTour

- + Supports performing artists and Producers to tour work both nationally and through regional Queensland

www.artour.com.au/queensland-touring-showcase/about

South Australia - Country Arts SA

- + Country Arts SA is regionally focused, bringing the arts to life in regional South Australia
- + Presents shows and workshops in their art centres and community owned venues in other centres

www.countryarts.org.au

Victoria - Regional Arts Victoria (RAV)

- + Showcase Victoria – presented by the Victorian Association of Performing Arts Centre and Regional Arts Victoria
- + Opportunity for Victorian Producers to pitch their work to Presenters

www.rav.net.au/performing-arts-touring/showcase-victoria

New South Wales - Arts on Tour

- + Salon invites NSW Producers and Presenters to connect and build relationships across the state
- + 10 Artists/Producers pitch their show to Presenters
- + 10 Presenters pitch their organisation and program overview

www.artsonatour.com.au/aot-salon

Northern Territory - Artback NT

- + Offer interstate Artists and Producers who are interested in touring to the Northern Territory a fee for service

www.artbacknt.com.au

Country Arts WA's Shows on the Go

Country Arts WA's Shows on the Go program is a Presenter-driven model, meaning, as a Presenter you contribute to deciding which productions tour to your regional or remote community by voting via the National Touring Selector. The top voted shows will be available for presenting in regional communities via an expression of interest process.

Shows on the Go productions are created to be as tour-friendly as possible. They can be set up and performed in the same day. Country Arts WA aims to make the whole experience of presenting a show as easy as possible.

What are the benefits to you as a Presenter to present a Shows on the Go show?

- + You will receive shows that are chosen by regional WA communities for regional WA communities
- + Each show comes with complete technical support and a dedicated technical person who handles the set up and operates the lights and sound during the performance
- + You determine the price of your tickets based on your budget and what your community can afford
- + You have the freedom to create the event you would like in your community. For example: you might offer a dinner and a show package, a BBQ before the show, a supper afterwards, a local act/artist may perform prior to the main act, you may partner with another organisation to run the bar, or any other ideas you have
- + Subject to availability based on the tour schedule, workshops are provided by the touring artists for you to offer to local organisations, groups or schools to increase understanding of the artform and to assist with promoting the performance
- + Contracting of the performers is done by Country Arts WA
- + Country Arts WA covers accommodation and travel costs of the touring party

What support will you receive?

- + This Community Presenter Guide
- + An electronic press kit for your use in promoting the performance, including marketing information, media release, biographies of the performers, images, logos and a press advert template
- + Complimentary posters and flyers
- + Social media posts throughout the tour which can be shared on your page
- + Interview opportunities with the cast for radio and press calls
- + Two tour T-shirts for pre-show promotion and front of house staff to wear
- + A television commercial for the show screened prior to and during the tour on GWN7
- + Local promotional ideas specific to the show to engage your community
- + A Tour Manager employed by Country Arts WA, who is responsible for the tour while on the road and will liaise with you and the performers

What do you need?

- + An enthusiastic and supportive team!
- + Your organisation or group must be incorporated and have a current ABN. If you don't have either, please speak with Country Arts WA staff as there are other options
- + A venue that is suitable for the show's technical requirements
- + Staff or volunteer support to manage ticket sales, local promotion and front of house (ushering) at the performance
- + Payment of a performance fee
- + Payment of Royalties or APRA fees, if required
- + Someone to complete the report post tour and share your successes and learning



Touring models available to Presenters

So you have found a show that you are interested in and you are about to contact the Producer or Tour Coordinator to indicate your interest. There are a variety of touring models available to choose from when presenting performing arts events. It is often based on whether the Presenter manages a venue or not, and the amount of risk you, as a Presenter, are willing to take.

Sell off model

This model is the most common financial arrangement for community Presenters. A Producer or Tour Coordinator sets a performance fee for the show, based on the Producer's weekly fee. If the Producer has secured touring funding, the costs associated with travel will not be included. Without touring funding, travel costs may also be included in the sell-off fee. The Producer contracts with a Presenter for the delivery of the tour.

Country Arts WA's Shows on the Go presenting program uses this model, with performance fees for shows ranging from \$2,000 to \$7,000.

Risk share model

This model is used when the Producer of the work and the Presenter come to a percentage arrangement about the amount of risk they will take on the production at box office. Some Presenters might opt for a 50:50 box office split, or a percentage less than this depending on the cost of presenting the work in their venue or community. The rate is determined in the negotiation period prior to contracting. The advantage of this model is that both parties have an incentive to actively market the performance.

Hire

Producers may approach venue managers and choose to take the entire risk on the production. They pay a hire fee determined by the venue, which may include use of equipment and/or staff, and the Producer takes the entire box office takings for the show. This arrangement is only possible if you manage a venue. You may wish to consult your programming policy before you accept a hire arrangement.

Terms you may come across when speaking to Producers are **weekly fee**, **remount**, **performance fee** and **touring costs**.

The **weekly fee** is the sum of the total costs per week for the production to exist whilst on tour and may include artist fees, technical equipment costs, props, marketing costs, Producer fees and administration costs. Producers or Tour Coordinators determine the **performance fee** based on how many Presenters will present the work, within a week.

The **remount fee** is the cost to get the show rebuilt, rehearsed, packed into road cases and ready for the road. This could be because they have not toured the work in some time so the cast need to rehearse again with a director. Or they have a completely new cast who need to practice the show or they need new photos to be taken for marketing purposes. The remount is normally shared amongst all Presenters in a tour.

If the Producer does not have funding support to tour the production, **touring costs** may also be included in the weekly fee. These are usually shared across all the organisations presenting the performance.



Process and schedule for delivering a tour

Each touring show is different as you deal with a variety of Producers and Tour Coordinators who have their own way of doing things.

This is the Country Arts WA Shows on the Go process:

1

Shows on the Go Menu

The Shows on the Go Menu is launched via email to WA regional and remote Presenters. There are a variety of shows on offer, curated by a panel of regional Presenters, included in the menu. If you would like to receive the menu, email Country Arts WA staff at presenting@countryartswa.asn.au.

2

Presenter voting is open via National Touring Selector

Shows on the Go is a Presenter driven program, where Presenters vote for the shows they would like in their community. The voting process is done on National Touring Selector, a national touring database: touringselector.com. We recommend you discuss the offerings with your community members and vote for the shows you would like to see in your community.

3

Show announcement for touring and Expressions of Interest (EOI) open

A tour announcement and EOI will be sent to you via email. We ask you to complete the form, indicate the dates you cannot take the show and return this before the cut off date to presenting@countryartswa.asn.au.

When providing dates you cannot take the show, please consult your local arts and sporting groups, shire and Community Resource Centre to make sure they don't have events on during the period of the tour. If you do not receive an email regarding the EOI, please contact staff at Country Arts WA.

4

Itinerary development

Country Arts WA staff – the Tour Coordinator – will gather the interest from the EOI's submitted and create an itinerary, factoring the days you stated you were not available to present the show. Your Tour Coordinator will contact you to confirm a date for your performance.

Note: putting a tour itinerary together is quite a jigsaw puzzle and a number of factors must be considered. It is possible the performance may not be able to come to your town on your preferred date and unfortunately sometimes not at all. It is also possible that in the draft stage of the itinerary your date may change a few times until it is confirmed.

5

Memorandum of Understanding (MOU)

Once your date for the performance is set, and the whole itinerary confirmed, the Tour Coordinator will provide you an MOU to complete. The information you provide will be used to create the full contract which outlines the responsibilities of everyone involved – the Producer, the Tour Coordinator and you, the Presenter.

The document also asks for marketing information so that the Country Arts WA Communications Team can start creating the posters, flyers and other marketing material required for the show.

6

Workshop confirmation

There is often the opportunity to host a workshop with the touring artists and community members. The workshops differ depending on the show. For example, a touring party with dancers may offer dance lessons, whilst circus performers will offer circus workshops. The workshop information is listed in National Touring Selector at the time of voting.

Workshops are a great way for your community to engage more deeply with an artform, the show and your organisation. It is also a good opportunity to promote the show with flyers, which can lead to an increase in ticket sales.

During itinerary development, the Tour Coordinator will confirm your interest in presenting workshops. It is your responsibility to organise the workshop in your community, by ensuring there is an appropriate venue in which to hold it and by offering it to community groups, schools, clubs or the general public.

If it is a workshop for children, you can contact your school principal or teacher to confirm if they would like to take up this opportunity at their campus.

Sometimes the performer offers more than one choice of workshop. Most workshops go for one hour. The performer may specify the size of the venue, the floor type and other requirements they will need for a successful workshop.

Note: one workshop is available per community, subject to the itinerary. While we want to offer workshops to each community, sometimes this is not possible as the health and wellbeing of the tour party must be considered so that they can safely and successfully complete the whole tour.

7

Electronic Press Kit (EPK)

The EPK includes marketing and promotional materials you can use to promote the show. A link and show specific password will be provided to you by the Tour Coordinator to access these materials. The EPK will be regularly updated with new materials and information as they come to hand.



8

Contract

You will receive two contracts to read, complete, sign and send back. Country Arts WA will then sign the contracts and return one to you for your records.

Note: a performance in your community can't go ahead without a signed contract received by Country Arts WA.

9

Invoice

An invoice for the performance fee will be sent to you to be paid 10 days after your performance date.

10

APRA licence

Your Tour Coordinator will advise APRA about the show and provide a list of Presenters who are taking the show. APRA will contact you directly to arrange for a casual licence to be paid, if your venue requires one. If you do not hear from APRA, please contact them directly: apraamcos.com.au.

11

Community engagement ideas

With the help of the performers, Country Arts WA creates innovative and fun community engagement and promotional activities and ideas for you to use in your community. The ideas will be included in the EPK.

12

Teleconference

Every tour, Country Arts WA organises a teleconference for Presenters to discuss and share their ideas for promoting the show. It's a place to share, network and feel connected. It's a great opportunity to learn from other Presenter's experiences with the program and discuss any challenges you may be facing. You will likely find others are facing similar predicaments!

The Tour Coordinator will advise you of the date and time, and provide information to join the teleconference online. Please come armed with questions and what you would like to share.

13

Posters and flyers

Your poster and flyer will have your own event details on them. There is limited space on the poster and flyer, so only the essential information will be included. Unfortunately we are unable to include logos.

Our Communications Team will be in contact with you to ensure your Presenter, venue and show details are correct on your posters and flyers. Please check carefully and reply as soon as possible.

You will receive your posters and flyers by mail before your performance date. Please advise the Tour Coordinator if you do not receive them.

14

Bump in (stage set up) and bump out (stage pack away) times confirmed

The Tour Coordinator will contact you to discuss the most suitable time for the tour party to bump in in your venue. Please provide the best contact details for the venue and the key collection.

15

Tour Manager

The Tour Manager for the show will contact you prior to their arrival to introduce themselves, confirm bump in, bump out and performance details. They will be your direct contact during the tour and your contact on the day of performance. They will liaise with the crew and performers regarding the performance, workshops, bump in and bump out. They are there to help, so ask them questions if you need advice on the performance day. Always feel free to contact your Tour Coordinator if you need support.

The Tour Manager will also discuss the sponsorship requirements including signage, engagement activities, acknowledgements and pre- and post-show speeches.

16

Post show call by Tour Coordinator

The Tour Coordinator will contact you after your show to see how your performance and workshop went. We enjoy hearing about your successes and are here to listen to your challenges.

17

Tour Evaluation and Box Office Reconciliation

The Tour Coordinator will send you an electronic copy of the Tour Evaluation to be completed within one month of the show. The Box Office Reconciliation form at the beginning of the evaluation is due 7 days after the performance.

Please remember to include images, quotes, media stories, comments and marketing materials that you have created.

18

Royalty payment

Once you have sent your completed Box Office Reconciliation to the Producer and the Tour Coordinator, the Producer will provide you an invoice to pay, if required.

19

Evaluation

Post show it is best to evaluate the success of your event with your committee and stakeholders to celebrate your wins and to discuss the challenges. Questions to consider include:

- + Did you achieve what you wanted to?
- + Have you shared your successes with sponsors and stakeholders?
- + Would you present again? Why? Why not?
- + What would you do differently?



Costs when presenting a touring show

Depending on the financial touring model you decide upon, you will need to consider various costs when presenting work in your community. Here are the costs for the Shows on the Go model:

Performance fee

This varies depending on the price set by each Producer for the show. It is outlined in the Menu.

Royalty fee

Some artists receive a royalty fee on top of the performance fee each time their show is performed, to pay the creatives who were involved in the creation of the show. This could include the writer, director, lighting or music designer.

The royalty is a percentage of the net box office and is determined after the performance.

Venue hire

This may be an added cost, or you could partner with your local shire for in-kind support.

Note: please make sure the technical requirements of each performance is suitable, when booking a venue.

Local marketing costs

Consider costs, such as advertising in your local paper, paid radio segments, and any other promotional activities that cost you money. This is above and beyond the posters, flyers and television commercial Country Arts WA supplies.

Australasian Performing Rights Association (APRA) License

For some performances, you may be required to obtain an APRA License. This is most relevant for music performances.

A national organisation, APRA administers the rights of composers, songwriters and publishers.

Check with your venue to see if it already has an APRA license. If not, you will need to apply for a Casual APRA License for a small fee. Visit www.apraamcos.com.au or call APRA's Perth office on 08 9382 8299 to arrange your license.

Goods and Services Tax (if you are registered for GST)

Ensure that your tickets include GST if you are registered for GST.

For more information about GST visit the Australian Tax Office

www.ato.gov.au/Business/GST

Artist rider

Some touring shows specify an artist rider, which is a list of items they require in their dressing room, to be provided by the Presenter. They may include food and drink. It is important to establish with the Producer when signing the contract, what these items are, so you are aware of the extra costs to your budget. You are able to say no to some items; however, some artists prefer them to be supplied.

Any additional costs

Factor in other costs, such as supper, refreshments and insurance.

Partnerships and sponsorships

When you are first deciding to present a performance, put together a budget of all the costs involved, against the anticipated income from the sale of tickets. You may discover you will need support from other organisations, sponsors or funding bodies to finance the show.

Consider approaching a local business, a mining company, or your shire, to ask for financial or in kind support e.g. marketing or venue hire. It doesn't hurt to ask. Many Presenters across the state receive sponsorship support from these sources and find it incredibly advantageous and rewarding. Often, you are helping the shire or the mining company to achieve their community building targets.

Here are some suggestions for community sponsorship:

- + Think about asking the local newspaper, radio or television station to sponsor the performance by providing discounted or even free advertising space
- + Approach local businesses to see if they're interested in becoming sponsors of the performance. You can arrange incentives for the business. Perhaps a pre-performance function and discounted tickets for their guests?

For more information on sponsorship have a read of the great tips provided by Creative Partnerships Australia:

www.creativepartnershipsaustralia.org.au/for-artists-and-arts-organisations/resources/guides-and-factsheets/sponsorship

For local sponsorship proposal templates by CircuitWest visit:

www.circuitwest.com.au/resource/how-to-for-corporate-partners-and-sponsorship-proposals

Sponsorship Requirements

Many regional tours receive sponsorship from Government, business and/or not-for profit partners and have specific sponsorship requirements to meet the objectives of the partners and satisfy the sponsorship contract. This may include placement and inclusion of specific logos, naming or presenting rights, signage and engagement activities. Please check with the Tour Coordinator or Producer for specific sponsorship requirements for your performance.

Shows on the Go Healthway sponsorship

Shows on the Go is sponsored by the Act-Belong-Commit message. In participating in this sponsorship with Healthway we undertake certain responsibilities in accepting that sponsorship.

Act-Belong-Commit

Healthway provides key sponsorship to the Shows on the Go program through their mentally healthy campaign, Act-Belong-Commit. Act-Belong-Commit is a comprehensive health promotion campaign that encourages individuals to take action to protect and promote their own mental wellbeing and encourages organisations that provide mentally healthy activities to promote participation in those activities.

Country Arts WA and Presenters of the Shows on the Go program are required to promote the Act-Belong-Commit messaging and ensure activities surrounding the show are in-line with the campaign's objectives. Specific requirements include:

- + Co-presenting credit included in all written and aural mentions of the performance, e.g.:
 - "Country Arts WA and Act-Belong-Commit present [Show name]"
 - "[Show name] is proudly presented by Country Arts WA and Act-Belong-Commit"
- + Healthway and Act-Belong-Commit logo on all show material – provided in logo block in EPK
- + Providing a Smoke Free environment for the event, including the stage and audience areas
- + Act-Belong-Commit and Smoke Free signage at the show - organised by Country Arts WA Tour Manager
- + Act-Belong-Commit activities at each tour - organised by Country Arts WA Tour Manager, see section below
- + Act-Belong-Commit branded merchandise and information sheets at each show - organised by Country Arts WA Tour Manager
- + Providing copies of any local media advertising, newspaper articles or event photos with your tour evaluation to Country Arts WA
- + Acknowledging Healthway in a speech during the evening, and running a competition for the opportunity for an audience member to win a tour t-shirt - organised by Country Arts WA Tour Manager

Country Arts WA provides a logo block to Presenters, containing all the required logos for tours they coordinate. This can be found in the EPK and is required on all artwork promoting the tour.

You can find out more about the campaign and becoming an Act-Belong-Commit partner at www.actbelongcommit.org.au

Act-Belong-Commit activities

An exciting opportunity in a strong partnership is working together to achieve each other's objectives. In this case more people engage with the Act-Belong-Commit message and with the performance.

Act-Belong-Commit activities are used at each performance to provide a way for the audience to engage in the messaging in a meaningful way. Where possible, the activities incorporate the show's theme and provide an extra opportunity for Presenters to promote the show, while also promoting the Act-Belong-Commit messaging. More information about your show's specific activity will be provided by the Tour Manager. Some examples of previous activities are included below.

- + Kindness Cards encouraged community members to engage in random acts of kindness. Kindness cards were provided to the community prior to the event through schools and also available at the show. Participants wrote their own ideas for random acts of kindness on the cards which were then pinned up on a wall at the show to share with the community
- + Stories of Love asked community and audience members to share stories of loved ones through social media and write them on the cards provided. Some communities ran competitions in the lead up to the show to find the best love stories in their town. The cards and photos of loved ones were pinned up on a wall at the show to share with the community
- + Act-Belong-Commit pledge wall asks audience members to pledge ways to stay mentally healthy. Audience members write their ideas and stick them to the pledge wall at the show. The pledge wall travels to each town on the tour to share the accumulated pledges from the audiences with each town



Shows on the Go 2017 Barbara and Barry's Sweet, Sour and Saucy love notes from Act-Belong-Commit at Northcliffe. Image by Janie Davidson

Co-presenting

How about encouraging a local group or organisation to co-host the event with you, for example a shire working with the local Community Resource Centre. You can share resources and promote the show to a wider network in your community. It is helpful if one organisation is the contact point and contracting party for the Producer/Tour Coordinator; however, both groups can organise the event, share costs and promote the event to a larger network.

Team up with a local community organisation for the event

The best way to get the word out is to garner the support of other local organisations, groups and clubs. They could share the workload and help boost audience numbers. For example, the Country Women's Association (CWA) could cater for the event, and the Men's Shed or local football club could help set up the tables and chairs before and after the event, or decorate the venue. You could also ask them to promote your show in their newsletters or mail outs, so you can tap into a market you haven't previously reached.



Shows on the Go 2016 Aboriginal Comedy Allstars comedians were given a caricature sketched by Sandstone local, Jim. Image by Weng-Si Cheang

Funding support

Here are a couple of options on offer for Presenters to assist with presenting shows:

Country Arts WA

Share the Risk support is available for eligible Presenters to cover up to 50% of the Shows on the Go performance fee, and up to \$10,000 for any professional performing arts event in your community. This is a guarantee-against-loss program designed to assist remote and regional communities cover losses associated with unexpected events in their community that affect ticket sales. Find out more information here:

www.countryartswa.asn.au/our-services/funding/share-the-risk

Note: Shires and for profit organisations are not eligible for Share the Risk support.

Department of Local Government, Sport and Cultural Industries

Department of Local Government, Sport and Cultural Industries provides funding to assist with community engagement.

www.dca.wa.gov.au/funding/community-engagement

Lotterywest

Lotterywest have funding available for Presenters to purchase, lease or modify a vehicle, such as a bus, to transport community members to shows locally and in neighbouring towns.

www.lotterywest.wa.gov.au/grants/grant-types/vehicles

They have a grant that assists with community events, and covers publicity, advertising, hire of venues, entertainment, admin, improvements in accessibility in venues and more.

www.lotterywest.wa.gov.au/grants/grant-types/community-events

There is also the opportunity to access funding to grow your audiences and increase participation for regional audiences for performing arts shows and events.

www.lotterywest.wa.gov.au/grants/grant-types/regional-performing-arts

Fundraising

Fundraising is a great way for community organisations to raise funds to assist with covering costs associated with presenting a show.

Here are a few ideas for fundraising:

- + Selling supper or refreshments. Make sure you include the cost in the ticket price. You could also think about delegating catering to another local group to share the workload and help boost audience numbers
- + Organising a raffle and selling tickets to audience members at the door. This is also a good way to get the contact details of audience members for your mailing lists

Your Committee - Who does what?

In a perfect world, your organising committee will be overflowing with skilled volunteers with lots of time on their hands, all dedicated to making your event a success. While in reality the number of people available to help out may be small and they may never have put on a performing arts event before.

Here are some of the roles you might want to think about covering. One person can take on more than one role if necessary.

Coordinator

- + Is in direct contact with the Tour Coordinator or Producer regarding the tour
- + Responsible for getting contracts signed and invoices paid
- + Coordinates the activities of the other members of the group
- + May be the contact person for the touring party when they arrive in town
- + Liaises with the Tour/Production Manager regarding the performance and Front of House activities
- + Keeps track of local expenses, such as hall hire and local advertising

Technical Assistant

- + Ensures that the venue is unlocked and available for use by the touring party for the day of the performance
- + Assists with any special requirements such as hanging curtains, setting up staging or organising ladders for the hanging of lights

Box Office Manager

- + Sets up the Box Office and staffs it or arranges staff/volunteers on the evening if tickets are being sold at the door
- + Liaises with any agent that has been selling tickets to monitor ticket sales and collect all monies
- + Completes the Box Office Reconciliation following the performance
- + Advises the amount payable to the Producer for royalties

Marketing Coordinator / Media Liaison

- + Coordinates the marketing and publicity campaign
- + Acts as the contact point for all local media
- + Forwards news releases and photographs and ensures that the media are kept up to date with plans for the performance
- + Monitors the effectiveness of the promotion campaign, with the help of the Coordinator

Volunteers

Your committee may be made up of volunteers or community members who are available to help you out on the night. Events in your community may not happen without these dedicated generous people.

If you are considering engaging volunteers at your event here are some great resource links from Audience Connect, created by Country Arts WA and CircuitWest.

Managing Volunteers:

audienceconnect.circuitwest.com.au/managing-volunteers

Volunteer Charter:

audienceconnect.circuitwest.com.au/volunteer-charter-2

Volunteer Registration:

audienceconnect.circuitwest.com.au/volunteer-registration

Local performing artists and arts workers

If you are organising an event in your community with local artists or arts workers, and you are unsure how much you should be paying them, there are organisations that specialise in providing award rates for you to use.

Live Performance Australia (LPA)

Country Arts WA encourages Presenters to pay performing artists, and arts workers an award rate, at a minimum. We are a member of Live Performance Australia; which gives us access to resources, information and award rates. You may consider becoming a member too!

www.liveperformance.com.au



Shows on the Go 2017 Marty's Party workshop participant at Bencubbin Primary School. Image by Christina Dias

Working with children

You may consider working with children for a performance, workshop or community engagement activity. Here are a couple of considerations when working and engaging with children.

Working with Children Check

The Western Australian Government requires all individuals that work with children to obtain a Working with Children Check, which is a compulsory screening for the safety of children. There are several different types of checks to apply for. It is worth speaking with them directly to ensure you need a check or not, based on the nature of your involvement with children.

workingwithchildren.wa.gov.au

Child safety

LPA have a Guide to Child Safety in the Live Performance Industry:

www.liveperformance.com.au/child_safety

Mental Health First Aid training

It is very important to be aware of burn out and to ensure all staff and volunteers rest and are safe in their work environment.

There are several organisations that offer mental health first aid training for staff and volunteers, which is a very valuable tool to have personally and professionally.

Mental Health First Aid Australia

mhfa.com.au

Entertainment Assist

www.entertainmentassist.org.au

St John Ambulance

www.stjohnambulance.com.au/first-aid-training/first-aid-courses

For information about best practice in delivering safe events and safe working environments check out the links at LPA.

liveperformance.com.au/safety_guidelines_live_entertainment_and_events_0

Diversity in the arts

Working, experiencing and performing in the arts is for everybody. Realising the true potential of our country's artistic talent – from every background, allows you to tap into a whole audience group, or a key member of your team, who has so much to offer your organisation or group.

Country Arts WA encourage Presenters to consider developing their own diversity policy.

The Australia Council has a cultural engagement framework, which explains the advantages for a diverse arts practice and industry.

www.australiacouncil.gov.au/programs-and-resources/cultural-engagement-framework

If you would like to know more about how to include marginalised or disadvantaged groups at your events, have a look at:

audienceconnect.circuitwest.com.au/including-people-who-are-marginalized-or-disadvantaged

Access

There may be barriers for some people to participate, work and experience performing arts activities, due to a mental or physical disability. There are many ways for you to create a space for inclusion and to connect with these groups.

For more information:

DADAA

DAADA are an organisation located in Fremantle, Midland and Lancelin, who provide access to culture and the arts for people with a lived experience of mental illness or a disability. Feel free to contact them for advice and support, or check out their website for more resources and information.

www.dadaa.org.au

Arts Access Australia

Arts Access Australia is Australia's national peak body for arts and disability. They work across all disability types, all age groups and all art forms. Arts Access Australia helps to increase national and international opportunities and access for people with disability including artists, arts-workers, participants and audiences.

artsaccessaustralia.org

Arts Access Victoria

Arts Access Victoria is the state's leading arts and disability organisation. They are an advocate for people with a disability; help with the delivery of community arts and cultural development programs and offer professional development opportunities for artists with a disability.

www.artsaccess.com.au/resources

Companion Cards

One way to welcome people with significant and permanent disabilities into your venue is to become an affiliate of the Companion Card program. The Companion Card assists organisations comply with legislation that requires organisations to issue the cardholder with a second ticket for their companion at no charge. Cardholders are people with a significant and permanent disability, who require attendant care support in order to participate at community venues.

You don't need to be an affiliate of the Companion Card program but you do need to provide the additional free ticket to the person who provides care and support for the cardholder.

For more information contact Companion Card WA

www.wacompanioncard.org.au

Cultural protocols

It is important to acknowledge, understand and be respectful of cultural protocols when engaging with different cultures at events and in the workplace. Touring artists and crew feel comfortable and welcome when they are invited into a community and these cultural protocols are considered.

Aboriginal cultural protocols

For tours with Aboriginal performers and crew it is customary for them to be welcomed by local elders onto the country they are visiting.

We also encourage Presenters to approach local Aboriginal elders to invite them to do a **Welcome to Country** prior to the performance. There may be a fee charged which will range in price, or this could be something that is done complimentary. You will need to negotiate with the elder or Aboriginal corporation that may act on their behalf.

If you have any trouble trying to locate your local elder, contact the Shire, the Community Resource Centre or the neighbouring Aboriginal community, who may be able to advise you who to contact.

A Welcome to Country may not happen at each event, and an **Acknowledgement of Country** can be done by the Presenter or the Tour Manager, acknowledging the traditional owners of the land.

Sometimes certain workshops on offer by touring performers may not be suitable for parts of Western Australian country due to Aboriginal law. It is best to check with local elders to ensure it is possible to offer these workshops in the community. An example is a didgeridoo workshop may not be suitable for girls and women to participate in, due to the local law.

For more information and research about Aboriginal arts audiences, cultural protocols, and programming and presenting Aboriginal work, see the links below from the Australia Council for the Arts:

Protocols for working with Indigenous artists:

www.australiacouncil.gov.au/about/protocols-for-working-with-indigenous-artists

Research – Living Culture:

www.australiacouncil.gov.au/research/living-culture

Programming and Presenting First Nations Work

www.australiacouncil.gov.au/research/showcasing-creativity-programming-and-presenting-first-nations-performing-arts

All things technical

Choosing your venue

Shows on the Go shows are self contained, which means the Producer supplies all sound and lighting equipment and a professional technician travels with the tour party to bump in (set up), bump out (pack down) and operate the show.

If your venue has additional equipment, the crew may make use of it as well. The Tour Manager or a crew member will contact you prior to arriving at the venue to arrange any technical requirements that need to be prepared before the touring party arrive, including any pre-rigging of lights.

It is really important before you book a show to make sure the technical specifications of the production can be fulfilled by your venue or the venue you are considering hiring.

Here are some considerations regarding a venue's suitability for a show:

- + Stage dimensions – is it wide or long enough?
- + Height between the stage/floor and the ceiling – is it a circus performance that needs height for juggling?
- + The stage or floor itself – is it raked or flat? Is it carpeted, concrete or wood? Is it suitable for dancers or circus performers?
- + Dressing room accessibility for performers. Are they near the stage? Are there separate rooms for male and female performers?
- + Sound and lighting requirements – do they need you to provide anything? Do you need to source extra equipment?
- + Do they have strobe lighting or any other effect that you may need to warn your audience about for health reasons?
- + Do they use a smoke machine or fire in the show, so that you will need to advise management and disable the fire alarm for the show?
- + Do the artists need access to the audience during the performance? If so stairs may be required from the stage to the floor
- + Does the venue have 3-phase power or just general power outlets?
- + What are the acoustics of your venue like? Think about other performances you've seen there – were people in the back rows able to hear? Do you need to hang some soft furnishings to reduce the echo in the room?
- + Does the show need a complete or partial blackout? If so, how are you going to adjust the venue to make sure this is achieved?

Other considerations when choosing a venue:

- + Access requirements in the venue – are they suitable for the show and the audience?
- + Capacity of the venue – this will affect the number of tickets you can sell and your ticket price
- + Are there catering facilities if you would like to put on a supper or a dinner?
- + Parking – is there enough spaces for your expected audience?
- + Occupational Health and Safety – is it up to standard?
- + Insurance – do you need insurance or does the venue already have it?
- + APRA licence – does this venue already have a licence or do you need to purchase one?
- + What is the seating like? Do you have to set up your own seating, and if so who will help you set up and pack away? Do you need tables for cabaret seating?
- + Is the box office set up suitable for your needs?

Note: some productions ask you to pre-rig the lighting i.e. set the lights with specific colours and locations prior to the arrival of the tour party. A lighting plan will be provided in advance, and the technician will be in contact to discuss any requirements. This will be the case if you have a venue that already has a lighting bar and lights. They may also require speakers, a sound desk and microphones. You may need to hire these items if you do not have them in your venue.

Glossary of theatre and technical terms

For Presenters new to presenting theatre works, it can be quite daunting with all the new technical terms bandied about. No need to stress, here is a link to a very succinct description of many theatre terms created by CircuitWest, to help you feel more confident.

www.circuitwest.com.au/glossary

For access to CircuitWest's induction training for technical staff videos, register for free at this link:

www.circuitwest.com.au/register



Shows on the Go 2016 Everything Must Go audience enjoying cabaret style seating at Quairading. Image by Carla Steele

Production/Tour Manager

A Country Arts WA Tour Manager will travel with a Shows on the Go tour. The Tour Manager is responsible for all aspects of the tour while on the road and will liaise with you and with the performers. The Tour Manager will contact you to arrange bump in times, pick up of venue keys, setting up of the venue and arranging of media calls.

Producers and Tour Coordinators may have a Production Manager or Tour Manager who travels with the tour party. Their roles may vary depending on the company or organisation. They may have more involvement in the technical side of the performance, or they may focus more on the logistics of the tour and the specific needs of the tour party.

Technical Crew

The Shows on the Go program takes the pressure off community Presenters with limited technical experience and facilities, as each show tours with their own professional technician, who takes care of all technical needs on the day of the show.

Some Presenters may have access to a venue that has a technician who works for the venue or is contracted specifically for the show. Other Presenters may need to source a local or nearby technician to operate the show and assist the touring party in bumping in and out. Sometimes shows are big enough to have a lighting technician and a sound technician travel with them.

To reduce touring costs, companies have minimal technical crews. Usually one or two people. These crew members often work very long days, so having an extra few volunteers to help bump in and especially to help bump out at the end of the night is usually appreciated. It is best to check with the Producer or Tour Coordinator prior to their arrival in the community to ask if they would like some assistance.

Ticketing

It is up to you how you choose to sell tickets for your performance, considering the financial touring model you choose with the Producer or Tour Coordinator. If you're planning a community event, you may choose not to sell tickets at all.

With Shows on the Go shows, the Presenter determines the ticket price, and the proceeds of sales stay with you – less royalties.

Ticketing considerations

When determining your ticket price and method of ticketing, you must consider many variables, such as the following:

- + **Will you charge different prices for different types of tickets** e.g. adults, concession, family and groups?
 - + **How will you identify each category of ticket** - if you don't use online ticketing systems - such as, printing different coloured tickets or making different tickets for different groups?
 - + **Will your event be free entry or will you subsidise ticket prices?**

Whilst some Presenters feel that their community may not be able to afford a ticketed event, it is important to note that offering a free or relatively cheap performance may convey a negative message to your potential patrons. Many people will assume that a production with free admittance is of a lesser quality than that of a moderately priced similar event. If you wish to offer it to your community for free be sure to state who is paying for it e.g. "Brought to you by XX sponsor".

Another factor to consider is royalties. Free events will usually still attract a royalty fee. If there is no gross ticket revenue from which to derive the fee, the Producer may charge a flat fee. Similar circumstances surround APRA licenses for live and recorded music.
 - + **If it is a free community performance, will you still ticket the event so you can track likely attendance** prior to the day of performance?
 - + **How will you record the tickets that have sold** if you don't use an online ticketing system that does it for you automatically?
 - + **How will you record the ticket purchaser's details** e.g. full name, email, and phone number for future events, if you don't use an online ticketing system?
 - + **Will you sell the tickets directly or ask another organisation/agent** to sell them on your behalf? If so, do they charge a fee? How do you monitor how many tickets and what type of tickets they are selling?
- If you are going to approach a local business to act as your ticket seller, the local business may wish to negotiate a booking fee. Alternatively, the business may wish to donate their time as a sponsor, or in return for complimentary tickets for selected staff or clients.
- Note: when completing the Box Office Reconciliation, don't forget booking fees are deducted from your total box office before calculating total net income*
- + **How will you ensure that everyone selling tickets knows what the production is all about** and can answer questions?
 - + **Will you have reserved seating or unreserved seating?**

Unreserved seating means your audience will be seated on a first-in first-served basis. This is the most common seating arrangement, the easiest to administer, and does not require a seating plan. You may want to include a note on your tickets advising people to arrive early to get a good seat.

Reserved seating allows people to choose where they want to sit at the time of buying their ticket. Your venue may have a seating plan that shows all the seats in relation to where the stage will be. If not, you will need to create one and make sure it is kept at your Box Office. Decide how many seats will be available; draw a plan, and number tickets to correspond with the seats. As tickets are bought, your ticket seller will mark off the appropriate seat on the seating plan. This provides a "map" of where everyone will be sitting on the evening.

Reserved seating allows you to charge different prices for different seats e.g. more expensive tickets for the best seats in the house. If you're going to offer reserved seating and you don't have an online ticketing system, you may wish to ensure tickets are only available from one Box Office, so the same seats aren't sold twice. On the night, you may need to stick a number on all the venue chairs that correspond with your seating plan.

If you are using online ticketing systems you will need to check if it allows for allocated seating, or only permits unreserved seating.

Important note: Do not sell more tickets than the legal capacity of your venue.
 - + **Will you opt for a different style of seating arrangement?**

Depending on the performance, you might want to consider a cabaret style seating with chairs and tables or even a picnic-style arrangement where audiences are asked to bring their own blankets, cushions or chairs. This creates a unique and inviting atmosphere.
 - + **Have you allowed for access considerations**, for example, space for wheelchairs, and companion card holders' companions?



Shows on the Go 2016 Everything Must Go Lake Grace ticket. Image by James Winwood

Methods of ticketing

You have two choices – hard copy or electronic ticketing.

Hard copy

Types:

- + A raffle style ticket with something that signifies it is for your show e.g. a stamp or sticker that can't be duplicated easily
- + Printed specialty tickets that you create. It could include the show logo or image provided by the Producer or Tour Coordinator

Tickets can become keepsakes for the audience to remember their favourite shows. Most ticketing systems will automatically generate tickets, however, if you're designing the tickets in a program such as Adobe Indesign, or Microsoft Word Publisher, consider including the following information:

- + Title of show
- + Presenting credits
- + Location, date, time and gates open time (if applicable) of show
- + Unique identifying number, such as ticket or order number
- + Ticket type, such as student, adult, child
- + Any sponsorship requirements – while logos may not fit on a small ticket, you may discuss including a written acknowledgement of your sponsorship partners
- + Design, colours, fonts and graphics to suit the branding of the show

There are some fantastic easy online tools for creating artwork that look professional. One such resource is Canva, where you can use already set up templates, enter your own information, and upload images, and artwork.

www.canva.com

Online ticketing

Types:

- + Ticketing systems with a third party e.g. Trybooking, Eventbrite
- + A ticketing system built into your website

Some of the reasons why online ticketing is effective:

- + Easy to set up your event and publish tickets on sale
- + Easy to repeat the same template for another event
- + Data collection of your ticket buyers, including name, phone and email, that you can use to promote future shows
More information about customer relationship management and data collection can be found here: www.circuitwest.com.au/resource/customer-relationship-management-crm
- + Direct emailing to ticket buyers in the lead up to the event, on the day of event and after the event, with all the show information or additional offers
- + Information about the event is clear and in one place
- + If you are using Trybooking www.trybooking.com or Eventbrite www.eventbrite.com.au, you can have a link from your main webpage directly to the ticketing system
- + Credit card and Paypal payment is available
- + You can set a maximum number of tickets and the total tickets sold are always up to date
- + Low booking fees, although this is another cost to your customers

Here is more information about ticketing software – their features and differences

www.circuitwest.com.au/resource/box-office-ticketing-systems-options

Please note: Country Arts WA must approve tickets created by Presenters for Shows on the Go shows prior to publishing, to ensure all sponsorship requirements are adhered to.

Ticket prices

The setting of ticket prices is completely up to you if you buy the show outright and pay a set performance fee. Here are some considerations:

+ Local knowledge

You'll have the best idea of what your local audiences will be prepared to pay to see the performance. Look back over your past events and the corresponding ticket sales, and see what the average is for particular genres. In the months leading up to the show, keep an eye on ticket prices for other events in your community, such as performing arts, movies, quiz nights, sporting or social events. Ask other Presenters how they determine their ticket prices

+ Make sure you cover your costs

Unless you're planning a free community event, your aim should be to cover all your costs associated with the performance. Hopefully, you've secured some sponsorship to cover some of your costs. If not, this means you need to sell enough tickets to cover the following:

- Royalty fee
- Performance fee
- APRA License
- Goods and Services Tax, if you are registered for GST
- Venue hire
- Local marketing costs
- Any additional costs such as supper or refreshments
- Insurance

Break-even analysis for ticketing

An easy way to work out your minimum ticket price is to conduct a break-even analysis. You will need to know the capacity of your venue, and the likely attendance for the touring production.

See example below for workings:

Total price of production ÷ (Capacity of your venue x Expected attendance %)

Example 1

$$\begin{aligned} & \$4000 \div (300 \times 60\%) \\ & = \$4000 \div 180 \\ & = \text{\$22.22 per ticket} \end{aligned}$$

A general rule is to round this figure to the next highest number. For example 1, all tickets should be sold at a minimum of \$23 each. Example 2 would be \$34.

If you are going to have different ticket prices for different groups, such as concession or group bookings, the break-even price should be used to set the price for your cheapest ticket. All other tickets will therefore also be above your break-even ticket price.

Example 2

$$\begin{aligned} & \$4000 \div (300 \times 40\%) \\ & = \$4000 \div 120 \\ & = \text{\$33.33 per ticket} \end{aligned}$$

Ticket packaging

To assist with multiple ticket sales, it is worth considering the following ticket packaging options:

Subscription Season

Some Presenters plan a year's program in advance. If you have more events planned, you may wish to offer tickets for sale to all events as a subscription season. As an incentive, you could offer the package at a reduced rate, e.g. \$75.00 instead of \$90.00 for three shows.

The advantage of selling subscription tickets is that it will give you an idea in advance of ticket sales for the second and third production - reducing the likelihood of last minute panic if everyone decides to buy their tickets on the last day!

If you don't have any upcoming performances of your own, you might want to think about a cross-promotion with another group's event. This will allow both your organisations to access each other's mailing list and audience base.

Group Bookings

You may like to offer a group booking ticket price for people who attend your show as a group. It is up to you to decide on the minimum number of bookings to qualify for the reduced price. A minimum of six is a good number for smaller towns, ten for larger communities. You might also like to offer a further incentive of a free ticket for the group's organiser for larger group bookings of ten or more.

Theatre Club, Musicians Club and other community clubs

You might find that many people who are interested in attending your performance will not buy tickets because they don't want to go to the theatre alone. To make sure you get these people in the door, and to establish a regular interest in activities, you could set up a Theatre Club category.

For a higher ticket price, you could afford to have one of your committee members meet the Theatre Club ticket holders for a complimentary glass of wine in the foyer before the performance; make sure all the Theatre Club are sitting together, and organise a post-show cup of coffee for the Theatre Club to discuss the show and perhaps meet the cast.

Members / Friends of the Theatre

Another idea is to create a Members or Friend of the Theatre category. For a small annual fee, people could become a Member, which entitles them to a discount when buying tickets for each performance. Not only does this encourage people to support local activities but also makes them feel a part of the whole process.

For more information on ticketing and pricing strategies read the AudienceConnect resource, created by Country Arts WA and CircuitWest.

audienceconnect.circuitwest.com.au/ticketing-strategies-pricing-and-packaging



Bunk Puppets performing Sticks, Stones, Broken Bones at Christmas Island for Indian Ocean Territories 2017 tour. Image by Lincoln Mackinnon

Complimentary tickets

Complimentary tickets are a useful tool to:

- + Reward volunteers
- + Thank existing sponsors/partners and other important stakeholders
- + Receive media attention in the form of reviews and social photos
- + Invite potential sponsors/partners to experience what your organisation has to offer, so that in future they may choose to work or support you
- + Use as prizes for promotional opportunities and competitions

VIP List

Here is a suggested list of VIP's to invite to your shows and events, based on your budget:

- + Local Government – CEO and councillors
- + Aboriginal Corporation
- + Mining or business executives of companies to whom you are offering sponsorship opportunities
- + Media – print, radio and television
- + Other potential future sponsors or partners
- + School teachers and principals of the local school/s for children's shows

Note: Allocate your complimentary tickets with consideration, as each free ticket is a sale that you are missing out on. Is the complimentary ticket holder valuable to your organisation? The total number of complimentary tickets should be set at the time of your budget. One member of the committee should be responsible for administering the complimentary list.

Ticketing codes of practice and consumer laws

To ensure you are complying with Ticketing Codes of Practice and the Competition and Consumer Act 2010, have a look at the following links from Live Performance Australia:

Ticketing Code of Practice

www.liveperformance.com.au/ticketing_code_practice

Competition & Consumer Act 2010

www.liveperformance.com.au/accc_component_pricing_guidelines

The environment

When choosing your venue, ticketing method, marketing materials, community engagement activities and style of event, it is worth considering the impact they have on the environment.

Here is some info about Live Performance Australia's environmental sustainability initiative - Greener Live Performances through Energy Efficiency.

greener.liveperformance.com.au

On the day of the performance

How exciting – it is the day of the performance! This is when the touring party arrives in town ready to bump in and perform. They may even offer a workshop or a community engagement activity too.

Here's a list of to do's to help your event run smoothly:

- + Make sure the **venue is clean** and ready for the touring party before their arrival, including the stage, backstage and dressing rooms. Ensure there is drinking water and mirrors for their use.
- + **Meet the Tour/Production Manager** to provide them with the key to the venue and show them the electric sockets, bathrooms and other important details about the venue before they bump in.

Remember the touring party will need the use of the stage all day on the day of the performance. It might be possible for other groups to use the hall during this time but it might be a bit noisy for the yoga group.

Unfortunately, few halls can be completely blacked out for a show. This is crucial for most productions so check whether you can cover the windows/doors. However, as most shows will be performed at night the biggest concern is that streetlights don't shine on the stage.

- + If possible, **provide a few volunteers** to help the crew bump in and bump out. It is best to ask the Tour/Production Manager first, as they may not require help. Please ensure the volunteers are covered under your insurance policy.
- + **Introduce the crew to your venue technician**, if you have one. The show may not require a venue tech person, which should be outlined in your contract.

The technical crew are going to do everything to provide a show as close to the original as possible. They may need to do the following:

- Rig a lighting bar in front of the stage as high as practical, so think about whether you can get a ladder high enough to reach your roof
- A 3-phase power supply may be required to light the show. Find out in advance what kind of power is required, whether your venue can supply it, and what your alternatives are if you can't.

Note: Shows on the Go shows travel with their own technician. They bump in, bump out and operate the show so a venue tech is not required, unless the venue would prefer to use their own equipment. This will be discussed prior to the arrival of the tour party by a Country Arts WA Tour Coordinator.

- + If you have a **curtain raiser** prior to the performance, e.g. a local singer performing their original songs, ensure that the artist has had a chance to have a sound check or practice with the technician prior to the venue opening for guests.
- + Performers will most likely stay backstage in the **dressing room** before the show and during interval to prevent spoiling the theatrical illusion. If you don't have any dressing rooms, a room that has direct access to the stage, that provides privacy, will be suitable.

Here is a list of suggested items to provide in the dressing room to make it as comfortable as possible:

- Drinking water – bottled if possible
- A heater or fan - depending on the weather
- A mirror with good lighting
- Tea and coffee facilities
- Rubbish bin
- Iron and ironing board
- Running water and toilet facilities
- Small table/s, chair/s and a broom are also always useful

Ensure the **artist rider** is available in the dressing room when the tour party arrives.

- + The performers may have **merchandise** - CDs or t-shirts - to go on sale before and after the performance. You may choose to help out by providing a table, chair and a person to sell the items, or the Box Office person could be in charge of selling merchandise on their behalf.

You may have a commission you charge the performers for this service. Make sure you inform them prior to selling their stock. Ensure you keep a record of what and how many items of merchandise you have sold to hand the correct monies back to the performers after the show.

Performers in Shows on the Go shows are solely responsible for selling their merchandise, and provide their own petty cash. They may ask for your help, if required, and this is dependent on your staffing situation.



Shows on the Go 2017 Kookoo Kookaburra audience enjoying the show in Katanning. Image by Janie Davidson

- + **Set up the venue.** If you need to put out seating make sure that you leave space for aisles and ensure you do not block emergency exits.

It is also very important to make sure the sight lines are good. This means that you arrange the seats so that everyone is able to see the performance.

Some performers prefer seating to be in a certain style that suits their show best, for example cabaret seating for a cabaret performance. Please ensure you confirm this prior to setting up your seats.

If you have a children's show, sometimes the performers prefer if the children are at the front, possibly seated on the ground, so they are able to see best, and engage with the performers. Always remember, the performers want the children to have fun; however, they do not want them to touch the stage, props or actors, unless they specify. It is a good idea to have someone at the front to remind the children to stay seated.

Make sure you have allowed for access requirements, for example, wheel chair access and space.

You may need to cover or "black out" windows that allow light in and might reduce the impact of the stage lighting. You may also wish to hang some soft furnishings to reduce the echo in the hall.

- + You may have chosen to **theme the venue** in line with the show. For example, a country and western style theming, for a country music singer. This theming could possibly be done the day before the event or at a time, prior to or after the bump in.

- + If you have a **pre- or post-show event**, for example a supper, you will need to set up all the necessary tables, chairs, and cutlery etc. for the event. If you have partnered with another organisation to provide and sell food or drink, you will need to allow time for them to set up in the venue, preferably at a time that the crew is not bumping in.

- + Your organisation, the Producer or Tour Coordinator may have **sponsorship requirements** to fulfill for the show. Allow space for signage and discuss this with them prior to their arrival, so you are able to factor this in to your venue set up.

Shows on the Go has a variety of very important sponsors, including Department of Local Government, Sport and Cultural Industries, Lotterywest, Healthway, Act-Belong-Commit and GWN7. The Tour Manager is in charge of setting up banners and signage in the venue. The Tour Manager will also reference the sponsors in a pre- and post-show address to the audience. There will also be a show specific t-shirt giveaway as a competition, post show.

With Act-Belong-Commit we create activities that relate to the themes of the show, and could come in the forms of free merchandise. Each show is different, and Country Arts WA will advise you what these activities are, so you are able to promote the show and use them to engage your community.



Shows on the Go 2016 Trash Test Dummies performers having fun on stage in Kambalda. Image by Frank McCubbin

- + If you have a post show event, you may want to ask the Producer or Tour Coordinator prior to the tour, if the **performers can do a meet and greet, or a question and answer** session after the show. This is a great way for your community to engage more with the show and the performing artists.

The itinerary for a touring show can be very demanding, requiring early starts and often long and tiring days, so the cast often need a lot of looking after to maintain the pace of a tour, and may need to return to their hotels at a relatively early hour to get a good night sleep, but they are usually happy to chat with the audience after a performance.

- + Make sure you have a **designated person to take photographs** at your event. These can be used for social media, newsletters, or to provide to the media or your sponsors. Make sure you have a sign for people to read before entering the venue that states that photos and video taken throughout the event will be used for marketing and promotional purposes. Also include an opt-out clause, so people can let you know if they do not want their image to be used.

You will also need to check with the Producer or Tour Coordinator if you are permitted to take photos during the performance. Many performers do not allow photography at this time, or if they do, they do not accept flash photography, as it can disrupt the performers.

The Tour Manager is responsible for taking photos before, during and after the performance for Shows on the Go shows. You may wish to ask them to send you photos post show for you to use. They do, however, remain the copyright of Country Arts WA.

- + Ensure the **Box Office** is open at least 30 minutes before the show, and you have plenty of petty cash, or credit card facilities for walk up sales. Have the list of VIP complimentary guests on-hand so you can acknowledge them on arrival. If you have an online booking system you are able to print out a list of attendees to your event. If you have a manual ticketing system, you will need a list of the ticket buyers and tickets for walk up sales.
- + Make sure the exit signs are on and the **venue is safe** for patrons to walk around. If the show uses smoke machines or fire, you will need to turn the fire alarm off for this period of time. Ensure you have permission from the venue owner/manager first.
- + Remember to **brief all staff and volunteers** about the event and their duties.
- + Organise staff or volunteers to **survey the audience** post show. This could be done by hard copy or iPad using Culture Counts culturecounts.cc or any other online survey platforms, such as Survey Monkey www.surveymonkey.com.
- + **Pay attention to your VIP guests** when they arrive. Thank them for their support. If they are new sponsors/partners, this is your moment to show them a good time and provide the benefits of teaming up with your organisation.
- + Provide extra support for audience members who have **access requirements**.
- + If you choose to have a **Welcome to Country** prior to your performance, make sure a committee member is available to welcome the elders to the venue and assist them prior to their speech.
- + **Have fun and enjoy the show!**

Post performance

The show is over, and now is the time to wrap it all up!

Depending on which touring financial model you have with the Producer and Tour Coordinator, you will need to consider the following, post-show:

Online surveys

If you are opting for an online instead of a hardcopy post-show survey, it is best to send out the survey, as soon as possible, whilst the memory of the show is still fresh in your audience's minds.

Online surveys can be a great way to receive feedback from the community about the show, or gauge interest for other ideas you may be considering incorporating into the event. They can also provide a measure of the effectiveness of the performance, which can be crucial when applying for future funding. There are many free options available, so the only investment needed is your time.

- + Facebook surveys can allow you to poll attendees on your event page by the 'Create Poll' button. You could ask people if they would be interested in a BBQ after, or who their favourite character in the show is!
- + Email surveys like Survey Monkey www.surveymonkey.com allow for more in-depth surveys and produce clear reports of the data obtained
- + Have clear objectives for the data you want to obtain. This will formulate effective questions
- + Be conscious of people's time! We spend a lot of time online so creating a well-designed survey, with clear, succinct questions will elicit useable data and more responses

Culture Counts is a digital evaluation platform for measuring cultural impact, tailored for cultural organisations. It allows you to easily create surveys and capture meaningful data to evaluate the effectiveness of your events. culturecounts.cc/features

Box Office Reconciliation

As soon as possible after the conclusion of the performance, on the same night if possible, your ticket seller and/or treasurer should complete the Box Office Reconciliation.

Make sure you have all the sales collected from other businesses or organisations that may have sold tickets on your behalf. Don't forget that booking fees are deducted from your total Box Office before calculating total net income. You will need this figure to calculate how much must be paid in royalties to the Producer.

You must return a copy of the Box Office Reconciliation form to the Producer and Country Arts WA within seven (7) days of the Shows on the Go performance in your venue.

Tour Evaluation / Acquittal Process

If the show you have booked is part of a funded tour, you may be required to complete a tour evaluation, so the Tour Coordinator or Producer can provide information and statistics to the funding body.

Your contract with Country Arts WA includes a Tour Evaluation and Box Office Reconciliation Report. The Report assists Country Arts WA in monitoring the success of our programs and how we can serve Presenters better in the future so your constructive feedback is always welcomed.

The completed Report and copies of any promotional material or media clippings must be returned to Country Arts WA within 30 days of the performance in your venue.

Royalties

It is common practice for a Producer to charge a percentage of box office income as a royalty. You will need to ensure you pay the Producer this amount once you have completed your box office report.

Generally, royalty payments are made to the writer and director of a work. By charging a royalty payment, the Producer is able to reduce the initial cost of putting the show together. Presenters/venues are then required to pay on the basis of the success of the presentation.

Upon receipt of the Box Office Reconciliation, the Producer will issue you with a Tax Invoice for the royalty amount. For exact details on royalty fees you will need to consult your contract.

The following is an example of how royalties are calculated:

1. Box Office income calculated

Type of Ticket	Number	Price (per ticket)	Total
Adult	56	\$25	\$ 1,400.00
Concession	23	\$17	\$ 391.00
Children	7	\$10	\$ 70.00
Group	30	\$17	\$ 510.00
Total Income	116		\$ 2,371.00

2. Subtract booking fees and credit card charges from total Box Office income, in a table:

Box Office Income (gross)	\$ 2,371.00
Booking Fees	\$ 116.00
Credit Card Charges	\$ 90.00
Net box office income	\$ 2,165.00

3. Calculate Royalty as percentage of Net Box Office Income

Box Office Income (net)	\$ 2,165.00
Royalty of 10%	\$ 216.50

For most Country Arts WA Shows on the Go tours, this royalty cost will be around 10% of net Box Office income. The royalty amount for each show will be specified on National Touring Selector and in your contract. You will need to complete a Box Office Reconciliation Form within 7 days of the performance and email it to the Producer and Country Arts WA. The Producer will then invoice you for the appropriate amount.

Public Relations and Marketing

See marketing guide to follow for post performance marketing opportunities and public relations suggestions, to celebrate the event and thank the people involved.

Quick checklist to help present a Shows on the Go show

Before the Show arrives in town

- ☐ Vote
- ☐ Complete the EOI, including all the dates you can't take the show
- ☐ Complete MOU, including all of your information for marketing materials
- ☐ Read, sign and return the contract supplied by Country Arts WA two weeks before the event
- ☐ Confirm workshop details with Tour Coordinator, if required
- ☐ Join in teleconference
- ☐ Contact the APRA office to arrange a license, if required
- ☐ Local Marketing – refer to the social media and marketing timeline in the marketing guide
- ☐ Organise community engagement activities, as provided by Country Arts WA
- ☐ Sell tickets
- ☐ Make sure the venue is clean, operational and ready for the show
- ☐ Organise to have staff/volunteers on the night

On the day of the show

- ☐ Meet the touring party and show them the venue
- ☐ Set up the venue including seating and dressing rooms
- ☐ Check emergency exits are clear
- ☐ Brief Front of House staff/volunteers about their duties
- ☐ Set up additional activities e.g. art exhibition, supper, bar, table to meet the artists
- ☐ Local marketing – refer to the social media and marketing timeline in the marketing guide

After the show has left town

- ☐ Survey your audience about the performance
- ☐ Finalise and send your Box Office Reconciliation and Tour Evaluation to Country Arts WA
- ☐ Pay the performance fee to Country Arts WA
- ☐ Pay royalties to Producer
- ☐ Social media posts and media relations post show
- ☐ Post event evaluation

Marketing



Shows on the Go 2017 Marty's Party audience participants and Marty Putz in South Hedland. Image by Christina Dias



Shows on the Go 2017 Katanning children giving the koala from Kookoo Kookaburra a high five. Image by Janie Davidson.

How do you find out about the shows you attend? Social media? TV or radio? A poster on a shopfront? Word of mouth from a friend?

Whether we realise it or not, most of the spending decisions we make are influenced by marketing in one way or another. And while marketing may bring up uncomfortable thoughts of the chest-thumping spruiker, a big-budget TV ad campaign, or junk mail flyers that go straight from the letterbox to the bin, “marketing” doesn’t need to be a dirty word.

In truth, marketing is so much more than selling tickets, soliciting donations and shouting from the rooftops. Marketing means thinking about the audience of your show, spreading the word about your organisation and building a reputation in your community.

As marketers and media continually bombard your potential audience with distractions and messages – from social media to TV ads to billboards – a smart approach to marketing will allow you to cut through the noise and send the precise message to the exact people you want to hear it.

Whether you’ve got a dedicated marketing budget or you’re working with \$0 (it’s possible!), an effective marketing campaign always starts with a plan. Ask those fundamental questions: what are we hoping to achieve? What is it we’re trying to communicate? If you’re promoting a show – who is our target audience? How old are they? Are they mostly men or women? What’s their cultural and educational background? What’s the best way to reach them? What do they read, watch or listen to?

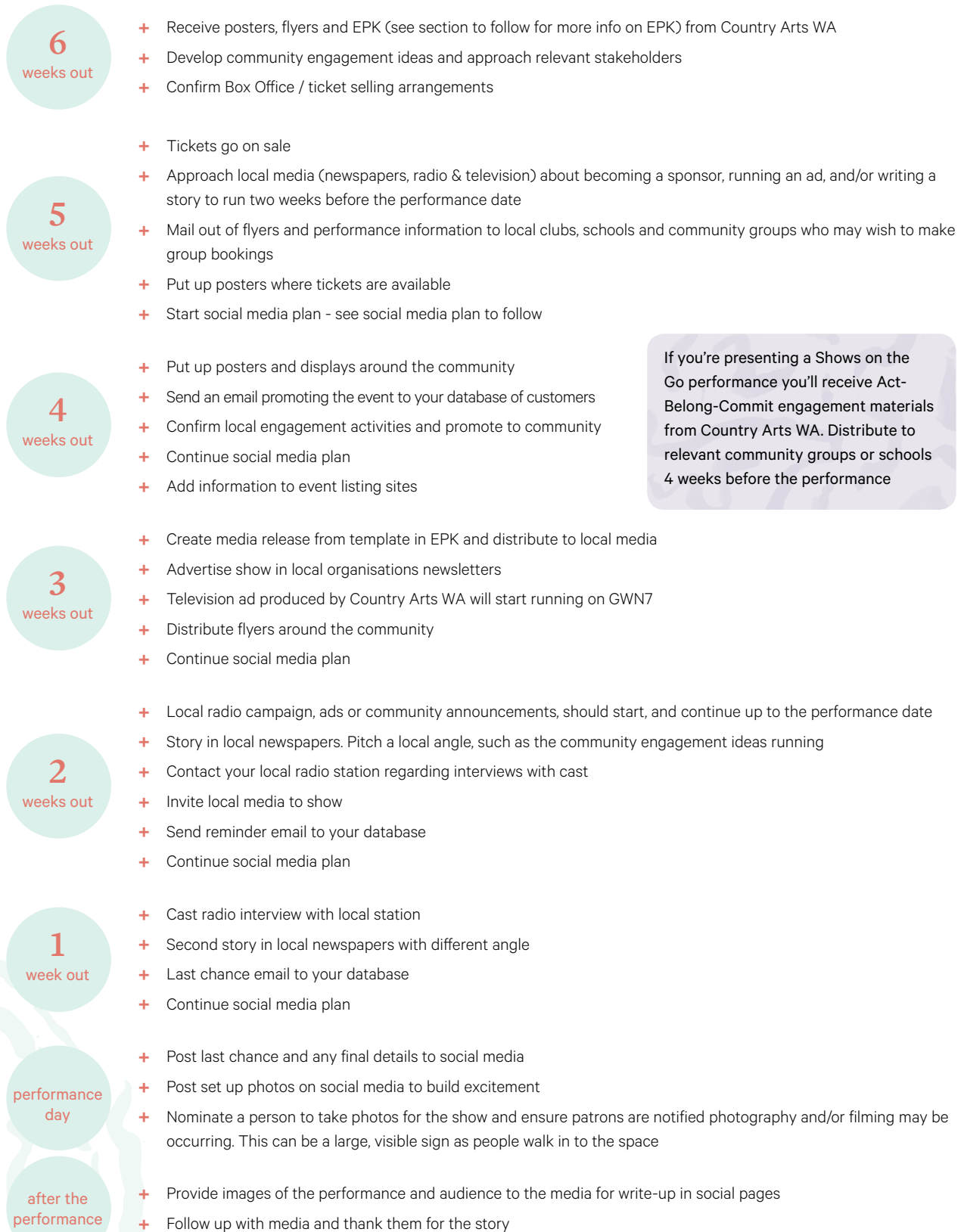
The earlier you have these conversations, the better equipped you’ll be to ensure you’re communicating your message to the right people and achieving your objectives. In this section, we’ll break down the tools available to you, and how best to use them.

Sponsorship

Many regional tours receive sponsorship from Government, business and/or not-for profit partners and have specific sponsorship requirements to meet the objectives of the partners and satisfy the sponsorship contract. Be sure you understand your sponsorship obligations so you can plan for them and obtain the necessary documentation such as photos, videos and testimonials to complete the reporting to funders.

Sample marketing timeline

The following is a sample time-line, used for Country Arts WA's Shows on the Go program, for promoting the performance to the local community. Feel free to adapt it for your performance and community's specific needs!



If you're presenting a Shows on the Go performance you'll receive Act-Belong-Commit engagement materials from Country Arts WA. Distribute to relevant community groups or schools 4 weeks before the performance

Electronic Press Kit (EPK)

An Electronic Press Kit contains relevant marketing information to help you promote your performance through media outlets and directly to your community. Producers, artists and Tour Coordinators normally supply this with each show they tour.

An EPK may contain:

- + Marketing copy for the show and biographies of the performers
- + Digital files of artwork including poster, flyer and press ad with blank space for your details
- + Publicity and production images
- + Social media handles for use in your posts
- + Media Release template to be adapted for your community
- + Promotional videos of the show

As part of Shows on the Go, Country Arts WA will source the relevant marketing information from the Producer. You will be able to access the EPK via Country Arts WA's website. It is password protected. If you have not received a link and password to the EPK, please contact Country Arts WA's Communication Team.

The EPK is updated continuously leading up to the show as more information is made available. Please ensure to check it regularly to download new materials.

The Shows on the Go EPK will also generally contain:

- + Facebook banner graphic for use on your Facebook event page
- + Logo block of partner logos required on any artwork you create for the show
- + Live footage, where available, to give you a preview of the show, and is for Presenter viewing only, not to be publicly distributed
- + TV commercial for the tour – many Presenters play this through a TV at the Community Resource Centre or similar
- + Local engagement ideas, tailored to the show. These are developed by Country Arts WA and the Producer and in consultation with Presenters through the teleconference
- + Free promotional ideas guide



Shows on the Go 2015 Gym and Tonic's Roz Hammond conducting a yoga class in Paraburdoo. Image by Jenna Mathie

Community engagement

Community engagements are additional activities related to the show to get your community more involved with your event. They are a great way to promote the show and can involve fun activities with local businesses, schools, groups and the public. By partnering with local groups and businesses to deliver the engagements, more of your community hears about the show. The more the community feels involved, the more they feel invested in the success of the event and will be your best advocates for promoting the show.

View some of the fantastic ideas from Country Arts WA's Shows on the Go program below.

Marty's Party: bit.ly/MartyEPK Kookoo Kookaburra: bit.ly/kookooEPK Barbara and Barry's Sweet Sour and Saucy: bit.ly/BarbaraBarryEPK

Presenters reported that the local engagements were highly successful in building community hype for the show.

When brainstorming community engagement ideas:

- + Develop ideas around the theme of the show – what can other local groups or businesses offer along these themes?
- + Who are the local groups or businesses that you know would want to get involved – start with people you're likely to work well with first before tackling the unknown!
- + What benefit can you provide to the group or business in return? This is essential in ensuring these people become your advocates, instead of feeling used
- + Consider involving groups with a large member base – such as a dance or music group doing a performance before the show, or a sporting club running a fundraiser BBQ at the event. This will spread the word wide, while increasing ticket sales too
- + Develop engagements which allow community members to try fun and different things. In the past Country Arts WA's Presenters have organised lessons on vintage hair do's, an old-timers dance lesson before the show, BYO old records to play at the show, and a finest frock competition with the local op shop!
- + Ask the community to share stories or ideas around a theme in the lead-up to the show. This can work well on social media to promote the event in a more authentic and engaging way. Approach local schools to get the children involved as a class activity

Community engagement planning tools

Developed by Annette Carmichael, on behalf of CircuitWest, the following tools can help venues and Presenters of all sizes plan their community engagement quickly and efficiently. There are also great tools to effectively communicate the impact of your programs to local government, funding bodies, management and other key stakeholders.

www.circuitwest.com.au/resource/community-engagement-planning-tools

Here is link to the Australia Council resource – Engaging communities

www.australiacouncil.gov.au/workspace/uploads/files/engagedcommunities-5859f19d5c109.pdf

Originally presented at the 2017 WA Regional Arts Summit, Emma Davis, Theatre Manager at Cummins Theatre, Merredin delivers a practical guide to filling a venue in a regional area:

www.circuitwestblog.com.au/single-post/2017/11/23/Bringing-a-more-diverse-audience-to-your-venue

Posters & flyers

Design

Flyers and posters serve different purposes. Posters need to grab the viewer's attention and convey the essential information at a quick glance. Flyers still need to be bold and attractive but contain further information about the show.

Engage a professional designer to ensure effective branding for your show. Make sure the look and feel of the designs reflect the show's personality and will attract the target audience you intend. Essential information for the poster and flyer includes:

- + Name
- + Presenting credits
- + Publicity image
- + Copy – keep it short and punchy – could be the show's tagline, short description, audience or review quote
- + Dates and time
- + Venue and address
- + Ticketing information – how much and where to get
- + Logos and any other sponsorship/partner requirements

Order the information above in terms of what is the most important information for the viewer to see first. Then create a visual hierarchy in the design which reflects this order. This doesn't necessarily mean the information will be placed from top to bottom, in order of importance. Prominence, scale, boldness and negative space around all influence which elements the viewer sees first.

The designer owns the copyright to any graphic elements they create so ensure to negotiate before engaging them if you want to re-use them for extra designs. Not all designers will agree to this or may charge a fee as it is potential work they're missing out on.

Hot tip: Once you have a draft design, test it out – show the design to colleagues or friends and ask them which information they see first. Also pay attention to any questions they ask about the poster/flyer. If you need to explain something to them, then the design isn't speaking for itself!

For Shows on the Go, Country Arts WA provides Presenters with poster and flyers! A3 posters and small flyers will be available around 6 weeks before the performance. The posters and flyers contain information on the venue, time and date of performance, and local Box Office contact details. The flyer also includes a list of other communities and the dates the show is on in their town as part of the whole tour.

While it is recommended you hire a professional designer to create the visual designs for the show, free tools like Canva can be useful for creating extra bits such as social media and online event listing graphics, when the budget doesn't allow for these items.

Canva is a free, easy-to-use, online graphic design tool featuring a drag and drop interface and access to a large library of templates, graphics, photos and fonts.

www.canva.com/en_au

If you are creating any additional marketing materials for Shows on the Go, these must include required sponsorship information and be approved by Country Arts WA at least two business days before publishing.

Distribution

Below are some suggestions for distributing the posters and flyers, however, think about what works best for your community

- + Sometimes a few posters in well-chosen places are more effective than a large number stuck up everywhere
- + Put posters and flyers in high traffic areas like supermarkets, newsagents, chemists, libraries, service stations, community/sports centres and cafes. Don't forget to inform the local school/s, community and social groups
- + Flyers can be circulated by a letterbox drop, included in newsletters or inserted in local newspapers. Groups like Rotary, Apex or Lions have regular newsletters, so think about approaching these groups to include flyers or performance information in their mailouts
- + Make a note of where you put the posters and flyers so you can remove them after the show!



WEDNESDAY 2 AUGUST, 7PM

BEVERLEY TOWN HALL

BOOKINGS: BEVERLEY COMMUNITY RESOURCE CENTRE 9646 1600, WWW.TRYBOOKING.COM/QRGM
LOCALLY PRESENTED BY BEVERLEY STATION ARTS



Department of
Culture and the Arts



TOUR COORDINATED BY COUNTRY ARTS WA



Friday 24 February 2017, 6.30pm

Southern Cross Community Centre

Bookings: Shire of Yilgarn www.yilgarn.wa.gov.au

Locally presented by Shire of Yilgarn

Gold coin donation!



Department of
Culture and the Arts



Country
Arts WA



Act
Belong
Commit



Healthway



GWN7

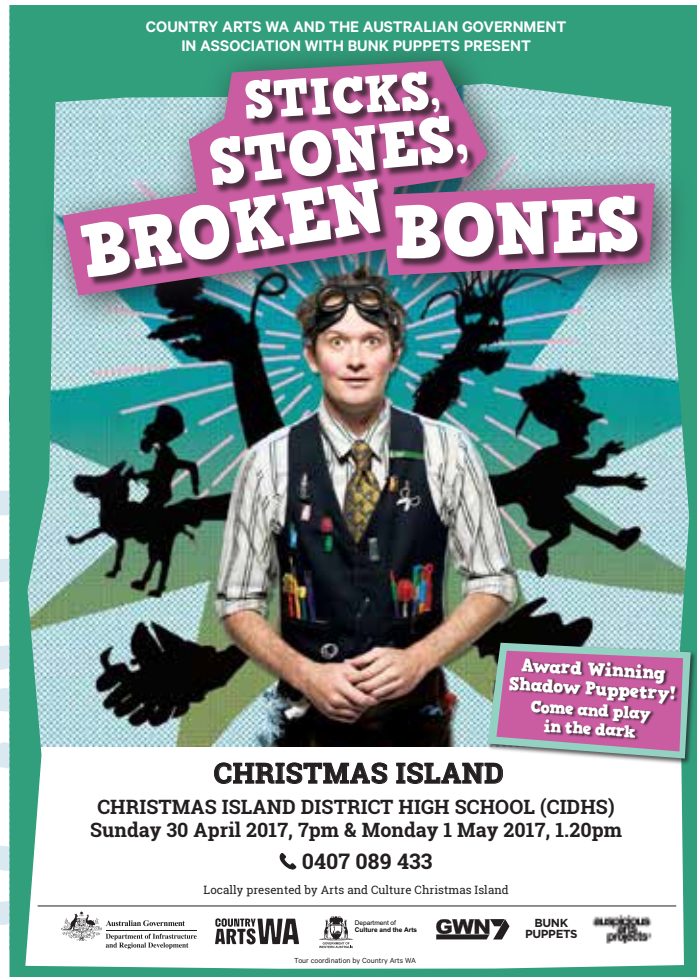


WB



Red
Chair

TOUR COORDINATED BY COUNTRY ARTS WA



CHRISTMAS ISLAND

CHRISTMAS ISLAND DISTRICT HIGH SCHOOL (CIDHS)

Sunday 30 April 2017, 7pm & Monday 1 May 2017, 1.20pm

☎ 0407 089 433

Locally presented by Arts and Culture Christmas Island



Australian Government
Department of Infrastructure
and Regional Development



Country
Arts WA



Act
Belong
Commit



Healthway



GWN7



WB



Red
Chair



Country
Arts WA

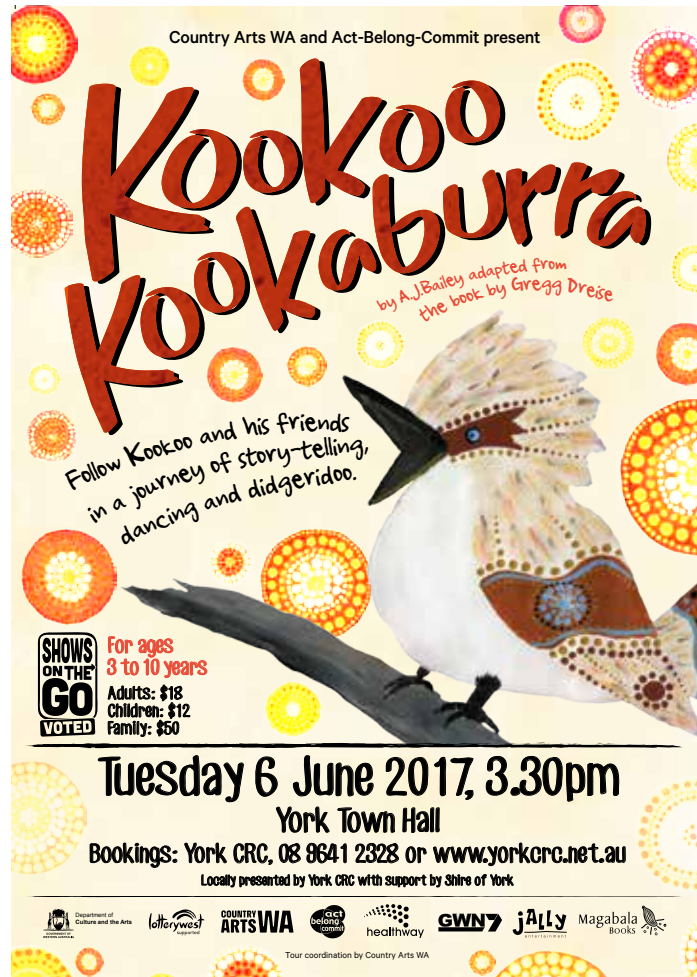


Act
Belong
Commit



Healthway

TOUR COORDINATED BY COUNTRY ARTS WA



Tuesday 6 June 2017, 3.30pm

York Town Hall

Bookings: York CRC, 08 9641 2328 or www.yorkcrc.net.au

Locally presented by York CRC with support by Shire of York



Department of
Culture and the Arts



Country
Arts WA



Act
Belong
Commit



Healthway



GWN7



WB

Red
Chair

TOUR COORDINATED BY COUNTRY ARTS WA



Country Arts WA and Act-Belong-Commit present

Kookoo Kookaburra

by A.J. Bailey adapted from
the book by Gregg Dreise



Shows on the Go Regional Tour 2017



Tour co-ordinator by Country Arts WA



Creative, low-cost signage ideas used by Presenters for Shows on the Go 2017 Kookoo Kookaburra. Images by Janie Davidson

Television commercial

For performances with larger budgets, television commercials (TVC) can be effective in attracting a wider audience. High quality video footage including audio of the performance is essential to give the television audience a teaser of the show. The following are important considerations when developing a TVC:

- + Design for graphic elements
- + Any required royalties or copyright permissions for graphics, video footage and/or music
- + Production for TVC and preparing format for free-to-air
- + Script and voiceover (may be a provided service with TVC production)
- + Free-to-air requirements and approvals (may be a provided service with TVC production)
- + Advertising rates and deadlines for TV stations
- + TV station viewer statistics for your show's locations
- + Suitable time slots and TV programs for your show's target audience to air TVC

The TVC can also be played at local tourist centres or Community Resource Centres and promoted through social media channels.

Country Arts WA produces a television commercial advertising Shows on the Go tours that will be aired on the GWN7 network. A copy of the advert will be available through the EPK to share.

Signs & displays

Large signs and banners can also be an effective way of promoting your performance. While the initial investment may be high, you can find solutions which can be 'reskinned' for future promotions at a small cost, such as banners or A-Frame signs. Situate them outside the performance venue, high traffic areas in town, or at the box office location in town.

Print media advertisement

Running a series of ads in the weeks leading up to your performance may be effective; however, please consider if this will be successful for your community and budget. The poster design can often be repurposed, with some minor adjustments to ensure all information is still clear after modifying the size.

You could discuss a sponsorship partnership with the local newspaper to negotiate discounted or free advertising in exchange for promotion of their brand at the show and associated marketing.

As part of Shows on the Go, Country Arts WA will provide artwork for a 15x3 column newspaper advertisement in the EPK for Presenters. This contains a blank area for you to include the specific details of your show.



Shows on the Go 2017 Barbara and Barry's Sweet, Sour and Saucy performers and audience members getting married again at Jurien Bay. Image by Janie Davidson

eMail marketing

Keeping a database of your events' attendees can be a useful tool for selling tickets for future events. People who have previously been involved with activities with your organisation are highly likely to buy tickets to your event. You can collect your customer's details, such as name, email address, mobile number and other relevant information, e.g. the type of shows they're interested in. This can be done at the show with a handwritten form when they buy tickets or through your website.

This information can then be used to send tailored emails about upcoming events through email marketing software, such as MailChimp or Campaign Monitor to your database of customers. Sending tailored emails based on your customer's preferences or characteristics can ensure your communications are reaching a targeted audience that is appropriate for your show. It could be as simple as asking your subscribers the type of shows they are interested in seeing, such as comedy, children's, circus etc., and then sending an event invite for your next comedy show, only to the users that selected 'comedy'. Segmentation can also be more intelligent, e.g. tailoring communications based on the number of previous shows subscribers have attended. Tailoring the segments you send your communications to can reduce unsubscribe rates and assist in readership rates of your emails as people are only receiving content that is relevant to them. This also helps to ensure your readers are having a positive experience with your brand.

Both MailChimp and Campaign Monitor have free packages available and extensive knowledge bases to walk you through setting up your first marketing email. Both systems also provide integration with event ticketing software such as Eventbrite to allow your customers to click straight through from the email you create to buying tickets. They also provide plugins that you can add to your website to help people subscribe to your database list.

MailChimp: mailchimp.com
 Campaign Monitor: www.campaignmonitor.com

Useful links for email marketing

Direct email Marketing:

audienceconnect.circuitwest.com.au/direct-marketing-email

Segmentation:

audienceconnect.circuitwest.com.au/segmenting-your-audience-for-direct-marketing

It is important to gain people's permission when adding them to a database. MailChimp provide a good article discussing this topic:

kb.mailchimp.com/accounts/compliance-tips/the-importance-of-permission

Data collection and privacy policy:

www.liveperformance.com.au/australian_privacy_principles_apps

The importance of keeping a clean database: audienceconnect.circuitwest.com.au/a-clean-database-why-its-important

Direct mail marketing

If direct email marketing isn't the right fit for your community or organisation, you can consider using direct mail marketing:

audienceconnect.circuitwest.com.au/direct-marketing-mail

SMS marketing

If you collect phone numbers from people who attend your shows, you can text them directly to promote upcoming events. Services like SMS Broadcast, Bulk SMS, Message Media & Direct SMS simplify this process for you. Just make sure you include an opt out message, e.g. "reply with STOP to stop receiving these messages", to make sure you're complying with anti-spam laws.

SMS Broadcast

www.smsbroadcast.com.au

Message Media

www.messagemedia.com.au

Bulk SMS

www.bulksms.com.au

Direct SMS

www.directsms.com.au

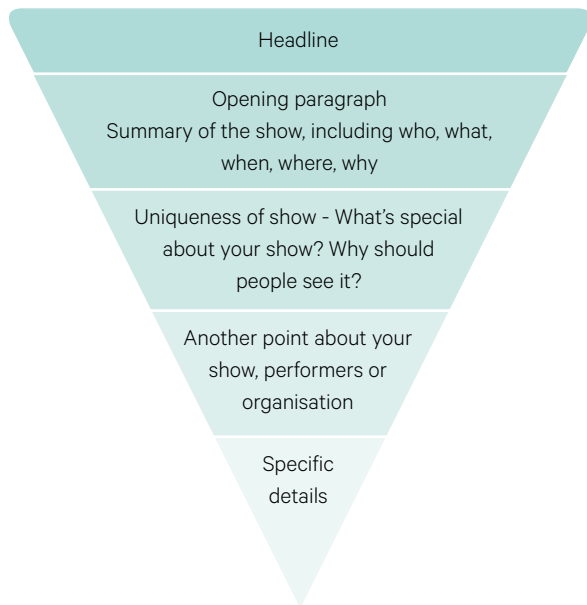
Media



Media Release

Media releases are an effective and easy way of getting media attention for your show. Distribute it to media contacts in your community, such as the editor of local newspapers.

They follow the inverted pyramid style of newspaper stories:



Considerations when creating a media release:

- + Include the date of the release at the top and whether it is for immediate release or embargoed
- + Include the publicist name, mobile and email address at the bottom of the release
- + Restate the show name, dates, booking and contact info at the bottom, which can be in a list format
- + Keep your paragraphs short, only a few sentences at maximum
- + Describe the experience of the show, not just the synopsis
- + Use a tone of voice which fits the target audience and show
- + Include quotes from relevant people such as the show's creatives or the CEO of your organisation
- + Include additional information after the release on a separate page, such as background information about your organisation and biographies of the performers and Producers
- + Provide high quality production images with the release

After sending out the media release, always follow up with a phone call to ensure the correct person has received it and to start building your relationship with your local media outlets!

As part of Shows on the Go, Country Arts WA provides a media release template in the EPK to tailor to your community.

Pitching a story to media

Media – radio, print and online – are time-poor people and are always hungry for good stories. If you do the work for them and provide them with all the necessary information and a catchy story, it is likely your story will be published. When considering an angle for a story about your upcoming show, let's look at some general news worthiness criteria:

- + **Impact/public interest** – How does the show affect the community in a positive way? How are the community/ local businesses getting involved?
- + **Proximity** – Local stories about local people! While the Producers or performers may not be from your community, find an angle which includes a local personality or group
- + **Human interest** – Everyone loves stories about people, and especially from their local town. Including an angle with some human emotion is always a winner with journos. Quotes or interviews with local people are great for this
- + **Novelty/public curiosity** – Novelty can be an easy angle to pitch for performances. What weird and wonderful things are happening in the show, or do the performers have some funny stories about previous tours or hidden talents?
- + **Scale/Prominence** – This can be big stuff about unknown people or small stuff about famous people. Has the show, performers or Producer won any awards? Have they just arrived from a sold out show at Edinburgh Fringe Festival?
- + **Conflict** – Conflict doesn't have to be negative – perhaps there is some healthy competition going on in the events surrounding the show. Are you running a competition where there are some close front-runners? Perhaps the local sports club running the sausage sizzle on show night is trying to set a local record of selling the most sausages!

You don't need to draft the story for them, but just give them a few ideas for angles. As well, as the angles, it would be great to provide:

- + A copy of the media release
- + High resolution publicity images
- + Contacts of people they can interview for the story angles you've pitched. Make sure you check with the people first. The cast and crew are usually available for interviews so speak to the Tour Coordinator
- + Invite them to the show so they can get a first-hand experience. This may hopefully lead to an entertainment/ social write-up, which can improve ticket sales for subsequent shows



Marty Putz being interviewed on Brekky with Ecky in South Hedland to promote Shows on the Go 2017 Marty's Party. Image by Christina Dias

Radio Interviews

Radio is an intimate form of advertising and most people listen when they are alone, in their home or on the road. Radio listeners develop a strong relationship with their favourite stations and enjoy listening to the chosen radio presenter or personality.

Organising an interview on your local radio station with the cast, crew, director, writer or other creative of the show, is a very personal way for your community to connect with the show before they arrive in town. The conversations had on radio can provide a great sense of the show and what people can expect, which in turn can lead to ticket sales.

Cast and crew for Show on the Go tours are available for radio interviews before and during the tour. Please contact Country Arts WA, Communications Director to organise a time and date.

Radio Package

A radio package can be a great branding tool for the Presenter and the show. It contains audio bites and information for your local radio station to create a story about the show. While this usually happens after the show, it can increase audiences for future shows by promoting the success and community spirit.

Tips and considerations for creating a radio package:

- + Presenters can capture reactions from audience members after the performance by video. Questions asked could include - what did you think of the show? What did you enjoy most about the performance? What is your favourite part of the show?
- + Please ensure you have authorisation from the person in the film clip to use on social media, radio etc.
- + Focus on what makes it unique to the region. Use a child's voice for children's shows. This provides a sense of the town and the place the show is being performed in
- + Considering approaching the local high school media department to create a radio package. This is a great way to connect with your schools
- + Include a copy of the media release with the radio package

Social media

Our #1 tip: keep social media fun & conversational

Do not underestimate the power of social media! Social media can be part of community engagement and can lead to building great relationships with your audience. It helps keep them up to date and engaged with your activities and projects.

Facebook

Facebook provides a platform for you to engage with your audience through your organisation's business page. It allows you to share photos, videos, promotions, important information and other relevant content from around the web. You can also ask questions of your followers and create polls and event pages. Most importantly, Facebook provides a number of different ways to interact with your audiences through one-on-one messaging, tagging, sharing and paid advertising.

For information on setting up your business page:

www.facebook.com/business/products/pages

Events

The 'Add an Event' function on Facebook is a great way to reach your audience online. Invite your friends, family and community members to your performance. Encourage community groups and members to share the event with their networks to gain a wider reach. Using an event page compared to just your organisation's Facebook page, will mean the people who click 'Interested' or 'Attending' will see your posts more often.

Facebook has some helpful tips for promoting your event:

events.fb.com/#promote-your-event-with-ads.

Our top tips to consider when using Facebook:

- + **Partner with an influencer.** Find the social media pages in your community that resonate strongly with your audience and partner with them. You can request they promo your event through a share or a post, but make sure to offer something in return!, or you can find a creative way to partner with them. If it's a shop, see if you can set up a giveaway or a window display. If it's a local event page, give them some engaging content to work with, or a giveaway. Look for unique angles for partnerships
- + **Offer Social Media Giveaways.** Run a contest on your Facebook page and offer tickets to the show as a prize. Something that encourages comments and shares is one of the most effective ways to get your event in front of not just your Facebook audience but also untapped audiences in the community that don't yet interact with your page
- + **Share material.** If your show is part of a tour, talk to the other towns presenting the program to share ideas, images, video and anything else that might appeal to your community to promote how fun and popular the show is
- + **Share the Producer's post in your community** to build the mood and give your audiences a taster of what they can expect at the show

Paid advertising

Facebook ads provide additional formats to promote your content, while also ensuring your message is reaching the right audience. You can tailor how, when and where and what platform your ad is displayed, as well as having comprehensive control over demographic characteristics to ensure you only pay to reach the audience you intend. For more information, check out:

www.facebook.com/business/products/ads

Instagram

Visual imagery is a powerful tool when it comes to storytelling and Instagram is a highly visual platform, based around posting photos, videos and other graphics to reflect your brand and business. Instagram audiences respond to engaging and personal visuals, so the platform is a great way for sharing high quality photos, behind-the-scenes pictures and sneak peek insights. Captions are equally as important as the visuals, as they give your pictures context and provide a way for you to share the event details and further information.

Hashtags and location tags

Including a location tag and hashtags in your posts allow users to search for your content, based on the keywords and location you include. They can be an effective way of broadening your reach to users outside of your page's existing audience. Hashtags can be used on both Facebook and Instagram, although are more effective on Instagram. While you can use up to 30 hashtags per post on Instagram, posts with around 9 hashtags have been found to have the most engagement.

Not too popular, not too unique

It can be tempting to use the hashtags everyone else is using, however, if they are too common your post will get lost amongst the flock of sheep! On the other hand, if they are too obscure, users won't think to search for the hashtag. Choose hashtags which are relevant to the audiences you want to attract – based on your location or the themes you want to promote. Check out the hashtags your local regional tourism centres, councils or other influential Instagram pages are using as a good starting point.

The following article provides some great comprehensive information about Instagram's search tool and finding the right hashtags: blog.bufferapp.com/instagram-search

Below are some of the most popular hashtags for Western Australia to get you started:

#westernaustralia	1,829,380 posts
#westisbest	447,016 posts
#justanotherdayinWA	360,481 posts
#thisisWA	360,414 posts
#westaustralia	62,953 posts
#tourismwa	25,187 posts
#australiascoralcoast	17,557 posts
#australiasnorthwest	16,959 posts
#goldenoutback	9,845 posts
#australiasouthwest	4,009 posts
#regionalWA	1,581 posts

Don't forget to tag Country Arts WA in your social media posts for Shows on the Go so we can re-share your posts about your community event to reach a wider audience.

To tag us, use @CountryArtsWA and #CountryArtsWA. Check the EPK for specific hashtags for your show too.



Shows on the Go 2016 Aboriginal Comedy Allstars cast and audience at Sandstone enjoying a post show supper. An example of an image posted to Country Arts WA's Facebook page as it shows a story of community spirit. Image by Weng-Si Cheang

Which social media platform to use?

You can't be everywhere at once. While there are many different social media platforms available, trying to use them all is an ineffective use of your time. In reality, your audience is likely to only be regularly using one, or maybe two and you will be able to craft much better messages if you tailor them specifically to fit the platform and audience, rather than repeating the same message over multiple channels.

Platform	Age*	Gender*	Notes
Facebook	25-54+	53% Fem	<ul style="list-style-type: none"> + Facebook has the widest age-spread and is the best platform for targeting audiences 35 or older + Although the gender split is very close on Facebook – female users engage (like and share posts) far more frequently + Hashtags are not very effective on Facebook – instead use “@” to tag another Facebook page or user. Hashtags can still be used in Facebook posts to encourage users to post them elsewhere, and as a way to participate with the online community + Facebook posts can be scheduled in advance + Not every user who “Likes” your Facebook page is necessarily “Following” your Facebook page. Only those who are “Following” will see your posts in their feed
Instagram	18-29	65% Fem	<ul style="list-style-type: none"> + Instagram is effectively mobile only – though users can login on a computer, they cannot post, so all active users read on mobile + Hashtags are very effective on Instagram – you are limited to 30 hashtags, and many posters use as many as they can think of + Instagram posts must be made on a mobile device, and cannot be scheduled. There are ways around this such as programs like Hootsuite, Later or Gramblr

**Information sourced from Social Media Today, Sprout Social and Omnicore Agency*



Social Media Plan example

Below is an example social media plan to provide you with ideas of what and when to post in the lead up to the event

5
weeks out

- + Create Facebook event page with header image, link to tickets and details for the show
- + Create co-hosts, such as supporting organisations, so they can invite their networks too
- + Invite community members and groups to event
- + Post a teaser in your event page, such as image or video, with copy about the show from the EPK
- + Share event page through your organisation's Facebook page

4
weeks out

- + Update event page with any further information, such as package or group details
- + Create a post, with graphic, about package or group deals
- + Email local organisations with event page link and ask them to share in their networks
- + Promote a local engagement idea and, if applicable, ask for contributions through social media
- + Post a teaser in your event page, such as image or video, with copy about the show from the EPK
- + Share the best performing posts from the event page on your organisation's Facebook page
- + Continue to invite people to your Facebook event

3
weeks out

- + Update event page with any further information, such as package or group details
- + Promote local engagement activities. Ensure stakeholders also promote through their social media
- + Share local engagements from community and encourage people to get involved
- + Post a teaser in event page, such as image or video, with copy about the show from the EPK. Check Tour Coordinator and Producer's page for posts you can share
- + Remind people where to buy tickets
- + Share the best performing posts from the event page on your organisation's Facebook page

2
weeks out

- + Update event page with any further information, such as package or group details
- + Share a link to an online news story
- + Promote package or group deal with a graphic and where/how to buy tickets
- + Share photo relating to community engagement
- + Share local engagements from community and encourage people to get involved
- + Post a teaser in event page, such as image or video, with copy about the show from the EPK. Check the Tour Coordinator and Producer's page for posts you can share
- + Share the best performing posts from the event page on your organisation's Facebook page

1
week out

- + 1 week to go post – last chance to buy tickets
- + Advertise when cast will be on radio
- + Share photo of cast doing radio interview (if applicable)
- + Share photo of workshops (if applicable)
- + Share photo relating to community engagement activities
- + Post a teaser in event page, such as image or video, with copy about the show from the EPK. Check Tour Coordinator and Producer's page for posts you can share
- + Share photo of cast and crew when they arrive in town
- + Share the best performing posts from the event page on your organisation's Facebook page

performance
day

- + Share images of bump in or crew getting ready
- + Promote ticket prices on the door or cut-off time for buying tickets
- + Share last-minute information or reminders, e.g. bring a blanket or picnic, or mention local engagements at the show

after the
performance

- + Share fun photos and videos of audience, the crew and the performance from the night
- + Thank your audience for coming – share stats about how many came along, or local engagements from the night
- + Promote next show (if applicable)
- + Share photos, videos and testimonials from audience members



Sean Guastavino (left) and Barnaby Pollock on stage for Country Arts WA 2016 regional tour of Hachiko. Image by Jessica Wyld

Taking effective photos

Powerful photos are the strongest way to grab people's attention in both social and print media. They are more likely to be shared, liked and commented on and can often be the deciding factor as to whether a press release gets published in a paper or online.

Tips for effective photos:

- + **It takes practice!** Take lots of shots from a variety of angles and distance. Play with your settings to learn what works best. No-one gets it in one shot: even celebrity Instagrammers take hours getting their shots perfect
- + **Avoid 'busy' images.** Make sure your subject stands out from the background to grab the viewer's attention. Mid to close shots of people work well as viewers can see details clearly. Include three or less people in the photograph where possible
- + **People like people!** Human emotion and familiar faces help viewers connect with photos and are popular with newspapers. Even if the intention is to promote an object or a place, including a person interacting with the subject tells more of a story
- + **Lighting is key.** If taking a photo outside, early morning and late afternoon give great colours and soft shadows. If you have to take it in the middle of the day - try shooting everything in the frame in full shadow to avoid blown out bright areas. Indoor photos can be tricky to get sufficient and forgiving light. Look for a spot with better lighting, such as side on to a window. This can give great directional light and avoid blown out windows in the background
- + **Equipment.** Most camera phones are capable of taking good photos these days so you don't need to invest a lot. For dark performances, however, borrowing a digital SLR may be helpful

Event listings pages

The Country Arts WA events directory is also available to showcase organisations' or individuals' workshops and events. The calendar allows audiences to search upcoming events state-wide and by region. These events are then also promoted through our Facebook page and monthly enews.

www.countryartswa.asn.au/events

To add your event, visit:

www.countryartswa.asn.au/add-your-event

Below are some other event listing sites which you may find useful to promote your show. Do some research and find out the most commonly used sites for your community. Some sites may require payment or for you to sign up. On top of the website listing, many sites send regular emails to their subscribers promoting event listings in their area, which could include your event

All Events

allevents.in

Around You

www.aroundyou.com.au

Australian Stage

www.australianstage.com.au

Eventfinda

www.eventfinda.com.au

Eventful

eventful.com

Find Festival

www.findfestival.com/westernaustralia/

Live Guide

www.liveguide.com.au

Scoop Online

www.scoop.com.au/Region/Western-Australia/Events

Stage Whispers

www.stagewhispers.com.au

The Music

themusic.com.au/meta/the-guide/submit-a-gig

TourismWA

www.westernaustralia.com

What'sOn

www.whatson.com.au

Xpress

xpressmag.com.au/events

Yelp

www.yelp.com.au/events

All information for the Shows on the Go tours are listed through Country Arts WA's Event page

Website

If your organisation runs numerous events throughout the year, setting up an events section on your website may be worthwhile. This way, anyone seeking information about one of your events will be directed to your website, which gives you an opportunity to engage with the user further. You can include information at the bottom of the event page about other events or news, a subscription to your e-news and events, or links to your social media channels.

For more information about websites and online ticketing:

audienceconnect.circuitwest.com.au/websites-and-online-ticketing-2

Thank you to everyone whose hard work appears in these pages in the form of advice or links to their sites. Presenting, like the performing arts, is an ensemble artform and we greatly appreciate everyone's contributions to this dynamic and important industry.

We wish you a wonderful, safe and successful event! Feel free to contact Country Arts WA staff for any queries or concerns. We love to chat to Presenters.

For more information about this Community Presenter Guide contact Country Arts WA on 08 9200 6200, toll free on 1800 811 883 or by email on presenting@countryartswa.asn.au.

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