



Presenter's Guide

Shows on the Go Performing Arts Touring

This Presenter's Guide will outline everything you need to know about presenting a *Shows on the Go* performance in your community.

Every community will have different levels of experience and facilities. It is likely that you may already know some of the information in this guide. It's also likely that some information you need to know may not have been included. The Country Arts WA touring team is always available to answer any questions. We'd love to hear from you.

Don't forget, this information can also be a useful guide for organising other events within your community.

For more information contact the Performing Arts Touring team at Country Arts WA on 08 9481 0077, toll free on 1800 811 883 or by email on touring@countryartswa.asn.au



Shows on the Go is made possible through support from the State of Western Australia through ArtsWA, Lotterywest, Healthway to promote the message *SmokeFree WA* and WIN Television.

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Shows on the Go

Shows on the Go provides subsidised tours of professional performing arts productions to regional and remote Western Australia. Productions are made available to community groups across the state for a performance fee usually between \$1,000 and \$3,000 per show.

Shows on the Go is a 100% presenter-driven model. That means as a Presenter you decide which productions tour to your community by voting in the annual Touring Menu.

The Touring Menu

Every year, Country Arts WA collects information from companies and performers who wish to tour regionally and publishes their production information in the Touring Menu.

Hundreds of community groups, Arts Councils and venues then vote on which productions they would most like to see in their community. Voting at this stage *does not* commit you to presenting a performance; it just lets Country Arts WA know which productions you are interested in.

From your responses, Country Arts WA chooses three to four productions to tour as part of *Shows on the Go* the following year. Details of these productions are then posted out to all presenters. At this stage, you will need to decide if you wish to present any of the productions on offer to your community.

What show should we present?

1. What do people want to see?

One of the most important issues when presenting and marketing a show is knowing what your audience/community wants to see. If people in your community just aren't interested in the show or if they feel no ownership over its presentation, they simply won't go. You've got to find out what they think is a *good night out*, and give it to them!

Doing a simple survey is a great way to find out what people want to see, and how you can add value to the experience of watching a performance. A survey can also help you find out more about your audience – who they are; how often they attend performances; what they like and dislike about the local facilities and services; when they prefer to visit; how they get to the show (is there a need for assistance with transport?); whether they come alone or prefer to attend in groups; and the type of show they would like to see (music, dance, theatre, drama or comedy).

This information can help you choose the best performance to present, make the right choice of venue (theatre, town hall or outdoor), and make it a good night out for all.

If you regularly present performances and events in your community, you could ask your audience to complete a survey after the show. You might also want to think about inserting a survey into your local newspaper (with the chance to win free tickets for completed surveys) or getting your group or committee to survey friends and family.

A sample survey is attached at the back of the Presenter's Guide (Attachment 1). This is a very general survey that can be adapted to suit your community.

2. What else is on?

Make sure you check with other key community groups in your area (the Town Shire, any other venues and other groups who present shows) before confirming dates for your touring show. In small communities, two events on the same night could mean disaster for ticket sales.

Check what else is happening in your community on the surrounding dates that could have an impact on the number of people who will attend your event. Make sure you let other community groups know of the date of the performance, so that they don't plan anything for the same night.

In some cases, however, conflicting dates doesn't have to mean disaster. You could also use this as an opportunity to look into possible cross promotion of events. For example, if a local art gallery is holding an exhibition opening on the same night then gallery patrons could be encouraged to go to the theatre afterwards (and visa versa).

Where should we put on the show?

If you are thinking of putting your touring show in a venue for the first time, go there and think about the following important information:

- Size of the auditorium, number of seats, comfort of seats (you might need to advise people to bring a cushion), sightlines (is there anything blocking the audience's view of the stage?), and access for people with special needs.
- Lighting, atmosphere, issues that may interfere with the show (noisy pub next door or street lights illuminating the stage), power availability (some shows need three phase power – check with Country Arts WA if you're not sure).
- Parking and transport.
- Ability to set up a front of house area to sell tickets, put in a temporary bar (if desired) or use kitchen to cater for the performance. Remember, if you're thinking about setting up a bar you'll need to think about obtaining a Liquor License (check if the venue has one).
- Places to display posters, fliers, photographs, reviews, and sponsor signage.

Think about the feel and atmosphere of the building. Will people feel comfortable watching a show there? Is it suitable for the kind of performance you are presenting?

You might also like to consider alternative venues to halls. An outdoor concert (depending on the type of show) might be appropriate in the warmer seasons. Karratha has hosted an opera in a shed, Merredin a show at a train station. A different choice of venue such as these adds the element of excitement about seeing a show in an unusual venue. Venue options are numerous - and can make the show you are presenting more accessible to audiences and can create a sense of fun and adventure.

Tour Confirmation

Once you have chosen the production you'd like to present and sent in your *Shows on the Go* response form, Country Arts WA will put together a draft tour itinerary. A Touring Officer will contact you to discuss the tour and confirm the date for the performance in your community.

At this stage, make sure you ask yourself the following questions:

- Does the proposed date coincide with any other activity in your community that will affect your audience attendance (think about harvest time, wet season, Agricultural Shows, other performances and public/school holidays).

- Are you comfortable with the performance fee (performance cost)?
- What would be the best venue for this performance (think about the theatre, town/school hall, and outdoor amphitheatre)? Is the venue available?
- What time do you think the performance should start? Think about support acts for music performances and dinner/show deals).

As each tour can visit up to 25 venues, the process of confirming the itinerary may take some time and changing dates at this stage is common. Touring Staff will do their best to get the best possible date for your performance. Please remember that tours operate six days per week, and that there is only one Friday and Saturday night available.

Once the itinerary has been confirmed you will be asked to sign a Confirmation Form. Once you have signed and returned these forms **you are committed** to presenting the performance. The form also asks for information for the full contract and for the marketing materials.

If you need to pull out *after* signing the Confirmation Form it will affect the whole tour, and you will still be required to pay the performance fee.

What will Country Arts WA provide?

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

For the performance in your community, Country Arts WA or the Producer will provide the following:

The Production

Country Arts WA and the Producer will deliver the professional performance to your community on the agreed date.

Tour Manager

A Country Arts WA Tour Manager will travel with the 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, picking up of venue keys, setting up of venue and arranging of media calls.

Country Arts WA is committed to promoting reconciliation in all of its programs. The Tour Manager may make a speech at the beginning of each performance to acknowledge tour sponsors. This speech will also acknowledge the traditional owners of the land. You will be asked to confirm the inclusion of this acknowledgement when confirming your place in the tour. You may also wish to ask a local Elder to make a Welcome to Country speech before the performance.

Technical Equipment & Operator (crew)

All technical equipment required for the performance will be toured with the production (unless specified in the Touring Menu). If your venue has additional equipment, the crew may make use of it as well. The Producer will also provide crew who will bump in, bump out and operate technical equipment during the performance.

A crew member will contact you prior to arriving at the venue to arrange any technical requirements that need to be done before the touring party arrive (including any pre-rigging of lights).

Travel arrangements and costs

All travel for the touring party will be organised and paid for by Country Arts WA. Travel arrangements will vary depending on the size of the tour and its destinations.

Any information you have that may help Country Arts WA arrange travel will be greatly appreciated. Think about quality of roads in community or need for 4WDs.

Accommodation arrangement and costs

All accommodation for the touring party will be booked and paid for by Country Arts WA. Any accommodation suggestions or information you have that may help Country Arts WA arrange accommodation will be greatly appreciated.

On some occasions the touring party may be accommodated in a nearby town to meet tour schedule requirements.

Marketing Materials

Country Arts WA will design, print and provide you with posters, flyers, a press media ad, and Presenter Kits including production photographs, a media release and biographical information on the performers. Country Arts WA will also produce a television ad that will be broadcast on WIN TV in the lead-up to and during the tour. These marketing materials are provided free of charge.

What will we need to do?

As the local presenter, you will be responsible for the following:

- Guarantee payment of the performance fee and royalties or APRA license.
- Carry out local marketing activities in the lead up to the performance.
- Undertake ticket sales (proceeds of all ticket sales stay with you).
- Hiring of the venue for the whole day on the day of the performance.
- Meeting the touring party when they arrive in your community.
- Set up the venue, including:
 - Pre-rigging of venue (if required). The Production Manager will be in touch to let you know if there's anything that needs to be pre-rigged before the touring party arrive in your community.
 - Organise and set up seats, dressing rooms and bar (if required)
 - Organise a non-smoking area. *Shows on the Go* is sponsored by Healthway to promote the SmokeFree WA message. As such, it is a requirement that the stage and audience areas be smoke free. If you are planning on allocating an area away from the stage and audience as a smoking area – you will need to designate it in some way. The Tour Manager will be happy to discuss this with you.
- Organise and manage front of house staff on the night (ticket sellers, ushers, bar staff and security), including providing a cash float for ticket and bar sales.
- Coordinate any additional activities including pre-show dinners or support acts.
- After the performance, complete the Box Office Reconciliation and return it to the Producer (with a copy to Country Arts WA) for calculation of any royalties payments due.
- After the performance, complete the Tour Evaluation Report and return it to Country Arts WA with payment of the performance fee.

Promoting the Performance

As the presenter, you are responsible for marketing and promoting the performance in your community. Country Arts WA will supply you with marketing and promotional materials, but it is up to you how you use them to reach the biggest possible audience for your performance.

The best campaigns involve a 'marketing mix' of a number of promotional materials and ideas. Don't put all your eggs in one basket – a mix of posters, flyers, mailouts, TV ads and interviews is the way to go. Here's a number of promotional ideas for you to think about:

Posters

Country Arts WA will provide you with as many A2 posters as you require, which will include the name of your venue, time and date of performance and local Box Office contact details.

Sometimes a few posters in well-chosen places are more effective than a large number stuck up everywhere. Think about what will work best in your community.

Put up posters in high traffic areas like local supermarkets, newsagents, chemists, libraries, service stations, community/sports centres and cafes. Don't forget to inform the local school/s, community and social groups.

You should receive your posters at least six weeks before the performance date. It is not always advisable to begin putting posters up as soon as you receive them. Make sure that they are not up for so long that they no longer attract attention. Plus make a note where the posters are so you can take them down again!

Flyers

Country Arts WA will provide you with as many DL sized flyers as you require, which will include information for every performance of the tour. Flyers can be circulated by a letterbox drop, included in newsletters, inserted in local newspapers, distributed at your local supermarket, community centre or library, or available from your venue's Box Office.

Community groups like Rotary, Apex or Lions have regular newsletters, so think about approaching these groups to include flyers or performance information in their mailouts. These groups are an ideal target for group bookings. Other groups you might want to think about include the CWA, Sporting Clubs, schools, teachers, Shire staff, or any workplace with a Social Club. It's best to talk to the key organiser of each group to ask them to mention your touring show at their meeting and perhaps also hand out flyers.

Television Commercial

Country Arts WA will produce a television commercial that will be broadcast on WIN TV in the lead-up to and during the tour.

Mailing Lists

A mailing list allows you to contact potential audience members directly with information on forthcoming touring shows. To develop your mailing list you will need to collect as many names and postal addresses of interested people (with their consent) as you are able.

Names and addresses can be collected by the ticket seller when tickets are purchased. Don't forget to ask people if they're happy for their details to be included on your list.

Another way of building up your mailing list is to set up a form in the foyer of your venue, or include a form in your local newspaper or newsletter (with the chance to win free tickets for completed entries).

You might want to think about doing a direct mailout of a flyer and performance information to local clubs, schools and community groups who may wish to make group bookings. Don't forget to include groups in neighboring communities too.

As email becomes more widely used in the regions, it is also a good idea to get people's email address. You can email information to other people on your email mailing list - and they can forward it on to people easily as well. Remember to make sure that the people you email are those who have agreed to be on your list (so as not to breach privacy laws!)

Keep in mind that your mailing list should contain contact details for both individuals as well as social and community groups who can be encouraged to make group bookings at a reduced rate.

Presenter Kit

Country Arts WA will provide you with a Presenter Kit to help you promote your performance to local print, radio and television media. The Presenter Kit may include:

- Media Release
- Artwork for print media advertising (in bromide and .jpg formats)
- Biographical information of performers
- Press reviews

The cast and directors of the productions will be available for interviews during the tour, either by phone or in person when in your community. Interviews can be arranged by contacting the Country Arts WA office.

It will be part of your contract to make every effort to mention Healthway as a sponsor of the production in all media and advertising. Make sure you hang on to any newspaper articles and other promotional material to send to Country Arts WA for inclusion in the report to Healthway.

Media Release

Country Arts WA will provide a general media release regarding the Production and the scope of the Tour. You are welcome to adapt the media release to highlight your community's performance only, or use the media release as a guide to write your own release. We do ask that you support and acknowledge Country Arts WA, the Producer and the organisations supporting *Shows on the Go* and the tour.

Bromide for print advertising

A bromide is the high-quality original hard copy of a press advertisement. A bromide advertisement promoting the Production will be included in the Presenter Kit for your use. The advertisement will have a blank space for local details of the performance in your community to be inserted. Make sure you list the venue, performance time and date, and where to book. You may also like to include other details, such as ticket prices, food and drink availability etc.

If your budget stretches to buying advertising space in your local newspaper, try running a series of ads in the weeks leading up to your performance. Think about asking the local newspaper to sponsor the performance by providing discounted or even free advertising space.

Signs & Displays

Creating a sign, banner or display to promote your performance is also a good idea. Whilst the initial purchase may be pricey, you can repaint the sign or banner again and again to promote future shows. Any sign should contain details on What, Where, When and Where to Book and contact details for the production. Don't forget to also acknowledge sponsors.

It is a great idea to erect a sign or banner outside the performance venue, and if possible also in a prominent part of the community (such as the main street so people see it as they drive into town).

If you are selling tickets from a local business, it might be possible to set up a display in the shop where the tickets are sold. This could be in the form of a board to which posters, copies of reviews and promotional photos are attached.

Organising Committee

Your organising committee is a fantastic resource for recruiting an audience. If every committee member invites five of his or her friends (plus partners) you'll be well on the way to covering your performance fee!

You might also want to think about –

- Setting up a Theatre Club (*see Ticket Prices section for more information*)
- Running a competition in the local newspaper or within schools, with the prize drawn immediately after the performance. Ask local businesses to donate a great prize to get people interested, and make sure they know that they *must* be at the performance in order to receive their prize.
- A post-show supper is also a great chance for audiences to meet the cast (check with Country Arts WA to make sure the cast are available).
- Cross-promotion with other community events (you promote their show if they promote yours).
- Word of mouth is the most effective promotional tool there is! Get out there and talk about the show!

Promotional Time-Line

The following is a rough time-line for promoting your performance. Obviously, every community will have different circumstances, so think about how to best adapt this guide to your own performance.

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| 6 weeks out | Receive posters, flyers and Presenter's Kit from Country Arts WA.
Start planning your 'marketing mix'.
Confirm Box Office / ticket selling arrangements. |
| 5 weeks out | Tickets go on sale
Put up posters where tickets are available.
Mailout of flyers and performance information to local clubs, schools and community groups who may wish to make group bookings.
Approach local media (newspapers, radio & television) about becoming a sponsor, running an ad, and/or writing a story to run two-three weeks before the performance date. |
| 4 weeks out | Put up posters and displays around the community. |
| 3 weeks out | First story in local newspapers.
Newspaper advertising commences and should run until the performance date. |
| 2 weeks out | Local radio campaign (ads or community announcements) should start, and continue up to the performance date.
Distribute flyers around the community (don't forget the Shire Offices, Tourist Bureau, library, chemists or community centres). |

Second story in local newspapers. Think of a different angle from the first story, perhaps a biographical piece on one of the performers.

Approach local radio station regarding possible interviews with cast (via phone or in person).

Television ad produced by Country Arts WA will start running on WIN TV.

1 week out

Organise cast radio interview for this week.

All other promotional activities continue until the performance date.

As with all promotion plans, it is important that you keep track of how it's going. If ticket sales don't seem to be going according to plan, try something new. Here is a useful website that may assist you in promoting your performance:

- **Fuel 4 Arts** www.fuel4arts.com.au (look up the 'Sauce' section for great arts promotion tips)

Or contact the Country Arts WA Performing Arts Touring team for more suggestions.

Tickets

It is up to you how you choose to sell tickets for your performance. If you're planning a community event, you may choose not to sell tickets at all. Proceeds of all ticket sales stay with you.

If you do want to sell tickets, there are several ways you can go about it.

Tickets can be as basic as standard raffle-tickets, which can be bought at your local newsagent. Make sure you mark the raffle-tickets with a stamp or sticker that can't be faked. You could go further and specially print tickets for the event.

You then need to think about whether you will charge different prices for different types of ticket (adults, concession and groups). Make sure that it's possible to identify each category of ticket (ie. by printing different coloured tickets or making different tickets for different groups).

Here's an idea for a performance ticket. Ticket prices are for demonstration purposes only – ticket prices are completely up to you. Contact the Country Arts WA Performing Arts Touring team if you'd like them to help you put together a ticket template for your performance.

Country Arts WA & SmokeFree WA present EDUCATING RITA By Fairweather Productions 8pm, Wednesday 01 January, Town Hall Unreserved Seating. Be early to get a good seat. Brought to you by your local Progress Association	THIS TICKET ADMITS ONE <i>(ticket seller to circle)</i> Adult \$15 Group \$12 pp <i>(groups of 5 or more)</i> Concession \$10 <i>(student, pensioner, unemployed)</i>
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It's essential that you have a record of the number and type of tickets sold.

Make sure you know how many tickets you have given each of your ticket sellers, and ask them to keep a record of what type of tickets they sold. Alternatively, you could produce tickets with ‘stubs’ so you not only have a record of tickets sold, but could use the stubs as a way to collect audience information including mailing and email addresses.

Finally, make sure that your ticket seller knows all about the production so that they can answer any questions. Keep in contact with them to determine how ticket sales are going.

You also need to decide if you will sell reserved or unreserved seating.

Unreserved seating means your audience will be seated on a first-in first-served basis. When people arrive at the venue they will seat themselves wherever they choose. This is the most common seating arrangement and 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 cross 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 (more expensive tickets for the best seats in the house). If you’re going to use the reserved seating, make sure 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 corresponds with your seating plan.

Other seating arrangements you might want to consider include cabaret style chairs at tables (may be reserved or unreserved), or even a picnic-style arrangement where audiences are asked to bring their own blankets, cushions or chairs.

Ticket Prices

The setting of ticket prices is completely up to you. Here are some things you should think about:

Local knowledge

You’ll have the best idea of what you think local audiences will be prepared to pay to see your performance. In the months leading up to the show, keep an eye on ticket prices for other events in your community (performing arts, movies, quiz nights, sporting or social events).

Unless you’re planning a free community event, your aim should be to cover all your costs associated with the performance. This means you need to sell enough tickets to cover the following:

- Performance fee
- Royalty 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. If you are thinking of selling supper as a fundraising exercise, include the cost in the ticket price and make sure you cover your expenses of the performance and the food. You could also think about delegating catering to another local group to share the workload and help boost audience numbers.

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. \$40.00 instead of \$45.00 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 five 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

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 it makes them feel a part of the whole process.

Complimentary tickets

To assist with on-going promotional and funding support, you might want to think about inviting sponsors, VIPs or local media representatives along to the performance with the offer of complimentary tickets.

The number of complimentary tickets offered will of course depend upon your expected income. If you do decide to distribute complimentary tickets, set firm ground rules regarding the number of tickets and for whom they are available. Remember that every complimentary ticket given away is one that can't be sold! One member of the committee should be responsible for administering the complimentary list.

Box Office Reconciliation

As soon as possible after the conclusion of the performance (on the same night if possible), your ticket seller and treasurer should complete the Box Office Reconciliation Form, which will be attached to your contract.

You must return a copy of the Box Office Reconciliation form to the Producer and Country Arts WA within seven (7) days of the performance in your venue. 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. When you are completing the Box Office Reconciliation form, don't forget that booking fees can be deducted from your total Box Office before calculating total net income.

Royalties

It is common practice for a Producer to charge a percentage of Box Office income as a royalty. For most Country Arts WA tours, this royalty cost will be around 10% of gross Box Office.

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 form, 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	Total
Adult	56	\$15 per ticket	\$ 672.00
Concession	23	\$10 per ticket	\$ 230.00
Children	7	\$ 8 per ticket	\$ 56.00
Group	30	\$12 per ticket	\$ 360.00
TOTAL INCOME	116		\$1, 318.00

2. Subtract booking fees and credit card charges from total Box Office income

Box Office Income (gross)	\$1,318.00
Booking Fees	\$ 83.00
Credit Card Charges	\$ 50.00
BOX OFFICE INCOME (NET)	\$1,185.00

3. Calculate Royalty as percentage of net Box Office income

Box Office Income (net)	\$1,185.00
Royalty of 10%	\$ 118.50

APRA

For some performances, you will not be required to pay a Royalty fee. You may be required to obtain an APRA License instead. This is most relevant for music performances.

APRA stands for the Australasian Performing Rights Association. 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. See *Attachment 2* for more information, visit www.apra.com.au or call 08 9382 8299 to arrange your license.

Who does what?

In a perfect world, your organising committee will be overflowing with skilled volunteers, all dedicated to making your event a success. While in reality the number of people available to help out with presenting the performance in your community may be small, here are some of the roles you might want to think about covering. Of course, one person can take on more than one role if necessary.

Coordinator

This is the person who will be in direct contact with Country Arts WA regarding the tour, and be responsible for getting contracts signed and invoices paid. This position may coordinate the activities of the other members of the group and may be the contact person for the touring party when they arrive in town. On the evening of the performance, they may liaise with the Tour Manager regarding the performance and Front of House activities. The Coordinator should keep track of local expenses such as hall hire and local advertising.

Technical Assistant

This person should ensure that the venue is unlocked and available for use by the touring party for the day of the performance. They may also be available to assist with any special requirements such as hanging curtains, setting up staging or organising ladders for the hanging of lights.

Box Office Manager

If tickets are being sold at the door, this person will set up the Box Office and staff it on the evening. They will also liaise with any agent that has been selling tickets to monitor ticket sales and collect all monies. The Box Office Manager, together with the Treasurer, will complete the Box Office Reconciliation form following the performance (on the same night if possible).

Marketing Coordinator / Media Liaison

This person will coordinate the marketing and publicity campaign and act as the contact point for all local media. They should forward news releases and photographs and ensure that the media are kept up to date with plans for the performance. Along with the Coordinator, they will also monitor the effectiveness of the promotion campaign.

On the night of the performance, the Coordinator and Box Office Manager should arrive at the venue at least one hour before the scheduled start time to meet with the Tour Manager.

On the Night

Use of Venue & Stage

Remember that the touring party will need the use of the stage all day on the day of the performance, although it is generally OK for people to use the hall if it is unavoidable. Unfortunately, few halls will completely black out. This is crucial for most productions - 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.

Technical Matters

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.

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.

Before the touring party arrives, you might also want to think about the **acoustics** of your venue. Think about other performances you've seen there – were people in the back rows able to hear? Ask the Production Manager or the Country Arts WA Performing Arts Touring team for advice on getting better acoustics.

Performers

Performers will most likely stay backstage before the show and during interval so not to spoil the theatrical illusion. You might want to think about providing the following in the **dressing room** to make it as comfortable as possible.

- Drinking water
- 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 (if possible)
- A small table and a broom are also always useful

The Tour Manager will be in touch before the performance day to let you know if there is anything specific the performers will need.

Merchandise

The performers may have some merchandise (CDs or t-shirts) to go on sale before and after the performance. Depending on the layout of your venue and the availability of crew or Country Arts WA staff, you may be asked to help with merchandise sales. This usually involves displaying the merchandise and making sales

from your Front of House desk along with tickets. Make sure 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.

It is your responsibility to inform the performers of any commissions charged on merchandise sales by your venue.

Post-Show Functions

Some presenters like to hold a small function after the performance so that the audience can meet the cast. If you are planning to hold a function, let Country Arts WA know as early as possible so that we can check that the cast are available. The itinerary for a touring show can be very demanding, requiring early starts and often long and tiring days, 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 some sleep.

Country Arts WA Sponsors

Shows on the Go is made possible through support of the State of Western Australia through ArtsWA, Lotterywest, Healthway to promote the message *SmokeFree WA* and WIN Television.

Healthway funds are supplied on a sponsorship arrangement. Specific strategies to promote the *SmokeFree WA* message are incorporated into all *Shows on the Go* tours. The Tour Manager will be responsible for setting up *SmokeFree WA* signs in the venue, acknowledging Healthway in a speech before the performance, and running a competition during the performance for the opportunity for an audience member to win a *SmokeFree WA* tour tshirt.

You and your staff may be provided with t-shirts that promote the *SmokeFree WA* message.

It is also a requirement that the stage and audience areas for all performance on the tour be smoke free. If you are planning on allocating an area away from the stage and audience as a smoking area – you will need to designate it in some way. The Tour Manager will be happy to discuss this with you.

Mention should be made of the *SmokeFree WA* message in all radio and newspaper advertising both prior to and after each production. Bromides with the correct logos will be made available to you for newspaper advertising. Please keep copies of any local media advertising, newspaper articles or event photos to be forwarded to Country Arts WA with your Tour EvaluationReport.

If all your publicity, radio advertising and even welcome speeches, please remember to acknowledge all Country Arts WA sponsors. Plenty of acknowledgement helps Country Arts WA maintain funding to keep Shows on the Go on the road! Details of the sponsors that need to be acknowledged will be included in your contract.

Community Sponsorship & Fundraising

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

Here's 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.
- Think about asking other **community groups** to co-present the performance with you.

- Approach local **businesses** to see if they're interested in becoming sponsors of the performance. You can arrange incentives for the business. Perhaps an opening-night function and performance tickets for their guests?
- If local businesses aren't interested in becoming full sponsors, think about asking them to underwrite the performance instead by proposing that they support you in the form of a guarantee-against-loss. If your budget balances, you'll only need additional funding if tickets don't sell as well as anticipated. This means that the business gets all of the benefits of being promoted as the performance sponsor, but will not actually need to pay out unless you make a loss. It's potentially free advertising for them, and a bit of security for you.

You may also want to consider approaching funding bodies for support, particularly if you are planning to present a free event, without income from ticket sales.

- Your **local shire council** may be able to offer you funding support.
- **Healthway** sponsors arts and cultural activities that target one or more 'at risk' or priority populations (identified as youth, Indigenous people, rural and remote communities, groups with low income levels and low levels of education and others in whom health inequalities exist) and which provide opportunities for health promotion. Applications must be submitted four months before the commencement of the project. Phone **08 9476 7000, toll free 1800 198 450** or visit **www.healthway.wa.gov.au**
- **Lotterywest** conducts a wide range of grant programs, a number of which are relevant to culture, arts and heritage. Phone **08 9340 5100** or visit **www.lotterywest.wa.gov.au**
- **ArtsWA** is a division of the Department of Culture and the Arts with primary responsibility for support of the creative arts sector. ArtsWA provides grants to artists and financial support for key organisations. Check their website for details of funding round closing dates and then call ArtsWA to speak to the relevant Project Officer prior to submitting your application. Phone **08 9224 7310, toll free 1800 199 090** or visit **www.artswa.wa.gov.au**
- **Festivals Australia** provides assistance to regional and community Australian festivals for the presentation of quality cultural activities. Funding is available to add a really new or special sort of cultural activity that has never been done before and could not be afforded without funding support. Phone **1800 819 461** or visit **www.dcita.gov.au**

Contact the Country Arts WA Performing Arts Touring team for more suggestions.

Here are some more fundraising ideas:

- Setting up a Theatre Club (*see Ticket Prices section for more information*)
- Setting up a Members / Friends of the Theatre category (*see Ticket Prices section for more information*)
- Selling supper or refreshments. If you are thinking of selling supper as a fundraising exercise, include the cost in the ticket price and make sure you cover your expenses of the performance and the food. You could also think about delegating catering to another local group to share the workload and help boost audience numbers.
- Organising a raffle and sell 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).

Tour Evaluation / Acquittal Process

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

The performance fee must be paid to Country Arts WA within ten (10) days of the performance in your venue.

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

The Tour Evaluation 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.

For more information on any information in this Presenter's Guide contact the Performing Arts Touring team at Country Arts WA on 08 9481 0077, toll free on 1800 811 883 or by email on touring@countryartswa.asn.au

Community Survey – A Good Night Out!

Name _____
 Address _____

 Email Address _____

YES, I would like to receive information on future productions?

Would you consider going to the performance if you had someone to go with?

What type of performances have you enjoyed in the past (you can tick more than one)?

- Music
- Dance
- Theatre
- Drama
- Comedy
- Other _____

What is your age group?

- Under 25
- 25 – 40
- 41 – 59
- 60 +

How often would you have a night out (to the theatre, movies, quiz nights, etc)?

- 1-2 times / year
- 3-5 times / year
- 6-10 times / year
- 10 + times / year

What type of performances would you like to see in your community?

What do you think is a *good night out*?

- Show only
- Show & Supper
- Show & post-show talk
- Other _____

When's the best time for you to attend a performance (you can tick more than one)?

- Weeknights
- Weekends
- Daytime
- Late afternoon (starting between 5-6pm)
- Evening (starting between 7-8pm)
- During school term
- During school holidays
- Out of this time _____
(please specify ie. harvest, wet season, etc)

How much would you be happy to spend for a good night out?

\$ _____

Who would you bring with you to a performance?

- Wife / Husband / Partner
- Parent
- Children
- Friend
- Would attend alone
- Other _____

How would you get to a performance?

- Own car
- Bus
- Taxi
- Other

APRA Music Essentials-

APRA LICENSES (2001)



Once you have finalised the concert line up and finalised all of the tour details with Country Arts WA, there's one organisation you still need to contact before the music begins: APRA (the Australasian Performing Right Association).

Music is protected by copyright law and you require a licence from the APRA to publicly perform either live or recorded music.

How Copyright Works

The Commonwealth Copyright Act of 1968 gives composers a number of rights to help them earn a living from their music. The rights last for the life of the composer plus 50 years from their death, which means that almost all popular music is in copyright. Among other rights, composers control the public performance of their work by radio, film, record or any other method. Rather than exercising the public performance right themselves, which would present many difficulties, Australian composers and music publishers authorise APRA to act on their behalf. The Association licenses the use of copyright music and then returns the fees to copyright owners in the form of royalties. As APRA has reciprocal arrangements with similar organisations world-wide, it licenses music by both Australian and overseas composers. Collective administration by APRA also has advantages for music users. Instead of dealing with individual copyright owners, music users need only take out an APRA license in order to play virtually any piece of music in the world.

What is APRA ?

APRA is a non-profit association of composers, authors and publishers of music. Rather than license music users themselves, composers join APRA which collects licence fees on their behalf and distributes them as royalties. APRA also licenses the music of overseas composers by arrangement with foreign copyright collecting societies.

How do I obtain a Licence?

Simple...Call our Client Services Department Toll Free on 1800 882 772. We'll advise you on what is required and send you a license application. Alternatively you may contact one of our branch offices located in each state:

NSW 02 9935 7900 **VIC TAS** 03 9426 5200 **SA** 08 8239 2222 **WA** 08 9382 8299 **QLD NT** 07 3257 1007

Email licence@apra.com.au **Website** www.apra.com.au and visit Licences AU

Who is responsible for obtaining a license?

The person authorising a public performance of music is the one who should complete an APRA license agreement. Many venues have licenses that will authorise some performances of copyright music, however if you are promoting a concert, such as a Country Arts WA tour or any other event that uses music, it is your responsibility to contact APRA prior to the event to ensure the appropriate APRA license is in place.

Box Office Events

Concerts, festivals or events with a box office (ie. ticket sales) are generally licensed on a Concert Promoter's License. Fees are calculated at a maximum 1.65% of gross box office receipts and are paid after the event. As part of administering this license, you must ensure that all performers provide lists of the works they perform and return these to APRA within 30 days of the event. The song lists are important because they allow APRA to identify the composers who should receive royalty payments.

Free Events

If your concert, festival or event is free to the public, you will still require an APRA license to play copyright music. The license fee is calculated at 2.2% of the gross expenditure on live performers, with a minimum fee of \$38.50. The license fee can vary depending on the event if there is no expenditure on live performers, but a minimum fee of \$38.50 applies.

Where can I get more information?

Independent information on APRA is available from the Australian Copyright Council, phone 02 9318 1788 or visit ACC website www.copyright.org.au