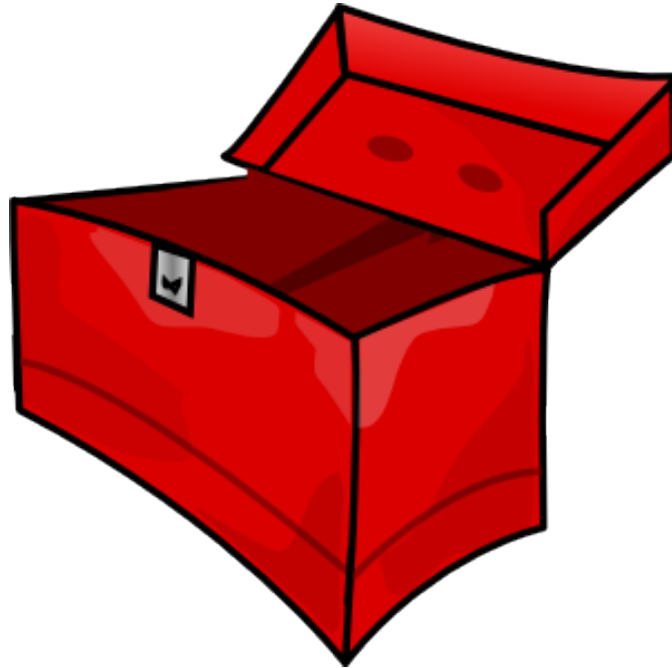


# 2013 Victorian Touring Workshop



# Touring Toolkit

Compiled by the Victorian Touring Workshop Steering Committee for event delegates

Regional touring is a celebration of place and the people who make places special. Touring empowers communities to participate in an ongoing national festival of performing arts, as familiar spaces for art connect together to make an Australia-wide journey of art.

The role of the Victorian Touring Workshop is to provide support and inspiration to all Victorian performing arts practitioners looking at touring pathways and opportunities in the forthcoming year.

The Workshop is hosted by Regional Arts Victoria, Theatre Network Victoria and the Victoria Association of Performing Arts Centres.



## Contents

- Budget Tips – with thanks to Auspicious Arts Projects Inc P2
- Generic 2013 – 2014 Performing Arts Timeline P6
- Presenter and Facilitator Biographies P7

### Items Available for Download

- Working With Us Regional Arts Victoria (PDF)
- Showcase Victoria 2014 Producer submission guidelines (PDF)
- Showcase Victoria 2014 Producer submission form (word form)
- Showcase Victoria 2014 Producer Submission Budget (.xl)
- General Budget Template (.xl)
- Technical Specifications Template (word)
- Special Performance Condition Form (word)
- Example Risk Assessment Form (word)

Download Link: <https://www.dropbox.com/sh/bhzuxddqadtrj80/FSBKfQKFUi>

### 2013 Steering Committee

- Angela Pamic - Program Manager, Theatre Network Victoria
- Jenny Ryssenbeek – Executive Officer, Victorian Association of Performing Arts Centres
- Kane Forbes – Manager, Performing Arts Touring, Regional Arts Victoria
- Michaela Nutt – Touring Administration and Communication’s Officer, Regional Arts Victoria



## Budget Tips

Supplied by Auspicious Arts Projects Inc\*

It's really exciting when you have a show that is ready to tour. If it's a great show, it doesn't make sense to put it to bed after one season. Not only does touring give an extended life to your show, it also is an opportunity to make a living from your art! Some people are comfortable with creating budgets, but for many it incites a feeling of dread.

Certainly the more budgets you do, the easier they get. And you can be sure that everybody makes mistakes, especially when they are starting out.

These mistakes can range from not being aware of your responsibilities as a Producer, and forgetting to budget for items such as Superannuation and Workcover, to underestimating how much it will cost to get the set rebuilt for touring.

Another hurdle some Artists need to get over is valuing themselves. What? Me get paid? For doing what I LOVE? It may sound hard to believe, but it is so common for Artists to leave themselves out of the budget. To have a sustainable career in the Arts, it is so important to pay yourself. Otherwise burn-out occurs, and disenchantment sets in.

Having a thorough and well thought out budget in place will hopefully take some stress out of your tour, and also mean that you can pay the rent.

### **Budget Checklist / Tips when budgeting**

#### **Do you have a contingency?**

The temptation is to not build one in to keep costs down. Unfortunately **YOU** become the contingency if you have unexpected costs.

#### **Are you paying award rates?**

If you are budgeting for a tour that is in one or two years time be aware that awards will go up. Are there any Sunday performances? A Sunday rate will need to be budgeted for. The MEAA provides up-to-date information on rates and awards.

#### **Have you allowed for On Costs?**

Superannuation and Workcover are often overlooked in budgets. Don't get caught out! There is also a general misconception that if a performer or crew member invoices with an ABN, that they are a contractor, and you are not responsible for Super and Workcover.

#### **Have you budgeted for insurances?**

At a minimum this should include Workcover, Public Liability and Equipment Insurance. Usually you will contractually be required to have at least these.

#### **What will the Venue provide?**

Make sure you are clear about what marketing the venues will provide, and what you will need to do in addition, and budget accordingly. Likewise venues vary in what they offer technically. Check to see if you need to hire extra equipment.

#### **What are your responsibilities?**

You will most likely be required to pay Per Diems while touring. Also be aware that there are standards of accommodation that you are required to meet. Budgeting for everyone to stay in a backpackers will not cut it!

**Does your budget balance?**

If it doesn't you need to work out where you might get the extra income from. Try to do this before you cut expenses.

**Do you have quotes?**

While you will have to estimate some costs, the closer you can get to actual costs, the less likely you are to run into trouble.

And last but not least

**DON'T UNDER BUDGET**

It is tempting to make the budget as miserly as possible so that you the tour is cheap and appealing to Venues.

You will be more likely to encounter unexpected costs doing this, and you will also risk not getting paid yourself.

Create a realistic budget, and if your income falls short think of other ways you can raise the funds. This could include crowdfunding, grants or philanthropic donations.

**List of Useful Links.**

**Media , Entertainment and Arts Alliance.**

Awards and rates for Actors and other Arts Workers.

<http://www.alliance.org.au/equity-summaries>

**Musicians Union**

Awards and rates for Musicians

<http://www.musicians.asn.au/>

**Superannuation for Contractors**

ATO Employee/Contractor Decision Tool.

<http://www.ato.gov.au/businesses/content.aspx?doc=/content/00095062.htm>

**Auspicious Arts Projects Inc**

<http://auspicious.com.au/>

**Sample Budget**

**Income**

Grants: Arts Victoria/Playing Australia/Australia Council

Box Office: Estimate at 30%

Performance Fees

Crowdfunding

Company Contribution

Philanthropic donations

Merchandise

Other

## **Expenditure**

### **Wages And Fees**

Performers  
Director  
Designers-Lighting Sound Set Costume  
Producer  
Production Manager  
Stage Manager  
Tour Manager  
Tech Operators-Lighting Sound  
On costs-Super Workcover Holiday Pay  
Per Diems

### **Production Expenses**

Remount  
Props  
Costumes  
Set  
Equipment Hire  
Production Consumables  
Car/Van Hire  
Petrol  
Freight  
Transfers  
Air Fares  
Accommodation

### **Marketing**

Poster/Brochure Design  
Printing  
Publicist/Publicity  
Advertising  
Website and Online  
Merchandise

### **Overheads**

Rights/Royalties  
Insurances  
Administration costs  
Contingency  
Auspice Fee

### **\*Auspicious Arts Projects**

Auspicious Arts Project Inc. is a not for profit organization that was established in 1992 to assist artists undertaking projects within the arts. The intention was to provide artists with all the protection and advantages of working with a larger organisation while still remaining independent and in control of their work. Auspicious offers financial and administrative management for individuals and small art organisations. This includes assistance with the day-to-day financial aspects of the project. In addition Auspicious offers advice and guidance to artists to the most likely sources of funding, as well assistance preparing budgets for funding applications. Auspicious Arts Projects work with artists from across the spectrum of the arts, and has watched many of its Artists grow in to fully fledged companies of their own right.




## Generic 2013 – 2014 Timeline

DATE	What?
Dec 2013 – Jan 14	Touring stakeholder survey
3 Dec 2013	Touring Workshop
3 Dec 2013	Showcase Victoria submissions open
1 Feb 2014	Touring Victoria Deadline
18 – 22 Feb 2014	APAM
27 Feb 2014	Showcase Victoria Submissions close
March 2014	Showcase Selection Meeting
13 & 14 March 2014	Long Paddock
May 2013	Playing Australia deadline
21-22 May 2014	Showcase Victoria
22 May 2014	Consultative Forum
June 2014	APACA Conference
Aug 2014	Touring Victoria Deadline
Sept 2013	Long Paddock
Nov 2014	2014 Touring Workshop
1 Dec 2013	Showcase Victoria 2015 submissions open
Dec 2014 – Jan 2015	Touring stakeholder survey



## Useful Links

The Victorian Touring Workshop is brought to you by:

-  Victorian Association of Performing Arts Centres (VAPAC) - <http://vapac.org.au/>
-  Theatre Network Victoria - <http://tnv.net.au/>
-  Regional Arts Victoria - <http://www.rav.net.au/>

Check out the **Showcase Victoria** website!!! - <http://showcasevictoria.com.au/>

### Other links

-  Cyberpaddock – a tool for performing arts touring - <http://www.cyberpaddock.net.au/>
-  Australia Council - <http://www.australiacouncil.gov.au/>  
(National Touring, International Touring, Market Development)
-  Arts Victoria - <http://www.arts.vic.gov.au/>  
(Touring Victoria, Guarantee Against Loss)

## Presenters and Facilitators Bios

### **Kane Forbes, Manager Performing Arts Touring, Regional Arts Victoria**

Kane hails from a small regional university town in Aotearoa/New Zealand. Part of a large theatrical family, Kane literally grew up in a theatre and has performed in, or worked on stage-shows of all scales. Originally trained in Electronics and Computer Technology he became an industrial electrician, later studying Politics and Social Anthropology. Kane has worked as a production designer and manager in theatrical contexts and festival circuits and is a guitarist with a modest catalogue of original recordings.

<http://www.rav.net.au/>

### **Michaela Nutt, Touring Administration and Communications Officer, Regional Arts Victoria**

Michaela Nutt is Regional Arts Victoria's Touring Administration and Communications Officer. Michaela is an arts manager with a passion for the performing arts, interdisciplinary theatre, creative arts education and arts access for youth in regional areas. She holds a Masters of Arts Management from WAAPA and a Bachelor of Performing Arts and is inspired by physical theatre that fuses dance and theatre in innovative ways.

<http://www.rav.net.au/>

### **Jeff Achtem, Bunk Puppets**

Over the past 12 years, Jeff Achtem has been performing puppetry, clowning and visual storytelling around the world. His 2009 shadow puppet debut *Sticks Stones Broken Bones* was a critically acclaimed fusion of clowning and shadow puppetry. With all the puppetry performed in front of a screen, the audience was given a unique perspective at how each silhouette was created from everyday objects.

After a sell-out season at the 2010 Edinburgh Fringe festival, *Sticks Stones Broken Bones* was shortlisted for a Total Theatre award, and was awarded 'Best Newcomer' and 'Spirit of the Fringe'. The show has travelled through Australia to Ireland and the UK, the United Arab Emirates, Malaysia, France and a run off Broadway in New York City.

In 2011, he followed up with another shadow puppet solo show; *Swamp Juice*, which played to sell-out houses at the Edinburgh Fringe and won a 'Total Theatre' award.

Based in Melbourne, Jeff has a diverse background of training in clown, mime, puppetry, street performance and filmmaking. In recent years, he has toured to Malaysia, South Africa, Ireland, Kuwait, Spain, Portugal, Dubai, Macedonia, Austria, Canada and Belgium.

<http://www.mrbunk.com>

### **Graeme Russell, Theatre Manager Her Majesty's Ballarat**

Theatre Manager for Australia's oldest continuously operating theatre. Her Maj was built in 1875 and has been variously a theatre, cinema and Eisteddfod venue having been owned by the Royal South Street Society from 1965 to 1987.

[www.hermaj.com](http://www.hermaj.com)

### **Prue Bassett**

Prue Bassett Publicity has created and managed campaigns across Australia since 1993. Campaigns are diverse, ranging across festivals to independent music, theatre, arts, entertainment, film and visual arts events, also TV, sport, fashion, hospitality and corporate product launches, seminars and exhibitions. Clients include Adelaide Festival 2011 + 2012 - national publicist, Melbourne Writers Festival 2011 + 2012, Melbourne International Jazz Festival 2006, 2008 - 2012; Fed Square Creative program 2010 - 2012, Wangaratta Festival of Jazz & Blues 2011 + 2012; Melbourne International Arts Festival 2004 - 2010; biennial Melbourne Art Fair 2006 - 2010, Tasmania's biennial Ten Days on the Island 2009 and 2011; inaugural MONA FOMA 2009; Melbourne Fringe Festival 2003, Next Wave Festival 2004, Melbourne International Film Festival 1999 - 2002, St Kilda Film Festival 2004 - 2006, Circus Oz 2011.

<http://www.linkedin.com/pub/prue-bassett-publicity/4/9a9/266>

### **Richard Watts**

Richard Watts is a writer, broadcaster and critic, and the host of 3RRR's flagship arts program, SmartArts.

[http://richard\\_watts.blogspot.com.au/](http://richard_watts.blogspot.com.au/)

### **Selene Bateman, Client Manager, Auspicious Arts Projects Inc**

Selene Bateman has been working as a Producer and a Manager in the Creative Industries for over ten years. She started her career as a Production Manager at VISKATOONS Animation Studio, working on several series for Network TEN and Channel NINE. During her time with VISKATOONS she was the Producer of the animated series Monster Chef which was commissioned by ABC3, and also worked as a Supervising Producer for Screen Australia. In 2011 Selene joined the team at Auspicious Arts Projects as a Client Manager, transferring her skills as a Producer to project managing in the broader arena of the Creative Arts.

<http://auspicious.com.au/>

### **Mathew Schroeders, TMN Executive – Chairperson, VAPAC**

Since 1997, Matt Schroeders has been working in the professional entertainment industry. His career started with lighting for bands, theatre productions and audio visual hires. Like most theatre technicians, Matt started his interest in the technical part of performing arts in high school. "I owe my interest in the profession to my brother and my teacher". As the years went on he was to be involved in the building of Westside Performing Arts Centre in Mooroopna Victoria. For many years he worked alongside a close team to help get touring product on to the stage. During this time he also worked, as most technicians have, for a band/pa company, using the live entertainment band scene to hone in his current audio skills.

In 2001 after a short working holiday in Europe, Matt returned to Shepparton Victoria to work for Riverlinks Venues. The venues Riverlinks looked after are the Eastbank Centre, a multipurpose building housing 831 retractable seating and Westside PAC, a 416 seat pro-arch theatre. In 2005 he took on the current role of Technical Manager of the spaces and also opened his own event management company Korova.

Over the last 9 years he has run a few major festivals in Shepparton, production managed a new indigenous opera of 'Pecan Summer' from Short Black Opera and also continued to run the technical operations of one of regional Victoria's busiest complexes. "Riverlinks truly is a diverse



place to work, with theatre one minute, conferences the next, followed by dinners and fine music.”

Matt has also been involved with the Victorian Association of Performing Arts Centres (VAPAC) during his time as Technical Manager. In the last 5 years Matt has been in the Technical Managers Network (TMN) as one of the executive team, currently in the position of chairperson.

In 2009 he started to form partnerships with NARPACA (Northern Australian Regional Performing Arts Centres Association) and then in 2010 INAPAC (Performing Arts Centres in NSW and ACT) Technical Managers Networks. In 2010 along with Chris D’bias (past Chair of NARPACA TMN) he helped to create the Annual Australian Technical Managers Summit, held at Integrate. Last year at their third meeting they successfully got a representative from WA to also attend.

Matt is very passionate about the industry and cannot see himself leaving it anytime soon.

### **Merryn Carter, Consultant**

Experienced consultant specialising in arts and non-profit business planning, board development, business development, marketing and audience development, and audience research. Experienced facilitator and presenter of business planning workshops and marketing planning workshops. Loves working with arts organisations to help them write better business and marketing plans, to understand their audiences better and to enrich their marketing strategies. Works as mentor to marketers and senior managers in organisations wanting to refine and develop their marketing strategies. Particular interests include the role of arts and non-profit boards in organisational growth, audience development, marketing for touring shows, and indigenous arts.

<http://www.linkedin.com/in/merryncarter>

### **Rosie Dwyer, Touring Program Coordinator, Regional Arts Victoria**

Rosie is Touring Program Coordinator with Regional Arts Victoria and is delighted to be working in a role that facilitates getting great performing arts into the regions, supports Volunteer & Community Managed Presenters, and builds tours that genuinely excite Theatre Makers. Rosie has nearly 15 years’ experience in community project and major event management, tour and stage management and festival logistics.

Rosie is also a passionate gardener and an intrepid bush traveller.

<http://www.rav.net.au/>

### **Dale Packard, Touring Coordinator, Regional Arts Victoria**

With a wealth of experience ranging from concert promotion, tour management, artist management, sound engineering and production management, Dale has worked on thousands of shows (literally) from conception to completion both locally and internationally. Dale is excited to bring these skills to regional Victoria and further develop the strong touring program we have here.

In his spare time he bakes cakes with his 2 year old, plays keyboards in a rock band and listens to depressing country music.

<http://www.rav.net.au/>

**Emma Mayall**

Emma Mayall recently joined Melbourne Fringe as their Creative Producer. Before that, she was the Assistant Curator, Contemporary Art at the National Gallery of Victoria. Emma curated the exhibition Contemporary Encounters: Selected works from the Victorian Foundation for Living Australian Artists, and has worked on numerous contemporary art projects at the NGV including Draw the Line: The Architecture of LAB, the 2009 Clemenger Contemporary Art Award, Unexpected Pleasures: The Art and Design of Contemporary Jewellery, and the 2012 Cicely and Colin Rigg Contemporary Design Award.

From 2006 to 2008 Emma was Assistant Curator at the Australian Centre for the Moving Image where she worked on such exhibitions as 2006 Contemporary Commonwealth, Eyes Lies and Illusions, Centre Pompidou Video Art 1965 - 2005, Pixar: 20 Years of Animation, and Replay: Christian Marclay.

She has a Bachelor of Arts degree (History and Visual Arts) from Monash University, and a Master of Art Curatorship from the University of Melbourne.

<http://www.melbournefringe.com.au/>

**Fiona Cook, Arts Development Manager, Arts Access Victoria**

Fiona has worked in arts management and community development, in the arts, community and disability sectors. She has been involved in the establishment of companies such as Cecil St Studio, Rawcus Theatre Company, Weave Movement Theatre, The Delta Project, One Voice Theatre and has worked with numerous individual artists supporting them in their professional development and career pathways. Fiona has worked as a producer, choreographer, performer, gallery manager, curator, teacher, mentor, administrator and consultant in the arts. Since joining Arts Access Victoria in 2007 she has initiated some outstanding programs, and devised the highly successful national mentoring program BOOST.

<http://artsaccess.com.au/>

**Jacque Robinson - RAWCUS Company Manager**

Jacque has over 30 years experience in the arts, cultural, community and business sectors. She is a founding member of Melbourne Playback Theatre Company and her artistic and community cultural development achievements includes Artistic Director for the Art of Difference Festival (2003) and the Little Houses Project, Artist in residence programs at Travencore Child and Family Clinic and Dandenong Psychiatric Hospital. She is the former Director of Resources and Training for Volunteering Victoria and works as a community engagement, training, facilitation, fundraising and place making consultant for such companies as Village Well, Worksafe and many other State and Local government, private companies and not for profit organisations.

<http://rawcus.org.au/>

**Robin Batt, Manager, Frankston Arts Centre**

Robin is the current Manager of the Frankston Arts Centre, a position held since 1994, six months prior to its opening by the Hon Prime Minister of the day, Paul Keating. At the time, Frankston wasn't regarded highly as a place for a cultural centre, and was the pun of many local and daily media. Through networking all levels of government, producers and production companies, the Centre is now regarded as one of the best in the country with excellent staff, services and commitment to ensuring all who visit the centre whether back stage or as a patron receives the best possible service.

From an industry perspective Robin has held various executive positions for VAPAC (Victorian Association of Performing Arts Centres) and APACA (Australian Performing Arts Centre Association) and has sat on a range of Arts Victoria (State Govt) panels. Robin has received Arts Victoria Awards for Best Practice in Management, Cultural Programming and Cultural Planning. She was also the state winner of the Victorian Telstra Business Women's Award – Corporate & Government. In 2006 and 2008, the Frankston Arts Centre was a State AbaF winner and national AbaF finalist.

<http://artscentre.frankston.vic.gov.au>