



Performing Arts Touring Resource

Working With Us

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 Touring Department at Regional Arts Victoria coordinates and facilitates the touring of performing arts throughout Australia. Our primary aim is to provide Victorian regional audiences with access to high quality cultural experiences and Victorian artists with opportunities to reach audiences throughout Australia. We work with Presenters (managers of performing arts venues and other cultural centres) and Producers (companies and individuals who create performance pieces).

Regional Arts Victoria's touring program inspires **creative communities**, **creative places** and **creative catalysts**.

We inspire **creative communities** by fostering active and engaged artists and arts organisations across the state; supporting arts professionalism through specialised services and resources such as **Showcase Victoria**¹.

We support **creative places** by providing opportunities, tools and support for regional and remote communities to host and create meaningful cultural experiences.

We inspire **creative catalysts** by leading state-wide arts conversations; creating exposure for regional artists; and providing strategic advice through the annual **Victorian Touring Workshop**² and our **Touring Committee**³.

We support **Access and diversity** including Indigenous engagement and cultural exchange through our strategic partnerships with organisations such as Kultour, Multicultural Arts Victoria and Arts Access Victoria.

We are supported by **Arts Victoria**⁴ and manage touring selection in partnership with the **Victorian Association of Performing Arts Centres**⁵.

How do we do this?

- In partnership with the Victorian Association of Performing Arts Centres and other agencies we help facilitate relationships between Victorian Producers and Venues through market places and educational events such as **Showcase Victoria**, **Long Paddock** and the **Victorian Touring Workshop**

¹ **Showcase Victoria:** an annual event hosted by Regional Arts Victoria and the Victorian Association of Performing Arts Centres. Showcase brings Producers and Presenters together to build relationships and to foster discussions about performing arts touring throughout Victoria. www.rav.net.au

² **Victorian Touring Workshop:** provides information, support and inspiration to all Victorian performing arts practitioners looking at touring pathways and opportunities in the forthcoming year. www.rav.net.au

³ **Touring Committee:** provides guidance to Regional Arts Victoria's Touring Program and makes recommendations to the Regional Arts Victoria Board. www.rav.net.au

⁴ **Arts Victoria / Touring Victoria:** provides support for touring a professional production, performance, exhibition or program to regional and outer-metropolitan Victoria. http://www.arts.vic.gov.au/Funding_Programs/Regional_Development/Touring_Victoria

⁵ **Victorian Association of Performing Arts Centres:** a network of professionally managed venues, volunteer presenters and industry experts. <http://vapac.org.au/>



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- Assist with tour selection processes such as **Cyberpaddock**⁶
- Through our links with **community arts organisations**⁷ we help to tour performing arts into community managed venues such as Mechanic's Institutes and Town Halls
- We run a **Touring Committee** which provides guidance to the Touring Program and makes recommendations to the Regional Arts Victoria Board to ensure we reflect the needs and values of the industry in everything we do
- We offer a tour coordination service that develops and delivers touring projects throughout Australia. All our tours are funded either through funding agencies such as **Touring Victoria** or **Playing Australia**⁸ or directly via Presenter contribution.

Ideally our services ensure that artists can focus on the job of being artists and venues can focus on the tasks of marketing, community engagement and technical support.

Check out the charts 1 and 2 (pages 2-3 and 4) for an at-a-glance view of our touring processes.

What we don't do

- We champion **community artistic empowerment** and do not make touring project selection decisions ourselves. Our tours are decided by Presenters who represent their community via formal market mechanisms such as **Showcase Victoria** and **Long Paddock**
- We manage **touring projects** and do not act as an agent for activities that fall outside the tour
- We are not a funding body and do not have any funds to support touring projects

While we support all Victorian Producers and Presenters there is no guarantee that Regional Arts Victoria will directly coordinate a touring project – even if a show has significant support from regional communities. We have limited resources and can only coordinate a limited number of tours in any given year. We apply a “pre tour assessment” to any project that has elicited our support and based on this assessment we assemble a program of Producers to work with each year.

How can you get involved?”

- Check out our website and go see a touring show – www.rav.net.au
- Develop a clear understanding of how regional touring fits in your artistic and business strategy
- Have a wonderful show **or** access to a space where wonderful shows can be presented
- Understand that touring is a difficult, lengthy, and committed process. Appreciating the timelines and your commitments is key to getting the

⁶ **Cyberpaddock:** Managed by the Blue Heeler Network of Touring Coordinators under the Auspices of Regional Arts Australia Cyberpaddock is a networking tool for the performing arts touring industry with particular emphasis on connecting regional and remote Presenters with Producers of tour ready shows.
www.cyberpaddock.net.au

⁷ **Registered Presenter:** Regional Arts Victoria regularly tours performing arts to regional venues throughout the state, and our Registered Presenter network has access to a valuable range of benefits. Regional Victorian Cultural Organisations are welcome to join the Registered Presenter network. www.rav.net.au

⁸ **Playing Australia:** assists the touring of professionally produced performing arts across Australia, including regional and remote areas.
<http://www.australiacouncil.gov.au/touring/national-touring>

most out of any potential touring pathway. The time between a marketplace and your actual tour can sometimes be 1.5-2 years. So book a coffee with one of the team **before you start!**

What do the touring program services cost?

Generally our services do not incur fees – however for some large national touring projects there may be costs for the Producer and non-Victorian Presenters. Make sure you've discussed your budget with our expert team before you complete your touring submission or ***Cyberpaddock*** application.

Who are we?

- Kane Forbes, Manager, Performing Arts Touring | (03) 9644 1811 | kforbes@rav.net.au
- Rosie Dwyer, Coordinator, Touring Program | (03) 9644 1804 | rdwyer@rav.net.au
- Michaela Nutt, Touring & Communications Officer | (03) 9644 1806 | mnutt@rav.net.au
- Dale Packard, Touring Coordinator | (03) 9644 1821 | dpackard@rav.net.au

We encourage you to read Regional Arts Victoria's fantastic Strategic Plan – www.rav.net.au

REGIONAL
ARTS
VICTORIA

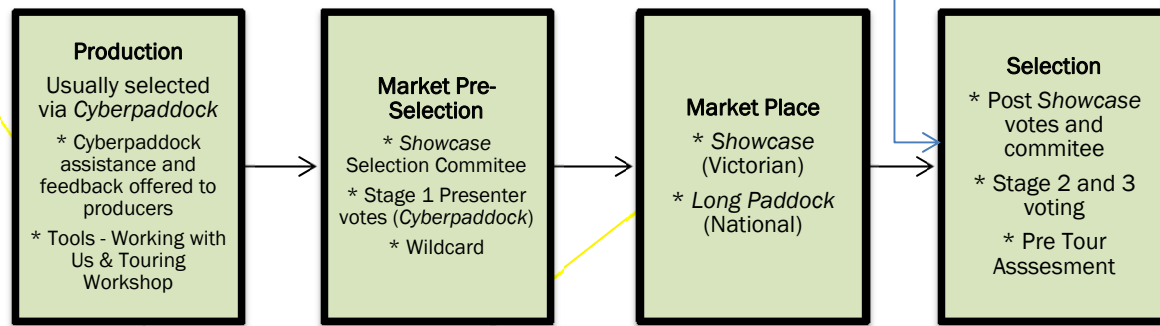
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The Five Stage of the Touring Lifecycle

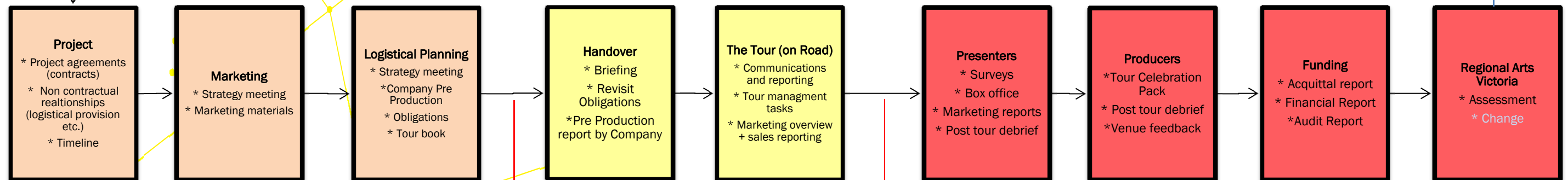
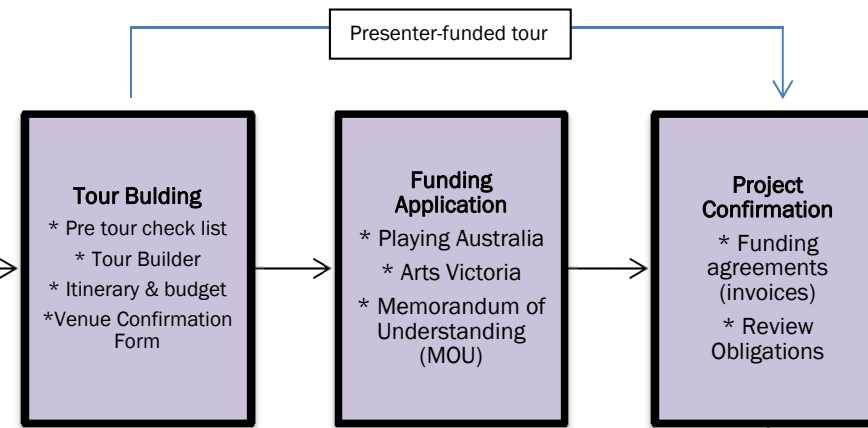
Tour Development

Selection Stage

Employment of pre-tour assessment and input from Touring Committee



Building Stage



Planning Stage

Performance Stage

Assessment Stage

Tour Delivery

The Five Stages of the Touring Lifecycle Descriptors

1) Selection Stage

The Production

We support those that create and present performing arts works:

- Offer guidance with **Cyberpaddock** submissions and voting
- Offer useful tools to help understand touring processes such as **Working With Us** and the annual **Touring Workshop**

Market Pre-Selection

Productions are selected to pitch for tours at various touring market places:

- **Showcase Selection Committee** – a committee set up in partnership with the Victoria Association of Performing Arts Centres, this committee oversees production (*Cyberpaddock*) submissions and makes **Showcase** program decisions
- **Long Paddock Stage 1 voting** – overseen by the **Blue Heeler Network**, and based primarily on *Cyberpaddock* Presenter votes (popular vote)
- **Wildcards** - can also be selected by Tour Coordinators. A wildcard show is one that has shown an excellent standard or an exploration of art form or subject matter but has been produced by a company not currently known to the regional Presenter network

Market Place

A number of productions then pitch at the touring market places:

- **Showcase Victoria** – managed by Regional Arts Victoria and the Victorian Association of Performing Arts Centres Showcase occurs each may to assist RAV and Presenters make Victorian State tour development shortlisting decisions
- **Long Paddock** – managed by the Blue Heeler Network, and assists both presenters and tour coordinators make national touring shortlist decisions

NOTE: There are other pathways to touring development and selection. A few of these are outlined below. However we usually uses the presenter/community driven model exemplified by **Showcase** and **Long Paddock** to ensure good partnerships in the project.

Selection

Productions are shortlisted for tour development:

- **Post Showcase** – presenter interest votes are analysed by the Showcase Selection committee. The committee then advises on priorities for the touring program
- **Stage 2 and 3 voting** - Stage 2 voting after Long Paddock involves ALL productions regardless of appearance at Long Paddock. The results of stage 2 voting make a shortlist of productions with enough critical mass to proceed to tour development (usually around 30 shows). Only these shows are then available during Stage 3 voting
- Apply the **pre tour assessment** allowing a sensible approach to Regional Arts Victoria's production selection without curating touring outcomes on behalf of our service users

2) Building Stage

Tour Building

We work with a number of productions that have gained support to “build” tours.

- **Pre tour check list** –we gather up the final snapshot of the tour from producers
- **Tour Building** – helped by the tour building spread sheet we create touring itinerary and budgets
- **Itinerary & budget** – any tour to be viable must have as efficient as possible itinerary and a budget that covers costs
- **Venue Confirmation Form** –no season is complete until we hold a signed Venue Confirmation Form detailing bump-in and performances times, workshops and season fees

Funding Application

Funding is available to cover touring, or on road, costs. The funding can remove the penalty of distance a venue faces in hosting a travelling show.

- **Playing Australia** – a Victorian company that wishes tour outside of the state can apply to Playing Australia for funding support
- **Arts Victoria** –Victorian Companies touring within Victoria can apply to the Touring Victoria program for touring funds
- **Memorandum of Understanding (MOU)** – once a tour funding application has been submitted we issue an MOU. The MOU details the obligations of the Producer with regards to the project and must be signed by both parties.

- **Presenter Funded Tours** – Some tours of a smaller scale can proceed funded only by presenter fees

Project Confirmation

A touring project is confirmed once an itinerary has been built **and** the Producer and touring budgets are covered either directly by Presenters or by Presenters and funding agencies.

- **Funding agreements (invoices)** – If the tour is funded there will be tour funding agreements and obligations to review.
- **Obligations** – here we revisit touring obligations (MOU)

3) Planning Stage

Project

The task of delivering the tour begins:

- **Project agreements (contracts)** – on thorough review of the touring plan, budget and data we issue agreements for the tour.
- **Non Contractual Relationships** – are also reviewed
- **A project timeline is implemented** – based on Regional Art Victoria's generic template

Marketing

Marketing is vital to any touring project. We **DO NOT** undertake any publicity tasks or direct marketing tasks. However we create the tools enable Presenters and Press to market the production and we also offer a material management service.

- **Strategy meeting** – a marketing strategy meeting is required for two reasons. One is to draw out the key themes and ideas. The other is to establish an agreed timeline and share of responsibilities.
- **Marketing kit** – This is the "in-brief" guideline that address show copy, images, acknowledgements and any other items required for web, brochure or print use.
- **Print materials** – We centralise printing of posters and flyers to ensure the quality of the material and that each item adheres to contractual requirements; and to amortise the costs of print runs over the entire tour or several tours.
- **Marketing Pack** – this is an inspirational pack made available to Presenters closer to the tour start date.

Logistical Plan

We confirm all travel plans in partnership with the tour party.

- **Strategy meeting** – a logistical strategy meeting covers the agreed plan to the tour on-road
- **Pre-production** – Regional Arts Victoria oversees the pre-production tasks in partnership with the Producer
- **Obligations** – having carefully reviewed the tour plan and agreements each party should be clear of its obligations when constructing the logistical plan.
- **Tour book** – the final snap shot of the tour with all the tour party and tour manger tasks listed daily along with contract information

4) Performance Stage

Hand-over

The final hand-over of the tour to the Producer and tour manager:

- **Briefing** –to clarify roles while the tour is on road
- **Obligations** – the obligations of the tour manager are confirmed
- **Pre-production report** – reviewed to ensure all contractual obligations are met

The Tour (on Road)

The tour is now on road:

- **Communications and reporting** – show reports after every season
- **Tour management** – tasks outlined in the tour book
- **Marketing activities** – are managed by the Touring Communications Officer and Tour Manager

5) Assessment Stage

Each tour undergoes a rigorous assessment and each project partner has obligations within the assessment process.

Presenters

- **Surveys** – gathers the Presenter evaluation of the project and some statistical data
- **Box office** – covers demographic and audience statistics and royalty amounts
- **Marketing reports** – on activities undertaken by venues
- **Post tour debrief** – an informal on-line meeting where ideas and feedback can be shared

Producers

- **Tour celebration pack** – produced by Regional Arts Victoria covering all aspects of the tour
- **Post tour debrief** – a meeting with the Producer to review the tour
- **Venue Feedback** - supplied by the Producer via Regional Arts Victoria to all Presenters

Funding Agencies

If the tour is funded:

- **Acquittal report** – based on Presenter and Producer feedback covering our own reflections
- **Financial Report** – to ensure all monies are spent within the guidelines for funding
- **Audit Report** – some tours require a full audit report

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- **Assessment** – we use all assessment stage data to reflect on our touring operations
- **Change** – our internal assessment leads to an assessment of change which feeds back to our pre-tour assessment

ⁱ Other Pathways

There are many other touring and performance pathways aside from Long Paddock and Showcase such as Shows on the Go, Critical Stages, Performing Lines and 6PAC.

There are also other great organisations dedicated to assisting you fulfil your creative ambitions. These include: Theatre Network Victoria - an umbrella association for producers; Performing Arts Touring Alliance (PATA) - a national touring advisory body; and Auspicious Arts - a Victorian based auspice body who can help you with all things legal and financial.

However you decide to pursue the possibilities we do recommend you take some time to talk to colleagues and contacts, including Regional Arts Victoria touring department staff, to gather a good range of advice.