

PATA Council Communiqué August 2013

The **Performing Arts Touring Alliance** (PATA) is a sector-driven strategy focused on the continued building of strong, sustainable and accountable touring and presenting mechanisms across Australia that support our creative artists and companies and the diversity of their work, and facilitate meaningful engagement with audiences and communities in metropolitan, regional and remote Australia.

This Communiqué provides an overview of topics covered at the PATA Council meeting held in Melbourne on 22-23 July 2013.

The list of current PATA Council members can be found at: www.pata.com.au/contact/contact.html

National Performing Arts Touring Action Plan

A major focus for PATA is on facilitating the implementation of the National Performing Arts Touring Action Plan. The Action Plan was developed following the Touring Programming Futures Forum, convened by PATA on 25-26 February 2013 in Sydney, with support from the Australia Council for the Arts. In May, a summary version of the Action Plan was circulated to the national touring sector and an overview on key elements of the Action Plan was presented at the APACA annual conference.

The PATA Council reviewed progress on all aspects of the Action Plan and agreed on next steps for achieving the priorities identified (see full version of the Action Plan attached). While there are a number of recommendations to be addressed in the Action Plan, efforts are being focused on those that are critically and urgently needed reforms. Over the coming months, key stakeholders will continue to facilitate and implement change in consultation with the sector.

We welcome feedback and suggestions, as well as any information, resources and case studies you may wish to contribute to our growing body of knowledge and expertise in the national touring sector. We look forward to providing further updates on the implementation of the Action Plan.

Three guest presenters were invited to the PATA Council meeting:

- **National Local Government Cultural Forum**

John Smithies, Director, Culture Development Network, and convenor, National Local Government Cultural Forum. Established through the Australia Council's Community Partnerships section, the National Local Government Cultural Forum will generate ideas, learn from the experiences of over 500 councils, provide a laboratory of community cultural development practice and test new ways of strengthening communities and improving health and wellbeing through the arts.

- **Australia Council developments regarding national touring**

Penny Miles, Program Manager, Market Development, Australia Council

- **LPA's Greener Live Performances through Energy Efficiency**

Suzanne Daley, Director, Policy and Programs, Live Performance Australia: LPA's recently announced environmental sustainability initiative, *Greener Live Performances through Energy Efficiency*, will be of significant value to the national touring sector. More information can be requested via: greener@liveperformance.com.au.

Shared Sector Election Priorities

PATA is working with AMPAG, APACA, RAA, MEAA, LPA and TNV to identify shared priorities for advocacy in the lead up to and following the Federal Election in September, and will assist in promoting those shared priorities to the sector as a whole. The PATA Council endorsed the priorities, as follows:

1. The retention of increased funding to the Australia Council¹;
2. Full indexation to all arts grant funding;
3. Increase in national touring fund to support diversity and sustainability;
4. Strategic approach to sustainable international cultural engagement and export; and
5. Strengthening of industry interconnection with national and elite training strategies to better align education outcomes with industry needs and expectations.

Forthcoming meetings

An informal PATA Council meeting will be held on Friday 13 September 2013 in conjunction with the September Long Paddock in Brisbane.

On the same day, PATA will participate in meetings with APACA and the State Performing Arts Centre Associations to further advance Priorities One and Three of the Action Plan.

Please don't hesitate to contact us for further information:

Merryn Carter, PATA Manager: merryn@pata.com.au 0414 766 173

Karilyn Brown, PATA Chair: Karilyn.brown@pata.com.au

PATA website: www.pata.com.au

¹ Federal Budget 2013

Progress on implementation of the National Performing Arts Touring Action Plan (August 2013)

NOTE: Organisation acronyms used throughout this Plan are explained at the back of the document

PRIORITY ONE: SELECTION MECHANISMS

Strategy: Develop a National Booking Conference/Market Place Action Plan
Co-Drivers: RAA (in consultation with APACA and other stakeholders)

Objectives	Recommended Actions/Timeframe	Consultations
To improve knowledge and profile of, and access to, the range of national and regional showcases and similar events	2013-14 <ul style="list-style-type: none"> • Map current and proposed national, state and regional showcases and similar events • Coordinate the timing of and actively promote these events to the broader touring sector, and identify opportunities for enhanced collaboration 	AMPAG TNA TCs AOT AC
To improve the relevance and effectiveness of the Long Paddock national showcase	2013-14 and 2014-15 <ul style="list-style-type: none"> • Investigate alternative presentation models for Long Paddock from 2014, including timing of the event, its presentation once a year rather than twice a year, on-line events and its relationship to the Playing Australia program • Establish an advisory/curatorial committee and selection guidelines to ensure that the Long Paddock program includes: <ul style="list-style-type: none"> ○ Pitches determined by votes through Cyberpaddock ○ A curatorial component ○ Works in development ○ Where possible, full length showcases <i>(Note that this process is already in development by RAA)</i> • Rename Long Paddock and transition the governance and management of the annual event during 2014-15, potentially in two stages: <ul style="list-style-type: none"> ○ Stage one: governed by a sector representative group, and auspiced by RAA; and ○ Stage two: governed and managed by a new entity involving producer, presenter/programmer and tour coordinator representatives 	
To improve the functionality of Cyberpaddock to provide a strategic, diverse and equitable online production menu system	2013-14 <ul style="list-style-type: none"> • Review Cyberpaddock content and capability to include: <ul style="list-style-type: none"> ○ Easier navigation ○ Links or information about relevant events, agencies and organisations ○ Additional filters/categorisation of work to enhance searches ○ Blind voting for round one ○ Include option to purchase productions from first round voting ○ A field for producers to include information on range, style, engagement strategies etc <i>(Note that this process is already in development by RAA)</i> • Secure adequate resources to enable dedicated and ongoing management of Cyberpaddock 	

<p>To facilitate improved programming development options</p>	<p>2014-15</p> <ul style="list-style-type: none"> Facilitate a monthly producers' online curated program/webinar Develop a system for clustering presenters/programmers according to geographic location, artform interest and scale to enable producers to target their work, and review annually to accommodate changes in programming priorities 	
--	--	--

Progress on Priority One as at August 2013

- PATA facilitated two productive discussions with APACA and RAA in June and July on the need for more flexible selection mechanisms for touring work, and on the nature and future of Long Paddock events.
- To enable RAA to respond more quickly to touring issues and to address more directly RAA's work on implementing aspects of the Action Plan, RAA has recently established a RAA Touring Committee.
- RAA has expanded the Blue Heeler (BH) network to incorporate other tour coordinators and stakeholders to bring a wider range of perspectives to RAA's engagement with national touring and to RAA's development of the September 2013 Long Paddock and potential options/changes for 2014.
- To facilitate dedicated and ongoing management of the BH network and to support further improvements to the Cyberpaddock website, RAA has created a part time BH Administrator position. To support this position, RAA has recently introduced an annual fee for presenters who wish to use the Cyberpaddock site.
- At its Council meeting, PATA mapped out an overview of national, state and regional marketplaces/showcases and similar events for the period 2014 and 2015, which will be further developed in the coming weeks for circulation within the sector. While it will be a 'live' document and additions/deletions may occur, the mapping exercise will assist the sector in having a better understanding of the diversity of options for selecting work for tour and presentation. As well, having a clear overview on the timing, place and focus of the various events will assist in the development of programming and identification of potential opportunities for enhanced collaboration.
- PATA is now developing a 'segmented market places' model for discussion with RAA, APACA and other stakeholders over the coming two months. The model will focus on providing greater flexibility for meeting the diverse needs of presenters and producers in identifying, developing and booking touring work.**

PRIORITY TWO: COMMUNITIES AND AUDIENCES

Strategy: Facilitate more effective engagement with communities and with locally specific audience development and marketing strategies
Co-Drivers: PATA and the Australia Council

Objective	Recommended Actions	Consultations
To build knowledge and capacity to foster more in-depth approaches to community engagement, 'slow' touring, audience development and marketing	2013-14 <ul style="list-style-type: none"> Develop a clear definition of community engagement in the context of national touring (while acknowledging that not all shows selected and funded for touring will be well-suited for community engagement activities) Develop a community engagement tool-kit, including good practice case studies Implement and document pilot projects focusing on 'slow' touring Require all touring proposals to include audience development and marketing plans Collate and publish online good practice audience development and marketing plans Continue support for the Australia Council's 'Engage' funding program to assist the industry in developing audience development practices Identify other avenues for additional public and private funding to support community engagement initiatives, and audience development and marketing activities, associated with tours 	APACA RAA AMPAG TNA TCs AOT

Progress on Priority Two as at August 2013

- PATA's Chair and Manager met with AC staff in July.
- The AC is currently undertaking research on the topic of 'community engagement', including in relation to performing arts touring. To assist the AC, PATA acted as a collection point for case studies illustrating community engagement activities associated with touring. 22 case studies were forwarded to the AC in early August.
- PATA is also identifying and collating best practice case studies on audience development and marketing plans.
- PATA will schedule a meeting with Creative Partnerships Australia to explore alternative sources of investment in community engagement projects.

PRIORITY THREE: POLICY, PLANNING AND PROFESSIONAL DEVELOPMENT

Strategy: Improve policy and planning in programming
Co-Drivers: APACA/SPACAs, TNA and AMPAG

Objectives	Recommended Actions	Consultations
<p>To build relationships between, and provide a program of professional development for, producers and presenters/programmers</p>	<p>2013-14 and 2014-15</p> <ul style="list-style-type: none"> • Collate and make available good practice case studies in programming guidelines, policies and planning • Develop opportunities for mentorships and work exchanges between producers and presenters/programmers • Make available local knowledge and public information about local audiences to assist producers and presenters in the development and planning of tours • Develop more opportunities for strategic networking and encourage direct dialogue between producers and presenters in the planning, presentation and evaluation of shows • Develop a funding program that would enable presenters/programmers to apply for touring presentation funds 	<p>RAA AC</p>
	<p>Producers</p> <ul style="list-style-type: none"> • Develop two training packages <ul style="list-style-type: none"> ○ An introductory package – I want to tour and I want to do it well ○ An intermediate/advanced package – I’m touring, so how do I do it better? • Deliver an agreed-to standardised training module in each State/Territory at least annually, involving at least one presenter/programmer • Identify, collate and make available existing producers’ tools 	
	<p>Presenters/Programmers</p> <ul style="list-style-type: none"> • Identify key professional development needs and build development opportunities for presenters/programmers from entry to advanced levels (including skills development in advocating the value of the arts for communities) • Develop a presenters/programmers 101 webinar to induct new venue presenters/programmers on the basics of market awareness and to break down the touring jargon • Develop a curatorial workshop day (possibly geographically based) to provide professional development for presenters/programmers on the broader Australian arts scene, and curatorial skills. Consider including a panel of Artistic Directors, break-out sessions and lessons from other industries such as museums and galleries • Create a presenters/programmers online resource library that accommodates user generated content, including: <ul style="list-style-type: none"> ○ Templates and guides ○ Programming policies ○ Sample Contracts ○ Split financing case studies 	

Progress on Priority Three as at August 2013

- PATA facilitated an initial meeting between APACA, TNA, AMPAG and RAA in July, and further discussions will take place with APACA in September.
- PATA is investigating options and a timeframe for presenting Touring Information Sessions in all states and territories later in 2013 or early 2014, coordinated with state based performing arts centre associations, touring coordinators and producers. The sessions would focus on the whole of the touring sector and illustrate the various ways in which tours can be put together, funded and booked.
- PATA is developing an online national directory of touring-related resources, to be located on and cross-linked to the websites of all touring stakeholders, including PATA's website.

PRIORITY FOUR: RELATIONSHIPS

Strategy: Build strategic relationships with the local government sector
Driver: APACA/SPACAs and RAA

Objective	Recommended Actions	Consultations
<p>To promote increased engagement in touring by the local government sector</p>	<p>2014-15</p> <ul style="list-style-type: none"> • Develop meaningful data and research that promotes the benefits of touring in a local government context • Advocate to local governments the inclusion of touring in their corporate plans • Provide meaningful opportunities for senior LGA officials to engage in showcase and market events • Integrate local government core objectives into programme planning and policy development • Advocate for increased funding to local government to engage in training and professional development • Advocate for increased funding from local government to performing arts venues to enhance their programming capacity • Investigate the development of a recognition award for good practice in local government support for touring 	<p>ALGA CDN NLGCF RAA AC Federal Dept for LG CPA</p>

Progress on Priority Four as at August 2013

- PATA will work with the National Local Government Cultural Forum to share information on case studies around community engagement and local government, and data on local government investment in the arts.
- PATA will continue to work with APACCA, RAA and the AC on opportunities for promoting the value and benefit of touring to the ALGA and Local Government Managers Association.

PRIORITY FIVE: FINANCE AND EVALUATION

Strategy: Review current funding programs for national touring and undertake comprehensive evaluation and analysis of the touring sector

Driver: *Australia Council*

Objectives	Recommended Actions	Consultations
To align funding programs to the changing market place	<p>2013-14</p> <ul style="list-style-type: none"> • Identify opportunities to harmonise touring funding program guidelines, application processes and acquittal requirements across federal, state and territory governments • In relation to the Playing Australia program, develop a discussion paper to investigate: <ul style="list-style-type: none"> ○ provisional funding for tours through an expression of interest process ○ quick response/out-of-round grants for tours where there is sufficient programmer interest (in order to leverage off a premiere season rather than having to remount later) ○ triennial/rolling funding for companies that tour regularly ○ opportunities for remount funding ○ the impact of only one annual round of Playing Australia ○ responsive funding on a smaller scale for out-of-round tours to enable programmers to 'back fill' their programs based on the outcome of Playing Australia applications ○ timing of the Playing Australia funding rounds in the context of the change to one annual (Long Paddock) market place • Publish a guide on sources of funding and financial investment opportunities for touring 	<p>AMPAG RAA APACA AOT LPA STAFAs</p>
To develop a sector-wide framework for gathering, analysing and sharing data on national touring	<p>2013-14 and 2014-15</p> <ul style="list-style-type: none"> • Develop a user friendly online data collection and management system, and harmonise data collection requirements to reduce duplication • Agree on what sets of data collection should be included in producers and presenters/programmers contracts • Analyse data and assist the touring sector to 'tell the story' of the value and benefits of the arts and of presenting performing arts, for use within local, state and national contexts 	

Progress on Priority Five as at August 2013

- The AC has commissioned an independent consultant to undertake an analysis of existing PA data. This analysis will inform the AC's future collection processes at the acquittal stage for this program.
- PATA will continue to work with the AC, APACA, RAA, AMPAG, AOT and others key agencies involved in performing arts touring to identify a common set of data to be collected by all stakeholders.
- The AC is considering potential changes to the PA program and will continue to undertake a number of consultative processes to inform changes in preparedness for the AC's annual funding guide released in December 2013.
- Through its Touring Without Borders framework, the AC is continuing to hold meetings with the States and Territories arts funding agencies which have resulted in productive discussions.
- The AC has launched an international touring market resource. While it has a focus on internationally touring there are elements also applicable to selling to the national touring market place.
<http://marketdevelopmentskills.australiacouncil.gov.au/>

Organisation acronyms used throughout this document:

AC	Australia Council
AMPAG	Australian Major Performing Arts Group
AOT	Arts on Tour
APACA	Australian Performing Arts Centres Association
CDN	Cultural Development Network
CPA	Creative Partnerships Australia
LGA	Local Government Authority
LPA	Live Performance Australia
NLGCF	National Local Government Cultural Forum
PATA	Performing Arts Touring Alliance
RAA	Regional Arts Australia (including the Blue Heeler Network)
SPACAs	State Performing Arts Centres Associations
STAFAs	State and Territory Arts Funding Agencies
TCs	Tour Coordinators
TNA	Theatre Network Australia
TNV	Theatre Network Victoria