



## PATA Council Communiqué - 15 March 2012

### **PATA In Brief**

*The Performing Arts Touring Alliance (PATA) is Australia's peak body for the national performing arts touring industry.*

- *Its core purpose is to build strong, sustainable and accountable touring and presenting mechanisms across Australia that support our creative artists and companies, and facilitate meaningful engagement with audiences and communities in metropolitan, regional and remote Australia.*
- *It acts as a cohesive and objective voice for all major stakeholders in the performing arts touring sector, providing high quality and well-informed strategic advice and information from a national perspective.*
- *It is the key forum through which stakeholders can collaboratively and effectively address challenges and opportunities in touring professional performing arts nationally.*
- *Its aim is to be the primary source for benchmarking best practice, and capacity building research and tools, for the national performing arts touring industry.*

*PATA was established through the cooperation of a number of key stakeholders in the performing arts touring sector. In April 2009, a governing Council was established consisting of three representatives from each of the touring sub-sectors (producers, presenters and tour coordinators) as well as a national observer from each of these groups. An independent Chair was appointed and it is managed by an Executive Officer.*

*PATA celebrates the growth of this industry over many generations and, in particular, the last 20 years since the establishment of Playing Australia and the associated touring mechanisms that have developed as a direct result of that policy initiative. It seeks to build on this success by providing a truly national forum that will develop new services and improved practices.*

Dear Colleagues,

Over recent months, PATA has engaged in a wide range of activities, including representation and presentations at several key national performing arts touring industry meetings, the development of the PATA website and resources, and extensive networking and advocacy with all key stakeholders in the sector.

The PATA Council meets regularly by teleconference and twice a year by face-to-face meetings. Its most recent meeting was held in Melbourne on Friday 17 February 2012 and we're pleased to provide a summary of a number of items discussed and developments underway.

### **PATA Council Members**

The list of current PATA Council Members is attached (and we welcome new members Jane Scott (recently appointed Executive Director, Regional Arts Australia) as the new RAA Observer on Council, and Anne-Marie Heath (General Manager, Merrigong Theatre @ Illawarra

Performing Arts Centre) as the new APACA Presenter representative on Council and Bethwyn Serow as the AMPAG Observer now that she has taken up her position as CEO.

As a result of Council membership vacancies that will occur in the coming months, PATA is seeking nominations for producers, presenters and tour coordinators who may be interested in being considered for Council membership. Councilors need to be knowledgeable leaders within the national touring industry and their own sub-sector. If you have not already done so, please submit your interest through the PATA Peer Register at <http://www.pata.com.au/peerregistrationform/peerregistraionform.html>.

### **National Cultural Policy Review**

PATA's submission to the NCP can be found at:

<http://culture.arts.gov.au/sites/default/files/submissions/pata.pdf>

This submission outlines the key issues that PATA is and will be addressing in the coming year.

### **National Touring Framework Study**

Commissioned by the Australia Council, the study is focused on demonstrating the value of national touring in the performing arts by collating and analysis existing data, information and resources; developing a National Touring Framework or model in order to introduce improvements and efficiencies in national touring; and preparing a "tools for companies" guide that will assist performing arts companies navigate the national touring mechanisms.

The consultants distributed a summary of consultations to date in late January this year (copy attached).

It is expected that the report on the study will be made available in the near future, and PATA looks forward to taking a leadership role in facilitating an integrated cross-sector approach to addressing the issues and recommendations of the report.

### **Australian Performing Arts Centres Association [APACA], the Performing Arts Touring Alliance [PATA] and Theatre Network Victoria [TNV] national touring workshop at APAM**

This workshop, held on Monday 27 February with over 100 Australian and international participants, provided an opportunity for the diverse stakeholders in the touring sector to take stock of recent changes and current reviews, to develop their understanding of the existing touring systems and to provide input into ways to improve these systems. A communiqué from the workshop will be distributed shortly.

### **Playing Australia – Revised Programme Guidelines**

The Office for Arts introduced a number of revisions to the Playing Australia guidelines for the December 2011 round of applications. While the majority of revisions have resulted in more efficient administrative processes, PATA has written to OFTA regarding the potential implications for support for logistically challenging tours (such as those to remote regions) and tours requiring special needs/circumstances (such as those with Indigenous performers, the elderly or performers with a disability).

### **Tour Coordination Fees**

The touring sector recognises that there were now too many fees involved in touring, including a number of other members' fees, royalties, service fees, etc, and that the system has become overly complicated with, in some cases, three way contracts being negotiated for a single tour. One of PATA's priorities for this year will be to look into the feasibility of developing a standardised framework for tour related fees.

### **Cyberpaddock**

This site, which brings together producers and presenters to help generate performing arts seasons and tours around Australia, has been created and is managed by RAA's Blue Heeler Network. RAA is currently undertaking a significant upgrade of Cyberpaddock to improve its technical capabilities. RAA will provide the sector with an update on the upgrade and revised service fees in the near future.

### **PATA's governance and business planning**

PATA's 2011-2012 business plan was endorsed by the PATA Council at its recent meeting. A 2013-2015 Business Plan will be prepared for the Council's first meeting in 2013.

### **PATA's 2012 Strategic Plan**

We are currently finalising PATA's 2012 strategic plan and strategic priorities for the year ahead – once completed, the plan will be published on the PATA website.

### **Implementation of PATA Service Fee**

PATA was formally established in September 2009 as Australia's peak body for the performing arts touring sector. PATA emerged through the cooperation of a number of key stakeholders in the touring sector to provide a coordinated, central voice for advocacy, policy development, advice and benchmarking.

In order to create a small but sustainable operational base for PATA, a small service fee is being applied to national tours produced, presented and coordinated by PATA stakeholders.

Background on PATA's Service Fee can be found at:

<http://www.pata.com.au/guide/pdf/Pata%20service%20fee%20August%20update%20final.pdf>.

The PATA Service Fee is being incorporated in the contracts for national tours, effective from this year. It is anticipated that the Service Fee revenues will ensure that PATA's website, information resources and part-time Executive Officer position will be sustainable from July this year.

The implementation and administrative account keeping processes involved will be reviewed annually by the PATA Council, which will include feedback from the various national touring stakeholders.

### **PATA Resources**

The following resources can be found at <http://www.pata.com.au/patanews/patanews.html>:

- Contract Factsheet - Force Majeure
- Information Sheet - Cancellation and Termination Issues

Further resources will be developed through 2013.

### **Upcoming Industry Events of note.**

#### ***Regional Arts Australia's 8<sup>th</sup> National Conference***

Goolwa, South Australia

18-21 October 2012

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

***Into New Territory***

26th Annual APACA Performing Arts Conference  
Mon 20th – Wed 22nd August 2012  
Darwin Entertainment Centre  
[www.apaca.com.au/conference](http://www.apaca.com.au/conference)

***Blue Heeler Network Long Paddock National Touring Forum***

Tuesday 3<sup>rd</sup> and Wednesday 4<sup>th</sup> April, 2012  
Albury Entertainment Centre  
and  
Thursday 23<sup>rd</sup> and Friday 24<sup>th</sup> August 2012  
[www.cyberpaddock.com.au](http://www.cyberpaddock.com.au)

The year ahead will offer a number of critical opportunities for creating an enhanced, more effective and more dynamic national touring framework. There is considerable goodwill and enthusiasm within the sector to work collaboratively to achieve these outcomes, and PATA is focused on continuing to play an integral role by providing a cohesive and objective voice on behalf of the sector.

If you require further information, please contact Greg Randall, Executive Officer, PATA,  
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