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FOR IMMEDIATE RELEASE

Regional Arts Australia and the Performing Arts Touring Alliance Announcement on the Future of National Touring Markets

At its meeting of 15 October 2014 in Kalgoorlie, WA, the Directors of Regional Arts Australia affirmed its commitment for the Performing Arts Touring Alliance to manage the transition of the two marketplaces currently known as Cyberpaddock and Long Paddock to new delivery models.

Following two recent national touring sector workshops jointly run by Regional Arts Australia (RAA) and the Performing Arts Touring Alliance (PATA), one in Sydney on 8 Sep and one in Melbourne on 7 Oct, PATA has formed a working group which will provide governance for the future of these touring mechanisms.

A PATA working group, comprising key representatives from APACA, RAA, the Blue Heeler Network and independent producers and presenters, will work to transform these mechanisms in order to better suit the contemporary touring environment.

Issues identified at the recent workshops included:

- Long Paddock's responsiveness to market needs given the proliferation of new state-based performing arts showcases and forums
- Business models for Long Paddock and Cyberpaddock as separate entities and opportunities to optimise resources for these activities
- Monitoring the needs of all producers and presenters, including regional, remote and non-managed venues, in relation to the above

Sector needs in relation to the national online marketplace, currently known as Cyberpaddock, will be researched in more detail. The working group will investigate the commercial potential of appropriate and relevant digital platforms for the sector and the needs of all the markets Cyberpaddock aims to serve, including a broader range of national touring stakeholders. Cyberpaddock will continue to operate while alternative business models are developed.

PATA will also oversee a new EOI process for management of the face-to-face national market mechanism (currently known as Long Paddock) based on the new business model, to take effect for the 2015 event.

This work will commence immediately and be completed by mid 2015 in keeping with the National Performing Arts Touring Action Plan. Consultation and engagement with the sector will occur throughout this period.

Further information:

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