



The National Touring Landscape

Dec 2013 – Brisbane / Perth / Sydney / Melbourne / Adelaide

Agenda

- What is PATA?
- Who is PATA?
- What does PATA do?
- The National Touring Landscape.
- Overview of *APACA's Guide to Touring*.
- Overview of 2014 touring events.
- Q and A time.

What is PATA?

- i. PATA is a strategy – not an organisation.
- ii. Born in 2009 out of the need for a level playing field in touring development.
- iii. Consists of a volunteer council of 12 people.
- iv. We're Switzerland!

What is PATA?

Vision Statement

- PATA is a strategy for the performing arts touring sector that is regarded nationally by Governments and all stakeholders as the industry leader contributing to the development of the performing arts touring industry.

Who is PATA?

- An independent Chairperson
- One very part-time Manager– Merryn Carter
- PATA is represented by producers, presenters and tour coordinators

Producers

- Nicole Beyer – TNV
- Sandra Willis – Oz Opera
- Lee-Anne Donnelly – APA
- Bethwyn Serow – AMPAG

What Does PATA Do?

- i. It provides a forum and process for addressing issues between stakeholders.
- ii. It builds synergy between presenters and producers/artists to improve touring outcomes for Australian audiences and the industry as a whole.
- iii. Currently implementing the PATA action plan to improve touring for the sector [developed at a forum of industry stakeholders in February].

What Does PATA NOT Do?

- i. Not a tour coordinator
- ii. Not a service agency
- iii. Whilst PATA is a place to discuss touring issues and identify solutions, it does not action all those solutions – it manages relationships to enable those solutions to occur.

The nature of touring is changing:

- i. Less centralised
- ii. Moving towards being more coordinated at a national and state level
- iii. Stronger focus on engagement as opposed to the one-night-stand
- iv. Playing Australia now [for the first time] managed by the Australia Council
- v. National Touring Framework 2012
- vi. PATA Action Plan 2013
- vii. Theatre Network Vic/Australia has built stronger networks of producers.

More Options for Touring

FORMAL SYSTEMS

- i. State showcases
- ii. APAM
- iii. Cyberpaddock
- iv. Long Paddock

NEW/NICHE AGENCIES

- i. Roadwork
- ii. Mobile States
- iii. Critical Stages
- iv. Blaklines

- v. Performing Lines

EMERGING OPTIONS

- i. Creative Enterprise/
Encounter Discussions at
forums & conferences.
- ii. Direct relationships.
- iii. Burgeoning tour producers.
- iv. Festivals – HoneyPot / Dance
Massive / Garma.

Current Issues in Touring:

- More options and greater flexibility BUT it's also more complex.
- Touring practice is growing in recognition as a end point of its own – less of an afterthought, requires new skill-sets.
- Organisations and artists that want to tour, need to decide why they want to tour, and then commit to developing a solid touring strategy, centred on **relationships**.
- The challenge is to find the right markets for your product – talk to people ... as always ... the relationship is key.
- More of this is covered in *APACA's Guide to Touring*.

APACA's Guide to Touring

- APACA's Guide to Touring lays out the options available to you and helps identify the market, program, model that will provide the best 'fit' for you.
- Importantly, it provides points of contact for the various programs so you know where to go to ask questions.
- Downloadable from APACA's website [apaca.com.au]

Overview of APACA's Guide to Touring

What does it cover?

- The touring environment [some of what we've covered today]
- National touring circuits and consortia
- Definitions around producers, presenters and tour producers and service providers
- Financial models – sell-off >> risk share >> venue for hire
- Practical considerations – royalties, deposits, service fees, budgets, technical, casting.

APACA's Guide to Touring cont.

- Mechanisms and programs [to assist tour development]
- Detail on Cyberpaddock and Long Paddock
- Choosing which productions to tour [Producers and Presenters]
- Marketing, audience development and community engagement
- The obligations of each party – producer, presenter and tour coordinator [where applicable]
- FAQs
- Touring Code of Conduct

National Touring Events 2014

- Changes to Playing Australia deadlines – covered in next session.
- 18-22 Feb: Australian Performing Arts Market [APAM]
- 14 Feb - 16 March: Adelaide Fringe & Honey Pot
- 13-14 March: Long Paddock #1 Adelaide
- 12-14 May: IETM Asian Satellite Meeting Melbourne
- 15-16 May: CircuitWest Showcase Perth
- 21-22 May: Showcase Victoria Melbourne
- 1-3 July: APACA Performing Arts Conference Hobart
- August (TBC) Long Paddock #2

N.B. meetings are happening this month to look at how these markets and showcases might be better aligned in 2015 and 2016

- Questions?