

Touring and Future Presentations

Future opportunities

When creating work, it's important that you consider your future as a practitioner and whether you would like to present this show again. This can be a challenging space to be in when your focus is on producing the current event but it's essential in order to sustain your practice.

Here are a few things to consider.

- Make sure that you get professional images and video documentation of the event. This will include archival footage but, if possible, try to get this shot by a qualified videographer who can also edit the final product. This footage could contribute to your showreel and will provide examples of your past work which may be helpful as a reference point for future collaborations. This will also be imperative if you decide that you would like to present this work again.
- Invite venues, programmers, festival staff, funding partners, etc. to your show. It doesn't matter if the event isn't funded by Creative Victoria, make sure you invite them along so that the next time you apply for support, they know how great you are! Not sure if this work has another life in it? Invite presenters and programmers anyway so that they can become familiar with your practice.
- Collate **all** materials including but not limited to all media coverage, reviews, production or event photos, ticketing statistics, audience demographics, technical specifications and audience responses. This will inform your evaluation of the event and your trajectory as an artist. Plus, if you decide you would like to sell it to another presenter in the future, you will need all of this at your fingertips.
- Foster relationships with other artists in Midsumma Festival. Ask venues, programmers or possible co-presenters out for a coffee. Do your research before you approach a potential partners make sure that you are familiar with their business and their values. Having connections and supporters in this industry is important for our sustainability and growth as artists.

Touring

Touring is one way of extending the life of the project. If touring is something you're interested in there are a few things to consider before you start working towards it. Ask yourself why you want to tour. Although very rewarding, it involves a lot of preparation, it can be exhausting and is not always financially sustainable.

What is a tour?

A tour has multiple definitions across different organisations and groups. Some organisations define a tour as taking a single production to another single venue. Under the [Playing Australia Project Investment](#), a national tour consists of 3 or more locations outside of your home state, programmed with consecutive performances dates. Essentially, a tour is the act of presenting a show outside of the venue where it premiered, this can travel to several venues but sometimes it may only go to one.

Is your work tourable?

- Do you have all the collateral that you will need to sell the show to a presenter? This includes media coverage, reviews, production or event photos, ticketing statistics, audience demographics, technical specifications and audience responses.
- Are there any set elements? If so, are they easily transportable?
- Is there a smallish touring party?
- Is it technically flexible?
- How long is your bump in and out? Performing on the day of bump in is preferable.
- How affordable is it?
- Do you have royalties and how high are they?
- Are there any specific logistical requirements for the event which could be difficult for a presenter?

- Where is it likely to be programmed: outdoor spaces, black boxes, galleries, proscenium arches, community halls? Is their demand for work like this in these spaces?
- How are you going to engage local communities?

What is a Producer?

The Producer is the person who represents the work, they may be an independent artist or a larger arts organisation.

What is a Venue or a Presenter?

In this context, the Venue or Presenter (interchangeable terms) are the programmers, they are the people buying the work to present it at their space.

What is a Community Presenter?

A Community Presenter is someone in a community who champions arts activities in their region by presenting work at their local hall, mechanics' institute, church or community space. Community Presenters are often local arts councils and generally volunteer run.

What is a Tour Coordinator?

A Tour Coordinator is an organisation or person who manages the tour logistics and travel bookings for the tour. [Regional Arts Victoria](#), [Arts On Tour](#), [Performing Lines](#), and [The National Exhibitions Touring Support \(NETS\) Australia](#) are some of the Tour Coordinators across Australia.

What are royalties?

Royalties are a percentage of the net box office charged by the Producer to the Presenter. For example, if a 12% royalty were charged, the Presenter would be liable to pay the Producer 12% of the box office income they received minus any ticket fees, transaction charges and GST.

How do I tour?

Ahh, the golden question. How do you cook your eggs? Do you even eat eggs? There's no **one** way. Here are a couple options.

- Apply for an arts marketplace to pitch your work to Presenters.
- Approach Presenters individually to form relationships and build a tour of your own volition. **Do your research.** Have a look at what that Presenter has programmed in the past. Does your work require a Black Box and the Presenter only has an 800-seat proscenium arch? You know what the secret of every relationship is? Asking questions.

What is an arts marketplace?

An arts marketplace is a gathering where producers pitch work which they would like to tour to Venues (Presenters), who attend these events to program their seasons. All marketplaces are by application so make sure you sign up to their newsletters, so you don't miss any deadlines!

What marketplaces and touring opportunities exist in Australia?

[Showcase Victoria](#) – An annual event delivered by the [Victorian Association of Performing Arts Centres \(VAPAC\)](#), with support from [Regional Arts Victoria](#) and [Creative Victoria](#).

Showcase Victoria is Australia's leading state-based performing arts market, playing a key role in facilitating touring by connecting performers and producers with venues (presenters) across the state.

[Connecting Places](#) – A [Regional Arts Victoria](#) initiative, Connecting Places is a touring program tailored to Community Presenters looking to bring high quality arts experiences to

their community-run spaces. Regional Arts Victoria call for Expressions of interests from artists on an annual basis for this program.

[Regional Arts Victoria's Creative Learning Program](#) – For almost 50 years, Regional Arts Victoria has been the leader in providing workshops, performances and arts experiences for children and young people. Each year, they tour a wealth of projects throughout regional and metropolitan Victoria. Regional Arts Victoria call for Expressions of interests from artists on an annual basis for this program.

[Performing Arts Exchange](#) – Presented by [Performing Arts Centres Australia](#), APAX is the national market and professional development gathering of more than 450 performing arts workers to develop tours and cultivate the relationships. It prioritises connecting presenters, producers, and artists so that the right work reaches the right audience, at the right time.

[Australian Performing Arts Market](#) – Australia's leading, internationally focused industry event for contemporary performing arts. APAM's key purpose continues to be the increase of international and national touring opportunities for Australian contemporary performing arts groups and artists.

Funding Streams

[Touring Victoria](#) - Touring Victoria provides support for Victorian arts organisations or professional arts practitioners touring a professional production, performance, exhibition or program to regional and outer-metropolitan Victoria. Tours need to demonstrate market demand and involve partnerships with presenting organisations, galleries or venues.

[Playing Australia Project Investment](#) - This program supports performing arts tours to reach regional and remote communities across Australia. Grants are available to support the net touring costs associated with a national tour. There is no limit on the amount that can be requested.