



Community Presenter Guide

Thank you for your interest in Shows On The Go!

Shows On The Go is a unique opportunity, bringing amazing live performances to small and medium communities throughout Western Australia. Made possible through funding from the Government of Western Australia, this program tours performing arts to communities who have different levels of experience and facilities.

To get the show on the road, CircuitWest can provide you, as a presenter, with the support you need. We will make sure you are able to stage great events with terrific artists in your town throughout the year. We can do this by assisting with programming (picking the shows), marketing, staging and tour logistics. We have also created a step-by-step guide – the one you’re reading now – that takes you through how to deliver a successful event.

This guide will take you through the process of being part of a Shows On The Go tour – from working with CircuitWest to schedule a performance in your town.

Along the way, you’ll learn lots of information about presenting that you can apply to other events and tours.

Shows On The Go productions are created to be as tour-friendly as possible. They can be set up and performed in the same day. CircuitWest aims to make the whole experience of presenting a show as easy as possible. However, there is still a lot to do as part of presenting a show. This guide will walk you through all those steps and give you more confidence in presenting performances in your community.

If you ever need more information, CircuitWest is always available to answer your questions. We’d love to hear from you and your community, so please feel free to reach out and we’ll get the Show On The Go!

Yours sincerely,

Nick Maclaine
Manager, Touring and Community Engagement

Table of Contents

Introduction	3
Costs of a show	4
<i>Performance fee</i>	<i>4</i>
<i>Royalty fee.....</i>	<i>4</i>
<i>Venue hire.....</i>	<i>4</i>
<i>Local marketing costs.....</i>	<i>5</i>
<i>Australasian Performing Rights Association (APRA) License</i>	<i>5</i>
<i>Ticketing costs</i>	<i>5</i>
Process and schedule for delivering a tour	6
Who needs to be involved in your community.....	8
Working with children.....	9
Engagement Activities.....	10
All things technical.....	10
<i>Choosing your venue</i>	<i>10</i>
<i>Tour Manager.....</i>	<i>12</i>
Ticketing.....	12
Merchandise.....	16
Before the Show Arrives in Town.....	16
On the day of the performance.....	18
Post-performance	19
Quick checklist to help present a Shows On The Go show	22
Marketing.....	23
<i>Marketing Kit.....</i>	<i>24</i>
<i>Media.....</i>	<i>25</i>
<i>Social media.....</i>	<i>26</i>
Funding support.....	29
The environment	29

Introduction

Overview of Shows On The Go

The aim of Shows On The Go is to bring high quality performing arts experiences to communities across Western Australia.

Three parties need to be involved for a tour to take place:

The Producer – a company or artists who have made an amazing show that can tour.

CircuitWest – the tour coordinator, who will work with the Producer to bring this show to:

You – the presenter, who has voted for the Producer’s show to come to your community.

What CircuitWest does

- We provide a choice of high-quality productions from skilled and reliable producers
- We manage the tour, from trucks to cables
- We send one of our team on tour to help you manage the experience in your community
- We can support you and provide expertise on everything you need to have a successful event – marketing, ticketing, technical needs, and anything else
- We’ll meet with you online and over the phone to talk through and plan the performance
- We’re here to support you if you have any questions

What do you need to do?

- Provide an appropriate performance space for the show and engagement activity
- Have an enthusiastic and supportive team!
- Pay a subsidised presenter fee (to CircuitWest)
- Arrange local marketing and ticket sales
- Set up the venue and seating for your audience
- Meet and greet the tour party when it arrives
- Pay any agreed royalties (to the Producer)
- Complete a survey to let us know how it went!

What are the benefits to you as a Presenter to present a Shows On The Go show?

- You will receive shows that are chosen by regional WA communities for regional WA communities
- Each show comes with complete technical support and a dedicated technical person who handles the set up and operates the lights and sound during the performance.
- CircuitWest covers accommodation and travel costs of the touring party
- You determine the price of your tickets based on your budget and what your community can afford. You can offer the show for free if you want

- You have the freedom to create the event you would like in your community. For example: you might offer a dinner and a show package, a BBQ before the show, a supper afterwards.
- Subject to availability and the tour schedule, workshops are provided by the touring artists that you can offer to your community, local groups or schools to increase understanding of the artform, and assist with promoting the show
- No contracting of artists required – your only contract is with CircuitWest

What support will you receive?

- CircuitWest is available for all of your questions to help you get your event planned from the time you sign the agreement to host the tour.
- This Community Presenter Guide
- A marketing kit for your use in promoting the performance, with great instructions and things like videos, posters and images for social media
- A Tour Manager who is responsible for the tour while on the road and will liaise with you and the performers

Costs of a show

Performance fee

It is \$3000 + GST.

CircuitWest will invoice for this when you confirm your involvement and sign an agreement.

Royalty fee

Some producers charge a royalty fee on top of the performance fee each time their show is performed, to pay the creatives who were involved in the creation of the show. This could include the writer, director, lighting or music designer.

The royalty is a percentage of the net box office and is determined after the performance. The Producer will invoice for this, if they have charged a royalty.

Other Possible Costs

Venue hire

This may be an added cost if you don't have a venue.

Local marketing costs

You may have costs of marketing if you decide to do things such as advertising in your local paper, printing posters and flyers, and any other promotional activities that cost you money. Remember that CircuitWest will supply you with high quality marketing materials and all the help you need.

Australasian Performing Rights Association (APRA) License

A national organisation, APRA administers the rights of composers, songwriters and publishers. For some performances, you may be required to obtain an APRA License. CircuitWest will let you know if you may need to obtain a licence for a Shows On The Go show.

Ticketing costs

If you choose to use ticketing software, there may be costs. We have a section on page 12 that looks at this in more detail.

Goods and Services Tax (if you are registered for GST)

Ensure that your tickets include GST if you are registered for GST. For more information about GST visit the Australian Tax Office www.ato.gov.au/Business/GST

Insurance

Please seek independent financial advice about the types of insurance you may require to operate a venue and present the show.

Process and schedule for delivering a tour

This is the CircuitWest Shows On The Go process:

BEFORE THE EVENT

1. Shows On The Go Voting Menu launched

The Shows On The Go Menu is launched via email and on our website, to WA regional and remote presenters. There are a variety of shows on offer, chosen by a panel of regional presenters, included in the menu. If you would like to receive the menu, email CircuitWest staff at hello@circuitwest.com.au

2. Tour selection

We will ask you to complete a form, indicating which of the shows on the menu you are keen to have, and what dates you can/cannot take the show.

Note: When providing dates you cannot take the show, please consult your local arts and sporting groups, shire, and Community Resource Centre to make sure they don't have events on during the period of the tour.

3. Getting to know you

We'll get in touch to learn more about your community and performance space.

4. Itinerary development

CircuitWest's tour team will start to create an itinerary, factoring the days you stated you were/ were not available to present the show. A member of the tour team will contact you to confirm a date for your performance and any workshops or additional activities that are being offered as part of this tour.

5. Agreement

Once your date for the performance is set, and the itinerary for the whole tour has been confirmed, CircuitWest will provide you with an agreement to complete. The information you provide will be used to create the full contract which outlines the responsibilities of everyone involved – the Producer, the Tour Coordinator and you, the Presenter.

Note: You will not be able to go ahead without a signed agreement received by CircuitWest.

6. Book your venue

In the time between the signed agreement and a more formal Presenter Agreement, there are a few little jobs that can be done;

- Put the event in your event calendar
- Brief your team or council (if applicable)
- Book the performance space. Check things like fees, venue capacity, access times (important for some shows that the Producer can access the space into the night for

bump-in/ out), available amenities (kitchen, toilets, parking), security, wheelchair accessibility, health and safety, and insurance.

7. Agreement

You will receive an electronic Presenter Agreement to read and agree to via email, retaining a copy for your records.

Note: a performance in your community can't go ahead without a signed contract received by CircuitWest.

8. Invoice

CircuitWest will send you an invoice for the full performance fee after you have signed your agreement. Please advise us if you need a purchase order number cited.

9. Marketing Kit

You will be sent a kit containing marketing and promotional materials you can use to promote the show as well as some tips for how to use the kit.

10. Tour Briefings

Every tour, CircuitWest organises several tour briefings for presenters to discuss and share their ideas for promoting the show. It's a place to share, network and feel connected. It's a great opportunity to learn from other presenter's experiences with the program and discuss any challenges you may be facing.

You may find people facing similar challenges – and others who have come up with solutions!

At a minimum, we will organise the following briefings:

- A general tour briefing
- A marketing briefing
- A briefing about the show's technical requirements

The Tour Coordinator will advise you of the date and time, and provide information to join the briefings online. Please come armed with questions and what you would like to share.

11. Tour Manager

The Tour Manager for the show will contact you prior to their arrival to introduce themselves, confirm bump in, bump out and performance details. They will be your direct contact during the tour and your contact on the day of performance. They will liaise with the crew and performers regarding the performance, workshops, bump in and bump out. They are there to help, so ask them questions if you need advice on the performance day.

AFTER THE EVENT

12. Post-Event Audience Survey

CircuitWest will provide you with a post-event survey that we encourage you to send to your audience for feedback. (See page 19 for more information about this).

13. Post show call by Tour Coordinator

The Tour Coordinator will contact you after your show to see how your performance and workshop went.

14. Tour Evaluation

The Tour Coordinator will send you an (online) tour evaluation survey to be completed within one month of the show.

15. Box Office Reconciliation

A Box Office Reconciliation Form will be provided to you with your agreement. (See page 19 for more information about this). The Box Office Reconciliation Form is due 7 days after your performance.

16. Marketing Copies

Please remember to provide copies materials that you have created.

17. Royalty payment

Once you have sent your completed Box Office Reconciliation Form to the Producer and the Tour Coordinator, the Producer will provide you an invoice to pay, if required. (See page 20 for more information about this).

18. Debrief

Post show, it is important to evaluate the success of your event with your committee and stakeholders to celebrate your wins and to discuss the challenges. Questions to consider include:

- Did you achieve what you wanted to?
- Would you present again? Why? Why not?
- What would you do differently?

Don't forget to share your successes with sponsors and stakeholders!

Who needs to be involved in your community

The more people you can get involved the better, especially if you have limited experience in staging performing arts.

Here are some of the roles you might want to think about covering. (One person can take on more than one role if necessary.)

Coordinator

- Is in direct contact with the Tour Coordinator or Producer regarding the tour
- Responsible for getting contracts signed and invoices paid
- Liaises with the CircuitWest on all tour matters
- Book and promote any workshops and take registrations
- May be the contact person for the touring party when they arrive in town

Technical Assistant

- Assists with any special requirements such as helping with the bump-in of set items and props, hanging curtains, setting up staging or organising ladders for the hanging of lights

Front of House Manager

- Manages front of house duties for your venue, including greeting and seating guests and organises the staff and volunteers who will be working on the night

Ticketing Manager

- Manages the ticketing for your event. This may include managing a box office or ticketing desk if tickets are being sold at the door

Marketing Coordinator / Media Liaison

- Coordinates the marketing and publicity campaign
- Acts as the contact point for all local media

Volunteers

It is valuable to have volunteers or community members who are available to help you out on the night.

Working with children

You may consider working with children for a performance, workshop or community engagement activity. Here are a couple of considerations when working and engaging with children.

Working with Children Check

The Western Australian Government requires all individuals that work with children to obtain a Working with Children Check, which is a compulsory screening for the safety of children. There are several different types of checks to apply for. It is worth speaking with them directly to ensure you need a check or not, based on the nature of your involvement with children.

<https://workingwithchildren.wa.gov.au>

Child safety

LPA have a Guide to Child Safety in the Live Performance Industry:

<https://liveperformance.com.au/wp-content/uploads/2019/03/LPA-Factsheet-Guide-to-Child-Safety-in-the-Live-Performance-Industry-.pdf>

Engagement Activities

As part of your show fee, most Shows On The Go shows will offer a workshop, post-show Q&A or other type of activity along-side their performance. These activities differ depending on the show. For example, a touring party with dancers may offer dance lessons, whilst circus performers will offer circus workshops.

Shows On The Go engagement activities are a great way for your community to engage more deeply with the show, the artform, and your organisation. It is also a good opportunity to promote the show with flyers, which can lead to an increase in ticket sales.

During itinerary development, the Tour Coordinator will confirm your interest in presenting a workshop or other community activity. It is your responsibility to work with the producer to organise this activity. You will need to ensure there is an appropriate venue in which to hold it (CircuitWest will advise you what is required) and you will need to promote it to community groups, schools, clubs or the general public, and take registrations.

If it is a workshop for children, you can contact your school principal or teacher to confirm if they would like to take up this opportunity at their campus.

Sometimes the producer may offer more than one choice of workshop. Most workshops go for one hour. The producer may specify the size of the venue, the floor type and other requirements they will need for a successful workshop.

All things technical

Choosing your venue

Before booking a show, it's important to check the productions Technical Specifications document to ensure the productions requirements can met by your venue or the venue you wish to hire.

Here are some considerations regarding a venue's suitability for a show:

- Stage dimensions – is it wide or long enough?
- Height between the stage/floor and the ceiling – is it a circus performance that needs height for juggling?

- The stage or floor itself – is it raked or flat? Is it carpeted, concrete or wood? Is it suitable for dancers or circus performers?
- Dressing room accessibility for performers. Are they near the stage? Are there separate rooms for male and female performers?
- Sound and lighting requirements – do they need you to provide anything? Do you need to source extra equipment?
- Do they have strobe lighting or any other effect that you may need to warn your audience about for health reasons?
- Do they use a smoke machine or fire in the show, so that you will need to advise management and isolate the venue/ alarm before the show?
- If the show contains fire has the venue seen and approved the producers risk assessments?
- Do the artists need access to the audience during the performance? If so, stairs may be required from the stage to the floor
- Does the venue have 3-phase power or just general power outlets? How many?
- What are the acoustics of your venue like? Think about other performances you've seen there – were people in the back rows able to hear?
- Does the show need a complete or partial blackout? If so, how are you going to adjust the venue to make sure this is achieved?

Other considerations when choosing a venue:

- Access requirements in the venue – are they suitable for the show and the audience?
- Capacity of the venue – this will affect the number of tickets you can sell and your ticket price
- Are there catering facilities if you would like to put on a supper or a dinner?
- Parking – is there enough spaces for your expected audience?
- Occupational Health and Safety – is it up to standard?
- Insurance – do you need insurance or does the venue already have it?
- APRA licence – does this venue already have a licence or do you need to purchase one?
- What is the seating like? Do you have to set up your own seating, and if so, who will help you set up and pack away? Do you need tables for cabaret seating?
- Is the box office set up suitable for your needs?

Shows On The Go shows are self-contained, which means the Producer supplies all sound and lighting equipment and a professional technician travel with the tour party to bump in (set up), bump out (pack down) and operate the show.

If your venue has additional equipment, the crew may make use of it as well. The Tour Manager or a crew member will contact you prior to arriving at the venue to arrange any technical requirements that need to be prepared before the touring party arrive, including any pre-rigging of lights.

Tour Manager

For Shows On The Go, a CircuitWest Tour Manager will travel with the tour. The Tour Manager is responsible for all aspects of the tour while on the road and will liaise with you and with the performers. The Tour Manager will contact you to arrange bump in times, pick up of venue keys, setting up of the venue and arranging of media calls.

The Shows On The Go program takes the pressure off community Presenters with limited technical experience and facilities, as each show tours with their own professional technician, who takes care of all technical needs on the day of the show.

Ticketing

It is up to you how you choose to sell tickets for your performance, considering the financial touring model you choose with the Producer or Tour Coordinator. If you're planning a community event, you may choose not to sell tickets at all.

With Shows On The Go shows, you decide the ticket price, and the value of the sales are your organisations, less royalties.

Ticketing considerations

When determining your ticket price and method of ticketing, you must consider many variables, such as the following:

- Will you charge different prices for different types of tickets e.g., adults, concession, family and groups?
 - Will you use a ticketing system like Trybooking or Eventbrite so you can sell or distribute tickets online?
 - Will you use a paper ticket system and use an outlet (such as the shire office) to sell or distribute them?
- What seating arrangement do you want ? Depending on the performance, you might want to consider seating with chairs and tables or even a picnic-style arrangement where audiences are asked to bring their own blankets, cushions or chairs. This creates a unique and inviting atmosphere. Will you have reserved seating or unreserved seating?

- Have you allowed for access considerations, for example, space for wheelchairs, and companion card holders' companions?
- How will you identify each type of ticket - if you don't use online ticketing systems - such as, printing different coloured tickets or making different tickets for different groups?
- Will your event be free entry or will you subsidise ticket prices?
If you wish to offer it to your community for free be sure to state who is paying for it e.g. "Brought to you by XX sponsor/Shire".

Another factor to consider is royalties. Free events will usually still attract a royalty fee. If there is no gross ticket revenue from which to derive the fee, the producer may charge a flat fee.

- If it is a free community performance, it is still advised to ticket the event so you can track likely attendance prior to the day of performance?
- How will you record the tickets that have sold if you are not using an online ticketing system? You should consider a paper list or a spreadsheet of names and numbers of tickets so you can capture information for marketing future shows.
- Will you sell the tickets directly or ask another organisation/agent to sell them on your behalf? If so, do they charge a fee? How do you monitor how many tickets and what type of tickets they are selling?

If you are going to approach a local business to act as your ticket seller, the local business may wish to negotiate a booking fee. Alternatively, the business may wish to donate their time as a sponsor, or in return for complimentary tickets for selected staff or clients.

- Make sure that everyone selling tickets knows what the production is all about and can answer questions?

Methods of ticketing

You have two choices – hard copy or electronic ticketing.

Hard copy

Types:

- A raffle style ticket with something that signifies it is for your show e.g. a stamp or sticker that can't be duplicated easily
- Printed specialty tickets that you design and print

Ticketing system - Most ticketing systems will automatically generate tickets, however, if you're designing the tickets in a program such as Adobe Indesign, or Microsoft Word Publisher, consider including the following information:

- Title of show
- Location, date, time and gates open time (if applicable) of show
- Unique identifying number, such as ticket or order number (if needed)
- Ticket type, such as student, adult, child
- Any sponsorship requirements

There are some fantastic easy online tools for creating artwork that look professional. One such resource is Canva, where you can use already set up templates, enter your own information, and upload images, and artwork.

Online ticketing

Types:

- Ticketing systems with a third party e.g. Trybooking or Eventbrite
- A ticketing system built into your website

Some of the reasons why online ticketing is effective:

- Easy to set up your event and publish tickets on sale
- Easy to repeat the same template for another event
- Data collection of your ticket buyers, including name, phone and email, that you can use to promote future shows
- Direct emailing to ticket buyers in the lead up to the event, on the day of event and after the event, with all the show information or additional offers
- Information about the event is clear and in one place
- If you are using Trybooking (www.trybooking.com) or Eventbrite (www.eventbrite.com.au) you can have a link from your main webpage directly to the ticketing system
- Credit card and PayPal payment is available
- You can set a maximum number of tickets and the total tickets sold are always up to date
- Low booking fees, although this is another cost to your customers

Ticket prices

If you buy the show outright and pay a set performance fee, the setting of ticket prices is your choice. Here are some considerations:

- Local knowledge

You'll have the best idea of what your local audiences will be prepared to pay to see the performance. Look over past events and use them as a guide

- **Covering your costs**
Unless you're planning a free community event, your aim should be to cover all your costs associated with the performance. Perhaps you have secured some funding or sponsorship to cover some of your costs. If not, this means you need to sell enough tickets to cover the following:
 - Royalty fee
 - Performance fee
 - APRA license
 - Goods and Services Tax, if you are registered for GST
 - Venue hire
 - Local marketing costs
 - Any additional costs such as supper or refreshments
 - Insurance

Break-even analysis for ticketing

An easy way to work out your minimum ticket price is to conduct a break-even analysis. You will need to know the capacity of your venue, and the likely attendance for the touring production.

See example below for workings:

Total price of production ÷ (Capacity of your venue x Expected attendance %)

Example 1

$$\begin{aligned} & \$4000 \div (300 \times 60\%) \\ & = \$4000 \div 180 \\ & = \$22.22 \text{ per ticket} \end{aligned}$$

Example 2

$$\begin{aligned} & \$4000 \div (300 \times 40\%) \\ & = \$4000 \div 120 \\ & = \$33.33 \text{ per ticket} \end{aligned}$$

A general rule is to round this figure to the next highest number. For example 1, all tickets should be sold at a minimum of \$23 each. Example 2 would be \$34.

If you are going to have different ticket prices for different groups, such as concession or group bookings, the break-even price should be used to set the price for your cheapest ticket. All other tickets will therefore also be above your break-even ticket price.

Complimentary tickets

Complimentary tickets are a useful tool to:

- Reward volunteers
- Thank existing sponsors/partners and other important stakeholders
- Receive media attention in the form of reviews and social photos

- Invite potential sponsors/partners to experience what your organisation has to offer, so that in future they may choose to work or support you
- Use as prizes for promotional opportunities and competitions

VIP List

Here is a suggested list of VIPs to invite to your shows and events, based on your budget:

- Aboriginal Elders, artists and leaders
- Local Government – CEO and councillors
- Media – print, radio and television
- Other potential future sponsors or partners
- School teachers and principals of the local school/s for children’s shows

Note: Allocate your complimentary tickets with consideration, as each free ticket is a sale that you are missing out on.

Merchandise

The performers may have merchandise – CDs, t-shirts or books – to go on sale before and after the performance. You may choose to help out by providing a table, chair and a person to sell the items, or the Box Office person could be in charge of selling merchandise on their behalf.

You may have a commission you charge the performers for this service. Make sure you inform them prior to selling their stock. Ensure you keep a record of what and how many items of merchandise you have sold to hand the correct monies back to the performers after the show.

Performers in Shows On The Go shows are solely responsible for selling their merchandise, and provide their own petty cash. They may ask for your help, if required, and this is dependent on your staffing situation.

Before the Show Arrives in Town

This could be two weeks before, the week of, 48 hours before... depends!

Remember that the TM will check in with you at least 48 hours before the touring party arrives.

Here's a list of to dos to help your event run smoothly:

- Consider whether you need to organise volunteers for the event.
- Consider whether you will organise a curtain raiser prior to the performance, e.g. a local singer performing, ensure that the artist has had a chance to have a sound check or practice with the tour manager prior to the venue opening for guests.
- Consider having a designated person to take photographs at your event. These can be used for social media, newsletters, or to provide to the media or your sponsors. You will also need to check with the Producer or Tour Coordinator if you are permitted to take photos during the performance.
- Consider organising a Welcome to Country prior to your performance. For help with Welcome to Country visit: https://www.indigenous.gov.au/contact-us/welcome_acknowledgement-country

On the day of the performance

How exciting – it is the day of the performance! This is when the touring party arrives in town ready to bump in and perform.

Here's a list of to dos to help your event run smoothly:

- Make sure the venue is clean and ready for the touring party before their arrival, including the stage, backstage and dressing rooms
- Meet the Tour Manager to provide them with access to the venue and show them the electric sockets, bathrooms and other important details about the venue before they bump in. Remember the touring party may have arranged for the use of the performing space all day on the day of the performance
- Organise any volunteers
- Performers will most likely stay backstage in the dressing room (or in a private space away from the performing space) before the show and during any interval. If you don't have any dressing rooms, a room that has direct access to the stage, that provides privacy, will be suitable. Heating and cooling nice to consider
- Set up the venue. If you need to put out seating, make sure that you leave space for aisles and ensure you do not block emergency exits.

It is also very important to make sure the sight lines are good. This means that you offset the seats so that everyone is able to see the performance.

Some performers prefer seating to be in a certain style that suits their show best, for example cabaret seating for a cabaret performance. Please ensure you confirm this with the Tour Manager prior to setting up your seats.

Make sure you have allowed for access requirements, for example, wheelchair access and space.

- If you have a pre or post-show event, for example a supper, you will need to set up all the necessary tables, chairs, etc. for the event. If you have partnered with another organisation to provide and sell food or drink, you will need to allow time for them to set up in the venue, preferably at a time that the crew is not bumping in.
- Your organisation, the Producer or Tour Coordinator may have sponsorship requirements to fulfill for the show. Allow space for signage and discuss this with them prior to their arrival, so you are able to factor this into your venue set up.
- If you have a post-show event, you may want to ask the producer or tour coordinator prior to the tour, if the performers can do a meet and greet, or a question and answer

session after the show. This is a great way for your community to engage more with the show and the performing artists.

- Ensure the Box Office/ticket sales are open at least 30-minutes before the show, and you have plenty of petty cash, or credit card facilities for walk up sales. Have the list of VIP complimentary guests on-hand so you can acknowledge them on arrival. If you have an online booking system you are able to print out a list of attendees to your event. If you have a manual ticketing system, you will need a list of the ticket buyers and tickets for walk up sales.
- Make sure the exit signs are on and the venue is safe for patrons to walk around. If the show uses smoke machines or fire, you will need to turn the fire alarm off for this period of time. Ensure you have permission from the venue owner/ manager first.
- Remember to brief all staff and volunteers about the event and their duties.
- Provide extra support for audience members who have access requirements.
- If you choose to have a Welcome to Country prior to your performance, make sure a committee member is available to welcome the elders to the venue and assist them prior to their speech. For help with Welcome to Country visit: <https://www.indigenous.gov.au/contact-us/welcome-acknowledgement-country>
- Have fun and enjoy the show!

Post-performance

The show is over, and now is the time to wrap it all up!

You will need to consider the following, post-show:

Touring Survey

CircuitWest will share a survey with you to measure the impact of your Shows On The Go performance. Please share it as widely as possible with your audience.

Box Office Reconciliation

As soon as possible after the conclusion of the performance, your ticket seller and/or treasurer should complete the box office reconciliation provided and explained by the tour coordinator.

Make sure you have all the sales collected from other businesses or organisations that may have sold tickets on your behalf. Don't forget that booking fees are deducted from your

total box office before calculating total net income. You will need this figure to calculate how much must be paid in royalties to the Producer.

You must return a copy of the Box Office Reconciliation Form to the Producer and CircuitWest within seven (7) days of the Shows On The Go performance in your venue.

Tour Evaluation / Acquittal Process

If the show you have booked is part of a funded tour, you may be required to complete a tour evaluation, so the Tour Coordinator or Producer can provide information and statistics to the funding body.

Your contract with CircuitWest includes a Tour Evaluation Survey. The evaluation assists CircuitWest in monitoring the success of our programs and how we can serve Presenters better in the future, so your constructive feedback is always welcomed.

The completed Report and copies of any promotional material or media clippings must be returned to CircuitWest within 30 days of the performance in your venue.

Royalties

It is common practice for a Producer to charge a percentage of box office income as a royalty. You will need to ensure you pay the Producer this amount once you have completed your box office report.

Generally, royalty payments are made to the writer and director of a work. By charging a royalty payment, the Producer is able to reduce the initial cost of putting the show together. Presenters/venues are then required to pay on the basis of the success of the presentation.

Upon receipt of the Box Office Reconciliation, the Producer will issue you with a Tax Invoice for the royalty amount. For exact details on royalty fees you will need to consult your contract.

The following is an example of how royalties are calculated:

1. Box Office income calculated

Type of Ticket	Number	Price (per ticket)	Total
Adult	56	\$25	\$1,400.00
Concession	23	\$17	\$391.00
Children	7	\$10	\$70
Group	30	\$17	\$510
Total Income	116		\$2,371.00

2. Subtract booking fees and credit card charges from total Box Office income, in a table:

Box Office Income (gross)	\$ 2,371.00
Booking Fees	\$ 116.00
Credit Card Charges	\$ 90.00
Net box office income	\$ 2,165.00

3. Calculate Royalty as percentage of Net Box Office Income

Box Office Income (net)	\$ 2,165.00
Royalty of 10%	\$ 216.50

For your Shows in the Go show the royalty amount will be specified in your contract. You will need to complete a Box Office Reconciliation Form within 7 days of the performance and email it to CircuitWest. The Producer will then invoice you for the appropriate amount

Quick checklist to help present a Shows On The Go show

Before the Show arrives in town

- Vote
- Complete the EOI, including all the dates you can't take the show
- Complete MOU, including all of your information for marketing materials
- Read, sign and return the contract supplied by CircuitWest two weeks before the event
- Pay the performance fee to CircuitWest
- Confirm workshop details with Tour Coordinator, if required
- Join in pre-tour briefings
- Contact the APRA office to arrange a license, if required
- Local marketing – refer to the social media and marketing timeline in the marketing guide
- Organise community engagement activities
- Sell tickets
- Make sure the venue is clean, operational and ready for the show
- Organise to have staff/volunteers on the night

On the day of the show

- Meet the touring party and show them the venue
- Set up the venue including seating and dressing rooms
- Check emergency exits are clear
- Brief Front of House staff/volunteers about their duties
- Local marketing – refer to the social media and marketing timeline in the marketing guide

After the show has left town

- Survey your audience about the performance
- Finalise and send your Box Office Reconciliation and Tour Evaluation to CircuitWest
- Pay royalties to Producer
- Social media posts and media relations post show
- Post event evaluation

Marketing

The following is a sample time-line, used for CircuitWest's Shows On The Go program, for promoting the performance to the local community. Feel free to adapt it for your performance and community's specific needs!

6 weeks out	<ul style="list-style-type: none">• Receive posters, flyers and Marketing Kit from CircuitWest• Develop community engagement ideas and approach relevant stakeholders• Confirm Box Office/ticket selling arrangements
5 weeks out	<ul style="list-style-type: none">• Tickets go on sale• Approach local media (newspapers, radio & television) about becoming a media partner to run an ad, and/or writing a story to run two weeks before the performance date• Distribute flyers and performance information to local clubs, schools and community groups who may wish to make group bookings• Put up posters around venue• Start social media plan - see social media plan to follow
4 weeks out	<ul style="list-style-type: none">• Put up posters and displays around the community• Send an email promoting the event to your database of customers• Confirm local engagement activities and promote to the community• Continue social media plan• Add information to event listing sites or local community calendar• Share your event to relevant Facebook groups
3 weeks out	<ul style="list-style-type: none">• Create media release from the template in Marketing Kit and distribute it to local media• Advertise show in local organisations' newsletters• Distribute flyers around the community• Continue social media plan
2 weeks out	<ul style="list-style-type: none">• Invite local media to show• Send a reminder email to your database• Continue social media plan
1 week out	<ul style="list-style-type: none">• Cast radio interview if there is a local station• Second story in local newspapers with a different angle• Last chance email to your database• Continue social media plan
Performance day	<ul style="list-style-type: none">• Post last chance and any final details to social media• Post set up photos on social media to build excitement
After the performance	<ul style="list-style-type: none">• Provide images of the performance and audience to the media for write-up in social page• Follow up with media and thank them for the story

Marketing Kit

The Marketing Kit contains relevant marketing information to help you promote your performance through media outlets and directly to your community. Producers, artists and Tour Coordinators usually supply this with each touring show.

A Marketing Kit may contain:

- Marketing copy for the show
- Digital files of artwork, including posters, flyers and press ads with blank space for your details
- Publicity and production images
- Social media handles for use in your posts
- Media Release template to be adapted for your community
- Promotional videos of the show

Posters & flyers

Flyers and posters serve different purposes. Posters need to grab the viewer's attention and convey the essential information at a quick glance. Flyers still need to be bold and attractive but contain further information about the show. The posters provided by CircuitWest have blank spaces deliberately left for presenters to include their essential information such as:

- Dates and time
- Venue and address
- Ticketing information – how much and where to get

While CircuitWest and the producer endeavours to provide a complete Marketing Kit with all necessary resources, should you wish to create additional visuals such as social media and online event listing graphics, we recommend using free tools like Canva.

Canva is a free, easy-to-use, online graphic design tool featuring a drag and drop interface and access to an extensive library of templates, graphics, photos and fonts.

www.canva.com/en_au

Distribution

Below are some suggestions for distributing the posters and flyers. However, think about what works best for your community

- Sometimes a few posters in well-chosen places are more effective than a large number stuck up everywhere.

- Put posters and flyers in high-traffic areas like supermarkets, newsagents, chemists, libraries, service stations, community/ sports centres and cafes. Don't forget to inform the local school/s, community and social groups.
- Flyers can be circulated by a letterbox drop, included in newsletters or inserted in local newspapers. Groups like Rotary, Apex or Lions have regular newsletters, so consider approaching these groups to include flyers or performance information in their mailouts.
- Note where you put the posters and flyers so you can remove them after the show!

Email marketing

Keeping a database of your events' attendees can help sell tickets for future events. People who have previously been involved with activities with your organisation are highly likely to buy tickets to your event. You can collect your customer's details, such as name, email address, mobile number and other relevant information, e.g., the type of shows they're interested in. This can be done at the show with a handwritten form when they buy tickets or through your website.

This information can then be used to send tailored emails about upcoming events through a web-based email marketing software, such as [MailChimp](#).

Media

Media Release

Media releases are an effective and easy way of getting media attention for your show. Distribute it to media contacts in your community, such as the editor of local newspapers.

CircuitWest provides a media release template in the Shows On The Go Marketing Kit for you to adjust and suit your community.

Radio Interviews

Radio is an intimate form of advertising; most people listen when alone, in their homes or on the road. Radio listeners develop a strong relationship with their favourite stations and enjoy listening to the chosen radio presenter or personality.

Organising an interview on your local radio station with the cast, crew, director, writer, or other creative of the show is a very personal way for your community to connect with the show before they arrive in town. The conversations on the radio can provide a great sense of the show and what people can expect, which can lead to ticket sales.

Reminder: While the cast and crew are usually available for any press or radio interviews, it is recommended to check their availability with the Tour Manager about this.

Social media

Do not underestimate the power of social media! Social media can be part of community engagement and can lead to building great relationships with your audience. It helps keep them up to date and engaged with your activities and projects.

Facebook

Facebook has it all when it comes to promoting events. You can create event pages and create targeted ads to your future audiences.

Facebook Events

The 'Add an Event' function on Facebook is a great way to reach your audience online. Invite your friends, family and community members to your performance. Encourage community groups and members to share the event with their networks to gain a wider reach. Using an event page compared to just your organisation's Facebook page will mean the people who click 'Interested' or 'Attending' will see your posts more often.

Facebook Paid advertising

Facebook ads provide additional formats to promote your content, while also ensuring your message is reaching the right audience. You can tailor how, when and where and what platform your ad is displayed, as well as have comprehensive control over demographic characteristics to ensure you only pay to reach the audience you intend without breaking the bank.

Our top tips to consider when using Facebook:

- Share materials from others
 - If your show is part of a tour, share the images, videos and anything else that might appeal to your community to promote how fun and popular the show is. Once people see how fun the show was, they will want to buy tickets!
- Share the Producer's posts
 - Give your audiences a taster of what they can expect at the show
- Share your event to relevant Facebook groups (e.g. groups that promote local community events and activities)

Instagram

Since Instagram is part of Facebook, you can kill two birds with one stone using targeted ads. It's also the go-to place for images and videos from your event.

Hashtags and location tags

If you're using Instagram, include a few hashtags every time you post about your show. Including a location tag and hashtags in your posts allow users to search for your content based on the keywords and location you include. They can be an effective way of broadening your reach to users outside of your page's existing audience.

Don't forget to tag CircuitWest in your social media posts for Shows On The Go so we can re-share your posts about your community event to reach a wider audience. To tag us, use @CircuitWest and #CircuitWest.

Check the Marketing Kit for specific hashtags relevant to your show too.

Social Media Plan example

You should create intrigue and don't rush to provide social media users with too many details regarding your event, as you may run out of promotional materials weeks before the show commences.

Below is an example social media plan to provide you with ideas of what and when to post in the lead-up to the event

- 5 weeks out**
 - Create a Facebook event page with a header image, link to tickets and details for the show
 - Create co-hosts, such as supporting organisations so that they can invite their networks too
 - Invite community members and groups to the event
 - Post a teaser on your event page using images or videos*, with a copy of the show from the Marketing Kit.
 - Share the event page through your organisation's Facebook page

- 4 weeks out**
 - Update the event page with any new further information made available.
 - Create a post, with any marketing materials about ticket prices or deals
 - Email local organisations with the event page link and ask them to share in their networks
 - Post a teaser on your event page with images or videos*, with a copy about the show from the Marketing Kit

- Continue to invite people to your Facebook event

3 weeks out

- Update the event page with any new information available.
- Promote local engagement activities. Ensure stakeholders also promote through their social media
- Post a teaser on the event page, using images or videos*, with a copy about the show from the Marketing Kit or any other materials such as press reviews or previous shows
- Remind people where to buy tickets

2 weeks out

- Update the event page with any further information available
- Share a link to an online news story about the performer or any of their previous top-selling shows
- Promote tickets with urgency accompanied with a graphic and where/how to buy tickets
- If available, share photos relating to community engagement from other venues/communities to build excitement and encourage people to get involved
- Post more content from materials in the Marketing Kit about the show.

1 week out

- 1 week to go post – last chance to buy tickets
- If cast are going on radio, announce on social media on when cast will their segment be aired.
- Share photo of cast doing radio interview (if applicable)
- Share photo of workshops (if applicable)
- Post more content from materials in the Marketing Kit about the show.
- Share photo of cast and crew when they arrive in town or depart another venue.

Performance day

- Share images of bump in or crew getting ready
- Promote ticket prices on the door or cut-off time for buying tickets
- Share last-minute information or reminders, e.g., bring a blanket or picnic, or mention local engagements at the show

After the performance

- Share fun photos and videos of audience, the crew and the performance from the night
- Thank your audience for coming – share stats about how many came along, or local engagements from the night
- Promote next show (if applicable)
- Share photos, videos and testimonials from audience members

* Videos can include showreels, rehearsal videos, interviews with actors, directors, artists, etc. While photos include headshots, production shots, promotional photos and happy snaps of the performer on tour.

Sponsorship Requirements

Many regional tours receive sponsorship from Government, business and/or not-for profit partners and have specific sponsorship requirements to meet the objectives of the partners and satisfy the sponsorship contract. This may include placement and inclusion of specific logos, naming or presenting rights, signage and engagement activities.

Funding support

Fundraising

Fundraising is a great way for community organisations to raise funds to assist with covering costs associated with presenting a show. Here are a few ideas for fundraising:

- Selling supper or refreshments. Make sure you include the cost in the ticket price. You could also think about delegating catering to another local group to share the workload and help boost audience numbers
- Organising a raffle and selling tickets to audience members at the door. This is also a good way to get the contact details of audience members for your mailing lists

The environment

When choosing your venue, ticketing method, marketing materials, community engagement activities and style of event, it is worth considering the impact they have on the environment.

Here is some info about Live Performance Australia's environmental sustainability initiative - Greener Live Performances through Energy Efficiency.
greener.liveperformance.com.au

CircuitWest wish you a wonderful, safe and successful event! Feel free to contact the team for any queries or concerns. We love to chat with Presenters.
For more information about this Presenter Guide contact CircuitWest on (08) 6202 1043 and for online resources to assist your venue with your show, please visit www.circuitwest.com.au