



## MARKETING KIT SUMMARY

Please access the [Dropbox folder](#) for more materials, such as media release templates, images, videos, and other content related to the show. The link will remain the same until the end of the 2023 Shows on the Go tour.

### CONTACTS

|                                   |   |
|-----------------------------------|---|
| <b>Marketing Contact</b>          | Rebecca Davis<br><a href="mailto:rebecca@theatre180.com.au">rebecca@theatre180.com.au</a><br>04xx xxx xxx |
| <b>Tour Marketing Contact</b>     |   |
| <b>Tour Coordination Contacts</b> |   |

All marketing and media enquiries must be directed to THEATRE 180 unless otherwise arranged.

All marketing materials not supplied by THEATRE 180 require approval before being published or sent to print. This includes print (posters, flyers, press advertising), broadcast (TV and radio ads) and digital (website, email).

Approvals should be sent to the marketing contact listed above. Please allow a 72- hour turnaround on all approvals.

### PERFORMANCE & COMPANY INFORMATION

|  |   |
|--|---|
| <b>Performance title</b>               | A.B. Facey's A Fortunate Life   |
| <b>Company</b>                         | THEATRE 180   |
| <b>Producers</b>                       | THEATRE 180 & CinemaStage   |
| <b>Scriptwriters</b>                   | Jenny Davis and Stuart Halusz   |
| <b>Director</b>                        | Stuart Halusz   |
| <b>Cast</b>                            | Michael Abercromby, Benj D'Addario & Rebecca Davis  |
| <b>Audio Visual Designer</b>           | Green Man Media   |
| <b>Sound Designer</b>                  | Ben Collins   |
| <b>Composer</b>                        | Ron Siemiginowski   |
| <b>Stage Managers</b>                  | Garry Ferguson  |
| <b>Presentation Line &amp; Billing</b> | [Your venue] presents a THEATRE 180 & CinemaStage production of <i>A.B. Facey's A Fortunate Life</i>                        |
| <b>Artform</b>                         | Theatre   |
| <b>Running time</b>                    | 1 hour 45 minutes   |
| <b>Audience Recommendation</b>         | Families, students, adults, male and female, theatre and cinema audiences, regional audiences, lovers of Australian stories |

**Show themes**

- 1. Resilience and Courage**  
The play depicts a poverty-stricken, broken family. A boy disowned by his mother, farmed out to cruel farmers for work, exploited and abused. Albert Facey survives and thrives, tackling all that life threw at him. These themes are embedded in the structure of the play with each Act bearing a title that reflects Albert's strong character qualities.
  
- 2. Childhood**  
Albert Facey's reflections on childhood are confronting. He is abandoned by his mother, enslaved by cruel farmers, wears nothing but rags, is seriously beaten, and is deprived of an education. Despite this, he survives, pays gratitude to every act of kindness, attends night school as an adult, and learns how to read and write.
  
- 3. Impact of War**  
Albert Facey serves during World War I, experiences the horrors of war, and returns to Australia, injured. He and his wife Evelyn suffer the loss of their son, Barney, in World War II. He was killed in an air attack aged 23.

**SYNOPSIS & SHOW COPY**

**Marketing By-line**

Resilience, fortitude, love...an ordinary man's extraordinary life in 20th century Western Australia.

**Short Description**

Resilience, fortitude, love...an ordinary man's extraordinary life in 20th century Western Australia. A.B. Facey's award-winning autobiography is brought to life through immersive audio-visual projections and live actors evoking the pioneering spirit of the bush and the challenges and triumphs of country life through two world wars and their aftermath.

**Long Description**

A striking collaboration between artists of stage and screen honours the trials and triumphs of extraordinary everyman A.B. Facey, whose award-winning Australian classic autobiography, 'A Fortunate Life', has been adapted for theatrical presentation by THEATRE 180 and CinemaStage.

'A Fortunate Life' embraces themes that are intrinsic to our history and culture as modern Australians - resilience, fortitude, hope and integrity, bringing the beloved bushland to the big screen and placing humanity centre-stage.

As A.B. Facey's extraordinary story unfolds, audio-visual projections and live actors evoke distinct natural environments, definitive historical events, and the daily grind of farmers, settlers, and city dwellers throughout 20th-century Western Australia.

With three actors playing over 89 characters, this ground-breaking theatrical production for all ages explores an incredible true story connecting us with generations past and present through insights from Facey's experiences as a bushman, sportsman, railway ganger, a World War 1 soldier, and a 20th-century family man. This is a unique opportunity to immerse in modern history and experience the combined impact of live theatre and cinema.

## REVIEWS

"...A.B. Facey's *A Fortunate Life* is moving, and beautiful storytelling of a fascinating Australian story and this unique approach makes for a captivating experience. A must-see for those seeking new theatrical adventure, lovers of Australian history, those who love biography and anyone who appreciates a well-performed story." —*Kimberley Shaw*, [Stage Whispers](#)

"...*A Fortunate Life* is the natural evolution of cutting-edge technology and humble theatre-making..." — *Laura Money*, [Fourth Wall Media](#)

"...cleverly conceived and stylishly executed..." — *David Zampatti*, [SeeSaw Magazine](#)

Click [here](#) for more reviews, testimonials, and feedback about the show.

## MARKETING ASSETS & COLLATERAL

|                                 |   |
|---------------------------------|---|
| Artwork                         | <ol style="list-style-type: none"> <li>1. <a href="#">A3 Poster</a> (with space for your venue's details in PDF &amp; PNG)</li> <li>2. <a href="#">Brochure</a></li> <li>3. <a href="#">Web graphic</a> – for use as Facebook/web header</li> </ol> |
| Images                          | <a href="https://bit.ly/3irF2MN">https://bit.ly/3irF2MN</a><br><b>Note: Please credit Stewart Thorpe Photography</b>  |
| Static/Video Social Media Tiles | <a href="https://bit.ly/3W15ytY">https://bit.ly/3W15ytY</a>   |
| Videos                          | <a href="https://vimeo.com/758575752/aad3742a9a">https://vimeo.com/758575752/aad3742a9a</a><br><b>Note: Please download the videos first and not post the link itself.</b>  |
|                                 | 30 sec & 15 sec <a href="https://bit.ly/3Gxrzex">https://bit.ly/3Gxrzex</a>   |

## WEBSITE & SOCIAL MEDIA

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|--|--|
| Website  | <a href="http://www.afortunatelife.com.au">www.afortunatelife.com.au</a><br><a href="http://www.theatre180.com.au">www.theatre180.com.au</a>               |
| Facebook   | <a href="https://www.facebook.com/theatre180">@theatre180</a><br><a href="https://www.facebook.com/afortunatelifeproduction">@afortunatelifeproduction</a> |
| Instagram  | <a href="https://www.instagram.com/theatre180wa">@theatre180wa</a><br><a href="https://www.instagram.com/afortunatelifeo">@afortunatelifeo</a>             |
| Hashtags   | #theatre180<br>#afortunatelife<br>#albertfacey<br>#abfacey   |
| Also, be sure to tag the following accounts:   |  |
| <ul style="list-style-type: none"> <li>• Facebook – <a href="https://www.facebook.com/circuitwest">@circuitwest</a> <a href="https://www.facebook.com/circuitwest.sotg">@circuitwest.sotg</a> <a href="https://www.facebook.com/DLGSCarts">@DLGSCarts</a> <a href="https://www.facebook.com/deptlgsc">@deptlgsc</a> <a href="https://www.facebook.com/FremantlePress">@FremantlePress</a></li> </ul> |  |

- Instagram -@[circuitwest](#) @[deptlgsc](#) @[fremantlepress](#)
- Hashtag - #showsonthego #circuitwestsotg

## LOGOS & ACKNOWLEDGEMENTS

### Logos

The following logos can be found [here](#).

1. CircuitWest (with Shows on the Go line)
2. Department of Local Government, Sport, and Cultural Industries
3. THEATRE180
4. CinemaStage
5. Fremantle Press
6. AFL title

Logos 1 to 5 **MUST** be included on **ALL** advertising and promotional material associated with the tour and performances of A.B. Facey's A Fortunate Life unless explicitly agreed otherwise, including, but not limited to: season brochures, flyers, posters, advertisements, media releases, promotional videos, web pages and programs.

## OTHER RESOURCES

### Company Profile & Cast Biography

<https://bit.ly/3XlGhM7>

### Media Release

<https://bit.ly/3CwVi5N>

### Reviews

<https://bit.ly/3lCork8>

### Education pack

<https://bit.ly/3XfFAUK>