

COMMUNITY ENGAGEMENT / AUDIENCE DEVELOPMENT PLAN

TINY DOCTORS

AN INTERACTIVE MUSICAL FOR KIDS AND FAMILIES

Happy Labs is committed to building meaningful, long-term relationships with communities through Tiny Doctors. Alongside performances, we plan to deliver tailored workshops for schools and community groups that extend the show's themes of emotional literacy, wellbeing, inclusion, and creative expression.

These workshops are informed by Sarah Bowers' experience as a qualified primary school teacher and her extensive background delivering acting and music theatre workshops for young people. This ensures each offering is both highly engaging and pedagogically grounded.

TINY DOCTORS 'CRAFTERNOON'

Each Tiny Doctors performance concludes with a "Crafternoon" session, where audiences create their own "Serotonin Potions" alongside Dr Smiley and Roger the Lab Rat. A craft station is set up outside the performance space using tactile and recycled materials such as pipe cleaners, cartons, bottle lids, crayons, and paper crafts.

Every Tiny Doctor receives their own Potion Handout to personalise and take home, encouraging continued imaginative play and reflection beyond the performance experience.

TINY DOCTORS IMPROVISATION WORKSHOP

Led in-character by Dr Smiley and Roger the Lab Rat, this interactive workshop introduces young people to improvisation, confidence-building, emotional resilience, and grounding breath exercises. These sessions extend the emotional regulation tools explored throughout the performance in an accessible and playful way.

Workshops can be adapted for:

- Foundation–Primary students
- Middle and secondary school students
- Family audiences
- Open community workshops

The flexible format allows the program to respond directly to the needs of individual schools and regional communities.

COMMUNITY ENGAGEMENT / AUDIENCE DEVELOPMENT PLAN

TINY DOCTORS

AN INTERACTIVE MUSICAL FOR KIDS AND FAMILIES

REGIONAL ENGAGEMENT & ACCESSIBILITY

We are particularly interested in partnering with regional schools, libraries, arts centres, and local organisations to increase access to high-quality arts experiences for young people who may have limited opportunities to engage with live performance.

As a small and highly tourable work, Tiny Doctors can adapt to a wide range of venues and community contexts, making it well suited to regional touring.

Alongside performances and workshops, we aim to develop:

- Teacher resource packs aligned with the ACARA curriculum
- Take-home creative activities
- Audience reflection materials
- Accessible engagement opportunities for families and intergenerational audiences

Our long-term goal is to build a sustainable touring model that prioritises return visits and ongoing community relationships, fostering trust, familiarity, and meaningful local engagement over time.

Through this work, we hope to create not simply a performance, but a sustained and positive presence that supports young people's wellbeing, creativity, and connection through the arts.

AUDIENCE

Tiny Doctors is best suited to primary-aged children and their families, with content closely aligned to the ACARA curriculum from Foundation to Year 5.

The work particularly resonates with:

- Families
- Educators
- Libraries and learning centres
- Community organisations
- Audiences seeking interactive and educational arts experiences

COMMUNITY ENGAGEMENT / AUDIENCE DEVELOPMENT PLAN

TINY DOCTORS

AN INTERACTIVE MUSICAL FOR KIDS AND FAMILIES

AUDIENCE (CONT.)

While designed primarily for school-aged children, the show has also successfully engaged audiences as young as three years old, many of whom have returned with family members for repeat experiences.

The interactive structure of the work encourages participation across a broad age range, making it an accessible and joyful experience for both children and their grown-ups

MARKETING, COMMUNITY OUTREACH & AUDIENCE ENGAGEMENT

Happy Labs approaches audience development through a combination of social media engagement, community partnerships, grassroots outreach, and educational engagement.

SOCIAL MEDIA ENGAGEMENT

Social media plays an important role in how we engage with regional audiences before, during, and after a tour. Our approach focuses on building genuine community connection, creating excitement around live performance, and ensuring families, educators, and young people feel included in the Tiny Doctors world before they even enter the theatre..

Our social media strategy prioritises accessible, playful, and community-driven content across platforms including Instagram, TikTok, and Facebook.

Examples of planned digital engagement strategies include:

- Region-specific promotional content highlighting local venues and communities
- Interactive video invitations from Dr Smiley and Roger the Lab Rat
- Behind-the-scenes rehearsal and touring content
- Audience participation campaigns encouraging children to share drawings, crafts, or "Serotonin Potions"
- Collaborations with regional presenters, schools, and organisations through shared online promotion
- Educational content connected to emotional literacy, creativity, and wellbeing

COMMUNITY ENGAGEMENT / AUDIENCE DEVELOPMENT PLAN

TINY DOCTORS

AN INTERACTIVE MUSICAL FOR KIDS AND FAMILIES

COMMUNITY PARTNERSHIPS & GRASSROOTS OUTREACH

Alongside digital engagement, we are committed to building strong relationships with local schools, libraries, councils, arts centres, and community organisations to support audience development in each touring location.

We plan to engage communities through:

- School outreach and educator networks
- Partnerships with local libraries and youth organisations
- Workshops and post-show activities
- Community noticeboards, newsletters, and local event guides
- Collaborations with regional parenting groups and family networks
- Engagement with local radio, newspapers, and community media outlets
- Flyering and in-person community engagement where appropriate

As a work created by educators and arts practitioners, Tiny Doctors is particularly well positioned to connect with teachers and families seeking arts experiences that are interactive, educational, and wellbeing-focused.

TOURING CONTACT:

Sarah Bowers

Happy Labs Co Producer

Phone: 0497070588

Email: sarah.bowers@outlook.com

Insta: [@sarahnjbowers](https://www.instagram.com/sarahnjbowers) or

[@tinydocsplay](https://www.instagram.com/tinydocsplay)

