

Hello. WA

THE 30 MINUTE COMMUNITY ENGAGEMENT PLANNING TOOL

Performance specific

Developed by Annette Carmichael for CircuitWest as part of the Creative Regions initiative, delivered by State Government of Western Australia through the Department of Culture and the Arts funded by Royalties for Regions.

Thank you to Garry Snowdon & Pip Moir at Albany Entertainment Centre (32 mins) and Sarah Dobson at Broome Civic Centre (49 mins) for helping test and refine this tool.

Complete this document for a performance that requires enhanced community engagement.

Set your watch.....



Department of **Culture and the Arts**
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ABOUT THE PERFORMANCE

| | |
|---|---|
| Name of Performance: | |
| What resources or strengths does the performing company provide? | People: Theme of work: Artforms involved (list all of them not just the dominant one): Technical or artistic expertise: (ie: lighting designer also visiting / special animation skilled people etc) |

In your own words, summarise what the performance is about:

You'll use this script to prompt your memory when talking about the performance with others.

What don't you know?

Additional questions to ask:

ABOUT THE PRESENTER

What resources and strengths do we have that could provide potential engagement opportunities?

What physical spaces do we have (list all of them, outdoors, indoors, upstairs etc)?

What virtual spaces do we have (facebook groups, online forums)?

Who are the individuals in our organisation or community that can help?

What are the existing or emerging partnerships / relationships that could help?

SELECT A COMMUNITY ENGAGEMENT STRATEGY

Read the CE Goals column (p3 – p6) and select just ONE or TWO goals to pursue for this particular performance:

| No. | CE Goal for this performance | Potential strategies | Your ideas | Action list | Measure of success |
|-----|---|--|------------|-------------|--|
| 1 | Enhance audiences understanding and connection to this work | <p>Artist talks</p> <p>Inspiring, informative, friendly foyer experiences or installations.</p> <p>Pre-attendance information emailed to ticket buyers or delivered in other appropriate ways for target group (group talk / hardcopy)</p> | | | <p>If the venue has access to Culture Counts (a survey tool) – Do people who participate in activity report high levels of intrinsic value.</p> <p>“It was absorbing and held my attention”, “It had something to say about today’s world”</p> <p>Or paper based survey / foyer vox pop interviews reflect a positive experience</p> |
| 2 | Building skills in the community | <p>Workshops/ Masterclasses/Artist talks</p> <p>Finding easy ways for people to make a contribution to your program.</p> | | | <p>Percentage of participants say they learnt something new via simple poll.</p> <p>Participants say things like “Wow I never knew....” “I’ve never tried that before”</p> |

| No. | CE Goal for this performance | Potential strategies | Your ideas | Action list | Measure of success |
|-----|---|--|------------|-------------|---|
| 3 | Encourage creative activity in community | <p>Activities (in any artform, not jut the core one attached to the touring work) that encourage creative output.</p> <p>Interactive foyer experience.</p> <p>Curtain raiser performances.</p> <p>Participation in professional performance.</p> | | | <p>People say they feel proud of what they created</p> <p>Social media activity by participants sharing creative output or photos from the project.</p> <p>Quantity of art is made by the community.</p> <p>Quantity of local media coverage of activity.</p> |
| 4 | Increase or maintain social interaction and strengthen networks | <p>Pre or post show opportunities to socialise.</p> <p>Advance talks or activities with community groups to enhance 'group' experience prior to attendance.</p> <p>Experiences to extend the social experience.</p> | | | <p>People describe it as a great night out in vox pop or online.</p> <p>In follow up phone call to targeted groups they say it was a great experience for their members and are eager to do it again.</p> |

| No. | CE Goal for this performance | Potential strategies | Your ideas | Action list | Measure of success |
|-----|--|--|------------|-------------|--|
| 5 | Bring people to the venue who have never been before, or haven't been for a while. | <p>Venue tours.</p> <p>Pre-attendance information sheets with practical info about parking, bar, latecomers, where to meet friends.</p> <p>Working with targeted community groups to design and deliver an effective offering. Eg: Co-locate an activity that is familiar or valued by the group with the performance.</p> | | | <p>Number of new people who enter the building.</p> <p>Return of people who haven't attended the venue for 12 months or more.</p> <p>Community group eager to do it again.</p> |
| 6 | <i>What else? Space for something you or your community needs.</i> | | | | |

COMMUNITY ENGAGEMENT ACTION TIMELINE

Fill this in as much as possible now, then come back and fill in the gaps as you go.

| | When will the performance be confirmed as part of your program? | Select one - two Community Engagement goals from the above. Prioritise them. Which one is most important? | Speak to 3 people in your community. Just say hello and get their feedback on ideas. | Call the performing company and/or call another presenter to share ideas or ask any questions identified on p1 | Complete the action list section for the chosen CE goal(s). | What date do tickets go on sale? |
|----------------|---|---|--|--|---|----------------------------------|
| Date completed | | | | | | |
| Notes | | | | | | |

COMMUNITY ENGAGEMENT ACTION TIMELINE

| | When will promotion of performance commence? | Is specific promotion of CE activity required? If so when will it commence? | When and where will the CE activity happen? | Performance date | Chat to 3 patrons that participated in CE activity to gather qualitative feedback | Evaluate using measures attached to selected CE goal(s) & write a few notes of improvement for next time |
|-------|--|---|---|------------------|---|--|
| Date | | | | | | |
| Notes | | | | | | |

Notes for next time

THE END