



## TUNE UP YOUR VENUE OR PRODUCTION

Whilst we all wait to see what is going to happen with the Coronavirus, CircuitWest has devised a range of professional development opportunities. Below are all the areas that presenters and producers have told us they would like help in. This list will grow, but for now, let us know how we can help you and what other areas we can assist you in.

If you are operating/ planning/ creating/ evolving during the venue shut-down period, this may be the perfect time to undertake that professional development you haven't had the time for.

Please sight the below list of offerings designed for presenters, producers and artists. If you have questions or ideas, please call Sam on 0419 971 713 or email [pm@circuitwest.com.au](mailto:pm@circuitwest.com.au).

### Professional Development - FOR ALL TYPES OF ORGANISATIONS

Topic	Details	How to access
<b>Grant Writing</b>	One of the biggest tasks in the industry can be the most daunting. There are some simple rules and ideas to keep in mind before you start, such as applying for funds that contribute to an important KPI, delivering for diverse or disadvantaged patrons, improving opportunities for local artists, closing the gap between Perth and the regions and increasing employment opportunities.	Call or email Rebecca <a href="mailto:tourcoordinator@circuitwest.com.au">tourcoordinator@circuitwest.com.au</a> or 6202 1042
<b>Community Engagement</b>	Developed by Annette Carmichael for CircuitWest as part of the Creative Regions Initiative, this document will assist you for projects that require an enhanced level of community engagement.	<a href="http://www.circuitwest.com.au/wp-content/uploads/2017/06/event-30-min-community-engagement-planning-tool.pdf">www.circuitwest.com.au/wp-content/uploads/2017/06/event-30-min-community-engagement-planning-tool.pdf</a>

<p><b>Mental Health &amp; Wellbeing</b></p>	<p>Have you had the time to consider the desperate state of mental health in our industry and how you can improve the situation? This resource links to some of the best resources in Australia for people to learn, share and use themselves.</p>	<p>The Arts Well Being Collective  <a href="http://www.artswellbeingcollective.com.au/resources">www.artswellbeingcollective.com.au/resources</a></p> <p>Head Up - an organisation for better mental health in the workplace  <a href="http://www.headsup.org.au/training-and-resources">www.headsup.org.au/training-and-resources</a></p> <p>There are also many videos from Heads Up here  <a href="http://www.youtube.com/user/HeadsUpAus/playlists">www.youtube.com/user/HeadsUpAus/playlists</a></p> <p>The Black Dog Institute: Creating mentally healthy workplaces  <a href="http://www.blackdoginstitute.org.au/docs/default-source/research/creating-mentally-healthy-workplaces.pdf">www.blackdoginstitute.org.au/docs/default-source/research/creating-mentally-healthy-workplaces.pdf</a></p> <p>For personal assistance  <a href="http://www.beyondblue.org.au">www.beyondblue.org.au</a></p>
<p><b>On The Road:</b> A handy guide to all things touring</p>	<p>What do you know about touring matters like scheduling, legalities, budgeting or technical? Are you ready to tour or ready to book a tour? This session covers all touring components and considerations.</p>	<p>Call or email Natalie <a href="mailto:hello@circuitwest.com.au">hello@circuitwest.com.au</a> or 6202 1043 or 6202 1042</p>
<p><b>Budgeting</b></p>	<p>Most of us inherit a budget system someone else has set up, or adopt someone else's budget and their habits. This module works through the CircuitWest Money Matters Resource. There is no single budget format that will cover all project eventualities, but this session will explain worksheets and resources as a good starting point, which has the added advantage of complying with most major arts funding guidelines. No matter what you do, make sure it starts with some planning and a budget.</p>	<p><a href="http://www.circuitwest.com.au/resource/money-matters-a-series-of-templates-for-budgeting-pricing-revenue-and-acquitting/">www.circuitwest.com.au/resource/money-matters-a-series-of-templates-for-budgeting-pricing-revenue-and-acquitting/</a></p> <p>Call or email Ryan <a href="mailto:eo@circuitwest.com.au">eo@circuitwest.com.au</a> or 0425 445 986</p>

## Professional Development - FOR PRESENTERS

Topic	Details	How to access
<b>Strategic / Business Planning</b>	If you have a plan due for 2021 onwards - how ready are you to write it? Spend 2-4 hours with us and work through some key areas including, how to get local government engaged, bringing the programming and the community closer together, and entrenching audience development in planning.	This is done on a presenter by presenter basis – give us a call or email us and we'll set up a Zoom meeting.
<b>Setting up Fundraising</b>	Have you got a strategy for raising money from your community and its businesses for important programming? Many ticketing systems like <a href="#">TryBooking</a> will allow you to set up a formal programme and most of the effort is deciding what you want to fundraise for. Let's set up a community programme that will engage more of the community in your venue.	Call or email Sam <a href="mailto:pm@circuitwest.com.au">pm@circuitwest.com.au</a> or 0419 971 713
<b>Growing Your Email Data to Improve Your Ticket Sales</b>	Somewhere between ticketing systems and email systems up to half of your data can be lost removing a vital marketing opportunity (the 2 <sup>nd</sup> highest channel of sales in WA). Let us analyse your ticketing system and email system and rediscover all the emails that have been lost in the space in between.	Call or email Sam <a href="mailto:pm@circuitwest.com.au">pm@circuitwest.com.au</a> or 0419 971 713
<b>Review Your Tech Specs</b>	Many presenters have tech specs that are outdated. Go through the tech specs on record for your venue, one aspect at a time, so the information producers see about your venue is comprehensive and up to date. This can save some of those last-minute rushes when a tour arrives.	Call or email Rebecca <a href="mailto:tourcoordinator@circuitwest.com.au">tourcoordinator@circuitwest.com.au</a> or 6202 1042
<b>Zooming Into The Future – A series of 1-off catch-ups on topics of interest by zoom meeting</b>	Join your colleagues across the state for open forums about significant learning and sharing that will improve your ability to present – topics raised to date – negotiating on price, asking local government for more funding.	Topics to be scheduled for members

<b>Programming Planning</b>	Everyone should evaluate their programme plan at the end of the year and see if they are on the right track. This is an opportunity to have a one-on-one heart to heart about what's in your plan, how it went and what was the reaction to it, and does it need to change going forward.	Call or email Ryan <a href="mailto:eo@circuitwest.com.au">eo@circuitwest.com.au</a> or 0425 445 986
<b>Marketing Plan</b>	It important to have a marketing plan for the whole year, especially for small venues without full time marketing teams. This will ensure that, whatever happens, you do the 10 things all performing arts marketers should always do for every show, so they become good marketing habits. Regardless of what the program looks like, you should have an established plan and create one-off ideas when you are aware of the actual program.	Call or email Sam <a href="mailto:pm@circuitwest.com.au">pm@circuitwest.com.au</a> or 0419 971 713
<b>Mentor / Support Program</b>	Don't go it alone and always be second guessing yourself. CircuitWest will match you with other presenters you can learn, share, discuss and grow with. It often takes one hour a month and there are hundreds of years of performing arts experience in our membership. Don't go it alone.	Call or email Sam <a href="mailto:pm@circuitwest.com.au">pm@circuitwest.com.au</a> or 0419 971 713
<b>How Good Is Your Brand?</b>	Some presenters see lower ticket sales because of the venue/shire brand, NOT the lack of interest in the work. How is your brand viewed in your region and do you need to create a plan to improve it? We can do a brand evaluation and create a long-term strategy to ensure your brand evolves in the direction you seek.	Call or email Sam <a href="mailto:pm@circuitwest.com.au">pm@circuitwest.com.au</a> or 0419 971 713
<b>Meet the Neighbours</b>	Outside pitching forums, do we really connect with presenters or producers like ourselves? CircuitWest will connect like-minded and like 'regioned' presenters and producers monthly, to chat about some topics we will agree on in advance. High on the list will be discussion over possible tours to see if people join forces and create circuits that save costs and share marketing. These sessions will be held for one hour, every month or more (as required).	To register interest call or email Sam <a href="mailto:pm@circuitwest.com.au">pm@circuitwest.com.au</a> or 0419 971 713

<p><b>Diversity and Inclusion Planning</b></p>	<p>Have you fully considered diversity and inclusion for your organisation? This begins at, and goes far beyond, gender equity and provides you and your team with a blueprint for having a workforce that represents all people and values the differences and experiences that make up Australia. There are multiple resources available and planning can start as simply as having a policy of inclusion that everyone embraces.</p>	<p>Heads Up can get you started with this video resource  <a href="http://www.headsup.org.au/training-and-resources/news/2017/09/15/building-inclusive-workplaces-for-a-diverse-workforce">www.headsup.org.au/training-and-resources/news/2017/09/15/building-inclusive-workplaces-for-a-diverse-workforce</a></p> <p>Diversity Arts Australia has a great set of resources  <a href="http://diversityarts.org.au/tools-resources/">http://diversityarts.org.au/tools-resources/</a></p> <p>The Public Sector Commission's tool for government is a great starting point  <a href="https://publicsector.wa.gov.au/document/workforce-and-diversity-planning-guide-public-authorities">https://publicsector.wa.gov.au/document/workforce-and-diversity-planning-guide-public-authorities</a></p>
<p><b>Sourcing Touring Work</b></p>	<p>Do you know where to go when you are looking for work to tour in your venue, event or festival. Check with CircuitWest in the first instance and always check on the links to the right to find out what's available. Don't miss the pitching forums, even if you can't attend ask to see what has pitched and don't forget our friends in New Zealand who often come to Australia. CircuitWest can also set up a meeting with you to discuss if you are new to touring.</p>	<p><a href="https://www.circuitwest.com.au/production">https://www.circuitwest.com.au/production</a>  <a href="https://touringselector.com/productions/">https://touringselector.com/productions/</a>  <a href="https://regionalartswa.org.au/presenting/">https://regionalartswa.org.au/presenting/</a>  <a href="https://artsontour.com.au/">https://artsontour.com.au/</a></p> <p>The pitching dates are all in this arts calendar along with other significant dates  <a href="https://paca.org.au/wp-content/uploads/2019/12/Key-Arts-Dates-2020-V1-WITH-APAX.pdf">https://paca.org.au/wp-content/uploads/2019/12/Key-Arts-Dates-2020-V1-WITH-APAX.pdf</a></p>
<p><b>Human Resources</b></p>	<p>Human Resources are usually 'stretched' in many arts organisations and more often than not, we find how the organisation is structured is a legacy of funding, history and previous management needs.</p> <p>It is vital that we look at the Human Resources planning for our workplaces and find ways to manage these challenges.</p> <p>Work through the significant topics of human resources such as developing position descriptions, organisational structure and performance reviews.</p>	<p>Call or email Sam <a href="mailto:pm@circuitwest.com.au">pm@circuitwest.com.au</a> or 0419 971 713</p>

## Professional Development - FOR PRODUCERS AND ARTISTS

Topic	Details	How to access
<b>Supercharge Your Pitching</b>	Often pitching is pulled together on short notice. This one-on-one professional development will work with you on topics including, describing your work and why it is important, understanding tech specs, what a good marketing kit looks like and what to say when you get on stage (includes the resource <i>The Producer's Songbook</i> ).	Call or email Rebecca <a href="mailto:tourcoordinator@circuitwest.com.au">tourcoordinator@circuitwest.com.au</a> or 6202 1042
<b>Festivals – The Hidden Presenter</b>	Many producers are unaware of the opportunities of more than 20 festivals around WA that might be well suited to a range of music, circus and physical theatre, Fringe and family shows. Let us introduce you to our comprehensive list of festivals and contacts to see if you should be pitching your work outside the presenter network.	Call or email Rebecca <a href="mailto:tourcoordinator@circuitwest.com.au">tourcoordinator@circuitwest.com.au</a> or 6202 1042
<b>Budgeting for Producers and Artists</b>	Do you have a good approach to budgets? What do you include for the artists hourly rate, for allowances, for marketing? This always seems confusing, but it doesn't have to be. Spend an hour with us and we'll show you how to ensure you are paid for all the things you provide as a producer and this will help you decide if you want to pitch a work to tour.	Call or email Rebecca <a href="mailto:tourcoordinator@circuitwest.com.au">tourcoordinator@circuitwest.com.au</a> or 6202 1042
<b>What presenters (venues) want?</b>	A course for producers and artists to understand how presenters choose work to put in stage, what are the priorities, needs, policies and booking windows and how to present your work in the best light possible if you are pitching direct to a presenter.	Call or email Ryan <a href="mailto:eo@circuitwest.com.au">eo@circuitwest.com.au</a> or 0425 445 986