

Community Engagement Plan

Unsung Heroes

REGIONAL TOUR

Community Engagement Budget: \$1000 per community

Black Swan values the community in which we live and will continue to explore new ways to stay connected and engaged.

*Black Swan will work closely with the venues, schools and the wider local communities to provide meaningful engagement opportunities and add-on activities as part of the *Unsung Heroes* regional tour. Our aim as Producers of the tour is to lead with the planning and facilitation of community engagement in collaboration with the venues and community, sharing experiences that they want, feel part of and will cherish.*

Activities might include;

- **Developing and delivering bespoke school or community workshops** in areas relevant to the production such as; OSP (Original Solo Performance- a curriculum link for ATAR Drama students) Speech writing, contemporary text studies, public speaking, playwrighting and acting.
- **Documenting a series of stories about local unsung heroes.** Through employing a local videographer in each town, and engaging with the community in the lead up to the project we propose to curate a series of small 1-minute videos which tell the story of local unsung heroes. Whether this is via a school project or through identifying key local orators to speak about significant local citizens, this series of documentaries then contributes to the local narrative about what it means to be Western Australian, and celebrates stories of who we are as people within these communities. These could then be shared in a digital format with venues to screen or exhibit, or share online, and could feed into a larger collaborative project or script development process with these communities.
- **Post Show Q& A's** involving key creatives could add value to the audience experience as both stories speak of real people it offers an opportunity to engage further with the content and themes of the works.
- **Events or functions** might also be developed with the venue to activate the venue or shared community spaces on the nights of the performance including local businesses such as caterers or events hire operators and involving community volunteers, community clubs such Italian Clubs, Toastmasters and amateur theatre groups.

Strategies:

- Leverage local audience knowledge held by the venue and message to existing audiences.
- Start to build on relationships within the community by reaching out to local clubs, schools and theatre groups- starting with and led by the venue.
- Begin conversations with key groups early and build excitement for the production and potential areas of engagement alongside the marketing campaign.
- Share ideas and scope interest of local community.
- Send as much info as possible for the season to each venue re: production images/video promo etc.
- Find out what Black Swan can do to facilitate enjoyable and meaningful theatre experiences and how we can add value for communities, in collaboration with these communities.

Target Market:

Demographic

- Broad adult demographic with a skew towards tertiary educated females 35-65 YO
- A/B Demographic who have attended theatre in the past year
- Open to a variety of works

Mindset:

- Enjoy culture that links to beauty, history, nature, heritage and traditional art forms, particularly related to their lives in Western Australia
- They are community minded and are interested in learning about themselves and others around them; They derive a sense of connection and community through live theatre.
- They embrace societal issues and see live theatre as a way to see the world in new and different ways.
- They view culture as a way of improving themselves and their self-identity.

Specific segments

- Community theatre groups
- Educators High Schools – High school/ TAFE/ University/ technical colleges
- Multicultural centres / clubs (Italian, African)
- Retirement homes
- Culture clubs such as Book Clubs, Oral History groups, etc.
- Mental Health workers
- Festival audiences

Timeline:

- Communications with venues and schools have already commenced.
- Artist availabilities checked.
- Once funding is confirmed planning will commence with venues to schedule add-on experiences which might utilize and activate their spaces.
- Research into local videographers and local orators or, "storytellers", of Unsung Heroes will commence once we have the touring schedule finalised.
- Communications will then be opened up to the wider community seeking interest in activities and/ or submissions of stories.
- Post tour the acquittal process will include collating audience surveys and feedback from those involved in community engagement activities.