

Professional Development

Our Digital Doors Never Close



CIRCUITWEST

ENROL NOW.

IS IT TIME FOR A TUNE UP?

It's been a massive eighteen months for presenters, producers and artists. CircuitWest is offering a range of professional development opportunities to help you plan, create and adapt, whatever your circumstances. We'd love to hear from you if there are other areas where you'd like our assistance.

This document lists our professional development offerings designed for –

- All types of organisations
- Presenters
- Producers and artists

If you have any questions, or ideas about what you'd like us to offer, please call Sam on (08)6202 1044 or email pm@circuitwest.com.au.

Professional Development - ALL TYPES OF ORGANISATIONS

Topic	Details	How to access
Budgeting	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.	Call or email Ryan eo@circuitwest.com.au 0425 445 986 www.circuitwest.com.au/resource/money-matters-a-series-of-templates-for-budgeting-pricing-revenue-and-acquitting/
Community Engagement	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.	www.circuitwest.com.au/wp-content/uploads/2017/06/event-30-min-community-engagement-planning-tool.pdf
Grant Writing	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 local employment opportunities.	Call or email Ryan eo@circuitwest.com.au 0425 445 986
Mental Health & Wellbeing	The state of mental health in our industry continues to worsen. What are some practical things you can do to improve this situation? On the right are some of the best resources in Australia for you to use, learn from, and share with your staff and artists.	The Arts Well Being Collective www.artswellbeingcollective.com.au/resources Heads Up - better mental health in the workplace www.headsup.org.au/training-and-resources www.youtube.com/user/HeadsUpAus/playlists The Black Dog Institute – “Creating Mentally Healthy Workplaces: A Review of the Research” www.blackdoginstitute.org.au/docs/default-source/research/creating-mentally-healthy-workplaces.pdf

<p><i>Mental Health & Wellbeing (cont.)</i></p>		<p>Support Act Wellbeing Helpline 1800 959 500 A free, confidential counselling service that is available to anyone working in music or the performing arts who need to talk to someone about any aspect of their wellbeing. This is a terrific resource for individual artists or arts workers and for anyone who does not have access to an EAP (Employee Assistance Program).</p> <p>Support Act Manager Support Hotline 1800 959 500 (Option 4) Allows managers the opportunity to speak confidentially to a senior counsellor.</p> <p>Support Act First Nations Support Line 1800 861 085 A free, confidential service catered for First Nations music and arts workers who are concerned about any aspect of their mental health and wellbeing.</p> <p>For personal assistance:</p> <p>Beyond Blue: www.beyondblue.org.au – 1800 224 636</p> <p>Lifeline: www.lifeline.org.au – 13 11 14</p> <p>Alcohol and Drug Support Line: https://www.mhc.wa.gov.au/alcoholanddrugsupportline – 13 11 14 (metro callers) or 1800 198 024 (country callers)</p> <p>For targeted financial support for eligible artists and arts workers, including people in regional and remote WA and people who work in arts administration: www.artistreliefwa.org.au www.supportact.org.au/get-help/</p>
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Professional Development - PRESENTERS

Topic	Details	How to access
Diversity & Inclusion Planning	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>Heads Up can get you started with this video resource www.headsup.org.au/training-and-resources/news/2017/09/15/building-inclusive-workplaces-for-a-diverse-workforce</p> <p>Diversity Arts Australia has a great set of resources http://diversityarts.org.au/tools-resources/</p> <p>The Public Sector Commission's tool for government is a great starting point https://publicsector.wa.gov.au/document/workforce-and-diversity-planning-guide-public-authorities</p>
Fundraising	Have you got a strategy for raising money from your community and its businesses for important programming? Many ticketing systems like TryBooking will allow you to set up a formal program and most of the effort is deciding what you want to fundraise for. Let's set up a community program that will engage more of the community in your venue.	Call or email Sam pm@circuitwest.com.au (08)6202 1044
Growing Your Email Data to Improve Ticket Sales	Somewhere between ticketing systems and email systems up to half of your data can be lost removing a vital marketing opportunity (the 2 nd 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 pm@circuitwest.com.au (08)6202 1044
How Good Is Your Brand?	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 pm@circuitwest.com.au (08)6202 1044

Human Resources	<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. It is vital that we look at Human Resources planning for our workplaces and find ways to manage these challenges. Work through the significant topics of human resources such as developing position descriptions, organisational structure and performance reviews.</p>	<p>Call or email Sam pm@circuitwest.com.au (08)6202 1044</p>
Marketing Plan	<p>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.</p>	<p>Call or email Sam pm@circuitwest.com.au (08)6202 1044</p>
Meet the Neighbours	<p>Outside pitching forums, do we really connect with presenters or producers like ourselves? CircuitWest is offering to 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).</p>	<p>Call or email Sam pm@circuitwest.com.au (08)6202 1044</p>
Mentor / Support Program	<p>Don't go it alone and always be second guessing yourself! CircuitWest will match you with other presenters you can talk to, learn from, share with and grow with. It often only takes one hour a month, and there are hundreds of years of performing arts experience in our membership that you can benefit from.</p>	<p>Call or email Sam pm@circuitwest.com.au (08)6202 1044</p>

Programming Planning	Everyone should evaluate their program 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 whether it needs to change going forward.	Call or email Ryan eo@circuitwest.com.au 0425 445 986
Review Your Tech Specs (for presenters)	Many presenters have outdated tech specs. 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 last-minute rushes when a tour arrives.	Call or email Siobhan productionmanager@circuitwest.com.au 0477 901 029
Sourcing Touring Work	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 – and even if you can't attend one, ask to see what has pitched. (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.	Call or email Nick tourcoordinator@circuitwest.com.au 0438 821 958 Our touring and tour-ready productions https://www.circuitwest.com.au/production WA Showcase (our annual pitching forum) https://www.showcasewa.com.au Regional Arts WA's touring programs https://regionalartswa.org.au/presenting/ Arts on Tour's touring programs https://artsontour.com.au/ Australian Performing Arts Exchange (APAX) https://paca.org.au/events/pax/ Performing Arts Network of New Zealand (PANNZ) Arts Market https://www.pannz.org.nz/arts-market/

Strategic / Business Planning	If you have a plan due for 2022 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.
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Professional Development - PRODUCERS & ARTISTS

Topic	Details	How to access
Budgeting for Producers and Artists	Are you confident with budgets? Should you use weekly or hourly rates? How much should you budget for marketing? Budgeting can feel daunting, but it doesn't have to be. Spend an hour with us and we'll show you how to ensure you've thought of all the things you need to cover as a producer. This conversation will also be useful for deciding whether you're ready to pitch a work to tour the state.	<p>Call or email Nick tourcoordinator@circuitwest.com.au 0438 821 958</p> <p>Touring Costs & Budgets: Your Questions Answered with Fiona de Garis https://www.circuitwest.com.au/wp-content/uploads/2019/03/Your-Questions-Answered-Tour-Budgets-with-Fiona-de-Garis.pdf</p>
Let's Talk Touring!	Are you ready to tour? Do you have questions about things like scheduling, contracts, insurance or who's responsible for marketing? This session covers these touring considerations and many more.	<p>Call or email Nick tourcoordinator@circuitwest.com.au 0438 821 958</p> <p>Dear Performing Artists, Are You Ready To Tour? https://vimeo.com/433524386#at=1</p>
Review Your Tech Specs (for producers)	Go through the tech specs you have for your production so that you can be confident you're setting yourself up for success on tour.	<p>Call or email Siobhan productionmanager@circuitwest.com.au 0477 901 029</p> <p>Sample Tech Specs for touring productions https://www.circuitwest.com.au/wp-content/uploads/2019/10/CIRCUITWEST-Technical-Specifications-.pdf</p>

<p>Supercharge Your Pitching</p>	<p>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, what a good marketing kit looks like and what to say when you get on stage.</p>	<p>Call or email Nick tourcoordinator@circuitwest.com.au 0438 821 958</p> <p>The Producers Songbook https://www.circuitwest.com.au/wp-content/uploads/2020/01/The-Producers-Songbook-FINAL.pdf</p>
<p>What Venues Want</p>	<p>A course for producers and artists to understand how presenters (venues) choose work to put on their stages, what are their 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.</p>	<p>Call or email Ryan eo@circuitwest.com.au 0425 445 986</p>