

Annual Report 2012Theatre Network Victoria



PHOTO: Sarah Walker [2012 Victorian Theatre Meeting]

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INTRODUCTION

Theatre Network Victoria (TNV) is a Victorian-based organisation, working nationally, to lead, strengthen and support the professional, non-profit theatre industry, by building capacity in the small to medium and independent sectors, and connecting and working with the major companies.

Theatre Network Victoria began as an initiative of the sector itself, funded by Arts Victoria through its Sector Development Partnerships program. TNV operated as a project from May 2009 to December 2010 and incorporated as an Association in March 2011. In 2012, TNV received core Annual Operations funding from Arts Victoria for the second year running. In 2012, our membership comprised over 900 companies and individuals.

This Report covers the period January 2012 to December 2012.

A WORD FROM OUR CHAIR AND DIRECTOR



From the Chair

Those of us in the biz spend a lot of time sitting in the dark. We're inside black theatres making art, and watching it being made, we're in the thick of it and we're busy busy busy doing the thing we do best. Lucky for us, then, that we have Theatre Network Victoria to shed light on so many things we don't see – or can't see – or won't see – because we're too busy making the art itself, or we don't know how, or we aren't connected enough, or we're too stubbornly inward looking. Yes, TNV is the industry's own

followspot, shining a light in the darkness on the key issues, big ideas, important things and major connections we need to make our industry bigger and better than ourselves. This network has now grown from a small idea to a big one, from an active project to an ongoing organisation, and now to an indispensable part of our industry, a national leader making important things happen.

I'd like to thank those who've made it all possible for another year – the other members of our Board of Management and particularly outgoing members Ann Tonks, John Harvey and Rose Godde; the Australia Council Theatre Board, Arts Victoria and of course all the theatre makers and workers who have contributed to the workshops, forums, meetings, panels, committees and initiatives that have helped move our sector forward this past year. Most of all, of course, I want to thank the hard-working staff of Theatre Network Victoria who make seemingly impossible things happen – Angela Pamic, Kim Webster and most of all our tireless Director Nicole Beyer who continues to dedicate herself to the theatre sector and to making sure that we all do too. TNV is an extraordinary thing to be a part of – always looking to the bigger picture, and making us focus on the things that matter. Now if you'll excuse me, I'm supposed to be in a dark room somewhere...



From the Director

2012 was another fabulous year for TNV. With a second year of annual funding from Arts Victoria, we felt confident to start planning for a longer future. We began a year-long process of developing a three-year plan (our first comprehensive strategic plan) towards Arts Victoria's new Organisations Investment Program funding. We also supported and represented members as the new program was in the planning phase, arguing for increased investment in the program to keep pace with past growth and activity.

The third Victorian Theatre Meeting was another terrific day of industry discussion, provocations, briefings, picnics and of course lovely food and refreshments while networking. Thanks

to our generous hosts at Footscray Community Arts Centre – it was a perfect venue on a perfect Spring day in the West for 130 theatre professionals.

We ran several other meetings and forums, which we always do in partnership so that we can maximise value and also learn from each other. We are big on documentation, so you will find many reports and outcomes on our website in the resources section.

In the second phase of the project to establish Theatre Network Australia, we supported four states to run sector meetings and we launched the new website with a page for each state and territory http://www.theatrenetworkaustralia.com/ Check it out!

After we recovered from a fabulous Australian Theatre Forum in Brisbane in 2011, we started preparations for ATF 2013, securing our two principal supporters, the Australia Council and Centenary of Canberra, and our venue sponsor, the Canberra Theatre Centre; convening the National Advisory Committee; and appointing our Curator Alicia Talbot and Project Producer Antonia Seymour, who both started work in late 2012.

We did a lot of advocacy work with our national colleagues, including submissions and input into the final consultations towards the national cultural policy *Creative Australia*, and the review of the Australia Council. We also worked on changes to the national performing arts touring systems, particularly through PATA and also through our work with APACA. In Victoria we ran another sold-out annual touring workshop for producers, with partners RAV and VAPAC, hosted by the Auspicious Arts Incubator.

Our monthly e-news continued to provide the sector with information on opportunities, events, and good old gossip – who's moving where? We keep it simple and picture-free, and we regularly get feedback that its people's favourite e-news, thanks to Angela Pamic's excellent sourcing and editorial skills.

Thanks to the TNV Board - a wonderful group of people who are immensely wise and capable, and who bring a huge amount of passion for the theatre to their roles. Special thanks to Simon, Alice and Erin, the 'exec', who do a lot of work outside of meetings to support the organisation and the staff. Big thanks also to my colleagues, Angela Pamic and Kim Webster for their great work and their constant good spirits.

And lastly to all of the TNV members, whether or not you engage with us regularly, it is a pleasure knowing that you are out there making great theatre and supporting each other through the highs and the lows of our wonderful and idiosyncratic sector. See you all next year.

GOALS

Three Year Strategic Goals 2011-2013

1. ADVOCACY:

To provide an influential, respected, political voice for the sector.

2. CAPACITY BUILDING:

To build internal capacity within the theatre sector – individuals, organisations and networks – through connection with programs focused on sector development, professional development and theatre art-form development.

3. ACTION RESEARCH:

To gain and share evidence and understanding of sector issues nationwide.

4. CREATING CONNECTION:

To facilitate networking, information sharing, and connection in the theatre sector and the broader arts industry.

5. COMMUNICATIONS AND SECTOR MARKETING STRATEGY:

To communicate and articulate our messages clearly and effectively to our constituency, to the broader arts industry, to political decision makers and to the general public.

6. GOVERNANCE AND MANAGEMENT STRATEGY:

To capably manage and govern Theatre Network Victoria in an effective, responsible and creative manner.



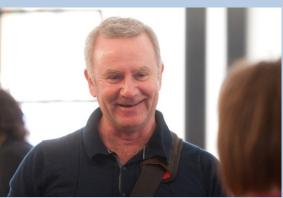






PHOTO 1-3: Sarah Walker [2012 Victorian Theatre Meeting]
PHOTO 4 [bottom]: Nicole Beyer [2012 Victorian Theatre Meeting]

2012 HIGHLIGHTS - ACHIEVEMENTS AGAINST GOALS

GOALS ACHIEVEMENTS: ADDRESSED: **EVENT: 2012 National Touring Workshop [Feb 2012]** TNV co-presented the 2012 National Touring Workshop with Australian Performing Arts Centres Association (APACA) and the Performing Arts Touring Alliance (PATA) at the Australian Performing Arts Market (APAM) in CREATING CONNECTION Adelaide. This workshop was attended by 140 delegates and provided an CAPACITY BUILDING, opportunity for the diverse stakeholders in the sector to take stock of the ACTION RESEARCH, changes, develop their understanding of the existing touring systems and provide input into ways to improve these systems. 2012 National Touring Workshop documents and Report compiled and distributed. **EVENT: 2012 Victorian Theatre Meeting [Sept 2012]** TNV produced the 3rd annual Victorian Theatre Meeting The Craft of Theatre on the 25th September at the Footscray Community Arts Centre. The CREATING CONNECTION sold out, full day conference was attended by over 120 professional theatre CAPACITY BUILDING, workers and included Industry briefings such as Deaf Arts Practice, National ACTION RESEARCH, Indigenous Theatre Forum update, Green Room Awards Association update, APACA Review, artist provocations, table discussions and networking.



Published the 2012 Victorian Theatre Meeting Program. Published the 2012 Victorian Theatre Meeting Report.



PHOTO: Nicole Beyer [2012 Victorian Theatre Meeting]

EVENT: 2012 Performing Arts Touring Workshop [Nov 2012]

- TNV co-presented the 2012 Victorian Performing Arts Touring Workshop for 70 independent producers and artists, in partnership with Victorian Association of Performing Arts Centres (VAPAC) and Regional Arts Victoria (RAV), hosted by the Auspicious Arts Incubator in South Melbourne. The forum included: Pathways to presentation; Getting the marketing right; Getting the mechanics right; Getting the business right; Cyberpaddock tips and trips. The workshop was designed specifically to help attendees prepare their shows for the road.
- We published the Performing Arts Touring Workshop Notes, which includes a collection of useful documents for easy access.

CAPACITY BUILDING, **ACTION RESEARCH**,

OTHER EVENTS:

- Partnered with other organisations on six additional events relevant to the theatre sector, including the Victorian Arts Law conference [Rights and Risks]; the Deakin University Arts Participation Incubator [series of workshops]; La Trobe's *7akarat* conference – Diversity in Theatre [with Diverse Australian Theatre Alliance, which TNV hosts and supports].
- **Greening Our Performance**

TNV partnered with six other organisations on five sustainability workshops in the areas of: Performing Arts & Sustainability; Sustainable Buildings; Marketing and audiences/ participants; Production; and Touring [approximately 100 participants in total].

CREATING CONNECTION CAPACITY BUILDING,

CREATING CONNECTION CAPACITY BUILDING,

EVENT PREPARATION: 2013 Australian Theatre Forum.

TNV began preparation and planning for the 2013 Australian Theatre Forum and TippingPoint Australia Gathering. TNV established a National Advisory Committee which developed a Curatorial Brief, recruited a Curator and Project Producer, secured \$100,000 funding and a venue sponsor in principal support. We completely overhauled the <u>ATF WEBSITE</u> with a slick new look that carried through to all of our marketing materials and online presence.

ADVOCACY, ACTION RESEARCH, COMMUNICATIONS AND SECTOR MARKETING

VICTORIAN ARTS POLICY ADVOCACY:

TNV continued to provide a voice for the independent and small to medium performing arts sector by;

- Collating and presenting feedback and input on Arts Victoria's funding review (Organisations Program) on behalf of members. TNV's <u>response</u> included a recommendation that the Program draws increased funding of \$14 million over three years to maintain current leverage and capacity;
- Writing a <u>Letter to the Premier</u> on behalf of the sector including 10 case studies of the impact of the 3.5% cuts on several small to medium organisations in Victoria;
- Introducing the new Victorian Minister for the Arts, Heidi Victoria to the small to medium sector;
- Meeting with Penny Hutchinson and Greg Andrews to discuss the development of a state arts policy;
- Working with the Arts Industry Council (Vic) to advocate publically for the need for greater consultation with small to medium organisations.

NATIONAL CULTURAL POLICY [CREATIVE AUSTRALIA] AND AUSTRALIA COUNCIL REVIEW:

TNV [alone and in partnership with other industry bodies] advocated the key needs and contributions of the Arts industry by;

- Meeting with Federal Minister for the Arts, Simon Crean to discuss the national cultural policy.
- Meeting with the new Federal Minister for the Arts, Tony Burke, Australia Council staff and advisors.
- Submitted a <u>letter</u> to Minister Crean and Federal and State / Territory
 Ministers urging extra funding to support the National Cultural Policy and particular support for the Small to Medium sector [as a member of ArtsPeak]
- Pushed for minimal delays to National Cultural Policy via a <u>Media Release</u> <u>ArtsPeak calls for minimal delay in announcing National Cultural Policy</u> [as a member of ArtsPeak].
- Submitted a <u>response</u> to the Australia Council Review in which TNV expressed support for a Cultural Policy and argued for the inclusion of the issue of environmental sustainability, emphasising the arts sector's great concern about the impacts of climate change.
- Distributed a <u>Media Release Arts Industry Responds to Australia Council</u> <u>Review</u> [as a member of ArtsPeak].

ACTION RESEARCH,
COMMUNICATIONS AND SECTOR MARKETING STRATEGY

ADVOCACY,

DOCUMENTS AND REPORTS: 2011 **S2M Arts Organisations Remuneration Report**

TNV published and distributed the 2011 Remuneration Report in early 2012 highlighting the need to strengthen remuneration and professional development budgets of small to medium companies. The report analyses results from an online survey with questions about organisation size, salaries, benefits, and professional development budgets of 92 small to medium Australian arts organisations.

TNV asked Victorian small to medium theatre companies and independent theatre makers about their priorities in a state and national context, and

The results showed that respondents felt TNV was important in order to feel

they belonged to a theatre community. More than 70% of respondents listed information, opportunities and TNV e-news as being one of the main benefits of being part of a network. Almost 50% felt that sector advocacy and convening of the Australian Theatre Forum were valuable membership

DOCUMENTS AND REPORTS: 2012 Summer Sector Survey

what they'd like to see more of in their industry.

COMMUNICATIONS AND ACTION RESEARCH,

SECTOR MARKETING

COMMUNICATIONS AND SECTOR

ACTION RESEARCH,

THEATRE NETWORK AUSTRALIA:

benefits.

- The second stage of the Theatre Network Australia project took place in 2012, funded by the Theatre Board of the Australia Council. As the leading network, TNV supported four states (WA, SA, NSW and QLD) to run network meetings for their sector. [see page 13 for details]
- TNV also developed the Theatre Network Australia website, providing a web presence for each of the networks.

COMMUNICATIONS AND CREATING CONNECTION CAPACITY BUILDING,

COMMUNICATIONS CONNECTION CREATING

ARTSCAREER.COM.AU

TNV contributed to ArtsCareer.com.au as the Theatre Moderator and Victorian Partner for this national website, the professional development hub for artists and educators to access up-to-date career development information from around the country.

SECTOR DEVELOPMENT: COMMITTEES AND REFERENCE GROUPS

TNV's Director, Nicole Beyer sits on a number of committees and reference groups, representing the small to medium performing arts sector:

- Australian Performing Arts Centres Association (APACA) Board of Management. In 2012 APACA undertook an organisational review, resulting in a new constitution and new initiatives, including mechanisms to enhance the relationship between Producers and Presenters. Nicole was closely involved in the review and undertook a survey of producers towards the review.
- Performing Arts Touring Alliance (PATA). As a PATA Councillor, Nicole
 ensures the small to medium sector's voice, and the voice of artists, are
 heard in relation to national touring.
- Deakin University's Arts Participation Incubator Reference Group. Nicole is an active member of the reference group, and worked closely with the API team on developing the API's successful 2012 program of events.
- Arts Industry Council [Vic]. As Co-convener, Nicole works with the convening group and the Council (CEOs of most of Victoria's peak arts bodies) to contribute to and effect change in the state's arts policies and funding programs.
- Greening Our Performance. Angela was a founding member of the GOP working group established to assist independent and small to medium companies in working towards a more environmentally sustainable future.

ADVOCACY,
CAPACITY BUILDING,
ACTION RESEARCH,
CREATING CONNECTION,

COMMUNICATIONS AND
SECTOR MARKETING
CSTRATEGY,

COMMUNICATIONS:

- 11 monthly e-news editions and 18 special editions sent to 900 members.
- Website regular updates including new events, e-news and resources [29].
- Increased Twitter usage by approximately 137% to around 1200 by regularly communicating theatre news, events and opportunities, and engaging in sector dialogue.
- Increased **Facebook** usage, regularly communicating theatre news, events and opportunities, which saw an increase of approximately 350 TNV 'Likes'

STAFF AND BOARD:

- The 0.4 EFT role of Communications Manager was expanded to a newly created 0.6EFT Program Manager role.
- The TNV Board of Management met seven times in 2012, overseeing the organisational development, 2012 program implementation, and significant planning for 2013 and beyond.
- The 2012 audit was undertaken by Geoff Perry and Associates. Details available on request.

GOVERNANCE AND
MANAGEMENT STRATEGY

2012 VICTORIAN THEATRE MEETING

Titled *The Craft Of Theatre*, TNV's third annual Victorian Theatre Meeting was set on the banks of the beautiful Maribyrnong River and hosted by our colleagues at Footscray Community Arts Centre. The 2012 meeting gave the performing arts sector an opportunity to meet, discuss, provoke and argue the issues that we see as important to our craft today.

The sold out event was broken up into two sessions; beginning with an Independent Artist Networking Picnic where 62 independent artists took the opportunity to meet with their peers to discuss issues important to them in a mini Open Space session.

The small to medium and major companies joined the independents for a delicious lunch and some games with Melbourne based company Pop Up Playground before heading back into the theatre for an afternoon of issues-pitching sessions, briefings from key sector representatives and updates on specific topics of interest including updates from Ross Onley-Zerkel, Rachael Maza, Tim Stitz and David Lloyd.

DETAILS:

WHEN: 25th September. 10am – 6pm.

WHERE: Footscray Community Arts Centre

45 Moreland Street Footscray VIC 3011

KEY PERSONNEL: Nicole Beyer, Director; Angela Pamic, Program Manager/Event Producer

Download the <u>Program</u> and <u>Report</u> from the TNV website.



PHOTO: Sarah Walker [2012 Victorian Theatre Meeting]



2013 AUSTRALIAN THEATRE FORUM PLANNING

Theatre Network Victoria continued to take a national role in overseeing the Australian Theatre Forum. In 2012, this included re-designing the Australian Theatre Forum website (www.australiantheatreforum.com.au) and stewarding the 2013 forum. The 2013 forum was held in Canberra, as a part of the Centenary of Canberra celebrations, directed by Robyn Archer. The 2012 schedule included convening the National Advisory Committee, pulling together a local steering committee, appointing a Curator, and negotiating the key contracts: Centenary of Canberra; Australia Council for the Arts; venue and staff contracts.

DETAILS:

WHEN: $29^{th} - 31^{st}$ May 2013.

WHERE: Canberra Theatre Centre.

KEY PERSONNEL: Nicole Beyer, ATF Executive Producer; Alicia Talbot, ATF Curator;

Antonia Seymour, ATF Producer. Theatre Network Victoria staff - Angela Pamic, Program Manager and Kim Webster, Business

Manager. Click **HERE** for a full list of personnel.

ATF 2013 National Advisory Committee:

Robyn Archer, Centenary Canberra; Nicole Beyer, Theatre Network Victoria; Steve Bull, Pvi collective; Jo Duffy, Ten Days on the Island; Michael Futcher, Zen Zen Zo; Rick Heath, APACA; Edwina Lunn, Darwin Festival; Frank Mainoo, Team MESS; Rachael Maza, ILBIJERRI Theatre Company; Andy Packer, Slingsby Theatre Company; Caroline Stacey, The Street Theatre Canberra; Christopher Tooher, Sydney Festival.



PHOTO: Penny Bradfield [2013 Australian Theatre Forum]

THEATRE NETWORK AUSTRALIA

The second stage of the Theatre Network Australia project took place in 2012, funded by the Theatre Board of the Australia Council. TNV, through its role as the Producer of the Australian Theatre Forum, has developed strong relationships with theatre organisations, artists and other peak bodies and agencies around the country which places us in a strong position to support other states and territories as they build their own networks. As the leading network, TNV supported four states (WA, SA, NSW and QLD) to run network meetings for their sector in 2012:

- o <u>SA Performance Makers Forum</u>
- o Towards a QLD Theatre Network
- o WA Theatre Sector Meeting
- o Theatre Network NSW Theatre Sector Meeting
- TNV developed the Theatre Network Australia <u>website</u>, providing a web presence for each
 of the networks. This included the creation of individual website manuals for each
 network.
- Logos and Branding were created in-house by TNV staff for the new networks.
- TNV liaised with the Australia Council's Theatre Board to secure funding for a third year of the project.

FINANCE OVERVIEW

In 2012, TNV received annual funding for the second year in a row and managed our own finances in-house for the very first time.

The organisation's core turnover for the year 2012 was \$138,120 which included Arts Victoria annual funding, Australia Council project funding for the Theatre Network Australia project and for Stewarding the 2013 Australian Theatre Forum, and some earned income from small contracts and forum fees. The audited result was a surplus of \$9,601 for the year 2012.

STAFF AND COMMITTEE

2012 was Theatre Network Victoria's third full year of operation and our second as an incorporated organisation, with our own office and three staff.

Staff

Nicole Beyer – Director [0.8EFT]

Nicole joined TNV as its founding Director in May 2009. Her past positions include CEO roles at Back To Back Theatre, Young People and the Arts Australia and Arts Access Victoria. She has worked as a consultant, worked for government and chaired many arts boards, including Arts Access Australia, Geelong Arts Alliance, Snuff Puppets and The Village Festival. She is currently Co-Convenor of the Arts Industry Council (Vic) and is a member of Deakin University's Arts Participation Incubator reference group. Nicole has a Masters of Public Policy and Management (MPPM) from Monash University (2013).

Angela Pamic – Program Manager [0.5EFT]

Angela joined TNV in May 2012. Previous roles include General Manager of Theatre Works where she was privileged to work with some of Melbourne's finest independent artists and numerous arts management roles over the last 17 years as a producer, production/stage manager and tour manager for independent and main stage companies and festivals. She is also the Membership and Marketing co-ordinator at the Australian Circus and Physical Theatre Association [ACAPTA].

Kim Webster – Business Manager [0.2EFT]

Kim joined TNV in 2011. She has worked in the performing arts industry for fifteen years. Past roles include General Manager of Theatre Works, The Women's Circus and the Darwin Entertainment Centre. She has been a board member for Arts Mark (Darwin) and the selection committee for Churchill Fellowship Award.

Committee

Chris Thompson

The committee of management is co-opted by existing members, to ensure a representative mix of members from across the sector. The Committee meets 7 times a year

Simon Abrahams (Chair) Program Manager - Artistic Development, Arts Centre Melbourne.

Alice Nash (Deputy Chair) Executive Producer, Back to Back Theatre

General Manager, Arena Theatre Company

Freelance writer for theatre, film and television and current member of the Artistic Directorate of Jigsaw Theatre in the ACT

Emily Sexton Artistic Director, Next Wave.

Veronica PardoExecutive Director, Arts Access Victoria.Jill SmithManager, Geelong Performing Arts Centre.Sarah AustinArtistic Director, St Martin's Youth Theatre

Gorkem Acaroglu Freelance Director

Ann Tonks General Manager, Melbourne Theatre Company [to December 2012]

John Harvey General Manager, Ilbijerri Theatre Company [To May 2012]

Rose Godde Company Manager, Platform Youth Theatre [To May 2012]

"TNV has demonstrated itself to be a crucial and powerful voice in Victoria's cultural landscape. We are literally the envy of all other states and territories who struggle with the inherently complex and diffuse nature of theatre-making." Tim Stitz, Chamber Made Opera

"It is imperative to have TNV advocating on behalf of the productive and yet fragile independent sector, ensuring arts and culture policy is informed by the artists themselves." Penny Baron, Carolyn Hanna, Nick Papas: Born In A Taxi

"Theatre Network Victoria (TNV) has been instrumental in facilitating and strengthening partnerships between the numerous independent, small-to-medium and major theatre organisations in Victoria, and indeed, around Australia." Virginia Lovett, Melbourne Theatre Company

"[TNV's] advocacy is a true multiplier; it stands as an example to artists and arts companies. The truth is we all need to be better advocates, both in the quest for resources, and also in the national conversation about the value of art. This way our collective future lies." Xan Colman, A is for Atlas

"A core group of practitioners, artists and representatives from partner organisations forms the brains trust of the API, guiding and informing our program and activities throughout the year. Nicole Beyer, as the representative of TNV, has been a vital member of this brains trust for over a year... The success of the API is very much tied to the involvement of the arts sector, and Nicole has made sure that the performing arts are high on our agenda." Magda Pakulski, Deakin University, Arts Participation Incubator

"TNV carries out important work improving the relationship between producers and presenters, and encouraging the two industry groups to work together. As community engagement outcomes are becoming increasingly important, the value of these relationships is critical in achieving success. APACA strongly values TNV's broad representation, practical knowledge of the sector and strategic approach to addressing sector issues." Rick Heath, Australian Performing Arts Centres Association [APACA]

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Photo credits: Sarah Walker, Penny Bradfield and Nicole Beyer.

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