



## **Funding the Arts in Regional South Australia**

### **SHOWS ON THE ROAD PROGRAM & Guarantee Against Loss Fund Overview**

The South Australian Government established Country Arts SA in January 1993 with a broad mandate to develop the arts in country South Australia.

Country Arts SA understands that regional communities can often find it difficult to attract or afford touring performances and similarly we have been made aware that many professional performing arts companies find difficulties in organizing touring circuits through regional South Australia.

Over a number of years Country Arts SA has developed a program aptly named 'Shows on the Road' where the Performing Arts team of Country Arts SA work alongside enthusiastic community groups to coordinate and facilitate subsidized performing arts tours, spreading from as far west as Ceduna to the South East of Mount Gambier.

As part of Country Arts SA's commitment to providing access to the arts to all South Australians, we deliver an annual program through the Shows on the Road tours and also support regional communities by providing them with access to Guarantee Against Loss funds to support their own entrepreneurial performing arts activities.

#### **How the Shows on the Road program works?**

Country Arts SA seeks applications from groups who are interested in participating in the Shows on the Road program and becoming a registered Presenter Group. Applications to participate in this program will be assessed by Country Arts SA and need to meet the suitable eligibility criteria.

Registering groups need to be a formally incorporated not-for-profit community based organisation, e.g. Service Club, Arts Council, Youth Club etc. In some cases Country Arts SA will accept non-incorporated groups who have access to an auspicing body who can administer the funds on their behalf e.g. local council.

Applications to become registered Shows on the Road Presenter Group and to participate in the Shows on the Road program are assessed by Country Arts SA staff.

#### **Annual Touring Performances**

Over the last few years Country Arts SA has incorporated a diverse array of work from theatre, cabaret, comedy, dance, music etc that contain a variety of contemporary and traditional styles and themes that can be promoted to a range of complimentary and easily identifiable community members.

Programmed by the Arts Programming Manager the aim of this program is to support regional communities to increase access to the performing arts, build new and support existing audiences

and to utilize managed and unmanaged venues across South Australia. Through the provision of subsidized touring performances Country Arts SA supports local communities to deliver performing arts activities in their town with little or no financial risk to the group.

Country Arts SA aims to deliver three to four tours annually between one to two weeks in length. Each selected performance is self contained and tours with relevant lighting, sound and technical equipment needed as well as the crew required to stage the production.

To be eligible to participate in the Country Arts SA Shows on the Road program, groups must register to become a Presenter Group. A Presenter Group is a registered group of community members who enter a formal agreement with Country Arts SA to support a performance from the Shows On the Road Season in their community. Country Arts SA relies heavily on the local Presenter Group to ensure the success of the performance.

Each Presenter Group takes different approaches to the marketing and administration of the tours, ideally Country Arts SA liaises with one main group contact that then disseminates information, duties and responsibilities. Country Arts SA understands the many and varied issues that impact your community in addition to the uniqueness that your town offers in the ways and opportunities to market and support a performance. Country Arts SA relies on Presenter Groups to be connected to their wider community and ensure that they can distribute flyers, information and liaise with community groups to encourage bookings both locally and also connect with outer lying towns to let them know what shows are coming.

### **Guarantee Against Loss Fund**

Once you have become a registered Presenter Group you are eligible to apply to the Guarantee Against Loss fund for self-entrepreneurial professional performances that your group chooses to access independently, and which is not offered as part of the Shows on the Road season.

### **The next step.....**

Contact your local Manager or Arts & Cultural Facilitator to discuss your groups' eligibility to become a Presenter Group.

Contact Details: <http://www.countryarts.org.au/support-funding/arts-officers/>

Country Arts SA's local staff are the first point of contact for all Shows on the Road Presenter Group inquiries, and can provide support in the following ways:

- provide encouragement, advice and assistance in budget preparation, contracts and publicity
- assist in training needs
- disseminate information

*While Country Arts SA staff provide support and encouragement, groups should not expect them to be responsible for direct involvement with the organisation of performances, or attend every meeting of the group.*

**For more information about our work, programs and funding opportunities please visit our website:**

<http://www.countryarts.org.au/>