

COMMUNITY PRESENTER MANUAL

A step by step guide to presenting live performances in community-run venues



Step 1: Getting Set Up



REGIONAL
ARTS
VICTORIA

Welcome

Thank you for downloading this chapter of Regional Arts Victoria's Community Presenter Manual. This resource has been designed to help you and your committee present live performances in local halls and other community-run venues throughout regional Victoria. Regional Arts Victoria recognises the important role that community presenters play in the wellbeing and vitality of regional communities, and hope that this chapter supports you to continue this wonderful work in your own communities.

Acknowledgments

First, we would like to acknowledge the Traditional Custodians of the lands and waters throughout Victoria. We acknowledge and pay our respect to Elders past and present.

This manual has been created by, with and for Community Presenters and organisations that support Community Presenters nationally. We would specifically like to acknowledge the contributions of:

- Merryn Carter – Consultant
- Libby Webster – Tallarook Mechanics Institute
- Gavin Roberts – Stratford Courthouse
- Annette Downs – TasPerforms
- Rosie Dwyer – Regional Arts Victoria
- Ella Bucovaz – Regional Arts Victoria
- Anna Kennedy – Regional Arts Victoria
- Adam Fawcett – Regional Arts Victoria



Useful links

We regularly share information and resources to keep community presenters up to date with emerging issues. If you'd like to receive updates, we encourage you to join:

- Our [Community Presenters ENews](#) mailing list; and
- Our [Victorian Community Presenter Network](#) Facebook group.

Who and what is this manual for?

This manual was co-written by various community presenters, program managers and independent consultants. Its purpose is to give a step-by-step guide to both new and established community presenters on all aspects of presenting live performances. Regional Arts Victoria will aim to review this manual every couple of years so that it remains current, with updated tips, successes and industry best practice.

The layout is divided into sections, so you can either read it in its entirety, or pull out each section to give to the person in your committee looking after that aspect. For instance, the chapter on marketing will be useful to the committee member who has put their hand up to do these tasks. The order of chapters reflects the typical order actions to be taken in preparation to present live shows. We hope this guides you and your committee through managing presenting tasks, as well as providing information on strategic thinking around your activities.

There are a number of guides, templates and checklists that relate to each section, too. These additional resources will assist your committee and/or venue to develop documentation that aligns with industry best practice. For instance, we have a template to assist you in creating venue specifications to send to potential artists.

This manual is a skills development resource created as part of Regional Arts Victoria's Connecting Places program. Connecting Places is Regional Arts Victoria's performing arts touring program for halls and other community-run venues, as well as a capacity building program that supports community presenters to develop audiences and build arts participation in their local communities.

Community presenters are arts councils, halls and mechanics' institute committees, regional festivals and local shire councils that present live performing arts productions in their communities.

Step 1 – Getting Set Up to Present Live Performances



Image: The committee of ARC Yinnar

In order to receive funding and legally trade, you must set up a not-for-profit incorporated body. This usually takes the form of a committee. Below are a few simple steps to guide you through this process.

- 1. Become an Incorporated Body or a Section 86 committee of your local council**

Information and online application to become an Incorporated Association can be found here:

<https://www.consumer.vic.gov.au/clubs-and-not-for-profits/incorporated-associations/become-an-incorporated-association>

Information on lodging an Annual Statement can be found here:

<https://www.consumer.vic.gov.au/clubs-and-not-for-profits/incorporated-associations/running-an-incorporated-association/annual-statement/lodging-an-annual-statement>

- 2. Register for an ABN**

Information and online application to apply for an ABN can be found here:

<https://www.abr.gov.au/business-super-funds-charities/applying-abn>

- 3. Set up a bank account**

Approach your local Credit Union or Bank to apply for an account under your trading name.

- 4. Become a Regional Arts Victoria Member**

Becoming a Regional Arts Victoria Organisation Member will give you access to affordable Association Liability Insurance, Personal Accident Insurance for Volunteer Workers, and optional Products & Public Liability Insurance and Professional Indemnity Insurance, as well as a range of other benefits. Find out more about Membership here:

<http://www.rav.net.au/members-and-networks/membership/join/organisation> or call Regional Arts Victoria on (03) 9644 1800.

5. Obtain appropriate licenses/rights



Film

To screen a film in your venue, the film must first be at DVD release stage. Any screening outside of a private home must have the approval of the rights holder; it is irrelevant whether you are charging admission for the screening or not. The rights holder can normally be sourced from:

- <https://roadshowppl.com.au/>. Regular film nights for non-theatrical films (films on DVD release) can be screened as a festival or for an organised film group at little cost by being affiliated through the Victorian Film Societies:
- <https://fvfs.org.au/>. One-off public screenings must have individual permission from the rights holder and are often a greater cost per screening depending on the company. Unlike music rights, there is no overall governing body for film so it can require a lot of research.

Music

OneMusic Australia



OneMusic Australia is a joint initiative of APRA AMCOS and PPCA for copyright licensing of music for public performances, sound recordings and/or music videos. OneMusic was launched in 2019 to administer licences on behalf of APRA and PPCA. Visit the below link to find out if your event requires a licence and to apply.

<https://onemusic.com.au/licences/events/>

APRA AMCOS

APRA represents music creators across Australasia and, by agreement, most music creators around the world. They license the use of their music, collect royalties for that use and distribute royalty payments to the owners of the works that were performed or broadcast. Their licences allow halls and function centres to open up their premises for hirers to bring in live or recorded music to entertain the community.

<https://apraamcos.com.au/music-customers/>

PPCA

PPCA grant licences for the broadcast, communication or public playing of recorded ambient music within your venue. They then distribute the licence fees collected to the record labels and Australian recording artists registered.

<http://www.pzca.com.au>

6. Who does the work? Assigning jobs and finding assistance

We recommend establishing a program selection and funding sub-committee (2-5 people) that includes existing committee members, interested community members, local artists and users of the space (if appropriate).

This committee should meet semi-regularly throughout the year to book and program the committee's performance program, and obtain any funding required.

Each event will then require operational roles to ensure the smooth running of performances. These roles can be a fantastic opportunity to engage young people and other community members. Below are some suggestions for the roles. However, volunteers often take on more than one role within smaller committees.

- **Marketing Officer** – Responsible for gathering/coordinating all marketing materials including printed and digital collateral (posters, flyers), preparing media releases and talking with local media (if necessary).
- **Social Media Officer** – This can be a fantastic way to include young people in your committee. Responsible for social media pages/posting/content. To liaise heavily with Marketing Officer to coordinate social posts and campaigns.
- **Technical Officer** – This contact person is responsible for understanding the venues capabilities/equipment, finding sub-contractors and obtaining quotes if the venue's equipment is not sufficient, and showing artists and sub-contractors around before event/on the day. This is often another good role for a young person interested in tech. Always ensure there is someone fully trained in the overall safety of the venue and equipment.
- **Ticket Management** – Setting up each event using online ticket management systems such as Trybooking or Ticket Booth, reporting to the sub-committee if ticket sales are low, collecting ticket sales from other outlets (local post office, etc.), liaising with Front of house person for remaining door ticket sales.
- **Bump In** – Two strong people for "bump in" willing to assist in heavy lifting and moving furniture/props and, importantly, friendly with artists and happy to be there for the full bump in time.
- **Front of House** - Responsible for welcoming patrons and handling door ticket sales, is well informed of the building and facilities, manage ushers if required.
- **Bar Staff and Catering** – This may be an outside company/contractor, but having someone responsible for meeting these people, and ensuring fridges/storage and licensing are all in place is important.
- **Relationships/Development Officer** – Communicates with wider community. This will involve talking to local businesses, partners and any other organisations that can be involved in promotion and publicity. This can be a fantastic role for a local businessperson on your committee.
- **General Venue Contact** – Make sure this person is clearly identified to everyone involved, so if something happens out of the ordinary, they know who to go to. Essentially, this person knows the building and facilities well enough to assist with issues.

Coming up next: **Step 2 – Audience Development**



Images (L-R): Mental As Everything perform at Bena Hall, Jazz High Tea by Quiet Riot and Melbourne Chamber Orchestra at Daylesford Town Hall

Get in touch

Need something clarified or have a question for us? Feel free to get in touch with our Connecting Places Manager Anna Kennedy below!



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