



a year **In Review**

ISSUED APRIL 2009

08-09

EXCELLENCE IN VENUE MANAGEMENT • VALUE FOR MEMBERS • ADVOCACY AND LEADERSHIP

Annual Highlights

FEBRUARY 2008

Arts Queensland announces at the 2008 NARPACA conference plans to conduct a review of Queensland's Touring Strategy

MARCH 2008

NARPACA begins a long-term awareness campaign about the importance in regional Queensland of a Government funded, Annual Cultural Infrastructure Fund

MAY 2008

Arts Queensland release "Mapping Out, A Touring Strategy Information Paper"
NARPACA committee meet at QUT Creative Precinct to begin preparing the NARPACA Touring Review response

The NARPACA Executive Assistant role is created. This is originally 1 day per week and Annemaree Cameron is appointed to the position

NARPACA members send letters to their local State MPs requesting their support for the creation of an Annual Cultural Infrastructure Fund

JULY 2008

NARPACA committee conduct a Strategic Planning Meeting in Cairns

NARPACA joins Arts Queensland's Touring Strategy Advisory Committee

NARPACA submits its formal response to Arts Queensland's "Mapping Out, A Touring Strategy Information Paper"

AUGUST 2008

Arts Queensland commences Cultural Facilities Audit

NARPACA members participate in the Cultural Facilities Audit

Arts Queensland releases the Touring Strategy Consultation Report

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From the President



Over the past year NARPACA has focused on delivering Year 1 of its key objectives as outlined in the 2008- 2010 NARPACA

Strategic Plan. Actioning these priorities has resulted in NARPACA increasing its role in advocacy and leadership within the performing arts sector at a State and National level. This participation has ensured that the needs of the diverse communities that NARPACA members represent have been effectively communicated to the State Government.

It is with these community needs in mind that NARPACA began a long-term awareness campaign about the need in regional Queensland for a Government funded Annual Cultural Infrastructure Fund. NARPACA lobbying of this project was followed by Arts Queensland's commitment to conduct an audit of the State's cultural facilities of which NARPACA participated.

NARPACA was also a key participant in Arts Queensland's Touring Strategy Review. By working in partnership with Arts Queensland, NARPACA was able to provide an insight into the challenges and opportunities that exist within the Queensland and national touring framework. Effectively implementing Arts Queensland's new touring strategy to ensure that quality cultural outcomes are delivered to NARPACA communities will be a key priority in 2009 and beyond.

The implementation of a new NARPACA communication strategy has resulted in NARPACA improving its e marketing capacity. The redevelopment of the NARPACA website and the creation of a new corporate image has greatly increased the quality and quantity of information that NARPACA is able to distribute to Government and other performing arts stake holders. NARPACA has also continued its commitment to the professional development of staff within the arts industry through the delivery of the 5th NARPACA National Ticketing Professional Conference and the 2009 NARPACA Technical Conference. These key industry events will greatly assist the continuous development of the performing arts sector.

In looking ahead NARPACA will continue to provide advocacy and leadership within the performing arts sector as it begins implementing Year 2 of its 3 Year Strategic Plan and I look forward to communicating the outcomes of this in the coming year.

Destry Puia, President, NARPACA

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About NARPACA

NARPACA is the single largest presenter group of performing arts product in Queensland and the Northern Territory. NARPACA members are responsible for professionally managed venues within their communities that stretch from the Gold Coast in the South to Mount Isa in the West, Townsville and Cairns in the North to Darwin and Alice Springs in the Northern Territory.

NARPACA venues range in size, catchment and structure ranging from large metropolitan centres such as QPAC and Gold Coast Arts Centre to small regional centres such as Boonah Cultural Centre and Capella Cultural Centre.

Individually NARPACA members are primarily the main presenters and advocates of performing arts product within their region. Collectively NARPACA members provide access to one of the largest professional touring circuits in Australia.

NARPACA's objectives are:

- To provide development services and professional opportunities for members of the association
- To maintain an effective network of performing arts centres in northern Australia
- To support the facilitation and delivery of performing arts product through our network
- Increase NARPACA awareness by representing and advocating on membership issues
- To responsibly manage and apply the resources of NARPACA for the benefit of its membership
- To provide leadership in arts industry development through research and innovation

Companion Card PROGRAM

Equitable and ongoing community participation in the arts is a key priority for NARPACA and its members.

With this in mind NARPACA endorsed the Queensland Companion Card Program in February 2009 as a way of further encouraging participation in the arts for people with a disability.

NARPACA's endorsement of the Queensland Companion Card Program will send a clear message of inclusion in the arts for all sectors of the community.



NARPACA Vision

To be recognised as a network of performing arts and events venues, delivering increasing benefits to members and communities through national and international partnerships with all levels of business and government.

Arts Queensland Touring Strategy Review

In February 2008 Arts Queensland announced plans to conduct a review of its touring services to respond to the anticipated growth and changes occurring for touring within the arts sector in Queensland over the next five years (2009 - 2014).

The objective of the strategy is to articulate the Queensland Government's and the performing arts sector's shared vision for future performing arts touring, and provide guiding principles for touring Queensland performing arts to ensure:

- access for all Queensland communities to work of the highest quality;
- the best use of public funds through government investment in touring;
- the best arts experiences for school audiences; and
- clearly defined pathways and practical support for producers of Queensland product to access state, national and international touring circuits.

For the past fourteen years, Arts Queensland has contracted the Queensland Arts Council to deliver its touring program. Arts Queensland advised that the deliverer for the new services for Queensland would be decided through a tender process and Queensland Arts Council will be invited to respond to this tender.

In May 2008 Arts Queensland released "Mapping Out, A Touring Strategy Information Paper".

In response to this NARPACA engaged arts consultants Positive Solutions to assist in conducting

industry research and developing a formal response to the Touring Strategy Information Paper. The committee coordinated several meetings which included;

- A face to face committee meeting with Positive Solutions at QUT Creative Precinct on Friday 23 May 2008;
- A face to face strategic planning committee meeting with Positive Solutions in Cairns on Thursday 31 July and Friday 01 August 2008; and,
- Ongoing discussions of the review during monthly teleconference committee meetings.

“ In late 2008 Arts Queensland announced plans to conduct a Touring Think Tank ”

Discussions focused on;

- Identifying the objectives and process of the touring review;
- Initial thoughts on improvements to the current touring system;
- Reviewing the earlier ARTS (2002) and ARTS Transit (2000) reviews and recommendations;
- An analysis on the changes to the touring environment in recent years;
- Reviewing current touring models including RTO ARTS, QAC Annual Showcase and the Long Paddock process; and,
- Establishing priorities for future improvements.

In July 2008 NARPACA submitted its formal response to Arts Queensland's "Mapping Out, A Touring Strategy Information Paper".

During this time Arts Queensland invited NARPACA to join the Touring Strategy Advisory Committee that was formed to assist in the consultation of the touring review process.

In September 2008 Arts Queensland released the Touring Strategy Consultation Report. This paper communicates key findings from the responses received from "Mapping Out, A Touring Strategy Information Paper".

In December 2008 the then Minister for the Arts, the Honourable Rod Welford released the new Touring Strategy "Coming to a Place Near You: A Touring Strategy for Performing Arts in Queensland 2009- 2014".

In late 2008 Arts Queensland also announced plans to conduct a Touring Think Tank and requested that this forum be held in conjunction with the 2009 NARPACA Conference at Brisbane Powerhouse.

The Touring Think Tank session is scheduled to occur Monday 06 April as part of the 2009 NARPACA Conference and provides a unique opportunity for NARPACA members to have input into the future of touring in Queensland. In addition to NARPACA members attending the forum Arts Queensland has invited key producers, art organisations and other touring stakeholders from Queensland and Australia.

NARPACA will continue to collaborate with Arts Queensland in implementing the touring strategy and communicate the outcomes back to the membership throughout 2009.

NARPACA National Ticketing Professionals Conference 11- 13 February 2009

Over three busy days, 120 ticketing professional staff from Australia and New Zealand gathered at the Gold Coast Arts Centre to hear from national and international experts on all things ticketing. The theme for the 2009 Conference was "Strike Gold: Mining Box Office Knowledge" and built upon the foundation provided by the 2008 Conference by exploring the exploitation of the informational asset in the data collected at the box office.

NARPACA engaged the services of Tim Roberts, Principle Consultant with Arts Australia to oversee the development and delivery of the Ticketing Conference and head the National Ticketing Organising Committee. Other committee members included:

- Tina Rettke, Customer Service Manager, Geelong Performing Arts Centre;

- Brenda Fehlberg, Box Office Coordinator, Tasmanian Symphony Orchestra;
- Amalia Hordern, Customer Services Manager, The Australian Ballet;
- Peta Bazzo, Box Office Manager, Bunbury Entertainment Centre;
- Destry Puia, NARPACA President;
- Chris Patrick, NARPACA Treasurer (until November 08);

As part of the conference, a trade show was provided to offer system vendors the opportunity to share, discuss and demonstrate recent advances in ticketing systems and the analysis of box office data. Feedback from conference delegates and sponsors was overwhelmingly positive with most confirming their intention to attend future conferences. Full conference detail are available on the website www.ticketingprofessionals.com.au

NARPACA Executive Assistant

Helen McGuire

The role of NARPACA Executive Assistant was created in May 2008. The Executive Assistant works under the guidance and direction of the NARPACA President providing support in the following key areas:

- Administration support for executive and general membership meetings, and teleconferences;
- Administrative and event management support for key NARPACA annual events;
- Regular monthly financial and activity reports to the Management Committee;
- Maintaining the NARPACA website and regular communication with members; and,
- Acting as a point of contact for members and industry groups requiring information from the Association;

The position was originally one day a week and has since increased to two days per week. The Executive Assistant is based at The Events Centre which provides in kind administrative infrastructure support. The Executive Assistant reports to the NARPACA President and works under the guidance and direction of the NARPACA Committee.



NARPACA Media Releases Sent

JULY 2008

"World class facilities but only if you're in Brisbane"

NOVEMBER 2008

"Federal funds needed for Queensland's aging performing arts centres"

DECEMBER 2008

"New leader for Queensland Performing Arts Centre"

JANUARY 2009

"Over 100 delegates attending the NARPACA National Ticketing Professionals Conference in 3 weeks time"

FEBRUARY 2009

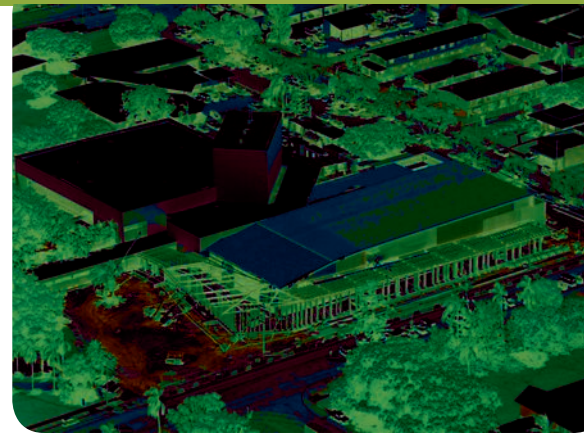
"NARPACA launches new website"

"Live performance worth \$1.2 billion"

MARCH 2009

"5th NARPACA National Ticketing Professional Conference attracts record numbers"

"NARPACA endorses Companion Card"



Mackay Entertainment and Convention Centre

Technical Managers Report

The 2009 NARPACA Technical Conference was held in February 2009 at the Pilbeam Theatre in Rockhampton. 28 delegates from Queensland attended including delegates from Newcastle Civic Theatre

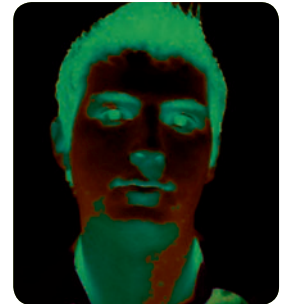
The conference provided a great opportunity for the professional development of Technical staff and over 20 companies took up the opportunity to sponsor the event through trade show and display packages. The organising committee spent significant time in putting together a conference program that would appeal to all delegates.

Agenda items included:

- An analysis of the effects of the Global Financial Crisis on the performing arts;
- Reviewing increased costs of technical equipment;

- Identifying funding for the ongoing training of new and existing staff;
- Strategies for managing crew shortages and staff retention;
- Going Green including lamp phase outs;
- Emergency management of venues;
- An update from the Australia Wireless Audio Group;
- An update from members on Council Amalgamation; and,
- A series of four seminar sessions for delegates to attend.

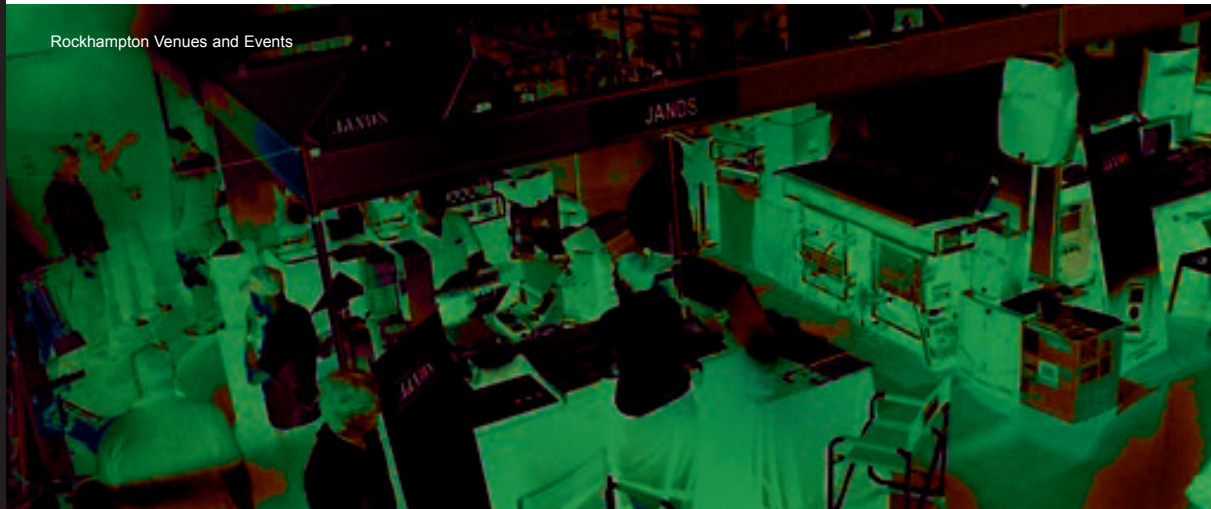
QPAC has been invited to host the 2010 Technical Conference on 14-15 February 2010. The conference is now focused on servicing not only Technical Managers but also Technical staff at all levels within the industry. To reflect this strategic change the conference has changed its name from "Technical



Mangers Conference" to "Technical Conference". Future conferences will continue to build upon the success of the 2009 event with increases in attendance expected to occur from delegates and sponsors.

Chris Dbais, President
NARPACA Technical Managers
Network

Rockhampton Venues and Events



ACKNOWLEDGMENTS

NARPACA would like to acknowledge the support of Queensland Arts Council and the Blue Heeler Network in building NARPACA audiences and supporting the touring of quality cultural product to Queensland and the Northern Territory.



arts access statewide...

“ Collectively NARPACA members provide access to one of the largest professional touring circuits in Australia. ”

Annual Cultural Infrastructure Fund Project

In March 2008 NARPACA began a long-term awareness campaign about the need in regional Queensland for a Government funded Annual Cultural Infrastructure Fund. The objective of the fund is to:

- Provide a dedicated annual funding program for performing arts centres similar to other funding programs provided for sporting and non cultural facilities;
- Provide equitable cultural infrastructure funding for metropolitan and regional performing arts centres;
- Support the investment being made by Local Government in upgrading and developing performing arts centres;
- Ensure that Queensland remains a viable touring circuit by ensuring that performing arts centres are of a suitable standard; and,
- Ensure that regional Queensland communities do not have to leave their own regions to experience quality cultural productions.

In May and June 2008 information on the project was sent to the Arts Minister Rod Welford. Letters were also sent to NARPACA members to distribute to their local Members of Parliament to further increase political awareness of the project. NARPACA members who supported the Annual Arts Infrastructure Fund project by distributing letters to their local Members of Parliament included:

- Boonah Cultural Centre, Boonah
- Brolga Theatre, Maryborough
- Burdekin Cultural Complex, Ayr

- Cairns Civic Theatre, Cairns
- Empire Theatre, Toowoomba
- Gold Coast Arts Centre Pty Ltd, Gold Coast
- Mackay Entertainment & Convention Centre, Mackay
- Nambour Civic Centre, Nambour
- Rockhampton Venues and Events, Rockhampton
- The Events Centre, Caloundra

To further highlight the need for the Annual Cultural Infrastructure Fund NARPACA sent ongoing media releases to the Queensland Government to respond to various funding and project announcements made by the Government which focused on delivering arts benefits to metropolitan Brisbane.

In August 2008 NARPACA received a reply from Arts Queensland informing NARPACA that consultancy firm Positive Solutions had been appointed by Arts Queensland to conduct an audit of Queensland's cultural facilities. An invitation was sent to NARPACA members to participate in the project. The objective of this audit was to:

- Provide a greater understanding of the nature, size and use of these facilities;
- Assist with prioritisation of any future investment in such facilities; and,
- Inform the development of a methodology for consistent assessment of the community need for cultural facilities.

NARPACA members who participated in the Queensland Government's Audit Project included:

- Boonah Cultural Centre, Boonah
- Brisbane Powerhouse, Brisbane

- Brolga Theatre, Maryborough
- Burdekin Cultural Complex, Ayr
- Cairns Civic Theatre, Cairns
- Capella Cultural Centre, Capella
- Empire Theatre, Toowoomba
- Gladstone Entertainment Centre, Gladstone
- Gold Coast Arts Centre Pty Ltd, Gold Coast
- Ipswich Civic Hall, Ipswich
- Judith Wright Centre of Contemporary Arts, Brisbane
- Logan Entertainment Centre, Logan
- Mackay Entertainment & Convention Centre, Mackay
- Moncrieff Theatre, Bundaberg
- Mount Isa Civic Centre, Mount Isa
- Nambour Civic Centre, Nambour
- Proserpine Entertainment Centre, Proserpine
- Queensland Performing Arts Centre, Brisbane
- QUT Gardens Theatre, Brisbane
- Redcliffe Cultural Centre, Redcliffe
- Redland Arts Centre, Cleveland
- Rockhampton Venues and Events, Rockhampton
- Roundhouse Theatre (home of La Boite Theatre Company), Kelvin Grove
- The Events Centre, Caloundra
- The J' Noosa Youth and Community Centre, Noosa
- The World Theatre, Charters Towers
- Townsville Civic Theatre, Townsville
- Venue 1, Blackwater

NARPACA will be following up the outcomes of this audit in 2009 and identify the Queensland Governments intentions in regards to creating an Annual Cultural Infrastructure Fund.

2 DAY Strategic Planning Meeting

The NARPACA committee met in Cairns on Thursday 31 July - Friday 1 August 2008 for a 2 day Strategic Planning Session. David Fishel from consultants Positive Solutions facilitated the meeting which focused on:

- Finalising the NARPACA response to Arts Queensland's Touring Review
- Planning for the Annual Cultural Infrastructure Project
- A review of Arts Queensland's Cultural Facility Audit Project
- A review of Arts Queensland's Creative Hubs Project
- Finalising the functionality of the new NARPACA website
- Planning for the 2009 NARPACA National Ticketing Professionals Conference, and
- Planning for the 2009 NARPACA Annual Conference
- The Strategic Planning Session allowed for considerable progress to be made on key projects and identified clear outcomes and annual timelines

A New Look for NARPACA

NARPACA identified the need to develop a new corporate brand as a strategy for reinvigorating interest in the organisation and to reflect the change in NARPACA's strategic direction.

A design brief was compiled and expressions of interest were sought from selected designers

From this process a designer was selected and several versions of a new logo were created

Numerous improvements were made to the initial designs and the final options were distributed to NARPACA members for voting.

A new logo was selected and on February 2009 the new NARPACA logo was implemented into all NARPACA corporate documents and marketing collateral.

New NARPACA Website - www.narpaca.com.au

In May 2008 NARPACA began the process of developing a new website as a key strategy for better promoting the organisation and its members.

A design brief was compiled and expressions of interest were sought from selected web designers. From this process a designer was selected and preliminary works on the new website commenced in September 2008. Ongoing development continued throughout 2008 and in February 2009 members were invited to view the website and begin entering their venue details. The new NARPACA website was officially launched later that month. New features include:

- A new search function which enables users to conduct a search of members by location, venue size or services (i.e on line ticketing, box office etc);

- A members only section allowing members to change their venue details and contacts at any time;
- A news item section providing updates on NARPACA projects and other industry related events; and,
- An industry links section providing access to key industry partner sites; and,
- Information about NARPACA's aims and objectives.

Feedback from members will now be sought to guide future upgrades and developments for 2009. To view the website visit www.narpaca.com.au





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SEPTEMBER 2008

Preliminary works on the new NARPACA website commences

NARPACA President Destry Puia attends the shared Chairs Meeting at the APACA Conference in Adelaide. Participants include the Chairs of APACA, VAPAC, INAPAC and CircuitWest

NOVEMBER 2008

NARPACA begins discussion with commercial promoters to investigate the development of a model that would assist all parties in the scheduling and booking of regional tours to NARPACA venues

DECEMBER 2008

Arts Queensland releases "Coming to a Place Near You: Touring Strategy for Performing Arts in Queensland 2009- 2014"

FEBRUARY 2009

New NARPACA website launched

New NARPACA logo launched

NARPACA National Ticketing Professionals Conference is held at Gold Coast Arts Centre. 120 delegates from Australia and New Zealand attend

NARPACA endorses the Queensland Companion Card Project

MARCH 2009

New NARPACA Executive Assistant Helen McGuire commences. This position is increased to 2 days per week

APRIL 2009

2009 NARPACA Annual Conference confirmed to occur at Brisbane Powerhouse

Arts Queensland Touring Think Tank Session to be held in conjunction with the 2009 NARPACA Annual Conference

NARPACA Committee Members**Executive Members**

Destry Puia	President
Jean McTaggart	Vice President
Phil Finkelstein	Secretary (Nov 08 - current)
Ann-Marie Ryan	Secretary (Feb 08 - Nov 08)
Ann-Marie Ryan	Treasurer (Nov 08 - current)
Chris Patrick	Treasurer (Feb 08 - Nov 08)

Additional Members

John Flanagan	New Membership Officer
Gary Mears	Website Project Officer
Michael Bloyce	Benchmarking Coordinator
Troy Everett	Technical Manager Liaison Officer

Industry Partners

Peter Owens	APACA Representative
Jane Atkins	QAC Representative (Feb 08 - Feb 09)
Suzan Williams	QAC Representative (Feb 09- Current)

**NARPACA
Committee Meetings Held****2008**

Weds 20 Feb	AGM and General Meeting Gold Coast
Thurs 27 March	Monthly Committee Meeting Teleconference
Thurs 24 April	Monthly Committee Meeting Teleconference
Friday 23 May	Touring Review Meeting Brisbane
Thurs 05 June	Monthly Committee Meeting Teleconference
Thurs 31 July	Strategic Planning Meeting Cairns
Friday 01 August	Strategic Planning Meeting Cairns
Thurs 28 August	Monthly Committee Meeting Teleconference
Thurs 25 September	Monthly Committee Meeting Teleconference
Thurs 13 November	Monthly Committee Meeting Teleconference
Thurs 04 December	Monthly Committee Meeting Teleconference

2009

Mon 02 February	Monthly Committee Meeting Teleconference
Thurs 26 February	Monthly Committee Meeting Teleconference
Thurs 26 March	Monthly Committee Meeting Teleconference

NARPACA Membership List

Araluen Arts Centre, Alice Springs
Boonah Cultural Centre, Boonah
Brisbane Powerhouse, Brisbane
Brolga Theatre, Maryborough
Burdekin Cultural Complex, Ayr
Cairns Civic Theatre, Cairns
Capella Cultural Centre, Capella
Darwin Entertainment Centre, Darwin
Empire Theatre, Toowoomba
Gladstone Entertainment Centre, Gladstone
Gold Coast Arts Centre Pty Ltd, Gold Coast
Ipswich Civic Hall, Ipswich
Judith Wright Centre of Contemporary Arts, Brisbane
Logan Entertainment Centre, Logan
Mackay Entertainment & Convention Centre, Mackay
Moncrieff Theatre, Bundaberg
Mount Isa Civic Centre, Mount Isa
Nambour Civic Centre, Nambour
Proserpine Entertainment Centre, Proserpine
Queensland Arts Council, Brisbane
Queensland Performing Arts Centre, Brisbane
QUT Gardens Theatre, Brisbane
Redcliffe Cultural Centre, Redcliffe
Redland Arts Centre, Cleveland
Rockhampton Venues and Events, Rockhampton
Roundhouse Theatre
 (home of La Boite Theatre Company), Kelvin Grove
The Events Centre, Caloundra
The J' Noosa Youth and Community Centre, Noosa
The World Theatre, Charters Towers
Townsville Civic Theatre, Townsville
Venue 1, Blackwater



**NORTHERN AUSTRALIAN REGIONAL
PERFORMING ARTS CENTRES ASSOCIATION**

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