

ARTOUR

ARTOUR 2017-2021

Arts Queensland supports arts and cultural touring in regional Queensland through its grants programs and the funding of arTour, an Arts Queensland initiative which grows opportunities for communities across regional Queensland to access high quality arts engagement by supporting the sector with touring expertise and resources, brokerage and tour management services, and industry development.

Since 2010, arTour services have been managed and delivered by a sector-based organisation. The current arTour contract commenced in July 2017 and is due to finalise in December 2021.

arTour currently provides the following services:

- **brokering touring opportunities** and facilitating deeper **community engagement** for Queensland artists and venues
- **touring advice** and a suite of **online resources**, including templates, tips and best practice www.artour.com.au
- **fee-for-service touring support** – tour building and delivery, and marketing support
- **“Showcase”** an annual performing arts market for Queensland artists and venues
- **“Roadcase”** information sharing, engagement and consultation events in regional and remote communities
- online and in-person **sector capacity building** activities as part of other events or as standalone activities.

KEY OUTCOMES 2018-2020*

	Total
Tours supported	26
Queensland audiences and participants	56,211
Communities visited	194
Capacity Building activities	86
New financial partnerships	15
Unique users of website	60,876

* Noting significant disruption to touring in 2020 due to COVID restrictions

Summary touring consultation and evaluation findings

Key Achievements/Outcomes 2018-2020

1. Evidenced through Queensland’s now mature touring sector, arTour has supported the growth of a consistent pipeline of high quality Queensland performing arts offerings for regional presenters.
2. Providing effective tour building and co-ordination services has enabled smaller companies and independent artists, often lacking the skills and/or resources, to tour to boost their profile and earning potential, and build audiences in regional areas.
3. arTour’s program of activity (*Showcase*, *Roadcase* and capacity building events) and online resources support best practice and sector growth and are of huge benefit, especially to new entrants and regionally-based companies and presenters.
4. A key legacy for arTour is their establishment and delivery of the Western Touring Circuit (WTC), a consortium of 14 remote Local Government Authorities (LGAs) with a commitment to jointly program three tours a year for their communities. ArtTour secured support for this initiative from the Tim Fairfax Family Foundation until 2021.
5. Taking a leadership role in regional arts services delivery in Queensland, arTour supported Regional Arts Services Network (RASN) Providers to achieve their vision for touring in their region and an online community of practice through the regional service providers monthly meeting. They also successfully supported rural and remote LGAs to access funding for arts activity.

Moving Forward

Where are we going?

Continuing commitment

The Queensland Government is continuing its support of RASN and arTour with a further \$7.8 million committed over four years from 2022 to 2025.

Enhanced regional services

There is an opportunity to align state-wide objectives by integrating the statewide RASN Office and the Queensland touring service arTour.

Opportunities 2022-2025

Expanding touring support

While arTour's contract has historically focused on performing arts, there is opportunity in the next contract to explore how touring support services could benefit a broader range of touring sectors to address COVID-19 disruption to live music touring models and known demand for visual arts and exhibition touring assistance.

Empowering and supporting First Nations artists

Audience and presenter surveys show an appetite to engage more with First Nations Performing Arts, however, despite investment in the development of new works, touring by Queensland's First Nations artists is limited. Supporting culturally appropriate producing, tour brokerage and audience development will work towards achieving the key Creative Together priority to elevate First Nations arts.

Arts and Education

Touring productions into schools gives many young people their first experience of live performance, and access to high quality arts experiences can enhance learning, inspire creative thinking and enhance well-being. Schools and artists have identified the need for a mechanism for artists to connect with schools, particularly in regional areas, and the need for support to broker arts and education partnerships including schools touring.

Audience development

A strategic and collaborative approach to audience development is needed to grow sustainability for the touring sector, with arTour, presenters, producers and the Regional Arts Services Network (RASN) working collaboratively to achieve maximum impact.

Circuits

Touring circuits are an efficient way for producers to engage with presenters and to deliver on local community needs. Presenters and producers identified the development of new touring circuits as a key strategy to support recovery; including hyper local, intra and inter regional, art form specific, First Nations and large scale work circuits.

Skills and Capacity Building

Both RASN and arTour have a remit to support professional development and capacity building. Working together, they can address identified skills gaps in regional Queensland, particularly around marketing, public relations and audience development, as well as tour building and co-ordination.