

## Key Issues for PATA



Based on consultation within the sector over several years, the following have been identified as the critical issues to be addressed within the national touring landscape:

1. **Leadership:** There is an urgent need for active leadership in the sector to achieve effective national touring. In a sector reliant on cooperation, with no appointed leadership or authority, it is essential that a peak body with the confidence of the sector be supported.
2. **Clear and consistent messages:** There is a pressing need to develop a clear set of messages for all parts of the sector to facilitate moving forward and to assist new entrants. The current system is complex and confusing and there is a need for the development of agreed materials and guidelines for all participants.
3. **Major Companies:** Tour development for major companies and large venues is being inhibited by finding shortages and narrow perspectives where there is often an assumption that these companies are already well funded and/or only interested in metropolitan performances. The case for funding for touring these companies needs to be made and understood by the sector and funding bodies.
4. **Venue Management:** High turnover of venue managers and the relative inexperience of some managers is limiting the touring potential for companies and communities. Of particular concern is the allocation of these responsibilities by some Local Government Councils to administrative staff with no background in the area. Professional development for these people is a high priority in the sector.

5. **Traffic Jams:** There are significant traffic jams in the system creating inefficiencies. There is a need to balance touring programs across the year.
6. **Workable Policy:** Funding programs put together without consultation with the sector are creating a mismatch between the product and the venues. Funding bodies would be assisted by having a peak body to refer to about touring policy and operational guidelines.
7. **Government coordination:** Lack of coordination between different government funding bodies is creating new work without touring prospects. Without assistance some programs (e.g. MAPS) may be ineffective, as companies with new work that is touring ready may not get funded, and new work that is funded may not be touring ready. The different rules in each State can cause confusion and difficulty.
8. **Access Clarity:** The lack of clarity in how to access the touring system is limiting the quality and variety of product available to venues and communities. There is a high need to make the system and its offerings transparent to all participants.
9. **Effective Brokering:** There is a significant need to ensure effective brokering between venues, producers and presenters to ensure that the most appropriate product is provided for each community.
10. **Marketing Support:** There is an urgent need for marketing support in communities.
11. **Tour Coordinators:** There is a need to more broadly understand the value of the work undertaken by tour coordinators in developing viable, sustainable touring circuits, particularly in the small---medium sector.