

## **Expressions of Interest**

### ***Hearts and Minds***

#### **2010 Australian Performing Arts Centres' Association Conference**

##### **APACA Background**

The Australian Performing Arts Centres' Association was established in 1987.

Since 2007 APACA has broadened its focus in recognition of the many stakeholders connected with performing arts centres. Accordingly APACA has established 4 key strategic directions for the period 2009 to 2014.

These are:

1. To encourage and promote excellence in the presentation of performing arts across Australia.
2. To effectively maintain and develop the APACA network in collaboration with state-based presenter organisations.
3. To position APACA as a peak national body for performing arts presenters and align the organisation with key national partners.
4. To provide valued services to a growing membership.

##### **2010 APACA Conference**

Each year APACA has held a national conference focusing on issues related to performing arts centre management.

Critical to the success of each year's conference is a significant amount of support from the host venue. To determine the host venue for 2010 we are seeking Expressions of Interest. This is not intended to be an arduous tender process but simply a few pages that give the potential host venue the opportunity to describe what they will contribute to make the conference a huge success.

The host venue receives considerable industry kudos and positions the host community as a leader in cultural development. The conference attracts approximately 200 of Australia's leading arts practitioners as well as an array of national and international guest speakers.

Traditionally APACA has run the conference immediately prior to or post the Long Paddock touring forum in the first or second week of September. Negotiations are currently underway with the Blue Heelers [state touring coordinators] to continue this format for 2010 with some possible changes to the program structure.

The 2009 format for the conference and long Paddock is as follows:

#### Day one

- Morning – conference technical preparation
- Afternoon – industry meetings
- Evening - Registration, Welcome & Opening reception

#### Day two

- Morning – AGM, Conference Commences – key note address
- Afternoon – Conference continues - Workshops sessions
- Evening – Free

#### Day three

- Morning - Conference continues - Keynote speaker 2 & workshop sessions
- Afternoon - Conference concludes
- Evening – Drover Awards

#### Day four

- Morning – Late start – Long Paddock registration
- Afternoon – Pitch sessions
- Evening – Long Paddock welcome drinks

#### Day five

- Morning – Pitch sessions
- Afternoon – Pitch sessions & wrap up

Conference dates for 2010 are tentatively proposed as Tuesday 14 to Friday 17 September.

Historically the host venue has made a significant contribution to the event. The level of this contribution is expected to be maintained in future conferences and is detailed below for reference.

The host venue will provide:

- Key support staff free of charge – 1 FOH & 1 BOH [NB minimum one dedicated AV operator for entire event]
- Additional support staff at cost – technical, registration desk attendant and runner
- All technical and presentation equipment [e.g. tables, chairs, registration desks, pin up boards] at no charge.
- Marketing support – assistance with development of promotional campaign e.g. identify promotional opportunities, assist with media releases, assist with management of RSVP's for special events.
- Cooperation with event producer on coordination of catering.
- Administrative services including photocopying, fax, internet access and office space for duration of event as well as three days prior.
- Assistance with pre-conference preparation e.g. filling conference packs, locating and erecting signage, receiving inward goods in advance.
- On-the-ground pre-event reconnaissance [e.g. accommodation, function venues as required] and ongoing liaison with local accommodation providers as required.
- Assistance acquiring local attractions/tourism literature.
- Contact information for the invitation of local dignitaries and VIPs.
- Assistance with finding entertainment options [i.e. live entertainment for Drovers]

- Liaison with local government authority and other local bodies as necessary e.g. Rotary, Arts Council
- Support with ground transport e.g. driver and vehicle to pick up/drop off guest speakers from airport

Similarly the following budget limitations are placed on the conference to ensure affordability for delegates.

- The contribution to venue hire from APACA is limited to \$5,000.
- Catering costs for morning tea, afternoon tea and lunch must not exceed \$40/head [including GST] or otherwise be subsidised by the host venue.
- Catering costs for Drover Awards and Conference Dinner/function shall not exceed \$110/head [including GST] or otherwise be subsidised by the host venue.
- All labour shall be charged at cost and the total labour expense shall not exceed \$4,000.

Accessibility and transport options to and from the event are contributors to deciding the conference location. More simply, the cost and time involved in getting to and from the host venue for both presenters and producers is a notable consideration.

Expressions of interest should be limited to three A4 pages and provide information that confirms the availability of the venue for the proposed dates as well as the way in which the host venue will address the above points.

Proposals shall be received in confidence by the President of the Australian Performing Arts Centres' Association by no later than Friday 7 August 2009 and should be addressed as follows:

Ms Bronwyn Edinger  
President  
APACA  
C/- PO Box 265  
GLEN FORREST WA 6071

Further enquiries should be addressed to the Executive Officer via email [[eo@apaca.com.au](mailto:eo@apaca.com.au)] or phone [08 9298 8822].