



## CYBERPADDOCK AND NATIONAL TOURING

### A quick reference guide for Producers

So you've put on a piece of theatre and it was pretty awesome, if you do say so yourself. Audiences loved it, the creative team worked well together and had an amazing time and it's breaking your heart to pack it all up.

There are a number of ways that you can approach national touring in Australia and with a little information you can tailor the various processes to suit you. The important thing to remember is that there are many ways to build a tour and a number of processes in place to assist you in a way that works for your company – [www.cyberpaddock.com.au](http://www.cyberpaddock.com.au) is a good place to start.

- Firstly, you can find all the contact details for Presenters all around the country, perhaps you can even invite them along to see your work.
- Next you need to create a presence for your company on the site. Firstly, register for your username and password. Then, it is time to create your *Producer Profile*. This is where you present your company to the touring network. Click the *My Paddock* button at the top right of the page and then choose the *Producer Profile* option from the menu down the right. *Create a New Profile*.
- Fill in the details about what makes your ensemble great, remembering that a few well-chosen words can often communicate better than pages and pages of information. Make sure you click through the tabs along the top of the page to fill in your *Contacts* and *Additional Information*.
- Click on the *Assets* tab and upload your logo or a photo as your button image (which will display when you are shown in a search list) and your main image (which will display on your *Producer Profile* page). Make sure you click on the 'About' button and read through the information about *Managing Assets* – the most important thing is that your photos are the right size.
- Next up, create your *Production Profile*. During the first season of your show make sure that you keep a good record of the work, really great photographs, high quality video, press reviews and marketing examples. Remember, selling your show to a possible Presenter is very different to selling your show to a potential audience member. The Presenter needs to know as much practical info about the production as possible,

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exactly what is required technically, how to sell the show to an audience and who exactly that audience is.

- Add some *Assets* to your *Production Profile*. Again, remember that a small amount of good quality video, images and reviews are much better than lots of mediocre stuff. There are a LOT of other productions available for touring, so use the materials that makes your show stand out from the rest.

Once you have a Profile on Cyberpaddock, you can direct people to your info and begin to generate interest in your show. You'll be 'linked in' to your Tour Coordinator, (you can find their details on Cyberpaddock too). Keep an eye out for email updates which will let you know when an opportunity to present your work is coming up.

Long Paddock National Touring Forum is run by the Blue Heeler Network (which is an association of Tour Coordinators from various Australian states). It happens twice a year, usually in April and August/September. This Forum is all about National Touring and Productions are selected by an online voting process where Presenters select the shows that they are most interested in seeing.

About 3 months before each of these showcases, you can submit your Cyberpaddock Production Profile. Info on how to do this is emailed out to Producers once the application process is open.

That should be quite a lot to get you started, so get online and start showing off your work! Remember that your Tour Coordinator is there to assist you, so please contact us at any time.

#### Useful websites

[www.cyberpaddock.com](http://www.cyberpaddock.com)

[www.pata.com.au](http://www.pata.com.au)

[www.arts.gov.au/topics/regional-touring-arts/playing-australia](http://www.arts.gov.au/topics/regional-touring-arts/playing-australia)

[www.australiacouncil.gov.au](http://www.australiacouncil.gov.au)

#### 2012 Dates

- 1) Long Paddock National Touring Forum, 3<sup>rd</sup> and 4<sup>th</sup> April, Albury Entertainment Centre
- 2) Long Paddock National Touring Forum, 23<sup>rd</sup> and 24<sup>th</sup> August, Darwin Entertainment Centre (running in conjunction with the APACA conference)