

# SHOWCASE VICTORIA 2016

WHERE PERFORMING ARTS TOURING CONNECTIONS ARE FORGED

## SHOWCASE VICTORIA 2016 SUMMARY REPORT

Showcase Victoria 2016, delivered by the Victorian Association of Performing Arts Centres and Regional Arts Victoria, supported by the Victorian Government through Creative Victoria, was held at the Plenty Ranges Arts and Convention Centre on the 17th and 18th of May. This year's event was the 18th iteration of a vibrant arts marketplace where venue, festival and event manager and programmers, alongside an increasing contingent of arts managers, administrators and community development workers, are able to connect with artists, facilitators, and makers to fulfil their programming, touring and presenting ambitions. Showcase Victoria has also become a vital professional development and networking event for those within the arts sector and broader community, cultural development, and entertainment landscape.

Showcase Victoria's significance within the national arts ecosystem continues to be made evident. The 143 Expressions of Interest received for the opportunity to present in the program represent interest from each state or territory in the following proportions:

- Victoria 84.5%
- South Australia 4.2%
- Tasmania 3.5%
- New South Wales 2.8%
- Australian Capital Territory, Queensland and West Australia 1.4% each

This diversity was echoed in the spread of delegates travelling from across Australia, represented in the following proportions:

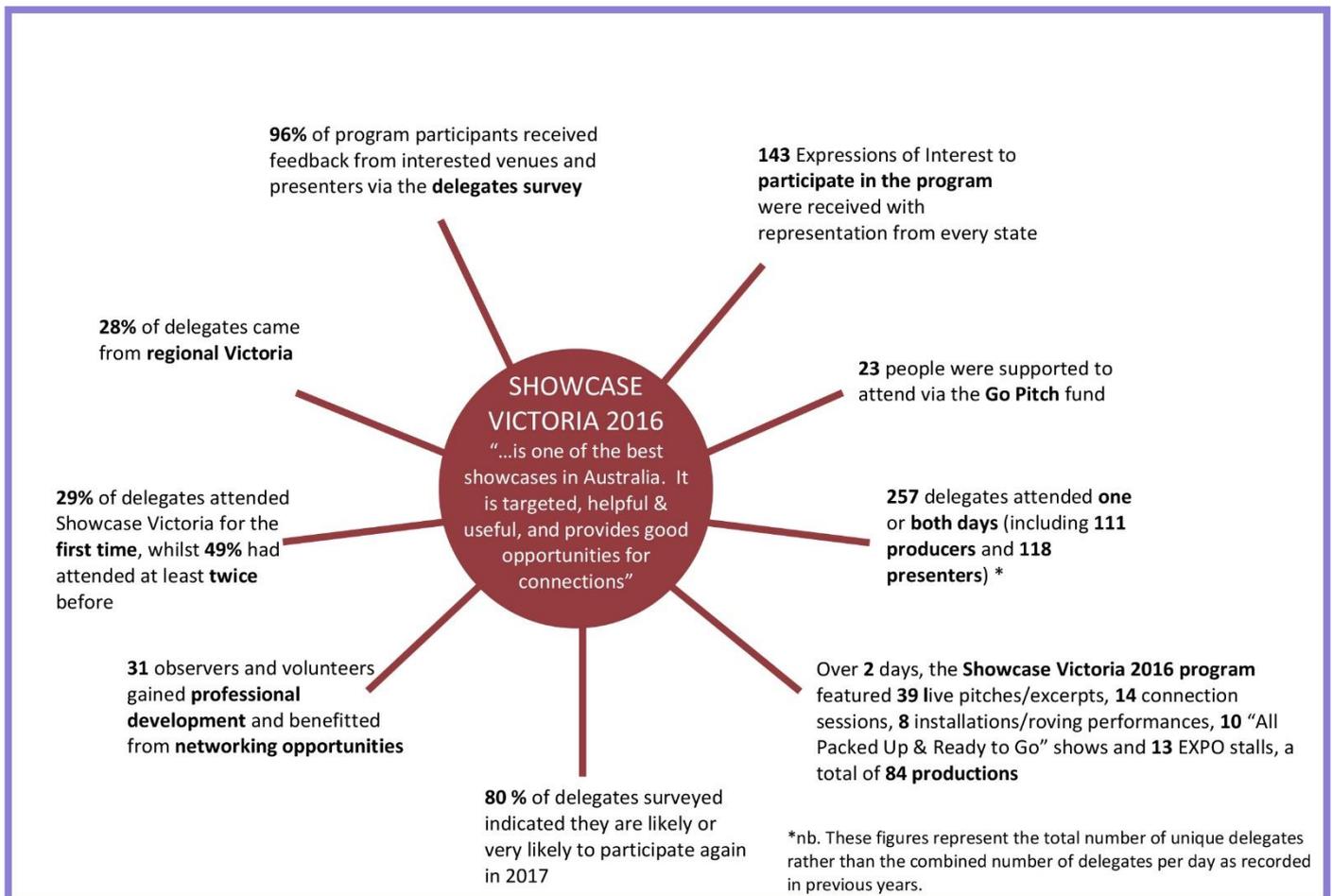
- Victoria 81%
- New South Wales 7%
- Tasmania 5.4%
- South Australia 3%
- Queensland and West Australia 1.6 % each

Showcase Victoria 2016 was positively received by both delegates and presenters, building upon feedback from previous years the experience of the event for all stakeholders is able to be improved upon with each new year. Concerns were expressed in the presentation of the Expo, All Packed up and Ready to Go and the Connection Sessions, ways to improve the outcomes from these elements will be examined by the Showcase Executive in preparation of future Showcase Victoria events.



Showcase Victoria 2016 delegates enjoying some networking and fresh air. Image by Lee Sandwith.

## THE IMPACT OF SHOWCASE VICTORIA 2016



## KEY OUTCOMES

- Showcase Victoria 2016 was an important programming event for presenters. The programming survey indicates the potential for up to 742 seasons over 2017 and 2018.

*"I buy half of my season content via showcase. Excellent networking event."*

- Delegates value the professional development aspect of Showcase Victoria as well as the marketplace opportunities

*"Attending Showcase is beneficial to both networking, and learning more about our industry, and programming."*

- Delegates rated their Showcase Victoria 2016 experience very highly. In particular, positive feedback has been received regarding the general organisation, the quality of projects featured in the program, the quality of the presentations, and the networking and connecting opportunities.

*"The event was so well organised and flowed at a pace that gave you time to digest the information and network. I didn't feel like I had missed out on anything"*

*"Loved seeing all the works. Very inspiring. Great networking opportunities."*

- Delegates indicated that they would like access to contact information as part of the delegate list

*"I'd love a contact list of the delegates, not just the list of delegates."*

- The Connections Sessions could use revision and tighter curation with a focus more on professional development rather than an extension of the marketplace and pitching sessions

*"A bit more thought about what the connection sessions are about. Maybe more of a professional development angle rather than longer pitches from producers."*

- Similarly, more focus and thought around the All Packed Up and Ready to Go, and Expo offerings; exploring ways these might be used to make an extended pitch to presenters where needed.

### KEY SUCCESSES

- More than 20 of the projects presented at Showcase Victoria are being developed for touring programs.
- The technical elements of the program *"ran seamlessly and to time"* This can be attributed to the experience and professionalism of the Showcase Technical Manager and the venue staff
- The delegate survey was able to effectively gather interest from presenters, with 96% of program participants receiving feedback

*"I made lots of great contacts at Showcase and will be following up these leads"*

- Delegates appreciated the extended opportunity to connect and collaborate during the networking dinner and drinks

*"The surprise and the highlight for me was the receptiveness and open sharing culture of the group. I was amazed people were interested in what we did in in our little space."*

- Changes to the Expo format, holding it over a single two hour session to coincide with the networking drinks, was positively received

*"I thought this year's arrangement of having it prior to dinner in the room where people gathered for just 2 hours was great. Everyone who wanted to find me could in those hours and it meant I wasn't locked to the table all day."*

- Participants in the program felt well informed and supported by the Showcase Victoria team

*"Level of support for advice and info was fab"*

- The return to a single stage program was positively received

*"It was much better to have only the one performance venue. It was good for networking and for staff who hadn't attended before to be introduced to what happens at Showcase."*



Western Edge Youth Arts performs an excerpt from Caliban. Image by Lee Sandwith

- Use of Trybooking to facilitate registrations, particularly to categorise delegate types was successful, and will be able to be deployed again in future. There were no reported issues with purchasing tickets to Showcase 2016

### AREAS FOR FUTURE CONSIDERATION

- Extend break periods to allow for networking opportunities
- Explorations of methods by which program participants could be made aware of the programming focus of presenters, this idea was generated out of the Victorian Touring Forum and is discussed in more detail in its report
- Expand the delegate list to include contact information
- Further refinements in the curation of the Expo and All Packed Up and Ready to Go projects included in the program

### ADDITIONAL INFORMATION AND COMMENTS

Feedback on the host venue was largely positive, however a significant proportion of delegates indicated a preference for a more central location. The Showcase Victoria Executive take such feedback into account when selecting a host venue with consideration given to:

- Equitable travel time and access for all presenters and delegates
- Availability of amenities such as parking, accommodation and access to entertainment and recreation opportunities outside the Showcase Victoria program
- The requirement for the event to be hosted by a VAPAC member
- Availability of suitable venues during the time of year in which the event is held
- The limitations of the resources available

The Showcase Victoria Executive is exploring strategies over the medium term to give more certainty to both delegates and participants of dates and locations of future events

Feedback has been received indicating confusion over presentations offered in multiple years, whilst this did not occur this year, it should be noted that a project will be included in the program for a second time only if it has significantly changed since its original presentation, an example of this might be a project initially presented as a concept, or work in development, that had been particularly successful once it had premiered.

Although held within the Showcase Victoria 2016 program, separate feedback was collected regarding the Victorian Touring Forum 2016. A report has been prepared and is available on the [Showcase Victoria website](#).

Finally Hannie Rayson, who presented her work *Hello Beautiful*, a tour of which is being coordinated by Gasworks Arts Park wrote a piece reflecting on her experience of Showcase Victoria 2016 which appeared in Fairfax publications nationally on 11 June 2016, an online version of the article is available at <http://www.theage.com.au/entertainment/please-like-me-performers-get-eight-minutes-of-fame-as-regional-towns-look-on-20160602-gpa26q.html>

Showcase Victoria is presented by the Victorian Association of Performing Arts Centres and Regional Arts Victoria

