

SHOWCASE VICTORIA 2017 EVENT IMPACT REPORT

Showcase Victoria is the performing arts marketplace! Delivered by the [Victorian Association of Performing Arts Centres \(VAPAC\)](#) and Regional Arts Victoria with support from Creative Victoria, this annual event brings together producers, presenters, artists, venue & festival managers, community development workers and programmers of all kinds, to experience an exciting and diverse range of high quality work, and ultimately to facilitate touring.

Now in its 19th year, Showcase Victoria 2017 was held on 31 May & 1 June at the Malthouse Theatre in the heart of Melbourne's arts precinct.

REGISTRATIONS

The event attracted **301 delegates**, marking a 16% increase from 2016 and 43% of those delegates had not attended before. The following tables provide a further breakdown of registrations.

State	
ACT	1
NSW	15
QLD	3
SA	6
TAS	6
VIC	268
WA	1

Metro v. Regional	
Metro VIC	147
Regional VIC	121
Metro other states	31
Regional other states	2

Registration Type	
Presenters (venues)	120
Producers (artists)	112
Other (observers/staff/volunteers)	69

KEY TRENDS

- Delegates rated their Showcase Victoria 2017 experience very highly. In particular, positive feedback has been received regarding the general organisation and the quality and diversity of works featured in the program. Survey results indicate that 94% of attendees plan to return next year (an increase of 14%).

"The organisation of Showcase was superb and I gained so much insight into our industry and of course made some most valuable contacts."

"It was a fantastic experience, and HUGE kudos to your Showcase team – everyone we dealt with was fantastic and it was really well organised!"

- Showcase Victoria 2017 is a significant programming event with 93% of Presenters indicating that they are interested in presenting something from the program in their venue.

"Excellent program. Well done to all involved."

"Loved the diverse range of shows and works being presented."

- Program participants (artists and producers) felt informed and supported throughout the application and performing processes and 92% indicated that based on their experience they would apply to be part of the program again in the future.

“I enjoyed myself very much! I attended as a first timer and couldn’t find any faults. Great work! My expectations were met. This isn’t a mark down as I had high expectations.”

- Feedback indicates that some delegates would like to explore further networking opportunities and means of identifying each other.

“I’d love to see some more structured networking – perhaps a day either side of the Showcase where Producers and Presenters can sit down for short pre-arranged meetings.”

“Headshots for delegates – being new to the process, I spent lots of time researching what the people I wanted to connect with looked like so I could catch them in the foyer.”

WHAT WORKED?

- **Application Process**

In line with industry standards, the 2017 application process for program participants (artists and producers) was changed to an online system and the timeline was shortened significantly meaning that applications were open for one month rather than three. The revamped form meant all applicant information was captured from the beginning, negating the need to request further program information from successful applicants and significantly reducing the administrative workload.

There were no negative outcomes as a result of these changes and Showcase Victoria’s significance within the performing arts touring landscape remained evident with a total of 149 applications received from artists and organisations throughout the country. Seventy eight of these applicants made it on to the program via the selection process.





- **Networking Opportunities**

In response to feedback from the 2016 Delegate and Programming Survey, networking opportunities were extended to include a Networking Breakfast, Community Presenter meeting and longer break times in addition to the Networking Drinks & Nibbles held during the Expo session.

“It was a great idea to hold the Expo at evening drinks. This ensured delegates actually attended.”

- **Venue**

Delegates appreciated the central location of the venue, particularly its proximity to public transport which 44% of survey respondents ranked as the most important aspect of the event’s location.

“The Malthouse was an excellent venue.”

- **MC**

Considerable effort was made to engage and brief an MC with performing arts touring industry experience. This resulted in a highly professional yet friendly and entertaining atmosphere throughout the event and also helped put program participants at ease prior to their stage time.

“I think it was put together really well, and LOVED Christine Dunstan as an MC.”

“In my opinion, Christine Dunstan was the best MC in the history of Showcase. Give her another gig next year!”

- **Logistics**

The technical elements of the two days were *“logistically tight”* and all sessions ran to time. This was largely due to the calm and experienced technical crew and the professional front of house team who ensured that delegates returned to their seats on time.

- **Registration**

The registration process went smoothly using the template set-up last year in Trybooking. A small number of delegates requested invoices after their bookings had been finalised. This feature is not currently available but Trybooking has assured event organisers that it will be by 2018.

- **Contact Information**

Many delegates want access to contact information for those attending Showcase Victoria and as a result of feedback from last year, this was made available a week prior to the event and included contact details for those delegates who gave permission for it to be shared.

IDEAS FOR THE FUTURE

- The event organisers will look into models for additional networking sessions such as “speed networking” and “fast mentoring”.
- Consideration will be given to delivering Showcase Victoria through the National Touring Selector (NTS) with a view to further streamlining the application system, providing an interactive platform for the event program and enabling live voting for Presenters.
- A cost and time effective method for allowing delegates to identify each other at the event will be researched.

INITIAL OUTCOMES

In the month following Showcase Victoria 2017, initial results indicate that at least 20 tours are being developed as a result of the event, with Regional Arts Victoria collaborating on the delivery of 12 of those tours. ([see Regional Arts Victoria's 2018/2019 Tours in Development here](#))

It's important to remember that if a production did not receive support from Regional Arts Victoria's program, it does not mean a tour is not likely. There are also a number of tours and one-off performances being managed either by [other tour coordinators](#), or through direct approaches by venues as a result of the Delegate Survey. With 93% of venues indicating that they would like to present something from the [Program](#), these numbers will continue to rise as venues plan for the years ahead.

ADDITIONAL NOTES

- Please note: feedback has also been received regarding the 2017 Victorian Touring Forum held during the afternoon on day one of Showcase Victoria 2017. This feedback will be addressed in a separate report covering the forum and its outcomes.

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

