



Literature review

This is by no means an extensive review – it's intended to provide a starting point for further reading and research.

Touring resources

New Zealand

A guide for safe working practices in the New Zealand theatre industry, Stephen Blackburn, Nick Kyle, Rob Peters, Phil Conroy.
<http://www.tewhaea.org.nz/images/safety%20guideline.pdf>

An extremely useful guide for any touring technician. It's in a state of constant update and exists primarily as a virtual reference. The purpose of this guide is to identify the key risk hazards of the industry and present some ideas on how to minimise or eliminate those risks. It has a specific section on touring companies. It's more than just a safety guide – for example the section on what to look for in venues is a very useful starting point for thinking about what your show requires to tour.

Nielsen's Media Directory, Compiled by ACNielsen (NZ) Ltd. Media Publishing, updated every six months.

ACNielsen Centre, PO Box 33 819, Auckland, Phone: 09 488 3188, Fax: 09 488 3191, Website: www.acnielsen.co.nz

The guide to every form of media currently utilised in New Zealand. It covers magazines, newspapers, radio, television, outdoor and online publications. It provides contact details and specific details from readership profiles and distribution to column centimetre rates and column sizes. It's invaluable but expensive. It is online (website address above) – still expensive. It's updated once every six months but for the touring world it's probably a once a year purchase, maybe even every two years – the kind of media you're looking for don't change that much. If you can't afford it, then try your local library (reference section).

The touring manual, Brian Sweeney, Wellington, Queen Elizabeth II Arts Council of New Zealand, 1989.

A very readable book, large portions of which are still relevant today – if you can get hold of a copy (it's also out of print).

Tour organiser's handbook, Paul Davis, Wellington, Queen Elizabeth II Arts Council of New Zealand, 1981.

This gives a linear overview of tour organisation. It is interesting to see how far we've come since it was written. Out of print.

Australia

Arts management: a practical guide, Jennifer Radbourne and Margaret Fraser, St Leonards, Australia, Allen & Unwin, 1996.

A very thorough approach to arts management in general – although more theoretically based than the title might indicate. Touring is not covered as a specific topic. The authors' research is thorough and their approach is academic – they begin by citing arts management and nationality in the Australian cultural landscape and end by positioning Australia's arts within a wider global perspective. Not a light read!

Let's Tour! Australia: Arts Victoria and the Australia Council, 2000.

A collection of four booklets:

- Let's Tour: A Quick Guide to exporting Australia's Performing Arts
- Let's Show UK
- Let's Show Germany
- Let's Show Japan

Of these the *Let's Tour* and *Let's Show UK* are most useful for New Zealand touring companies. The *Let's Tour* is brief but thorough and has a series of touring stories from companies who have toured offshore. *Let's Show UK* covers a series of very practical topics from legal issues through customs and excise to a very good guide to who does what in the performing arts organisations of the United Kingdom.

North America

Te Whaea: the New Zealand School of Dance and Drama has one of the best library resources in New Zealand.

An American dialogue: the national task force on presenting and touring the performing arts, The Association of Performing Arts Presenters, 1989.

An extremely useful theoretical dialogue on touring, with an historical overview of touring in the United States. It answers the question, 'Why tour?' succinctly and well. A useful section for presenters on the local environment; also covers audiences, data collection, education, equity, diversity of product and international exposure. Includes useful pointers to further reference books.

Booking and tour management for the performing arts, Rena Shagan, New York: Allworth Press, 1996.

If there's just one book you choose to read from this list then make it this one. A practical and comprehensive look at touring in the United States.

Performing arts tour organizer's handbook, The Touring Office of the Canada Council Ottawa: Canada Council, 1981.

This is a dry read but it does contain all the basics. It includes a good list of generic publicity contacts; a very good section on post-tour follow-up; and a thorough questionnaire for venues that is well worth referring to.

Presenting performances: a handbook for sponsors, Thomas Wolf, New York, American Council for the Arts, 1981.

Don't be put off by the title. 'Sponsors', in this instance, does not refer to corporate funding but to administrators presenting performances. It's written primarily for small, community-based enterprises staffed largely by volunteers. Old-fashioned in places but useful for presenters just starting out. Good to read in conjunction with something more up to date.

The presenter's handbook, Miriam Browne, Ottawa, Touring Office, Canada Council, 1992.

A solid, comprehensive look at how to create a tour. Less up to date than Rena Shagan's *Booking and tour management for the performing arts*, but still provides all the basics

There and back: the performing arts tour organizer's handbook, Jane Buss, Ottawa, Touring Office, Canada Council, 1992.

A revision of the 1981 Performing arts tour organizer's handbook. It's much better than the original – mostly because it's written with a sense of humour.

General reference works

New Zealand

A brief guide to New Zealand art and culture, Naomi O'Connor, Nelson, Craig Potton Publishing, 1995.

This brief guide seems to have been written with the tourism industry in mind.

A guide to negotiating an employment contract, Francis Wevers, Wellington, Butterworths, 1991.

This came out shortly after the introduction of the 1991 Employment Contracts Act. It's an extremely useful little book, digestible and clear.

A Practical Guide to Developing and Managing Websites, Roger Tomlinson and Vicki Allpress

Free to download from the Arts Council England website: www.artscouncil.org.uk/publications/publication_detail.php?rid=0&sid=&browse=recent&id=407

Arts partners: success stories in New Zealand arts and business partnerships, Wellington, Creative New Zealand, 1998.

This is an interesting read containing several good ideas for creative partnerships between business and the arts. It should be noted that in the fast track world of sponsorship many of these partnerships are no longer in existence. The best contribution in the book is the selected bibliography that will lead you on to some specifically useful books about the business of sponsorship.

Asian Aucklanders and the Arts: Attitudes, attendance and participation in 2006. www.creativenz.govt.nz/files/asian-aucklanders.pdf

A qualitative study that offers some interesting insights; has a particularly excellent list of Asian community organisations across the wide spectrum of Asian nations represented in Auckland.

Every kind of weather, Bruce Mason, David Dowling, editor, New Zealand, Reed Methuen, 1986.

A personal memoir from Bruce of touring his solo work *The End of the Golden Weather* throughout New Zealand. As far as I'm aware Bruce still holds the record for the number of performances given on tour in this country (almost 1,000).

FULL HOUSE: Turning Data into Audiences, Roger Tomlinson, Tim Roberts and Vicki Allpress, Creative New Zealand, 2006 (order online at www.fuel4arts.com/capabilitybuilding/manual.asp).

An extensive and detailed manual that looks specifically at how arts organisations can “better utilise the data they have regarding customers and their transactions and build ongoing audiences.”. However, it is more relevant to organisations with an ongoing infrastructure as opposed to independent project-funded companies, still an interesting and informative read.

New Zealand drama, Howard McNaughton, Boston, USA, Twayne, 1981.

An exploration of the history of dramatic literature and written production resources pertaining to New Zealand theatre from the 1940s to 1984.

New Zealanders and the Arts: Attitudes, attendance and participation in 2005.

This is a benchmarked study and the next survey will be conducted in 2008 <http://creativenz.govt.nz/files/resources/arts-survey-06.pdf>

Oxford history of New Zealand music, John Mansfield Thomson, Oxford, Oxford University Press, 1991.

This book is personal, accessible and a good read.

Stranded in paradise: New Zealand rock 'n' roll 1955-1988, John Dix, New Zealand, Paradise, 1988.

This is a great history, thoroughly researched and a good read.

The arts in Aotearoa New Zealand: themes and issues, Peter Beatson, Diane Beatson, Palmerston North, Sociology Department, Massey University, 1994.

This is probably the most comprehensive overview of the development of the arts in New Zealand through to the mid-90s. Coming from a pair of sociologists it has a sociological framework but it's a fascinating read – especially the chapter titled 'Does Art Matter?' It provides a perspective on the arts in the light of broader economic, political, social and cultural contexts. For the chapter with the most information on touring in New Zealand read 'Live Performance and Exhibition'.

The sponsorship sector's toolkit, Anne-Marie Grey, Kim Skildum-Reid, Australia, Mc Graw – Hill Brook Company, 1999.

This is a thorough guide to all aspects of sponsorship.

Journals

Two journals which are worth consulting (You will find these at Te Whaea: National School of Dance and Drama and you may also find them in large public libraries or university libraries):

Service organisations

New Zealand

BIZinfo

Phone 0800 42 49 46 (0800 4BIZinfo) www.biz.org.nz

A truly fantastic resource, BIZinfo is a free national business information and referral service. BIZinfo is for individuals and small and medium-sized businesses. They provide a comprehensive database of business assistance, government funding and training programmes available in New Zealand, accessed through the free telephone service and through a network of BIZinfo Centres throughout New Zealand.

BIZinfo's trained staff can provide contacts and information on both government and non-government services and funding for small and medium-sized businesses. BIZinfo can help you to identify organisations, people, training programmes and resources to help grow your business or simply make it better. For example, BIZinfo can put you in touch with:

- People in government who can assist you and offer practical help.
- Free management up-skilling training providers.
- Business mentors and business assistance programmes.
- Management advice from people who know about growing a business.
- Organisations with specialist information, for example about exporting.

Creative New Zealand

PO Box 3806, Wellington. Phone 04 473 0880, Fax 04 471 2865,
Website www.creativenz.govt.nz

Creative New Zealand is the national development agency for the arts. It works in a range of ways to develop and promote New Zealand arts and artists both at home and internationally. The website covers information on funding, opportunities for artists and latest events.

DANZ Dance Aotearoa New Zealand

PO Box 9885, Wellington, Phone 04 801 9885, Fax 04 801 9883,
E-mail danz@danzt.org.nz, Website www.danz.org.nz

Dance Aotearoa New Zealand is the professional and community service organisation charged with the responsibility of advising political, educational and community bodies in all issues concerned with dance in New Zealand.

EVANZ (Entertainment Venues Association of New Zealand)

www.evanz.co.nz

Not all of New Zealand's venues belong to this organisation but large numbers do. It has a very good Venue Locator (continually being updated) and is the gateway to the PANNZ site.

The home of EVANZ changes according to the location of the current president.

Funding Information Service – Te Ratonga Whakamarama Putea

www.fis.org.nz

The Funding Information Service is a not-for-profit organisation collecting and distributing information about funding by way of two searchable computer databases:

- FundView contains information about funding for community groups in New Zealand. There's a map on the site that shows where you can use FundView free of charge.
- Breakout holds information about awards.

New Zealand Live

www.NZLive.com

NZLive.com is about connecting with New Zealand culture – art, performance, music, books, film, festivals, heritage, sport, recreation and more.

Covering a wide range of cultural events and activities NZLive.com connects information that's already in many different websites. There are links to available online services for the purchase of tickets to cultural and sports events and for other products and services. NZLive.com is an interactive website that relies on the industry to supply information to ensure it's up to date. Definitely worthwhile bookmarking to your favourite page list – and ensuring it stays relevant by sending regular information updates about your activities.

PANNZ – Performing Arts Network New Zealand

www.evanz.co.nz/pannz

PANNZ holds one performing arts market per year where producers and presenters have an opportunity to sell their work either directly or in co-productions with festivals and venues. PANNZ is a virtual organization.

Playmarket

P O Box 9767, Wellington. Phone 04 382 8462, Fax 04 382 8461,
E-mail plymkt@clear.net.nz, Website www.playmarket.org.nz

Playmarket is New Zealand's only playwrights' agency and script advisory service. It is at the heart of New Zealand theatre – its focus is the development and representation of New Zealand playwrights and their plays.

The Play Bureau (NZ) Ltd.

Mail order Theatre Bookstore and Publishers' Agent. PO Box 420, New Plymouth. Phone 06 753 2133. Fax 0800 PLAYBUREAU (0800 752 928), E-mail playbureau.nz@xtra.co.nz

SOUNZ Centre for New Zealand Music

PO Box 10042, Wellington. Phone 04 801 8602, Fax 04 8018604,
E-mail info@sounz.org.nz, Website www.sounz.org.nz

SOUNZ, the Centre for New Zealand Music, promotes New Zealand music through a range of services and activities. It works primarily with and on behalf of New Zealand composers, but acts as a point of referral for all New Zealand music. Promotional

projects include: promotional CDs for broadcast, curriculum resources for schools, industry seminars, trade fairs, music showcases and publishing projects. Services include a free newsletter, industry advice and information, a database and library of New Zealand music, listening suite, seminar room and retail outlet. Many of these services are available on the website.

The New Zealand Companies Office

www.companies.govt.nz

The Companies Office is a business unit in the Ministry of Economic Development. On this site you can register a new company, reserve a company name, file certain company documents (including annual returns) and update director and company address information online using document registration. Search the register for information on companies, other bodies including incorporated societies and the banned director database using the available search options. Access forms, fee schedules, information pamphlets, training guides and contact details using the Information Library.

Wellington Chamber of Commerce

www.wgtn-chamber.co.nz

Ministry of Foreign Affairs and Trade

www.mfat.govt.nz

New Zealand Trade and Enterprise

www.nzte.govt.nz

Ministry of Heritage and Culture

www.mch.govt.nz

Australasian

APRA – The Australasian Performing Rights Association Limited

92 Parnell Road, PO Box 6315, Auckland. Phone 09 379 0638,
Fax 09 379 3205, E-mail ahealey@apra.com.au, Website
www.apra.com.au

The first copyright collecting society set up in Australia, APRA represents 30,000 music writer and publisher members. As part of a worldwide network of similar organisations, APRA also provides local representation for more than 1,000,000 international composers. By arrangement, APRA also administers the rights of AMCOS.

AMCOS – The Australasian Mechanical Copyright Owners Society
Contact details as above.

AMCOS covers the rights to reproduce music. They represent virtually all music publishers in Australia and New Zealand and, by way of reciprocal arrangements, the vast majority of the world's composers, writers and music publishers.

VISCOPY

VISCOPY Limited. Level 1, 72-80 Cooper Street, Surry Hills NSW
2010 Australia, Tel 0061 2 9280 2844, Fax 0061 2 9280 2855,
Website www.viscopy.com.au

VISCOPY licenses the copyright in artistic works and pays the artist or copyright owner a royalty for the reproduction.

VISCOPY represents its artist members for the full range of rights, reproduction, publication and communication, thereby providing copyright users with authorised access to thousands of artistic works for commercial, non-commercial and educational purposes.

Online resources

This section lists sites that I've found particularly useful. One site leads to many so I've made no attempt at any comprehensive listing which would, in any case, probably be out of date within 24 hours of compiling it.

New Zealand

(Don't forget the websites of the organisations listed above.)

General

www.thebigidea.co.nz or www.tbi.co.nz

An online community of New Zealand's creative industries.

www.NZLive.com

An online guide to what's on in all forms of the arts in New Zealand.

www.fuel4arts.co.nz

This is a portal page linked through to the Australian website of the same name. It has some excellent international resources on it but some of the more specific information (funding information) is specific to Australia.

Dance

<http://url.co.nz/resources/dances.php>

An extremely impressive resource guide to all forms of dance in New Zealand – and internationally.

Music

[New Zealand Music Services Directory. www.musicnz.co.nz](http://www.musicnz.co.nz)

A great site that covers: Agents, Managers & bookings; Artists; Broadcast; Equipment; Internet; Print; Production; Recording, Manufacture & Distribution; Songwriters; Support, Venues and Festivals; Awards & Events.

What more do you need?

[The New Zealand Music Industry Commission: Te Reo Reka o Aotearoa. www.nzmusic.org.nz](http://www.nzmusic.org.nz)

This is an extremely useful site for musicians planning tours. The New Zealand Music Industry Commission was founded in 2000 and has one simple mission – to grow the New Zealand

music industry. It's not a funding body – it's about providing resources and information. There's a great section on the site called 'Touring Resources' which tells you what you need to know about touring music in this country. It also has a superb directory of services available – including media contacts. And it covers specific artforms such as Maori and Pacific Island music.

[New Zealand Musician Magazine. www.nzmusician.co.nz](http://www.nzmusician.co.nz)

This is the website of the New Zealand Musician magazine which has a good directory of services available to musicians as well as other industry news.

Venues

www.venueweb.co.nz

This site is an initiative from renowned New Zealand set designer Tony Rabbit. It's eventually intended to be a comprehensive guide to every venue available to touring companies in New Zealand. The venue plans on this site are often the best available – they're CAD (Computer Aided Drafting) plans which means you need a CAD programme in order to download.

Australia

www.fuel4arts.com/touring

This is an excellent service provided by the Australia Council website that gives a great general guide to touring and what's involved (and it's not just specific to Australia). This site has an excellent list of resources covering a wide range of issues in the arts besides touring (their touring resources list is also very fine) – and there's a particularly good selection of actual case studies on touring that is well worth reading. Don't overlook this site.

www.artshub.com.au

A broad comprehensive website, it covers all artforms and provides, amongst other services, an informative weekly news service and a weekly list of jobs available in the arts in Australia and worldwide.

Canada

www.canadacouncil.ca

The Canada Council is the Canadian equivalent of Creative New Zealand and is a good place to start.

United Kingdom

www.arts.org.uk

This is a site tailored to meet the needs of touring visitors, producers and co-producers and is an excellent resource that will also guide you to other arts sites in the United Kingdom.

[UK Arts Marketing Association www.a-m-a.co.uk](http://www.a-m-a.co.uk)

The AMA is open to anyone involved in promoting the arts and cultural industries in the UK and internationally – the visual arts and crafts, museums, performing arts: multi-media, film, video, and literature. It has some excellent marketing resources available. It does cost to join but there is a trial membership of six months.

United States

www.arts.endow.gov

It's extremely difficult to recommend just one site in the United States – however I'd start with the NEA (National Endowment for the Arts) site – that's the American equivalent of Creative New Zealand.

Singing our praises: case studies in the art of evaluation, Suzanne Callahan, Association of Arts Presenters, 2006

A superb set of case studies that also provides a simple set of evaluation processes, easy to implement and useful tools for developing relationships with audiences. Also has an excellent section of online resources.