

What Is a Community Presenter Group?

A Community Presenter Group is a local volunteer committee that partners with Country Arts SA to bring professional performances to their community. These groups play a vital role in organising and promoting events, managing logistics, and creating a welcoming environment for artists and audiences alike. Each group brings its own unique touch to the experience—whether it's hosting a supper or sharing a cup of tea with the artists after the show.

What a Community Presenter Group Does

As a Community Presenter, your role is to support the local delivery of the event. This includes:

- Booking the venue (cost covered by Country Arts SA)
- Organising catering and liquor licenses
- Managing front-of-house and ticket sales at the door
- Welcoming and providing hospitality for the touring artists
- Promoting the show locally using provided materials
- In some cases, seeking additional funding to support the event

What Country Arts SA Takes Care Of:

Country Arts SA manages the core elements of the touring program, including:

- Planning the tour and schedule
- Managing technical and venue requirements
- Handling ticket sales (online and by phone) until the day before the performance
- Overseeing contracts and artist arrangements
- Providing marketing support
- Paying performance fees, royalties, and APRA licensing
- Organising workshops and school performances, including liaising with schools

In addition, Country Arts SA works closely with each community to develop a tailored marketing campaign. All promotional materials—such as posters, flyers, and e-flyers—are provided at no cost.

Key Roles in a Community Presenter Group

A successful event relies on a small team of dedicated volunteers. Each role contributes to different aspects of planning, promotion, and delivery. While one person may take on multiple responsibilities, sharing tasks across the group helps ensure everything runs smoothly.

- **Coordinator:** Main contact with Country Arts SA; oversees planning and communication.
- **Technical Assistant:** Helps with venue setup and technical needs.
- **Box Office Manager:** Manages ticket sales and reconciliation.
- **Marketing Coordinator:** Leads promotion and media outreach.

Ticket Sales Incentives

Country Arts SA provides a handling fee for each ticket sold, along with bonus payments for high ticket sales. These incentives help support your group's ongoing work and can be reinvested into future events or community activities.

Community Presenter Responsibilities – Step-by-Step

Before the Show

1. Confirm the Show
 - Review the performance details and sign the Letter of Agreement.
2. Book the Venue
 - Reserve the venue for the entire day of the performance. (cost covered by Country Arts SA)
 - Ensure the venue is clean and ready for use.
3. Plan and Promote
 - Country Arts SA will work with you to create a marketing campaign tailored to your community.
 - Meet with your committee to plan marketing and assign tasks.
 - All promotional materials (posters, flyers, e-flyers) are provided at no cost.
 - Contact local media and community groups to spread the word.
 - Set up signs or displays in high-traffic areas.
 - Organise pre-show activities or dinners if desired.
4. Manage Ticket Sales at the Door
 - Country Arts SA manages all online and phone ticket sales leading up to the performance.
 - As the Presenter Group, your role is to manage ticket sales at the venue on the day of the show.
 - Ensure the box office is clearly set up and staffed.
 - Keep a record of all tickets sold at the door for reconciliation after the event.
5. Prepare the Venue
 - Set up seating, dressing rooms, and bar (if needed).
 - Ensure technical needs are met (lighting, power, equipment).
 - Provide comfort items for performers (water, mirror, heating/cooling, etc.).

On the Day of the Show

- Welcome the touring party when they arrive.
- Assist with venue setup and technical support.
- Staff the box office if tickets are sold at the door.
- Liaise with the Tour Manager and support the performers.

After the Show

1. **Wrap Up**
 - Complete the Box Office Reconciliation form.
 - Submit payment and paperwork to Country Arts SA within 7 days.
2. **Evaluate**
 - Fill out the Tour Evaluation Report.
 - Send feedback, promotional materials, and media coverage within 30 days.
3. **Celebrate**
 - Meet with your group to review what worked well.
 - Collect audience feedback and discuss future improvements