

This guide explains what Community Presenter Groups do and how Shows on the Road works once a community is involved in the program.

Groups interested in becoming a Community Presenter start with a short expression of interest, followed by a phone conversation with Country Arts SA. This initial conversation is a chance to get to know your group, your community, and your local context before any commitments are made.

What Is a Community Presenter Group?

A Community Presenter Group is a community-based, not for profit group that partners with Country Arts SA to host professional touring performances in their town.

Groups must be either formally incorporated or work with a confirmed auspicing body, such as a local council or incorporated community organisation, that can administer funds on their behalf.

Presenter Groups take shared responsibility for planning, promotion, and delivery at a local level, with support from Country Arts SA throughout the process.

Each group brings its own local approach to events, whether that's welcoming artists, involving schools and community groups, or creating opportunities for people to come together through live performance.

What a Community Presenter Group Does

Once part of the program, Presenter Groups support the local delivery of performances. This may include:

- booking the venue (venue hire costs are covered by Country Arts SA)
- organising catering and liquor licences where required
- managing front-of-house and ticket sales at the door
- welcoming artists and providing local hospitality
- promoting performances locally using supplied marketing materials
- in some cases, seeking additional local support or funding

Responsibilities are shared, and Country Arts SA staff provide guidance throughout planning and delivery.

What Country Arts SA Takes Care Of

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

- planning tours and performance schedules
- managing technical and venue requirements
- handling ticket sales online and by phone prior to the performance
- overseeing contracts and artist arrangements
- providing marketing support and materials
- paying performance fees, royalties, and APRA licensing
- organising workshops and school performances where possible, including liaising with schools

Country Arts SA works with each community to develop marketing activity that suits local audiences. Posters, flyers, and e-flyers are provided at no cost.

Key Roles in a Community Presenter Group

A successful event is usually supported by a small team of volunteers. One person may take on more than one role, depending on the size and capacity of the group.

Coordinator

Main contact with Country Arts SA. Oversees planning and communication.

Technical Assistant

Assists with venue setup and basic technical needs.

Box Office Manager

Manages ticket sales at the door and reconciliation.

Marketing Coordinator

Coordinates local promotion and media outreach.

Ticket Sales Incentives

Country Arts SA provides a handling fee for each ticket sold, along with bonus payments for higher ticket sales. These incentives support the ongoing work of Presenter Groups and may be reinvested into future events or community activities.

Community Presenter Responsibilities – Step by Step

Before the show

Confirm the show

Review performance details and sign the Letter of Agreement.

Book the venue

Reserve the venue for the full day of the performance. Venue hire costs are covered by Country Arts SA.

Ensure the venue is clean and ready for use.

Plan and promote

Work with Country Arts SA on a marketing approach suited to your community.

Meet as a group to assign tasks and plan local promotion.

Distribute posters, flyers, and e-flyers.

Contact local media and community groups.

Organise any optional pre-show activity, such as a supper or community gathering.

Manage ticket sales at the door

Country Arts SA manages ticket sales prior to the performance.

Presenter Groups manage ticket sales at the venue on the day.

Ensure the box office is clearly set up and staffed.

Keep a record of tickets sold for reconciliation.

Prepare the venue

Set up seating, dressing rooms, and bar if required.

Ensure technical needs are met, including lighting and power.
Provide basic comforts for performers.

On the day of the show

- Welcome the touring party on arrival
- Assist with venue setup and technical support
- Staff the box office if required
- Liaise with the Tour Manager and performers

After the show

Wrap up

Complete the Box Office Reconciliation form.
Submit paperwork and payments to Country Arts SA within 7 days.

Evaluate

Complete the Tour Evaluation Report.
Send audience feedback, promotional materials, and media coverage within 30 days.

Reflect

Meet as a group to review what worked well and discuss future opportunities.

Interested in Becoming a Presenter Group?

We're always looking for passionate communities to join the program. If you're interested in becoming a Presenter Group, please contact: programming@countryarts.org.au