

Great Communication in the South Burnett

Tour name: Flamenco Fire - Primavera Mia

Producer: Red Chair

Region: South Burnett

Presenter: South Burnett Regional Council

Venue: Kingaroy Shire Hall on 3 Sep 2011

Flamenco Fire - Primavera Mia Performance

The South Burnett Regional Council recently attracted an audience of 373 to the Kingaroy Shire Hall to see a performance of Flamenco Fire - *Primavera Mia* produced by Red Chair.

This was an amazing outcome for the first performance presented through *arTour* by the Council. There is a great example of how to successfully research and market a performance to a local community.

The Audience was comprised of adults - 147, students/concessions - 142 and children (under 5) -18 with an even gender mix.

Community consultation

The Council has an Arts, Culture & Heritage Management Advisory Committee which assesses the *Queensland Touring Menu* and decides which productions would be the most popular and appropriate for the general population of the South Burnett.

The Committee is comprised of local people who represent interest groups in literature, writing, creative arts and craft, performing arts and visual arts. It is Chaired by Councillor Cheryl Dalton.

Partnerships

South Burnett Regional Council believes there is strong community support within the region for arts, cultural and heritage events. This support has led to strong partnerships and support from local media, business and community groups which improves the overall sustainability of these events.

Councillor Cheryl Dalton promoted the event in her travels throughout the South Burnett. Word of mouth - from the Chair, Committee members and Council staff - was a highly effective way to extensively promote the performance.



Kingaroy Customer Service Centre

Media releases were sent to Council's media contacts throughout Queensland and posted on Council's website and Facebook page.

Customer Service Centres in Kingaroy Wondai, Murgon, Nanango and Blackbutt all erected promotional displays in the week leading up to the performance.

The Media: Great partnerships were formed with local radio station, Crow FM, and the local newspaper, South Burnett Times. The coverage from both organisations was outstanding.

As a result Council had over 2,000 advertisements broadcasted along with interviews with the cast. Councillor Cheryl Dalton was interviewed fortnightly about up-and-coming events within the region, during which she highlighted Flamenco Fire - *Primavera Mia*. Advertisements and human interest stories were printed in the four (4) weeks leading up to the performance. Stories included interviews with community organisations which were involved along with interviews with the Flamenco Fire - *Primavera Mia* cast.

Crow FM also provided a local radio personality to MC the evening along with a 'welcome' presentation from the South Burnett Regional Council's Mayor and a 'thank you' presentation from the Chair of the Arts, Culture & Heritage Management Advisory Committee, Councillor Cheryl Dalton.

Other Promotions

The **Kingaroy Shopping Mall** provided a full mall display involving mannequins, costumes and promotional flyers. This was offered free of charge.

Council staff and volunteers made themselves available to support the stand on a roster during the week prior to the performance.

The **South Burnett Community Orchestra** performed as guests arrived at the venue while **Miss Melinda's Dance Studio** students entertained the audience on stage prior to the Flamenco Fire - *Primavera Mia* performance. Performers from each of these groups attracted audience members of their own.

Bus Service

Recognising that some people would have difficulty getting to the venue, Council organised a bus service for surrounding communities to get to and from the performance for \$5 each way.



Wondai Customer Service Centre

Marketing

The performance was promoted extensively throughout the South Burnett through a well thought out and strategic marketing strategy including

- 5,000 flyers were distributed through Council offices and sponsors;
- flyers were dropped under car windscreens;
- 100 posters were distributed to businesses around the South Burnett (Murgon, Wondai, Kingaroy, Nanango & Blackbutt);
- information was distributed to 24 local schools, 6 dance school newsletters and 36 community organisations;
- Flamenco Fire - *Primavera Mia* displays were established in council service centres;
- Council had Flamenco "free dress" days for employees;
- the local musical comedy society ran the bar as a fund raising activity for the society;
- Ticket give-aways were announced on the local radio and published in the local newspaper



Kingaroy Shopping Mall display

Please share your stories

If you live in regional Queensland and have been attracting great audiences to arts events then please tell us how you have built support for the arts in your community.

Send your story with photos to Libby Ellis - info@artour.com.au