

CircuitWest Audience Development Project

Memorandum of Understanding

This Memorandum of Understanding (hereinafter referred to as “MOU”), outlines the term of the project entitled the *CircuitWest Audience Development Project*, as have been agreed between the following Parties:

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Project Contact Person: Dolores Kinsman

(hereinafter referred to as “Country Art”)

And

Name:
Address:
Phone: 08
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Web:
Email:
Project Contact Person:

(hereinafter referred to as the “Venue”)

It is agreed by the Parties to the MOU as follows:

1. The main aim of the CircuitWest Audience Development Project is to provide the CircuitWest venues with the skills, resources and support that they need to build audiences within their regions with focus on marginalised and disadvantaged audiences.
 2. The longer term outcomes of the project are expected to include:
 - Greater access to the performing arts by regional community audiences.
 - Increased frequency of attendance by new and existing audiences.
 - More efficient and effective use of audience development resources by regional presenters and venues.
 - Skills development across CircuitWest venues and a tool kit for new and developing presenters and managers.
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3. The Project has three phases as follows:
 - A. Research current audience patterns and participation, and successful audience development strategies.
 - B. Developing and implementing strategies including resourcing and training venue managers. In addition a website and toolkit will be developed to be made available to support new managers beyond the life of the Project.
 - C. Evaluation of successful audience development strategies making recommendations that can be utilised across both the CircuitWest network and the WA regional arts sector generally.
 4. Country Arts WA has received a grant from Lotterywest to fund the position of *Audience Development Project Co-ordinator* (ADPC) for three years.
 6. To successfully undertake each phase of the project the ADPC will need to access information from the Venue. This may include customer information from the ticketing systems to analyse past, current and prospective audiences.
 7. In the initial research phase of the project provision of access to ticketing or reporting systems will mean that the ADPC can access the information with minimal impact on the Venue. However there may be times when assistance will be required to understand the various idiosyncrasies of each different ticketing system. These requests for assistance will be as timely as possible taking into consideration other work commitments.
 8. Demographic profile of the Venue's region will be prepared to support the identification of the marginalised and disadvantaged groups within each community. The information for this phase of the research will be drawn from the latest Australian Bureau of Statistics Census information.
 9. There may be a need for a qualitative research component and the Venue may be asked to assist in finding participants for this phase process.
 10. The latter phases of strategy development, implementation, training, evaluation of strategies and tool kit development may require more direct engagement with the managers of the Venue.
 11. Any request for information from Country Arts to the Venue will be responded to in a timely manner, but in any case no longer than 4 weeks after receiving the request.
 12. If a Venue consistently chooses not to respond to information and/or meeting requests within the agreed timeframe, the Venue may be removed from the project at the discretion of Country Arts.
 13. An annual report on the project will be prepared by the ADPC, with the assistance of the Venue. This will be made available to all stakeholders.

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14. Any intellectual property arising directly from the project will be jointly and equally owned by the Parties to the MOU and both Parties will be free to use the IP as they see fit without the agreement of the other Party.

AGREEMENT

Signed on behalf of **Country Arts WA** by its authorised representative:

Signature

Paul MacPhail
General Manager

Date: | | 2012

Signed on behalf of the **Venue** by its authorised representative:

Signature

Name:
Position:

Date: | | 2012