



**Creative Waikato**  
Toi Waikato

# TOURING YOUR WORK

**There are three main ways in which you could tour work.**

If you are looking to go into a joint venture, or sell your work, there are some key places that need to be on your radar. Arts on Tour and Tour Makers are two of New Zealand's key producers/supporters of touring works. These both are great vehicles to start with. PANNZ is an annual market where you can pitch your work. You should check out their website for conditions and guidelines on what they are looking for. Details and links for these organisations are on the last page of this guide.



**TOUR IT  
YOURSELF**



**A JOINT VENTURE**  
with varying venues or presenters



**SELL YOUR WORK**  
and have someone produce it for themselves





# JOINT VENTURE

In recent times there has been a growing appetite for joint ventures. These can also be known as risk or profit shares.

A joint venture is an agreement between two (but sometimes more) parties outlining how you will jointly present a work together as a venue and producer. It details how you will share the risk of the cost of the work and who gets what in terms of revenue share from tickets sales. Each joint venture can range as to what each party is responsible for; what they receive in return; and the split or revenue from sales. It will also detail things like marketing and who is responsible for what. Technical support will be detailed and who is responsible for what.

In sharing the risk, joint ventures, enable both the producer and presenter to take some risk on new and interesting works. It promotes collaboration between producers and presenters and it helps to establish relationships for growing your audiences.

- You're happy to take a risk to present something you believe will do well but you're unable to take all the risk by just hiring venues.
- You share risk with the venue or presenter.

## CONTRACTS

With any arrangement the contract is paramount to detail what each party's expectations are of the other party. From the very beginning you need to document and agree what each party will be doing and/or what they will be contributing to the venture. This should include the venue hire, technical support, marketing, the product, and what exactly will be delivered.

The biggest issue that can arise from joint ventures is when there has not been enough communication and clarity around the

expectations of the other party.

You need to ensure that you detail the artistic as well as the financial arrangement. Who does what and who gets what?

You should also, where possible, get any contract checked by a solicitor so that if an issue arises there is no confusion and legally things are clear. The contract should also detail dispute resolution and what that may look like.



## SELLING WORK TO BE STAGED/ EXHIBITED

Some venues, galleries and spaces around New Zealand will simply buy in the work if they believe it will fit with their programme, if they feel that they can make money from it, or if they believe their community needs to experience the art that is being offered to them.

Simply put, you agree on a price with the presenter/venue. This could be a flat fee for a performance; perhaps a commission on art sold, or any other arrangement that suits both parties. Ensure that you have a contract in place so that the arrangements are clear to everybody.

You may also find a producer who wants to pick up your work and tour it for you. Almost always, the producer will have seen the work first, so that they have confidence in its potential for success. Producers do this full time so are the best people to work with in this way. In your initial stages you should be inviting producers along so that they can see your work. This will give them the opportunity to assess whether they could tour it successfully.

## COMMUNICATIONS BETWEEN PARTIES

Communication is key. When working with another party to produce or present works open, honest and clear communication will only be beneficial to all those involved. Ensure that all your communication is noted down so that you can refer to it later should you need to. Make sure that everyone understands what is expected of them and what their tasks and duties are.

## CONTRACTS

Generally, you will just be using your standard contract. This will set out what the venue receives for the cost of the product and anything that needs to be flagged or legally documented between parties. Any marketing or support, what the venue will actually receive for the purchase of the product and also the expectations of both parties.

# FURTHER RESOURCES

## TOUR-MAKERS

Tour-makers are New Zealand's leader in touring multiple works of various scales into theatres and venues throughout NZ. Its flagship initiative is The Arts Market, which is New Zealand's sole marketplace for the promotion of professional tour-ready dance, theatre and music productions.

The Arts Market is also an important forum for connecting artists and presenters, debating the issues facing our industry and building capacity with the sector. Festival directors, venue managers, artists, producers and industry stakeholders attend it.

[www.tourmakers.co.nz](http://www.tourmakers.co.nz)

## ENTERTAINMENT TECHNOLOGY NEW ZEALAND INCORPORATED (ETNZ)

ETNZ is an organisation that recognises and supports the technicians, craft persons and designers working in the entertainment industry in New Zealand. It acts as a central point to lodge or obtain up to date details on entertainment technology, health and safety issues, service providers and personnel.

[www.etnz.org](http://www.etnz.org)

## CREATIVE NEW ZEALAND TOURING MANUAL 2007

A guide to touring and producing New Zealand performing arts.

[www.creativenz.govt.nz/development-and-resources/research-and-reports/the-touring-manual](http://www.creativenz.govt.nz/development-and-resources/research-and-reports/the-touring-manual)

## ARTS ON TOUR:

Arts On Tour NZ are a community-focused agency. They are the pre-eminent touring agency to rural and outlying centres in New Zealand. We provide access to the performing arts for audiences by offering an annual selection of top-quality performers, promotional material, guidance and tour management to local presenters.

[www.aotnz.co.nz](http://www.aotnz.co.nz)

## PAANZ

The PANNZ Arts Market is a 3-day industry event for artists and producers, industry leaders and presenters from venues, festivals and touring agencies. The core of the Arts Market is New Zealand artists pitching their new work to presenters from theatres, venues and festivals. Forums, networking events and trade displays, support the pitch programme.

[www.pannz.org.nz/](http://www.pannz.org.nz/)