



PERTH  
THEATRE  
TRUST

Policy Number: [PTT- CORP- 001/18)

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## **Programming Policy**

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### **1. PURPOSE**

Perth Theatre Trust (PTT or The Trust) offers wide-ranging arts experiences in well-managed venues for the WA community. PTT use these public resources diligently and efficiently on behalf of the public.

This policy is designed to establish programming policy priorities and directions consistent with PTT's Strategic Plan.

PTT is a programming entity that acknowledges that successful, popular, and well patronized performing arts venues will result from The Trust playing a dynamic role in the programming of its venues in terms of the quantity, quality and diversity of local, national and international performing arts product.

### **2. RATIONALE**

PTT should seek to provide significant benefit to the public and to WA performing arts practitioners at all levels.

Programming funds are considered to be public resources and as such, have a value linked to business outcomes as outlined in the PTT Strategic Plan.

For the Trust to return the maximum community dividend from investment in the performing arts industry, programming must be managed efficiently and effectively to satisfy audience and production expectations.

PTT as venue manager will support the local performing arts sector whilst meeting its financial targets.

### **3. SCOPE**

This document covers all Perth Theatre Trust venues and all activity deemed programmed content except direct hires.

This policy recognises that in periods of space for hire, commercial companies will be offered access.

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#### **4. CONTEXT**

The Board has a responsibility to oversee the purpose of the policy, in addition to financial management, accounting and reporting practices.

The policy context facilitates:

- informed and consistent decision making
- enables explanation and justification of actions
- shows decision making process and respective roles
- provides historical evidence of programming decisions
- financial management

#### **5. POLICY STATEMENT**

It is the policy of the Perth Theatre Trust:

- Programming activities will prioritise events which foster WA's performing arts practice development, build and diversify audiences through enriched artistic experiences, and provide a diversity of art forms contributing to local arts development.
- Programming activities should prioritise suitable scale performing arts not presently being provided by existing local companies.
- Programming activities should have the capacity to encourage cultural tourism and should be promoted through quality marketing materials.
- Consideration will be given to the strategic priorities of PTT when making programming decisions.
- PTT will, from time-to-time, commission work to meet its strategic objectives.

##### **5.1 Complementary Programming**

The Trust recognises the lead role Resident Companies have in activation and programming for the PTT venues and building audiences.

- PTT will strive to ensure that programming activities do not unreasonably conflict with the programming content of the resident companies.
- Programming activities will seek to recognise the intent of the Resident Companies.
- PTT will seek to create partnerships with commercial operators which increase revenues and encourage new audiences into the venues.

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## 5.2 Measuring Success of Perth Theatre Trust's Programming Activities

The Trust acknowledges that success in the performing arts has many measures.

The quantifiable key performance indicators of programming success for PTT are:

- maximum use of the Perth Theatre Trust venues for performing arts programming
- the introduction, development and growth of new audiences by offering a variety of product
- the nature of on-going relationships with existing local, national and international patrons, and goodwill in terms of qualitative comment and on-going relationship assessments
- attracting national and international touring productions in terms of quantity and art form diversity
- growth in indicators of local performing arts product suited to and performed in Perth Theatre Trust venues
- the availability of programming product which tours beyond Perth

## 5.3 Risk

It is the policy of PTT that risk management protocols will be applied to programming.

It further acknowledges that there is more than one kind of risk and that these should be weighed against each other to achieve strategic outcomes.

This risk will be assessed against the following criteria:

- Reputational
- Artistic
- Content
- Financial

A risk management framework will be developed to assist the Programming Manager and the PTT Board make informed decisions.

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## **6. ROLES AND RESPONSIBILITIES**

- The role of the Programming Manager is to contribute to the priorities and direction of the Perth Theatre Trust strategic plan in the areas of programming and audience development.
- The Programming Manager works in alignment with the Venue Managers to identify programming activities and allocate appropriate budgets developed by the Venue Managers.
- The Programming Manager works in alignment with the Finance Manager to support programming activities to meet budget and ensure adequate funding is available. Recommendations to the Trust Board include programming budgets built with the assistance of the Finance team.
- The Programming Manager, following review of programming proposals in consultation with the Venue Manager/s, makes recommendations to the General Manager.
- The General Manager advises the Board on the most appropriate way to fulfil its responsibilities with regard to financial management, accounting and reporting practices.
- The PTT Board has the role and responsibility to issue resolutions based on the recommendations from the Programming Manager with advice from the General Manager.
- The Board has a responsibility to oversee the purpose of the policy, in addition to financial management, accounting and reporting practices.
- When the Programming Manager position is vacant this role may be filled by the Venue Managers in collaboration with the Director of Venue Operations

## **7. RELATED DOCUMENTS**

- [a] Perth Theatre Trust Act 1979



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## 8. POLICY OWNERSHIP

The owner of this programming policy is the Perth Theatre Trust. All evaluation, and review feed-back relating to this policy is to be referred to the Trust, through the Manager Communications and Programming of Perth Theatre Trust.

All feedback relating to this document should be referred to:

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## 9. APPROVAL AND REVISION

This policy was approved by resolution of the Perth Theatre Trust Board of Trustees.

It is recommended the policy be reviewed annually.

The date of next review is 12 months from the date of approval.

Date Endorsed:	14 February 2018
Date Approved:	12 April 2018
Date Effective from:	12 April 2018
Date of next revision:	April 2019

Revision Date	Revision Description	Prepared by	Authorised by	Pages amended