

## Information for Morning Melodies Producers

### ***What is Morning Melodies?***

A “Morning Melodies” show provides live performance experiences for older members of local communities. It is an accessible 90-minute daytime show featuring light musical entertainment, sometimes with morning tea included in the relatively inexpensive ticket price. These shows generally attract retirees and group bookings from nursing homes and seniors’ clubs and the majority of patrons are aged in their 60s to 80s. Stage Qld members have been granted permission by Arts Centre Melbourne to use the Morning Melodies Trade Mark.

For over 30 years, a core group of 8-12 Stage Queensland member-venues have presented up to six Morning Melodies (or similarly named) productions per year as part of a coordinated touring circuit. The participating venues work together to lock in a run of dates to make a viable touring itinerary spanning 1-2 weeks for each production. “Phantom tour” dates are confirmed by Stage Queensland for three years at a time. The first production for the year is in February, then roughly every second month thereafter until late November/early December.

The following venues regularly participate in the Morning Melodies tour circuit. Please note, not every venue in the below list, participates in every tour (they may opt-out of a tour, go it alone or choose to program alternative shows, some may present three shows out of the six etc.):

<b>Participating venues for the Morning Melodies Circuit</b>
<b>Venue Name Region</b>
Boonah Cultural Centre / The Centre Beaudesert Boonah / Scenic Rim
Brolga Theatre Maryborough
Burdekin Theatre Ayr
Cairns Performing Arts Centre Cairns NQ
Gladstone Entertainment Centre Gladstone CQ
Innisfail Shire Hall Innisfail NQ

Mackay Entertainment & Convention Centre Mackay
Rockhampton Regional Council (Pilbeam Theatre) Rockhampton
The Events Centre Caloundra, Sunshine Coast
The World Theatre Charters Towers

The following venues usually programme Morning Melodies independently (they don't regularly join with other Stage Queensland members in a coordinated tour):

Capella Cultural Centre	Capella
Empire Theatre	Toowoomba
Gympie Shire Hall	Gympie
Ipswich Civic Centre	Ipswich
Logan Entertainment Centre	Logan
Moncrieff Entertainment Centre	Bundaberg
Redland Performing Arts Centre	Redland
Redcliffe Cultural Centre	Redcliffe
Somerset Civic Centre	Esk
Townsville Civic Theatre	Townsville

***I have a Morning Melodies style show. How can I tour it to Queensland venues?***

To be considered for touring to Queensland Morning Melodies venues, producers should submit details of their show to Stage Queensland using the **Morning Melodies form**. Stage Queensland will then facilitate the venue voting process as per the following timeline:

<p>May/June</p>	<p>Expressions of interest sought from Producers for upcoming year (Tour dates are already locked in).</p> <p>Details are submitted by Producers using the <b>Morning Melodies form</b>. Details include:</p> <ul style="list-style-type: none"> <li>• Show details (name of show, synopsis, duration)</li> <li>• Performer details (number of performers, their roles e.g. singer, piano player)</li> <li>• Production images</li> <li>• Song list</li> <li>• Links to video footage if available</li> <li>• Tech specs (LX &amp; sound requirements, bump-in / out times, what gear you will tour with, what the venue needs to provide etc.)</li> <li>• Reviews and history of performance (where else you have performed)</li> <li>• Marketing materials to be provided</li> <li>• Details of any value-ads such as “meet the performers”</li> <li>• Fully-delivered performance fee details (includes costs of travel and accommodation and provision of raw marketing materials)</li> <li>• Available / preferred dates</li> <li>• Contact details</li> </ul>
<p>July / August</p>	<ul style="list-style-type: none"> <li>• Stage Queensland lists the shows available for venue voting on an online menu. <i>NB An artist or production will not be included on the menu if full show details are not provided (including good quality images and the song list).</i></li> <li>• Presenter Curatorial Meetings are held where venues meet to discuss shows submitted and programming preferences.</li> <li>• Presenter voting takes place and top six (&amp; two reserve) productions identified.</li> <li>• Producers notified - Stage Queensland provides Producer with contact details for the participating venues and advises the draft dates for the tour. Producers need to coordinate all other aspects of the tour (see below).</li> </ul>
<p>September</p>	<ul style="list-style-type: none"> <li>• Producers commence tour development for their own tours.</li> <li>• Venues issue contracts to Producers.</li> <li>• Producers provide marketing images &amp; synopsis to venues for ALL shows for the upcoming year.</li> </ul>
<p>Minimum of 8 weeks prior to tour</p>	<ul style="list-style-type: none"> <li>• Other marketing materials delivered (see below for full details)</li> <li>• Travel arrangements booked</li> </ul>

## ***My show was successful! Now what?***

The venues vote and the top six most popular shows are invited to develop a Morning Melodies tour. If you are successful in being invited to develop a tour, Stage Queensland will provide the contact details for the participating venues and advise the draft dates for the tour. You will need to coordinate all other aspects of your tour including:

- Confirming performance fees, number of performances, specific performance space;
- Signing of contracts with the venues including Technical specifications (venues will issue the contracts);
- Contracting your artists and touring crew;
- Marketing materials (see below);
- Booking of all accommodation and travel arrangements for the touring party.

*If you do not have the resources or experience to coordinate your tour, Stage Queensland may be able to support you with this as a fee-for-service. Please contact Stage Queensland.*

## Marketing Materials

Producers are expected to develop and deliver the following marketing materials for each show selected for touring:

- raw materials (a selection of high-resolution images and show synopsis including song list and logos)
- one media release
- good quality video for social media and foyer TV screen use and / or shout out videos
- links to producer's social media platforms (Facebook, Instagram)
- some venues may require you to produce an A3 poster and a double sided DL flier (the DL flier will list details of the entire tour – all venues, dates & times) and to coordinate the print run for the DL flier and A3 poster:
  - Obtain print quantities from participating venues
  - Obtain print quotes and manage the print process
  - Distribute printed materials to participating venues
- High-resolution images and show synopsis are to be delivered to venues by end-September of the preceding year. Other marketing materials to be delivered a minimum of eight weeks out from each tour.

## **How much will we be paid?**

Participating venues each pay a fee to the Producer. A common range is \$3500 - \$5500 including GST per performance. Venues present the show (take the risk), set the ticket prices and keep the box office revenue.

The final price negotiated by producers and presenters should take into consideration a number of factors including:

- the number of performers/crew;
- the number of venues participating in the tour;
- the length of the tour; and
- production costs.

Producers must submit a “fully-delivered fee” for presenters which is inclusive of GST and:

- the artist/company's performance fees;
- all travel/touring costs;

- tour coordination/management fee;
- provision of raw marketing materials.

Please note:

- APRA obligations – whilst all Producers need to ensure they have the right to use the works or material as intended, it is a legal requirement for those presenting a show (i.e. venues taking the risk) to have the appropriate APRA license and pay applicable fees.
- Producers or Venues may wish to apply to the Touring Queensland Fund for funding for touring costs if the show is large-scale (e.g. those with five or six members in a touring party and more staging and production elements requiring costly freight). As funding is not guaranteed, should the application be unsuccessful, presenters will be consulted as to whether the collective preference is to replace the large-show with a smaller-show covered by the standard fee, or if presenters would prefer to pay extra to cover the additional touring costs for the large show.
- Producers are responsible for all costs to develop their shows and any pre-production / rehearsal period prior to touring.

## Sample itinerary

The below draft is provided as an example to show that the tours typically start in the North of Qld and then the cast and crew travel southward ending in Brisbane.

Morning Melodies shows happen on their regular day of the week in the venues (e.g. Cairns and Rockhampton are always Mondays, Maryborough is always Thursday). Therefore, the geographic flow isn't always linear and there can be some backtracking.

Please note that if you are based in SEQ, the SEQ dates could be at the start or end of the tour or both to suit venue and your availability.

1/8/2024	Thursday	Tour 4
2/8/2024	Friday	Townsville?
3/8/2024	Saturday	Charters Towers 2pm
4/8/2024	Sunday	travel
5/8/2024	Monday	Cairns NO
6/8/2024	Tuesday	Innisfail
7/8/2024	Wednesday	Burdekin

8/8/2024	Thursday	Proserpine
9/8/2024	Friday	Mackay NO
10/8/2024	Saturday	OFF
11/8/2024	Sunday	travel
12/8/2024	Monday	Rockhampton
13/8/2024	Tuesday	Gladstone
14/8/2024	Wednesday – EKKA	Caloundra or Bundaberg?
15/8/2024	Thursday	Maryborough
16/8/2024	Friday	Logan
17/8/2024	Saturday	Redland
18/8/2024	Sunday	OFF
19/8/2024	Monday	
20/8/2024	Tuesday	Gympie, Beaudesert, Ipswich, Toowoomba?
21/8/2024	Wednesday	Somerset Civic Centre, Esk