



Programming

From The Inside Out
2017 - 2019

Creating a national significant friendly
city that people are proud to call home

Building a unified and vibrant community



Supporting a diverse cultural economy



Balancing our built and natural environment



Leading our community





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*From the TOPH Strategic Plan



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Venue Supervisor's Message

The Matt Dann Theatre & Cinema is a very special place that means a lot to me.

It's the place where as a young teenager, I was inspired by my first experience of professional theatre & live events. It's the place that gave me my first job out of high school, and now it's the venue that I have the great honour of leading.

Port Hedland is ever changing and it's no great secret that, at least for the moment, the fly in fly out culture has subsided and young families moving to Hedland to start a life has taken it's place.

I am a strong believer that with this comes a strong shift in culture and that our philosophy can no longer be about just providing great one off events for the community, but about creating great consistent streams of programming that leave something lasting within the community long after the performance or event has come and gone.

Being able to deliver this starts with a change of focus. Instead of employing work that is already looking to tour regionally, it involves starting first from the inside of the community to lay down the foundations, and then building meaning from there. We're calling this our Inside Out philosophy, where the spotlight is shifted from touring artists to the people we know and love around us, within our own community.

You can expect to see more local productions on our stage, and collaboration & empowerment to people in our community by showcasing and passing on skills when touring performers come to Hedland.

It brings me great pleasure to present the Matt Dann Theatre & Cinema's 2017 - 2019 program plan, Inside Out.

The Matt Dann Theatre & Cinema is the place where I have had some of the most transformative experiences of my life. It's a place that has both educated me, and shaped the way that I view the world. I hope that it can be this for you too.

Brad Holder
Venue Supervisor



Matt Dann: who we are

The Matt Dann Theatre & Cinema is a performing arts centre & cinema based in Port Hedland - a beautiful area on the coast of the North West of Western Australia. Port Hedland is home to approximately 15,000 people from diverse cultural backgrounds and offers a relaxed lifestyle.

The venue is a shared facility, owned by the Department of Education and operated after school hours as a performing arts centre & cinema by the Town of Port Hedland. The

venue presents approximately 160 events per year, including 20 main stage performances, 110 new release movies as well as a range of community fundraisers and performances.





Our history

The Matt Dann Theatre & Cinema was officially opened on Feb 26 1988. As a shared facility, owned by the Department of Education and operated by Town of Port Hedland, it has been providing the latest movies and live shows to the residents of Port Hedland for over 25 years.

The Matt Dann Theatre & Cinema is named in honour of Matt (Matthias) Dann, a man of Aboriginal descent from Nyul - Nyul tribe on his mother's side and Philippine descent on his father's side, who came to Port Hedland from Beagle Bay in 1927. He and his wife Belinda raised six children. In 1942, along with other local Aboriginal residents,

he successfully pioneered primary school education for Aboriginal people in Port Hedland. Prior to that time he was a bosun on the pearling supply schooner "Geraldton". In the 1960's during construction phase, Matt Dann was a leading hand for Goldsworthy Mining's Finucane Island wharf operations.

At a time when there were few opportunities for Aboriginal people he was a tower of strength - a giant among men.

Port Hedland: Pilbara's Port City

20,000 people

*(based on 2011 Census and 2014 Accommodation surveys)



- 40% are born overseas
- 21% are aged between 25 years and 34 years
- 15% are of Aboriginal or Torres Strait Islander descent
- Home to an estimated 72 nationalities

New citizens naturalised 1 July 2013 to 30 June 2014:

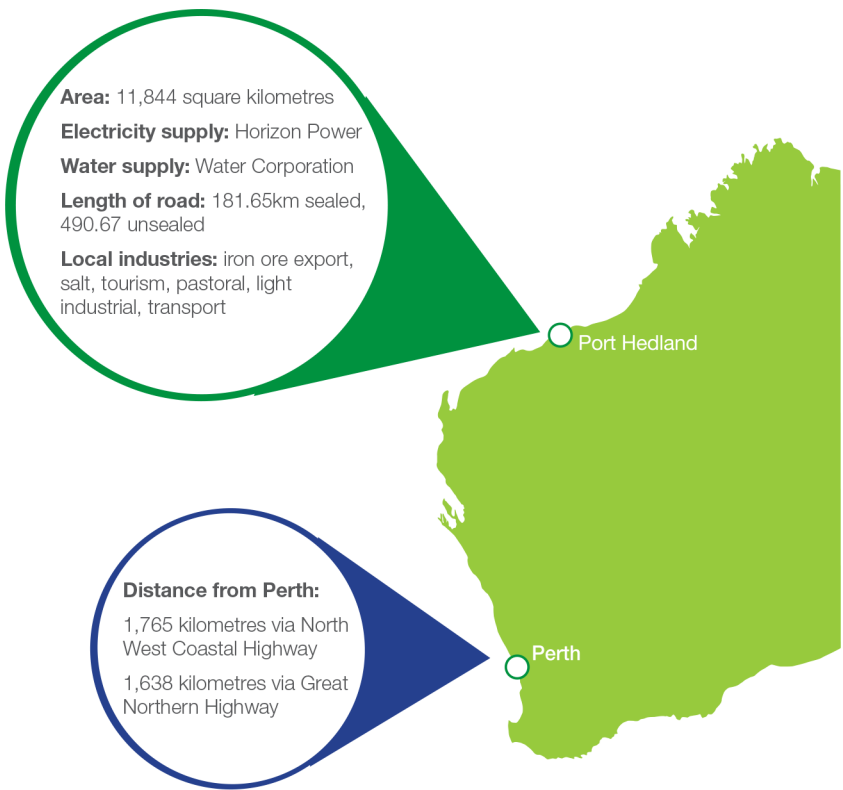
- 98 adults
- 30 dependants/children

Our population is subject to significant fluctuation largely driven by prevailing economic conditions particularly relative to the resources sector. Our community also plays host to a substantial FIFO population, which is generally not captured accurately or at all in formal census data, despite having a significant impact on services, infrastructure, and housing affordability. Our planning assumes that growth will continue to be positive, as the region provides attractive facilities and opportunities for residents and businesses alike. A population growth factor of 2.75% has been used, reflecting average growth over the previous five years based on Census data.



Total rates levied (2013/14): \$22,522,391
Total operating revenue (2013/14): \$76,370,000

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5455 & **5859**^{*}
electors dwellings



★ as of 30 June 2014

8

Elected members
(as of 22 November 2016)

Programming Plan: what is it?

This programming plan sets out where we as a venue want to be in three years' time. It is a future vision developed collaboratively between the venue's programming team based on extensive audience research and feedback from previous presentations.

This plan articulates:

- Where do we want to be?
- How will we get there?

In 2016 the Matt Dann Theatre & Cinema adopted a fresh new programming focus to previous year seasons.

The main focus shifted from building an audience for dramatic style theatre works to fresh, vibrant work with a strong local focus geared toward young families (mainly 18-35).

The aim of programming this nature of work was that it would increase the number of first time theatre attenders, increase the transition from first time to second time theatre goers and build an audience for younger generations promoting & contributing to the sustainability of the performing arts ecology.

As has been proven by audience research, it takes 3-5 years of consistent programming for such a shift to become successful and as such this program plan follows the same themes throughout 2017-19.

While a consistent break even status is not anticipated for at least the first 12 -18 months, attendance figures and the general feedback should be closely monitored from audiences and the programming team should be reactive while working within this program plan's scope.

Supporting documents

Several key documents were used to shape the programming plan, including:

- Matt Dann Theatre & Cinema Strategic Plan
- Town of Port Hedland Strategic Community Plan
- Previous Attendance Data
- Attender's & Matt's Mates feedback
- Annual Reports
- Census Data



Our vision

To refocus and redefine performing arts for Hedland from the Inside Out to educate, enlighten and entertain people of all ages, while providing leadership and support to advance cultural/performing arts in the whole region.

Central to this vision are four programming goals and strategies.

Our goals



1. Deliver enriching, experiences from diverse cultural backgrounds

We deliver enriching, culturally diverse experiences for patrons of all backgrounds and aim to provide something for everyone in our annual program.



2. Develop new audiences and increase frequency of attendance

We provide new exciting experiences for community members that have never attended live performances before, and encourage them to come back time after time.



3. Increase accessibility of arts and quality of life

We ensure performing arts is accessible to everyone and that the experiences received improve our audience's quality of life, leaving something lasting in the community.



4. Engage young people through the arts

We collaborate with local youth services and program to engage young people, particularly those aged between the ages of 18 - 35.

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1.1 Provide experiences that enrich the lives of our patrons

- We ensure that in addition to a high quality performance values, our programming leaves something in the community through way of workshops or other community engagement initiatives.
- We ensure that we are providing programming other community members and groups are not already providing for the community.

1.2 Provide quality programming for diverse cultural backgrounds

- We ensure that we have strong relationships with cultural groups in our community.
- We aim toward inclusion of all community members at every performance.
- We ensure that we have strong relationships with WA producers who are known for producing quality work from different cultural backgrounds.

Success Indicators:

- Improved community satisfaction to services, events and facility
- Satisfactory number of quality performances and events held within 12 month period
- Increased attendance and participation in multiculturalism, Aboriginal culture and general performances.

2. Develop new audiences and increase frequency of attendance

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2.1 Ensure all performances, marketing and the venue is newcomer friendly

- We ensure that the general presentation of the venue is comfortable for new patrons who may not have attended a performance before.
- We ensure that all marketing is attractive and carries enough detail to capture someone who may not have attended a performance before.

2.2 Encourage first time attenders to become regular users of the facility

- We regularly follow up with first, second and third time attenders to ensure their visit feels valued and to encourage them to attend again.
- We program consistently so that first time attenders can easily identify another upcoming work they would be interested in.

Success Indicators:

- Increase in first time attendance
- Increase in audience frequency
- Audience Research (Social Media response, feedback etc)

3. Increase accessibility of arts and quality of life

We ensure performing arts is accessible to everyone and that the experiences received improve our audience's quality of life, leaving something lasting in the community.





3.1 Increase the venue's accessibility to all members of the public

- We ensure the venue is physically accessible to all members of the community.
- We ensure the venue's programming is diverse and inclusive of all major community interests.
- We ensure that remote areas surrounding the Hedland area are aware and supported to attend performances and events.

Success Indicators:

- Increase in attendance from patrons in communities or remote locations outside Hedland
- Increase in general attendance & audience frequency
- Audience Research (feedback, social media etc)

3.2 Ensure performances increase quality of life for all patrons in attendance

- We ensure that performances leave something lasting in the community by way of workshops or other engagement opportunities.
- We ensure that patrons can access the same quality of work as in major capital cities.

4. Engage young people through the arts

We collaborate with local youth services and program to engage young people, particularly those aged between the ages of 18 - 35.





4.1 Collaborate with local youth services to deliver vibrant youth programming

- We regularly collaborate with other local youth organisations such as the JDYz, HYSAG and YIC to consult, develop and present youth based programming.
- We work collaboratively with Hedland Senior High School to provide workshops and other engagement opportunities for youth based around our performances.

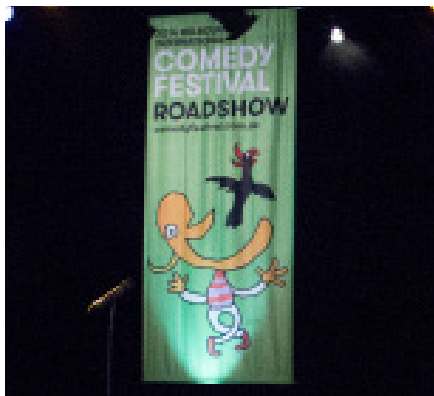
4.2 Contribute to the arts ecology by programming for young people aged 18-35

- We promote regular out of the box style programming that targets young people aged between 18-35 specifically.
- We provide young people high quality entertainment options that otherwise would not be offered in our community.

Success Indicators:

- Increase in young people attending performances
- Increase in artists wanting to tour to the venue - e.g build an industry reputation
- Feedback from community - young people in particular

Strategies



1. Develop consistent programming streams for 3 - 5 years

Research proves that developing new programming streams requires consistency for up to 5 years before it is successful.



2. Collaborate and build local partnerships

Building on existing local partnerships and establishing new partnerships is key to enable community awareness, as well as raising community pride and ownership of our venue.



3. Collaborate and build producer partnerships

Growing relationships with producers directly is essential to build brand awareness and audience trust.

It also builds brand awareness and trust for audiences, ensuring first to second time attendance is increased.



4. Feature and grow local performers

Featuring local performers creates sustainability for local artists while increasing community pride and ownership. It also supports diversity and increases opportunities for local artists living regionally.

1. Develop consistent programming streams for 3 - 5 years

Research proves that developing new programming streams requires consistency for up to 5 years before it is successful.





1.1 Consistent Programming Streams

- It can take as long as 3 -5 years for a new programming stream to be effective however we understand the importance of consistent programming to build audience trust and viability.
 - We ensure that we stick with our consistent program streams for at least 3 years, however the programming team must still be reactive to audience data & feedback.
-

1.2 High Demand Work

- Ensure balance. Consistent programming is essential, however being reactive to audience data & feedback in relation to work that is high demand, while staying within the criteria of this programming plan is just as important.
- We ensure we are providing work that is in high demand by our audiences.

2. Collaborate and build local partnerships

Building on existing local partnerships and establishing new partnerships is key to enable community awareness, as well as raising community pride and ownership of our venue.





2.1 Collaborate with local services to engage target audiences

- We clearly identify target audiences specific to individual performances.
- We use community engagement as a conduit to collaborate with all community facilities and services enabling us to best reach the audiences we are targeting on a performance by performance basis.

2.2 Collaborate with local 'hub' people to raise awareness of performances and engagement

- We regularly network with in our key community 'hub' activators to promote the work we are bringing to Hedland and collaborate to best engage their connections.
- We aim to be a community leader in instigating conversation amongst different areas of the community, both arts and non-arts to create a legacy of collaboration.

3. Collaborate and build producer partnerships

Growing relationships with producers directly is essential to building brand awareness and audience trust.





3.1 Develop more control over programming as opposed to what's touring at the time

- We ensure that we actively seek high quality performances to develop new relationships with producers and tour coordinators rather than only using the national tour selector model of presenting.
- We encourage and support the development of local work showcasing local skills and performers.

3.2 Develop and grow relationships with producers by presenting their work regularly

- We ensure that we look for opportunities to present different work from the same producer multiple times over a number of years to help sustain familiarity and increase audience retention.
- We aim toward building new audiences for producers as well as for genres and other audience segmentations.

4. Feature and grow local performers

Featuring local performers creates sustainability for local artists while increasing community pride and ownership. It also supports diversity and increases opportunities for local artists living regionally.





4.1 Feature local performers as curtain raiser artists prior to main stage works

- This gives local artists the opportunity to grow and develop by supporting touring artists.
- It also provides a low costs way to deliver a larger, high quality diverse program of events.

4.2 Create community ownership and pride

- Featuring local artists is key to giving our community ownership of the Matt Dann stage and the artists they see on it.
- It also instils pride in community members by displaying and seeing the talent that is being produced locally on the same stage as professional touring artists.





Matt Dann Theatre & Cinema
A 35 Hamilton Road, PO Box 41
P (08) 9158 9368
E mdinfo@porthedland.wa.gov.au
W www.mattdann.com

