



## **1. Name**

The name of the organisation is the "Adelaide Theatre Guide".

## **2. Aim**

The Adelaide Theatre Guide is an organisation, acting non-profit, dedicated to the nurturing, support, promotion and exposure of live theatre, in particular, but not limited to those performing in South Australia.

## **3. Mission**

Encourage and foster all genres of live theatre within the South Australian and greater theatre community, in order to support and promote live theatre attendance and production whether as community, amateur, professional or other forms via the promotional website at <http://theatre-guide.tripod.com> or [www.theatre-guide.com.au](http://www.theatre-guide.com.au), promotional events, marketing, programs with continued development, annual reviews and expansion.

## **4. Objectives**

- To provide a promotional service for all live theatre companies/promoters including event listings, audition notices, general noticeboard and more.
- Provide information services for theatre-going audiences on a wide range of events and live-theatre related services in South Australia.
- Act as a central source for interested parties to access a range of information related to live-theatre.
- To provide avenues for discussion and appreciation of the live theatre available in South Australia and elsewhere through reviews, discussion groups and mail (both electronic and post).
- Provide and encourage organised events that promote, celebrate and/or acknowledge the involvement of a range of live-theatre in South Australia, through awards recognition, gala dinners, conferences, seminars, media exposure, and more.

## **5. Non-Profit Status Australia**

The Adelaide Theatre Guide is non-profit in nature, whereby: the assets and income of the organisation shall be applied exclusively to the promotion of its objectives and no portion shall be paid or distributed directly or indirectly to the members of the organisation or the partners of the business except as bona fide remuneration for services rendered or expenses incurred on behalf of the organisation.

## **6. Dissolution**

In the event of the organisation being dissolved, the amount which remains after such dissolution and the satisfaction of all debts and liabilities shall be paid and applied by the organisation in accordance with its powers to any organisation which has similar objectives and which has rules prohibiting the distribution of its assets and income to its members.



## **7. Exempt Purpose**

The Adelaide Theatre Guide is an organisation acting non-profit, established as such in 2004 (actual inception 1996) for the encouragement, promotion, support and education of theatre, in particular South Australian theatre. It is therefore within the guidelines of the Australian Taxation Office as a non-profit organisation of exempt purpose and qualifies for income tax exemption.

## **8. Membership**

Membership is available to the Adelaide Theatre Guide free of charge. Membership is a term used for the clients of the Adelaide Theatre Guide who receive non-financial benefits such as free listings, reviewer attendance, promotion and provision of information to promote live theatre. They are not party to decision making in the Adelaide Theatre Guide.

## **9. The team as at February 2005**

The team is duly appointed by Hayley Horton and Nikki Gaertner and remain in their position unless either they wish to move themselves from their positions for a mutually agreed dissatisfaction of services rendered in their team position, or the team appointed wish to resign from their position. All team members provide their services voluntarily unless as bona fide remuneration for services rendered or expenses incurred on behalf of the organisation for certain projects.

A definition of each role can be found attached. Current team as at February 2005:

Site/Events Coordinator	Hayley Horton
Web Administrator	Nikki Gaertner
Marketing & Promotions	Steph Johnson
Reviewers	Fran Edwards Rod Lewis Theresa Dolman Andy Ahrens Simon Slade Hayley Horton Nikki Gaertner Steph Johnson



## **SITE COORDINATOR**

The Site Coordinator primarily oversees all business of the Adelaide Theatre Guide. As a member of the management team, the Site Coordinator's duties are varied and can encompass all elements of the day-to-day business of the site.

The Site Coordinator role acts as the "face" of the ATG, working in conjunction with the Web Administrator and liaising with other staff, clients, site visitors, theatre companies, etc. The main duties of the Site Coordinator include, but are not limited to:

### **Site Content**

- Monitor and edit site content before forwarding to the Web Administrator. This includes listings, adverts, articles, press releases and more.
- Correspond with site visitors, clients and listing promoters/companies, attending to enquiries and requests.
- Liaison with Web Administrator in respect to overall design of website from a marketing point of view including logos, branding and style.

### **Reviews**

- Coordinate the attendance of Reviewers (at least 80%, where available) at theatre productions on a monthly basis. This includes rostering among the team of Reviewers, booking tickets and coordinating further tickets for "observation" of award contenders.
- Edit reviews submitted by Reviewers ensuring acceptable grammar, spelling, word counts and adherence to writing guidelines.
- Where no Reviewer is available to attend, the Site Coordinator will review instead (commitments permitting); however priority of show choice is given to Reviewers.
- Provide feedback and continual communication to Reviewer team including chairing of quarterly meetings.

### **Promotion/Media Liaison**

With aid from the Marketing & Promotions staff:

- All promotion of site as a whole whether via marketing materials such as flyers, posters and adverts or through media discourse.
- Foster an image of "supporting local theatre" in the South Australian community and beyond through liaison with media, special projects, via theatre companies and other businesses.
- Use of the mailing lists available (especially email) promoting the use of the site and its supporters.
- Encourage companies to advertise the site in their promotional material which in turn promotes them.
- Contacting and developing relationships with companies not yet using the site facilities to ensure a wide range of theatre is listed (of all types – amateur, professional, pro-am, community, etc).

### **Sponsorship**

In conjunction with qualified personnel, the Site Coordinator will secure sponsorship relationships wherever possible for major events and site functions.



## Financial

- The Site Coordinator acts as Public Officer for the Adelaide Theatre Guide including all financial, taxation and business management issues.
- Where applicable, coordination of debt collector, Von Doussas, undertaken to ensure payment of excessively overdue accounts.
- Budgeting in both the short and long term including consultation of pricing schedules for advertising and sponsorship with respective managers.

## Events

- Coordination of all elements of any special events related to the ATG such as the Awards Dinner and other projects in the future.
- Coordination of different staffing departments to ensure quality projects are produced every time including strong communication and relationship building between each section.
- Final decision of ATG Awards for Excellence, including nominations and winners in consultation with reviewers and management staff.

## WEB ADMINISTRATOR

As part of the management team, the Web Administrator gives input and decisions on project and business management especially (but not limited to) those relating to particular IT elements.

Where applicable, the Web Administrator has final decision in conjunction with the Site Coordinator on all business and site matters.

The Web Administrator performs all IT duties related to the design and maintenance of the ATG site. Technical advice to the Site Coordinator is also an integral element of this role.

In consultation with the Site Coordinator, the Web Administrator duties include, but are not limited to:

- Design of site branding, logos, design and style.
- Design of Banner Adverts and ATG Highlights
- Inclusion/uploading of all listings and elements of the website

The Web Administrator also liaises with site users/clients in respect to design, education and training.



## REVIEWERS

The number of reviewers at any one time can vary, but is usually approximately 8 – 10 volunteers.

Reviewers do not receive payment for their work; however they do receive two complimentary tickets to each production reviewed.

Each month a list of productions is forwarded to the reviewing team requesting nominations to review the following month. Reviewers are asked to nominate for as many productions as possible (preferably at least 30%) and return the completed form to the Site Coordinator by the specified date (between 3 and 5 days).

Word limit for reviews is 250 - 400 words unless otherwise indicated (i.e. for festivals or other large workload events). Should a review be over 400 words, the Site Coordinator will edit as appropriate to reduce this word count.

Reviews/opinions are given on overall enjoyment and value for money so that potential audiences may make a more informed choice.

Reviews are submitted to the Site Coordinator no later than 72 hours after viewing the production.

Small alterations/editing may be undertaken by the Site Coordinator before submission for uploading by the Web Administrator. Should larger quantities of editing be required that will change the meaning of the text, a re-written review will be returned for mutual agreement between the Reviewer and Site Coordinator, subject to timeliness of submission.

As part of the ATG Awards for Excellence selection process, Reviewers are sometimes requested to attend productions to “observe” and give feedback as to awards potential. These tickets may or may not be complimentary and attendance is mutually agreed between the Site Coordinator and individual Reviewers.

All Reviewers are asked to follow the Writing Guidelines for submission of any writing.