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## **EOI Drafting Document**

Creative Learning Schools Touring  
Program

Expressions of Interest for 2025 Touring

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## Creative Learning Touring Program 2025

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Thanks for taking the time to apply to our program – we love gaining an understanding of your work! We understand that this is a chunky application, and hope that this drafting tool will help to make your application process smoother as you take your time to draft your responses before pasting into the application.

This application process is for touring or offering on demand workshops/performances in 2025 through the Creative Learning program.

**Creative Learning touring:** offers high quality and educationally relevant arts experiences to young people across Victoria from Foundation through to VCE. We work to provide accessible arts experiences and encourage students to participate in the arts as both artists and audiences.

Please read the submission guidelines to gain a better understanding of this program and assess whether your work is suitable.

The expression of Interest process will be in two stages. This is Stage One. Use this document to draft your application and copy/paste into the online EOI form when you're ready to submit. Incomplete EOI's are not eligible and will not be assessed.

Stage one shortlisted applicants will be invited to complete stage two of the Expression of Interest process and provide detailed information on the educational links of the work. Shortlisted applicants will be notified by Wednesday 5 June and invited to participate in stage two of the Expression of Interest.

**Equity and diversity across our touring programs is a priority of Regional Arts Victoria.** Eligible Expressions of Interest from First Nations, CALD and/or regionally based artists/companies will be prioritised.

**Expressions of Interest open 9am Monday 29 April 2024 and close 9am Monday 27 May 2024 for touring in 2025.**

As part of your application, you are required to provide a link to a shared drive from a file sharing platform such as [Google Drive](#) or [Dropbox](#). Please create a new folder to share with us and name it "SHOW TITLE by PRODUCER/ARTIST". In this folder you can place all your application material, including:

- Hero Images
- Other Images
- Video
- Logos
- Other Support Materials

If a file sharing platform is not possible for you, please get in touch to discuss alternative file sharing arrangements.

**Please Note:** If you feel like your project is relevant to the [Connecting Places program](#) as well as Creative Learning, please only submit one application to Creative Learning and indicate in your form that you would like to be considered for both programs.

Please contact Regional Arts Victoria to discuss your project before submitting your application:

Book an appointment to discuss your application via the Regional Arts Victoria website.

If you would like to discuss access options for your application submission, please contact Pippin Remi, Senior Manager Creative Learning 0427 211 123 | [premi@rav.net.au](mailto:premi@rav.net.au)

## About You

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1. Would you also like to be considered for Connecting Places? Please review Connecting Places Submission Guidelines if you intend to answer 'yes' to this question.
  - Yes
  - No

### Contact Details

Project Name  
Company/Producer name  
Primary contact person  
Preferred Pronouns  
Email address  
Mobile phone  
Company ABN  
GST registered y/n  
Postal address  
Which state are you or your company based?

*Whilst interstate companies are eligible to apply, costs to travel to Victoria are not covered by this program.*

### Company Profile

Please briefly describe your company and artistic practice and explain why you would like to be a part of the Creative Learning Touring Program (1,000 characters max)

2. Are you or your company based in a regional location? If so, where?

Y/N, if yes

### Equity and Diversity:

Regional Arts Victoria is committed to equity and diversity. Capturing data on the diversity of our EOI's is one of the ways we can measure our progress and set goals for continual improvement. The below section is optional however we would appreciate your assistance by providing the following information.

**3. How do the production team and touring party identify?**

	Person 1#	Person 2#	Person 3#
Aboriginal and/or Torres Strait Islander:			
Culturally and/or Linguistically Diverse:			
Deaf and/or Disabled:			
LGBTQI:			
Women:			
Men:			
Other gender/s:			
Prefer not to say			

**ACCESS REQUIREMENTS**

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4. Do you or any person in your touring party have any access requirements that we should be aware of? If yes, please explain:

**ABOUT THE PROJECT**

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5. Project Type

Performance  
Workshop  
Other

**6. Engagement Type**

Please select all you are interested in:

- On the Road – Touring (usually between 2-3 weeks state-wide in Victoria)
- On Call/Online – Available all year or in specific school terms/holiday period

**7. Artforms**

Please tick the appropriate checkbox which best describes the artform of your project:  
Drama / Dance / Media / Visual Arts / Visual Communication Design / Music / Other

**8. Appropriate for levels (please select all appropriate)**

Foundation – Year 6 / year 7 – year 10 / VCE / Other

**9. Describe what the educational benefits of the program are (goals of the work, intention behind the work, what will students learn and understand from the program)**

X

**10. Additional Offering Type**

Do you have an additional offering? ie Teacher Professional Development/ Workshop/ Online/ Other?

*For example, if your project is a performance, do you also offer a Workshop that is an optional add-on that extends on the performance? Do you provide a masterclass for Teachers professional development? If yes, please write a brief summary regarding the structure of the additional offering type. Dot points are fine, as long as we have a good idea of what you do, for how long and in what order. (200 words max)*

X

**Marketing Link to Shared Drive**

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Please provide a link to your shared drive. If using Dropbox, please ensure "anyone with this link can view" is selected. If using Google Drive, please ensure "anyone with the link" under General Access is selected before sharing.

X

## Marketing Copy

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### Describing your Project

This section offers you an opportunity to explain the benefits of your work/project, how it can connect with students and why your project would benefit the school's curriculum. You can outline how your project will run by including timelines and specific contact points with students that will help educators envision your work in their school.

Regional Arts Victoria staff will use this description as marketing copy to sell your project to schools and educators across Victoria. The explanation of your project is one of the most powerful things you can create when pitching your work to schools.

*If your work is selected to be part of the 2025 program you will be required to create a short video of yourself describing the work, the artform, the themes and your intention behind the work. This will be used to assist teachers and presenters to gain an understanding of what to expect and plan for your program.*

*Tips for creating your description:*

- Convey a clear message by keeping it simple
- Never assume the audience knows anything you don't explicitly explain to them
- Watch your grammar!
- Ensure your description leaves a clear impression on what the reader can expect to see, hear and feel when they experience your project.

Check out marketing descriptions from projects in our [2024 program](#) for inspiration.

**11. Tagline:** A short, memorable description that has a lasting effect on the reader. A tagline offers information that can be easily remembered. In the end, it should help a teacher understand the bigger picture and leave them enticed and wanting more. (Up to 10 words)

X

**12. Key Themes:** Name at least three: eg. dealing with grief, acceptance of oneself, regional living etc.

X

**13. Warnings:** include if there are any adult themes, coarse language, sexual references, strobe lighting etc.

X

**14. Short Show Synopsis:**

**Describe your project (min 150 – max 250 words):** This copy should be short, snappy, to the point. Describe what the project is, what students/teachers can expect, and why it is ideal for a school.

*Tip: Remember to think about who you are pitching to. This copy will be used to sell your project to teachers and educators as part of their yearly curriculum.*

X

### **15. Long Show Synopsis**

**Describe your project (300 – 500 words)** This content can be an expanded version of the Short Show Synopsis – Consider extending on any of the following: how and why it was made, what it's about, what themes and/or areas of creative practice does the project explore with students, how it aims to impact student learning etc.

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## 16. Creative Team Bios (200 words per person max)

Please provide us with comprehensive bios for your creative team. These can include a brief CV, any awards won, or special points of interest that may be relevant to media and publicity.

X

## Images

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Images speak a thousand words; one of the strongest tools available for any kind of promotion is dynamic, clear and strong images. Think outside the box! Where you can, include “behind the scenes” photos or design sketches. Presenters and audience love to understand the artistic process, as well as seeing the final work! These kinds of images personalise your project. Please provide images as high resolution (300 dpi) .jpeg or .png files in both portrait and landscape versions. Files should use the following naming convention: PROJECTNAME\_Hero Image 1\_Portrait\_Image credit PHOTOGRAPHER NAME.png

*All images provided to us must already have the proper permissions and copyright required so that we can use them for marketing materials and activities.*

- Hero image clearly labelled– in both landscape and portrait
- Production images
- Cast headshots
- Behind the scenes images (optional) for social media

### Image Credit

Please list any photographer credits where applicable in your file name ie: SHOWNAME\_Hero Image 1\_Portrait\_Image by PHOTOGRAPHER NAME.png



By providing these images, you are giving Regional Arts Victoria permission to use them to promote your show and our activities.

**I can confirm that I have uploaded my marketing images to the shared drive.**

**Yes**

**VIDEO**

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Programmers and panel assessors use video to gain an understanding of your work. Short, high-quality videos of your project are essential for pitching your work to both programmers and audiences. In particular, regional programmers rely on videos to form a major part of their decision making and marketing campaigns.

The best way to present this footage is with a 30-60 second promo video and a longer 1-4 minute showreel.

*If you don't have any video footage or promotional videos now is the time to make some! As part of this application process, it is essential you provide high-quality video materials. If you're unsure of where to start and need some guidance contact our Marketing and Development Coordinator, Claire Miovich to discuss at [cmiovich@rav.net.au](mailto:cmiovich@rav.net.au)*

Here are some examples of great promo videos:

[Balance](#) by Transience

[The Ballad of Pondlife McGurk](#) by Windmill Theatre Company

[Two minute showreel](#) by The Listies

**17. Promo Video:**

A piece of content that captures the tone and message of your project.

<i>Include a YouTube or Vimeo link to your main promo video</i>	<b>URL</b>
<i>Include a YouTube or Vimeo link to any additional promo video</i>	<b>URL</b>
<i>include a link to a Dropbox folder where we can download your video files listed above and any additional video files you wish to provide as part of your application</i>	<b>Dropbox URL</b>

**18. Review/Audience Quotes**

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Please provide up to 3 review or audience quotes, including attribution.

<b>Review #1</b>
<b>Review #2</b>

Review #3

### 19. Logos and Acknowledgements (Required on All Promotional Materials)

Please upload your company logo any other logos such as collaborators, funders or co-producers that you require to appear on all promotional materials. Please ensure they are hi-res logos.

Producer/Partner	Provide a URL to the Dropbox folder for logos here
	URL

### 20. Social Media

List your social media address links:

Instagram	<input checked="" type="checkbox"/>
Facebook	<input checked="" type="checkbox"/>
Website	<input checked="" type="checkbox"/>
Other	<input checked="" type="checkbox"/>

### 21. Touring Party

Please provide details below for each member of your touring party (performers and crew):

Name			
Role			
Mobile			
Address			
State			
Full Driver's License	i.e. Yes/No		
Preferred Pronouns			
Access Requirements	i.e. Yes, details or N/A		

### 22. Indicate your tour availability

Please select all that apply:

Term 1

Term2

Term 3

Term 4

Available all 2025

**23. Indicate any days, times or months you will not be available in 2025:**

**24. Presentation and Touring History**

If the project has been presented previously, please give up to five examples of your most recent history including presenting organisation and year:

X
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**25. Can we view your production/engagement live before mid-June 2024? If so, please list:**

Dates                      Venue

**26. Current Driver's License**

Regional Arts Victoria recommends that 2 people in your touring party have their full Australian driver's license and at least 1 be over 21 years of age to share the load of driving. Each touring party must have 1 driver who meets these requirements for car hire and insurance purposes.

Do you have 2 people in the touring party to hold a current full driver's license and 1 who is over 21?

Yes / No

**Technical Specifications**

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**27. Duration and capacity of main offering (*please fill in approx. number of minutes*):**

Bump in time (including any break time required between bump in and performance)

Performance Duration/Presentation Delivery time

Q&A time (if applicable)

Minimum break required between performances/presentations

Bump out time

Pre-show talk time (if applicable)

Maximum number of students

Maximum number of performances/presentations per day

**28. Duration and capacity of additional offering**

Bump in time (including any break time required between bump in and performance)

Performance Duration/Presentation Delivery time

Q&A time (if applicable)

Minimum break required between performances/presentations

Bump out time

Pre-show talk time (if applicable)  
Maximum number of students

### **Venue requirements**

Creative Learning programming generally should be adaptable to a wide variety of spaces, as not all venues will have theatres.

### **29. Minimum Performance/workshop space required? (*in metres*):**

Depth  
Width  
Height

### **30. Student seating preference**

End-on  
Traverse  
Raised stage  
In the round  
Tables and chairs required  
Other

### **31. Types of venues/spaces this work can be delivered in (*select all that apply*):**

All Types  
Gym  
General Purpose Room/Hall  
Blackbox/Theatre  
Outdoor space  
Other – please provide further information in additional comments below:

### **32. Types of flooring this work cannot be performed on (*select all that apply*):**

Carpet  
Sprung  
Elevated staging  
Wood  
Asphalt  
Concrete  
Other – please provide further information in additional comments below:

### **33. Additional room requirements (*select all applicable that you need but would not supply*):**

Data projector  
Darkened room  
Full blackout  
Projector screen  
Internet access  
Power point access  
PA system  
Lighting  
Access to sink/tap

Whiteboard

### 34. Additional comments regarding venue requirements

### 35. What are you touring with?

*Please advise all other elements that you tour with for this project and the vehicle required to tour with. Any costs associated with the hire or purchase of these elements should be factored into your show fee (Fees to be completed in next section).*

#### **Fees**

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Please note: The Creative Learning program **does not** cover remount fees, as we expect our touring shows and workshops to be ready to go. Do not include vehicle hire, petrol, accommodation, meals and incidentals or LAHA in your fees, these costs are covered by Regional Arts Victoria when you are on the road.

### 36. Weekly Fee:

Please outline your weekly fee which includes total touring party fees, material costs, equipment hire costs if relevant, and any miscellaneous costs for **one week**. Note - five day school week is standard (you would be sent home on the weekend).

Total weekly artist fee:

### 37. Once Off Fee:

How much does your company expect to be paid for one off workshops/performances? Please outline your one off workshops/performance fee which includes total touring party fees, material costs, equipment hire costs if relevant, and any miscellaneous costs.

*Keep in mind the On Call program passes touring costs on to the hirer (school/venue)  
The once off fee is applicable to the On Call part of the program.*

**38. Total Per Engagement Fee:** (please list multiple if you have multiple program options such as a one hour workshop and a full day workshop):

#### **Support Materials**

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The following documents are to be supplied to Regional Arts Victoria if your program is successful in the 2025 Creative Learning program.

- **Public Liability Insurance**
- **Working with Children's Check**
- **National Police Check (NPC)** *Completing a National Police Check MAY be required.*
- **Support Material**  
*Any additional historical/ideological background information or research that fleshes out the content of the performance/workshop. Include any other relevant images that inform the work and ensure to credit all images.*
- **Short video:** If successful you will be asked to create a short video where you speak to the camera about the educational benefits of your project. This doesn't need to be fancy, just a short talk (no more than 3 minutes) to camera which will help our assessors gain a deeper understanding about you and your intentions behind the work.

Thank you for your Expression of Interest for Regional Arts Victoria's Creative Learning Touring program. Questions regarding the Creative Learning Program should be directed to:

Pippin Remi  
Senior Manager, Creative Learning  
[premi@rav.net.au](mailto:premi@rav.net.au) | 0427 211 123

**TIMELINE:**

Monday 29 April 9am - Expressions of Interest Open

Monday 27 May 9am - Expressions of Interest Close

Wednesday 5 June – Applicants notified and stage two Expression of Interest Open

Monday 17 June - Stage two Expression of Interest close

Thursday 22 August – 2024 Creative Learning program launched