

A close-up photograph of several hands gripping a metal bar, likely a handrail or part of a stage set. The lighting is dramatic, with a strong purple and pink hue, creating a sense of tension and teamwork.

# PRODUCER INFO PACK

## SO, WHAT EVEN IS A PRODUCER?

A producer is someone who gets things done. In other industries they're called project managers, curators, arts administrators, or company managers. They co-ordinate, supervise, and facilitate the whole production from beginning to end (or in theatre slang, from 'woe' to 'go!').

**While specifics of the producer role can vary depending on the skill set and the strengths of the team, here is an overview of some of the things you can expect to be involved in;**

- Developing, rehearsing and staging the event, performance, exhibition or installation
- Creative and/or conceptual development of the work
- Looking after front and back of house, and having an overview of the whole from audience experience to performance to technical support to actor needs
- Marketing
- Scheduling
- Booking spaces
- Creating written agreements so that cast and creatives are clear of your expectations
- Managing
- Facilitating
- Organising
- Being clear about rights and royalties for the work
- Supporting
- Leading
- Following
- Working closely with the Director and Production Manager to realise the work
- Raising money
- Keeping things to budget
- Writing applications
- Making sure everyone is clear on their roles and responsibilities
- Making sure everyone is clear about a code of conduct

## WHAT DOES A GOOD PRODUCER LOOK LIKE?

Good producers identify things that need to be done, delegate to who could do them best, and—if no one is around—do it themselves.

Good producers also **work collaboratively** with other creative leaders to make clear and strong decisions about why to stage a work. They think deeply about **why they want to produce this work**. Putting on a piece of theatre is hard work – if you don't have something that is driving you beyond that you've seen the show before and liked it, how will you keep going when you hit obstacles? You will need to ask questions such as, how long do you want the play to be? What cast size (or range) do you want? What about the subject matter? Are there any content limitations? Are you thinking of casting diversely?

## YOUR TEAM

*Credit: Melbourne Fringe (2019)*

### Creative

Who are your creative collaborators?

It's likely you won't need ALL of these kinds of collaborators, but here are a few suggestions:

- Performers
- Musicians
- Visual Artists
- Digital Media Artist
- Designer
- Director
- Dramaturg
- Writer
- Choreographer
- Photographer
- Videographer
- Lighting Designer
- Sound Designer
- Production Manager

### Project Management

- Who is your Producer? (Maybe it's YOU!)
- Who answers the emails and phone calls?
- Who finds the venue and signs the contracts?
- Who handles the box office and other finances?
- Who is leading your marketing and publicity campaign? (Maybe it's YOU!)
- Who can write a punchy blurb and press releases?
- Who can help you get a killer promo image?
- Who can social media like a boss?
- Who can coordinate your invitations?

### Other Support

Can you ask someone to be your mentor? Is there an artist that makes the kind of work you admire? Maybe they can be your outside eye or give you critical feedback as you develop your project. Don't be afraid to ask!

Do you know anyone who has produced work at UniMelb or elsewhere before? Getting someone's personal experience of participating in theatre can be really enlightening. Sometimes you can learn a lot for the price of a coffee.

## PROCESS FOR PUTTING ON A SHOW AT UHT

