

QTOURING

Connect. Empower. Artists. Communities.

Strategic Plan

2024 - 2026

STAGE
QUEENSLAND

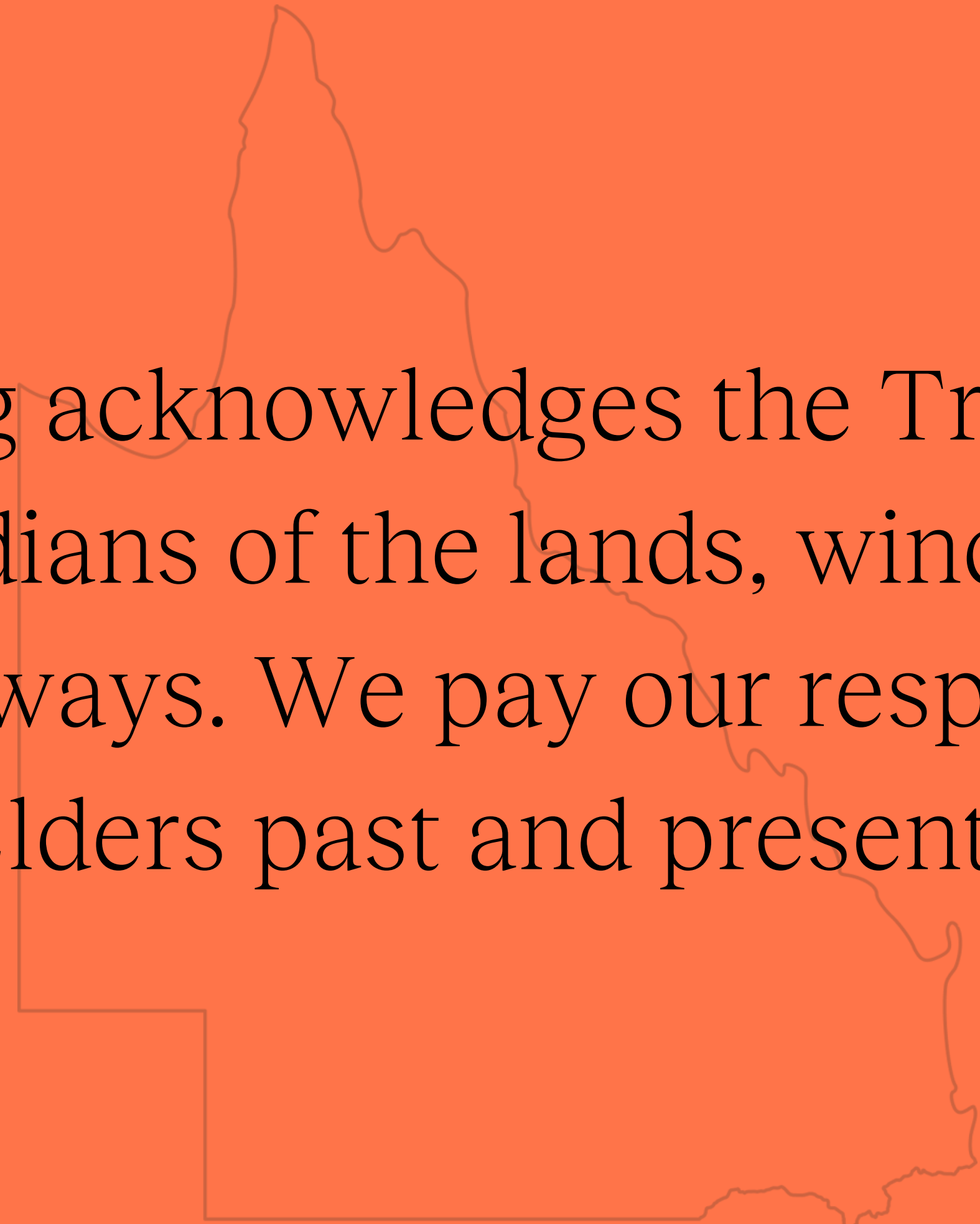


Queensland
Government

QTouring is managed by Stage Queensland and is an initiative of the Queensland Government through Arts Queensland.



QPAC 'Is That You, Ruthie?'



QTouring acknowledges the Traditional Custodians of the lands, winds and waterways. We pay our respect to Elders past and present.

Foreword & Welcome

Stage Queensland is proud to deliver this two-year Strategic Plan for QTouring, which spans July 2024 to June 2026. It defines the touring service values, motivations, and priorities while setting clear strategic targets and outcomes that will measure our success. This plan is not just a roadmap—it is a dynamic, living document that remains flexible and responsive to the evolving environment and needs of Queensland's arts sector.

QTouring's Strategic Plan lays the foundation for a transformative and sustainable approach to touring arts and cultural experiences, while activating audiences across Queensland. Launched in 2024 through a co-design process by Arts Queensland and Stage Queensland, QTouring addresses the need for a coordinated and sustainable touring service that maximises opportunities for more artists to create and share their work with more audiences across Queensland's vast and diverse landscape.

This plan is the culmination of extensive formal and informal consultation with stakeholders across the state (refer to Appendix A). Through this lens, we gained valuable insights into the current challenges and future opportunities in Queensland's arts touring sector. Underpinning much of this work is Stage Queensland's outstanding 40-year legacy and deep connection to the networks that support Queensland's arts ecosystem. This context has informed every element of the Strategic Plan, ensuring that the diverse needs and aspirations of artists, producers, presenters, and communities are at its heart.

Central to this plan is a commitment to First Nations peoples, placing their stories, artists, and arts practices at the forefront of QTouring's strategy and operations. Through a First Nations-led approach, we aim to celebrate and elevate these vital voices, fostering respectful collaboration and ensuring meaningful representation across all aspects of the touring service. By embedding this approach into our work, we strive to support cultural continuity, self-determination, and opportunities for Queensland's First Nations artists and developing broader audiences for the work.

The strategy also focuses on supporting sustainable touring models, enhancing capacity through targeted training and resources, and fostering partnerships that expand the reach and impact of cultural experiences. These pillars are not just strategic objectives but a reflection of QTouring's commitment to inclusivity, community empowerment, and the long-term viability of arts touring in Queensland.



Who We Are and What We Do

QTouring is Queensland's new arts touring and engagement service, managed by Stage Queensland. QTouring works with industry partners to champion and create the essential touring infrastructure required to fuel the vitality and sustainability of Queensland's arts sector. At the heart of our service delivery is building the touring and engagement capacity of the arts sector, and supporting the brokerage of tours and community engagement activity across all art forms, including performing arts, visual arts and writing.

QTouring aims to:

1. Empower artists, producers, and presenters with high-quality touring resources and knowledge
2. Increase the diversity of touring arts products across Queensland
3. Celebrate Queensland's Aboriginal and Torres Strait Islander peoples
4. Build sector capacity across all art forms and promote self-sustaining touring, to enable new employment and training opportunities in regional and remote communities

QTouring's service will support Queensland's artists, producers, presenters and communities looking to tour work and engagement activities by:

- Prioritising cultural safety for First Nations artists and communities in our service delivery
- Showcasing work and raising the profile of Queensland artists locally, nationally and beyond
- Facilitating opportunities to strengthen existing networks, broker touring partnerships and nurture the establishment of new touring circuits
- Democratising access to sector knowledge via our digital hub, best practice resources and tools
- Offering industry guidance and skills development
- Undertaking research, data collection and analysis to support tour planning, service delivery, audience development and evaluation
- Seeking creative, financial and strategic partnerships that support the objectives of the service
- Empowering local communities with tools and knowledge to take the lead in programming and delivering cultural experiences best suited to them



Our Mission

To pioneer a transformative approach to touring the arts in Queensland, Australia.

Our Vision 2024-2026

Over the next two years, QTouring will support and enable the delivery of evolved and sustainable touring of arts and cultural products and experiences to benefit audiences, artists, and communities.

Our Values

Collaboration

Foster a culture of collaboration and partnership within the arts sector.

Inclusivity

Prioritise accessibility and inclusivity in all aspects of touring and community engagement.

Empowerment

Empower artists, communities, and industry professionals by providing resources, support, and opportunities for skill development and growth.

Community-Centred

Assist communities to be at the forefront of decision-making in touring initiatives.

Sustainability

Commit to sustainable practices and long-term viability in operations and programming.

Celebration

Celebrate the transformative power of the arts and the positive impact of touring and community engagement.





FIRST NATIONS FIRST

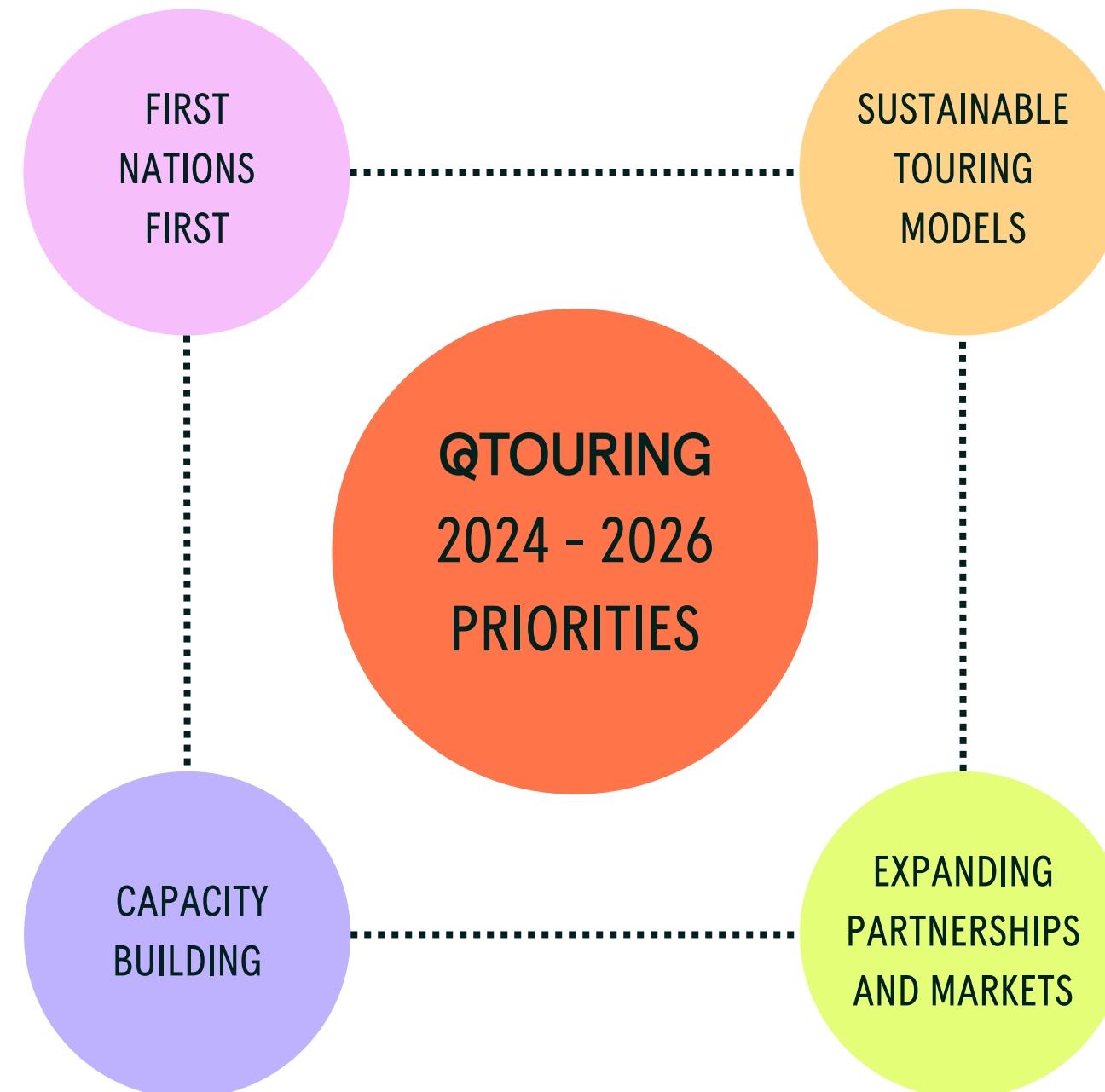
QTouring is committed to integrating First Nations perspectives and supporting First Nations arts and communities. This includes increasing the number of tours by and for First Nations artists, fostering engagement with First Nations communities, and developing touring circuits that support First Nations work. QTouring also aims to grow First Nations audiences, ensuring cultural experiences and stories resonate deeply and meaningfully across Queensland.

CAPACITY BUILDING

QTouring is dedicated to equipping artists, producers, and presenters with the skills and knowledge needed to succeed in touring and engagement. Through initiatives such as the *Independent Producers Boot Camp* and the annual *QTouring Showcase*, QTouring provides training programs, workshops, and events that develop self-touring capabilities and make touring easier. This pillar focuses on building expertise in producing, development, coordination, and delivery to enhance sector capability across all stages of touring.

Our Priorities

To enhance the cultural experience across Queensland, QTouring’s service priorities are centred on four strategic pillars.



SUSTAINABLE TOURING MODELS

QTouring focuses on developing and supporting innovative touring models that are financially, environmentally, and operationally sustainable. By providing best-practice resources, including a dedicated website and tailored guidance on tour planning and management, QTouring empowers presenters and producers. Key initiatives include piloting new presenter networks and touring circuits to strengthen Queensland’s cultural touring landscape.

EXPANDING PARTNERSHIPS AND MARKETS

QTouring strives to enhance touring opportunities by growing networks and fostering strategic partnerships. This includes developing marketing and branding strategies, brokering creative collaborations among arts companies and touring stakeholders, and supporting the creation of new touring circuits to reach underrepresented regions. Leveraging Stage Queensland’s established networks and services as a foundation, QTouring aims to strengthen the touring ecosystem and create transformative opportunities for artists, producers, and communities.

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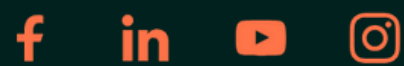


Email Us

You can reach the team at hello@qtouring.com.au



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