

## MEDIA RELEASE – FOR IMMEDIATE RELEASE



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### ARTS NORTH WEST ON TOUR UNVEILS EXCITING MAKEOVER EMBRACING A NEW FEE-FOR-SERVICE MODEL

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Arts North West is proud to announce a significant change in the Arts North West ON TOUR program.

Formerly operating under a subscription model, Arts North West ON TOUR has undergone a makeover, embracing a fee-for-service approach to increase accessibility and engagement in performing arts across the New England North West.

Historically, Arts North West ON TOUR exclusively catered to subscribed venues. However, with the adaption of the new fee-for-service model, the program now opens its doors to all spaces, venues and community halls to host live theatre, music productions and performances in their communities. This exciting change presents opportunities for community groups to book arts performances through Arts North West, no matter the size or location.

With this fresh approach, Arts North West ON TOUR endeavours to create a more dynamic and accessible cultural landscape within our communities and regions.

"We are thrilled to introduce this change to the Arts North West ON TOUR program," said Arts North West Executive Director, Lauren Mackley. "By shifting to a fee-for-service model, Arts North West ON TOUR is expanding the opportunities for everyone to experience theatre, music and performing arts in less traditional settings. Anywhere can be a venue for the arts! Cafes, community halls, and parks can be considered venues and host performances."

Arts North West ON TOUR encourages community groups, organisations, and individuals to take advantage of this exciting opportunity and book arts experiences through the Arts North West website. From small community centres, and halls to unique outdoor venues, Arts North West ON TOUR can aid in booking talent and facilitate performances that will leave audiences entertained and enthused.

Arts North West acknowledges Aboriginal people as the traditional custodians of the lands we work on; we recognise the strength, resilience and capacity of Aboriginal people and respect the Aboriginal Elders past and present.

Arts North West is assisted by the NSW Government through Create NSW and the partnership of 11 local government authorities in the New England North West



For more information on how to list your venue or to book an Arts North West ON TOUR performance, please visit <https://www.artsnw.com.au/artsnorthwestontour> or contact Miranda Heckenberg via [email.ontour@artsnw.com.au](mailto:email.ontour@artsnw.com.au) or by phone on (02) 6732 4988.

### **About Arts North West:**

Arts North West is a leading organisation of arts and cultural development across the New England North West region. With a long history and a commitment to community Arts North West empowers individuals and groups through various programs, initiatives, and partnerships to ensure the arts thrive. Our core business is providing quality advice, information and professional support to artists and organisations. Arts North West is committed to the development and delivery of services that foster opportunities for collaboration, facilitation, and experiences in the arts that reflects our diverse region.

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