

# Music Tour Management

## TOUR MANAGEMENT

Tours undertaken by Churchlands have involved both teaching staff and parents in the preparation. Staff are concerned with the nature of the tour, the itinerary and organization, tour staffing and chaperones, and the preparation of performances. Parents look after certain practical matters and fundraising, which are listed below as portfolios. Each portfolio consists of a small team of people who carry out all the organization for their particular task. Parents can communicate ideas, queries etc. to the relevant team. The team leader needs to be pro-active and prepared for an intense period of work and also needs to feel confident to co-ordinate their team of assistants. These tasks often last for a specific length of time (for example 4 months for the raffle) and are then completed and the team's task is over.

## TOUR COMMITTEE

A representative of each portfolio team serves on the Tour Subcommittee, together with the Director of Music, the Principal and other members of staff. The committee is co-ordinated by a *convenor*, who acts as chairperson and spokesperson, and liaises with the staff. The committee is responsible for overall planning, monitoring progress, making decisions where necessary, conveying information to parents, sorting out problems etc. At committee meetings a representative of each portfolio team reports developments and progress. Meetings are typically held at 8.30 on Saturday mornings once a month or more often when needed. A standard agenda is followed and items of business need to be submitted for inclusion on the agenda ahead of the meeting.

## PORTFOLIOS

Convenor

- Finance
- Secretarial
- Newsletter/Communication
- Farewell Concert
- Insurance
- Medical Matters

FUNDRAISING TEAMS can include:

- Raffle
- Corporate Sponsors
- Wine
- Entertainment books
- Sausage sizzles
- Quiz night

## **BRIEF JOB DESCRIPTIONS**

Detailed information from previous tours will be available to assist the new teams. Each team needs a leader who will take responsibility for organizing meetings and tasks for their team. The leader also needs to attend the Tour Committee meetings that are held once a month on a Saturday morning.

### Finance team

*The treasurer looks after all finance matters. Since large sums of money are involved it is absolutely essential that all aspects of finance are carefully planned and accurate accounts kept. Major tasks include;*

- Drawing up the tour budget
- Setting up deposit book system
- Regularly issuing financial statements to tour families
- Keeping accounts and records up to date
- Making payments as required

### Secretarial team

*This team deals with most of the paperwork. It is essential to keep records and to communicate efficiently. Major tasks include;*

- Acting as minutes secretary at each committee meeting
- Setting up a database of students and families
- Attending to correspondence, sending out notes to families
- Enabling communication between various parties
- Keeping a folio of records

### Newsletter team

*Regular dissemination of information is essential and encouraging. A special tour newsletter is published for the year prior to the tour. Major tasks include;*

- Obtaining information from the various teams
- Publishing a regular newsletter keeping Tour families up to date with all aspects of the Tour.
- Making the newsletter available on Music Dept. website
- Organizing distribution (folding, putting in envelopes, labelling)

### Insurance

*Insurance is obviously essential, and appropriate cover must be purchased. Thorough research needs to be undertaken. This job is probably best handled by one person. Major tasks include;*

- Sourcing and negotiating suitable insurance packages to cover the touring party.
- Co-ordinating and gathering information needed for insurance purposes from families.

### Farewell Concert team

*The Farewell Concert is a gala night just prior to the departure of the tour. Major tasks include;*

- Planning sponsor seating
- Organizing program design and printing

### Medical team

*The health of the students is very important and prior to tour advice is offered to families regarding inoculations, keeping healthy on tour etc. This job is best done by a medically qualified person who is able to provide helpful information. Major tasks include;*

- Advising about inoculations where necessary
- Updating or devising health forms for students
- Collating student's health information for tour staff
- Equipping a first aid kit for tour
- Talking to students and families about healthy travelling

### Raffle team

*This is the biggest single fundraiser and requires a big effort from all tour participants. Around 90 000 \$2 tickets are sold, within a short time frame (permits are for 3 months).*

*Major tasks include;*

- Organizing prizes, printing of tickets, permits
- Organizing posters and promotional material
- Allocating tickets to families
- Recording sold and unsold tickets and keeping records for auditing purposes
- Submitting a return to the Lotteries Commission

### Corporate Advertising team

*Also a big money spinner. Families seek support from small businesses. In return for a \$275 sponsorship businesses receive some advertising, and tickets to the Farewell Concert where a seat prize is drawn for a \$10 000 advertising contract. Major tasks include;*

- Negotiating a prize deal with radio station,
- Organizing and printing sponsorship folders
- Keeping account of sponsorship, with a system of receipting and response letters
- Co-ordinating ads to be placed in local papers
- Allocating concert tickets to sponsors

### Wine

- Negotiating with a winery or wholesaler
- Organizing order forms
- Printing labels
- Co-ordinating payment delivery and distribution of wine

### Entertainment Books

*This is an annual fundraiser, usually for the Music Parents' Committee, but in four years the proceeds go to the tour. This is a simple fundraiser that does not entail much work.*

- Liaising with Entertainment Books reps to secure an order early in the year.
- Sending out order forms
- Co-ordinating distribution.

### Quiz night

### Sausage sizzles

### Wembley Downs District Fete