

Musical Theatre New Zealand Incorporated



Musical Theatre NZ - Our Goal

To foster and encourage the development of, and commitment to, the highest standards by community theatres, including standards of excellence for production, health and safety, management, governance, community relations and service.

Community Theatre

- Community theatre offers a gateway to new worlds of experience, emotion and knowledge.
- Community theatre is that wonderful network of friends we can laugh with, cry with, argue with, party with, and yet come together to provide wonderful entertainment for our communities. Because of community theatre there is an extended family around the world who share the same love and excitement of the performance.
- Community theatre has the special power to bring us together, to help our towns become communities. Community theatre offers the best of every world. There are the creative aspects, the artistic aspects, the technical aspects, the production aspects, the business aspects, the social and social services aspects, just a myriad of outlets for every soul who chooses to pursue this activity.
- I have worked in community theatre, and the so-called 'non-professionals' are anything but. The work there is so real and so good that I was stimulated to do more - *Patty Duke, Actress*

Community theatre enriches the lives of those who take an active part in it, as well as those in the community who benefit from live theatre productions. On either side of the footlights, those involved represent a diversity of age, culture, life experience and a strong appreciation of the importance of the arts

Who is MTNZ?

- Musical Theatre New Zealand (formerly known as the NZ Federation of Operatic Societies (NZFOS) and prior to the 2003 AGM, Musical Theatre Federation of NZ) is a non-profit organisation.
- Formed in 1960 it is the umbrella group for community theatres/groups, schools and companies associated with the theatre and entertainment industry in New Zealand
- Membership:
 - 80 incorporated societies – from Keri Keri to Invercargill.
 - 35 schools (including Toi Whakaari, NASDA and AUT)
 - 25 company members – Australia and New Zealand based
 - 14 associate members (including ETNZ, DANZ, EVANZ & Playmarket)

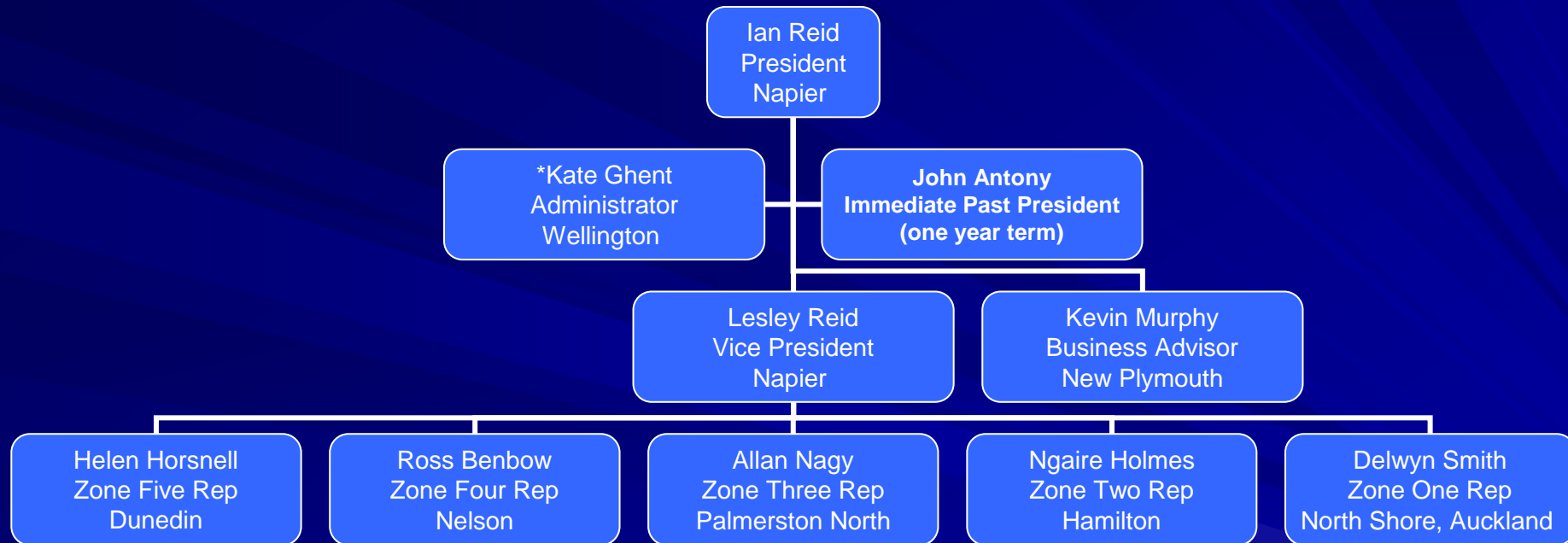
Who is MTNZ?

- Administered from a small central office in Wellington, MTNZ is recognised both nationally and internationally for the contribution it has made to both fostering and increasing participation in the arts with our communities.
- MTNZ is the national voice of community theatre, providing data and information to non-members, businesses, other arts and non-profit organisations, as well as the media and government agencies.
- MTNZ is a centralized source for community theatre information, ideas and resources.
- MTNZ is an organization dedicated to quality, live theatre as a contributing part in New Zealand's communities and cultural identity.

Who is MTNZ?

Best of all, MTNZ is people - people who share a passion for theatre and understand its positive impact and benefits on our communities, large and small.

MTNZ Structure as at 1 September 2009



** Part time paid employee – rest of Executive are volunteers*

Benefits that theatre brings to the arts industries and communities of NZ

- Community theatre provides a platform from which many of our leading performers first gained an opportunity to display their talents. The late Rob Guest, Dame Kiri Te Kanawa, Derek Metzger, Helen Medlyn and Dame Malvina Major are just five individuals who have gone on to establish themselves as star international performers.
- Community theatre provides a platform and “hands on” experience for those interested in the backstage and production areas of theatre which gives great grounding for those who go on to be professional lighting designers, riggers, stage managers, theatre and arts administrators and production personnel both here in New Zealand and overseas.
- Musical Theatre NZ provides a platform for those who wish to work professional in the arts and entertainment industries of New Zealand and overseas.

What does MTNZ achieve on a national scale?

- A member of EINZ – Entertainment Industry NZ
- Enjoy a close working relationship with ETNZ (Entertainment Technology NZ) to improve health and safety standards in the venues our societies and schools work/perform in and adherence to the Guidelines for Safe Working Practices in the Theatre and Entertainment Industries
- Promotion of New Zealand works in our schools and societies in liaison with Playmarket and foster “home grown” plays and musicals – STIFF, Footrot Flats, Flagons and Foxtrots, Dirty Weekends to name a few
- Currently have a very good working relationship with Toi Whakaari NZ Drama School – promoting professional training in the theatre and entertainment industry crafts.

MTNZ Statistics

- In a survey conducted in 2008 which covers one calendar year, in which 59 out of 80 societies responded, the following was reported:
 - 8,259 members
 - 143 productions were mounted – 107 musicals/36 plays
 - Over 1,500 shows were presented
 - 3,502 people took part onstage; 3,059 took part off stage
 - 355,824 people around New Zealand saw a show presented by one of 59 societies in their local communities
 - Professional people working in the arts and entertainment industries in New Zealand (directors, choreographers, technical crew, orchestras, lighting & sound companies, set builders) were paid \$1.4 million by community theatre volunteer groups – so that's \$1.4 million dollars pumped into the professional arts and entertainment sector in New Zealand in one year by the non profit arts sector (59 MTNZ societies)
 - At \$975,856 – nearly one million dollars was spent by these 59 societies in one year, on marketing, mostly locally in their own communities.

MTNZ Statistics – Audience Numbers

Over the period 2007/2008, 317,350 New Zealanders saw a “show” in their local town/city, presented by one of the 59 MTNZ societies that responded to the survey.

MTNZ Statistics

- The MTNZ website had 923,839 hits for 2008.
- As at end of October 2009, the website has had 852,245 hits – so the website is well on the way to hit a million this year
- The MTNZ publication – Spotlight on MTNZ, which is collated by the MTNZ Administrator – is sent out monthly to a database of just under 1,000 email addresses and posted to the website.
- Due to the ever increasing printing and postage costs and to save trees, Spotlight on MTNZ is posted out to all members twice a year.
- MTNZ Facebook page – since its launch in April 2009, 450 people have signed up to be “fans”. This includes a number of people working professionally in the arts and entertainment industry both in New Zealand and around the world.

MTNZ Funding

- Because MTNZ is a national body
 - it receives no government funding
 - cannot apply to Creative Communities at a local level
 - cannot apply for funding to gaming and community trusts
- Source of income for MTNZ:
 - Subscriptions from members – this varies from year to year as society members pay according to their gross ticket sales
 - Currently into the second year of a sponsorship deal with John Herber/NZ Fire Shield.

Society Membership Benefits

- Attendance at our Annual Conference and Seminars
- Our Annual Conference is also of great value to those who attend, as it is an opportunity to meet others from various sized and situated societies, all with their specific problems and success stories. You will also meet all the copyright holders from NZ and Australia.
- Use of the Library at preferential rates, plus regularly updated library catalogues (costing others \$20 per issue), must be one of the greatest assets we can offer
- Discounted AON Risk Insurance for your society.
- Capital Assistance Fund eligibility – we currently have substantial funding available for all our Society members to borrow for capital works at 0 – 5% interest rates.

Society Membership Benefits

- A free society webpage within our website (www.musical.org.nz)
- Assistance from one of our Zone Councillors. They organise Zone Meetings and are always available to answer queries or put you in touch with people who can help.
- Assistance from the MTNZ Administrator ie – copyright information, shows, sourcing costumes etc.
- Training schools – in 2001 we received a grant from Creative NZ. This grant funded our training schools around New Zealand. Representatives of member societies receive preferential places on these courses.
- Monthly updates from the Administrator's office – in the form of our monthly publication – Spotlight On MTNZ.
- Networking and zone meetings.

Society Membership Structure

- Rates according to ticket sales (less catering costs):

– Over \$100,000	\$775
– \$50,000 - \$100,000	\$700
– \$30,000 - \$50,000	\$600
– \$20,000 - \$30,000	\$500
– \$10,000 - \$20,000	\$355
– \$5,000 - \$10,000	\$235
– Under \$5,000	\$130
– In Recess	\$55

Corporate Membership

- Membership of Musical Theatre NZ will entitle your company to attend Annual Conference and present a display of your products and services. You will also be able to advertise on our website (www.musical.org.nz) and have your own webpage within our website.
- Access to the MTNZ database and mailouts both postal and via email.
- A year of free advertising through Spotlight, the MTNZ website and internet – ie Facebook
- The annual subscription rate for Corporate Members is \$275.

Associate Membership

- **Criteria for Associate Membership as opposed to Corporate Membership**
 - Director, choreographer, individual, freelance technical person (ie lighting designer, rigger etc. wanting to advertise), tutor in the arts etc.
- The annual subscription rate for Associate membership is \$65 for an individual, \$100 for a company

Education Membership

- Membership to the Musical Theatre NZ will entitle your institution to attend the Annual Conference and Training Seminars. You can also advertise your productions on our website and you will also receive our monthly newsletter.
- Our extensive library of musical scripts and scores will be available to your institution for perusal, at membership hireage rates.
- The annual subscription rate for Education Members is \$55.00 for primary and intermediate schools and \$65 for secondary and university/performing art school level.

Individual Membership

- Individual membership of Musical Theatre New Zealand means you will receive Spotlight via post or email, hear about zone meetings and events directly, and you will receive an individual pack for conference and updates. Your membership also helps the national body for musical theatre in New Zealand to keep on supporting and assisting our community theatres.
- The annual subscription rate for an Individual Member is \$25.

Professional Membership

- Professional membership of Musical Theatre New Zealand means you will receive Spotlight via post or email, hear about zone meetings and events directly, and you will receive an individual pack for conference and updates.
- Access to the MTNZ database and mailouts both postal and via email.
- A year of free advertising of your work and profile through Spotlight, the MTNZ website and internet – ie Facebook
- Free listing under resources on the MTNZ website.
- Trade space at annual conference

Professional Membership

- Your membership also helps the national body for musical theatre in New Zealand to keep on supporting and assisting our community theatres.
- Professional membership criteria:
 - Composers
 - Playwrights
 - Professional theatre companies
- The annual subscription rate for a Professional Member is \$25.