Case Study
360 Allstars Workshops

What:
360 Allstars is a phenomenal physical performance exploring all forms of rotation. Boasting a stellar cast, including a world champion athletes, world class dancers and world renowned musicians, the production connects the street with the elite to deliver a radical and unique urban circus.

As part of their 2015 Australian tour, the artists of 360 Allstars came to Toowoomba and delivered workshops in conjunction with their performance on the Empire Theatre stage on 12 March.

Thanks to the support of the Toowoomba Regional Council all seven artists including body percussionist Gene Peterson, live looper Sam Perry, circus performer Rhys Miller, break dancers B-boy Physicx and B-boy Leerok, basketball freestyler Rashaun Daniels and BMX flatlander Peter Sore were able to spend two days in Toowoomba in the lead up to the show. On 24 & 25 February a variety of workshops and performances were conducted at Harristown High School, Centenary Heights High School and Harlaxton Park with PCYC participants.

On returning to Toowoomba for the main stage performance on 12 March, the team appeared at Downlands College on the day of the show and conducted workshops at Oakey State High School (Circus) and Toowoomba Flexi School (Live Looping) the next day.

This was a unique addition to the Empire Theatres program and allowed for considerable engagement into new youth markets.

When: 24 & 25 February, 12 & 13 March
Where: Harristown State High School, Centenary Heights High School, Harlaxton Park, Downlands College, Oakey State High School and Flexi School

Partners, Contributors and Sponsors:

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Outcomes: Over 230 students participated in 9 different workshops across the four days the artists were in the region. Students of music, dance, physical education and drama all benefited from the exposure to artists of a very particular skill set.

Three promotional ‘taster’ performances were also presented at schools in the region including Harristown and Centenary Heights State High Schools and Downlands College. The estimated audiences for these unique experiences exceed 580 students and teachers.

In addition to the workshops and promotional performances, free and discounted tickets were provided to groups unable to afford to bring students including Whaddup, PCYC and Toowoomba Youth Service, Toowoomba Flexi School and the EALD students of Harristown State High School. As a result, 44 additional students were able to attend the show.

“A million thanks for the tickets for the show last night. The boys had the best time and enjoyed every minute of it. It was a great performance by all artists. Thanks from us all.”
Felicity Radcliff, EALD Co-ordinator/Teacher Harristown High School

Learnings and reflections:

When a show comes to the region that appeals to a market that is not often serviced, it is essential that non-traditional marketing methods are utilised to promote the event and build that audience.

Similarly, when a show comes with such a comprehensive workshop program such as 360 Allstars provided, it is a wonderful opportunity to engage with the intended audience in a meaningful and tangible way.

This project directly correlates with three objectives in the Empire Theatres Projects Company Business Plan.

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<thead>
<tr>
<th>Aim One</th>
<th>To be accessible and engaging to broad sectors of the community.</th>
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<tbody>
<tr>
<td>Objective 1.1</td>
<td>Create and facilitate programs and projects that are mindful of the diversity and richness of all regional Australians inclusive of all ethnic and cultural origins and demographic and socio-economic circumstances</td>
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<tr>
<td>Aim Two</td>
<td>To be vital to the cultural and social health of the wider Toowoomba and south central Queensland region.</td>
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<td>Objective 2.3</td>
<td>To address the issues of remoteness and accessibility to the arts in regional Australia</td>
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<tr>
<td>Aim Three</td>
<td>To empower and enrich the cultural capacity of south central Queensland arts practitioners.</td>
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<tr>
<td>Objective 3.1</td>
<td>Increasing engagement in creative projects throughout our community</td>
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This project also correlates with Community outcomes 1.1, 1.2 and 1.4 in the TRC 2014-2019 Corporate Plan.