



TOM CURTAIN'S IN THE WEST TOUR PROSPECTUS



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INTRODUCTION

Following the success of Tom Curtain's previous national tours, the Team has hit the road again for the **In The West Tour** from December 2020 to March 2021.

The Tour combines Tom Curtain Music and his national award winning outback horse and dog show, Katherine Outback Experience (KOE) and will commence in Western Australia (WA) in December 2020 before venturing through South Australia (SA) in February and returning to the Northern Territory (NT) in late March 2021.

The aim of the tour is to:

- Support rural and regional communities by bringing much needed entertainment to towns and regions that often miss out
- Raise awareness about the hardships encountered by rural communities in light of droughts, floods, fires and isolation
- Celebrate the strength and resilience of farmers and rural communities, particularly in tough times
- Address mental health and well-being by providing a platform for rural communities to come together and check-in with one another
- Continue spreading the Dolly's Dream anti-bullying message.

In order to achieve our goals, we are seeking the support of host venues and clubs/ committees to help bring the Tour to your community. The following document provides an overview of Tom Curtain Music, Katherine Outback Experience and the Tour. It also outlines the logistics and benefits of hosting an event in your community.

We would be grateful for your support in making this event possible.





WHO WE ARE

Tom Curtain is an award-winning entertainer, singer/ songwriter, horseman, entrepreneur, family-man and spokesman for rural health, living and working in outback Australia.

Tom and his wife Annabel also own the national award winning Katherine Outback Experience, a tourist attraction based in Katherine, NT that operates over the Dry Season from April to October. The outback show is raw and real, celebrating life on the land through real horse-starting and working dog demonstrations, live music and storytelling. Now in its eighth season of operation, KOE is one of the NT's highest rated tourist attractions and in 2018 and 2019 was awarded Tourism NT's best Tourist Attraction, before winning bronze at the National Tourism Awards.

In 2018, Tom also won Australian Independent Country Music Artist of the Year and two prestigious Golden Guitars at the Tamworth Country Music Awards of Australia. He is also a Finalist for the 2021 Golden Guitar Awards.

Over the summer months, the Team tour rural and regional Australia with the music and outback horse and dog show. The last three tours were:

- 2017/18: Territory Time Tour through WA
- 2018/19: Speak Up Tour through QLD, NSW and VIC
- 2019/20: We're Still Here Tour through QLD, NSW, VIC and SA

As the official ambassador of Dolly's Dream, the Tours aim to raise awareness about the impact of bullying and mental health in the bush. Moved by the tragic passing of Amy 'Dolly' Everett, who took her young life after being bullied, Tom released the single 'Speak Up' in 2018 from which all sale proceeds of the song have been donated to Dolly's Dream. To date, over \$20,000 has been raised.



AWARDS AND ACCOMPLISHMENTS

MUSIC

- 2021 Finalist Golden Guitar Awards: Heritage Song of the Year
- 2019 No.1 debut on iTunes Country Album: We're Still Here
- 2018 Golden Guitar Awards: Heritage Song of the Year
- 2018 Golden Guitar Awards: Video Clip of the Year
- 2018 Winner of the Australian Independent Country Music Awards - Artist, Male Vocalist, Album and Single of the Year
- 2017 No.1 debut on iTunes Country Album: Territory Time

TOURISM

- 2020 Australian Tourism Awards Finalist: Best Tourist Attraction
- 2019 Tourism NT Brolga Award: Best Tourist Attraction
- 2019 Australian Tourism Awards Bronze - Best Tourist Attraction
- 2018 Tourism NT Brolga Award: Best Tourist Attraction
- 2018 Tourism NT Brolga Award: Best Visitor Experience Award
- 2017 Tourism NT Brolga Award Business Growth Award

KOE SOCIAL MEDIA

 **NO. 1** OF THINGS TO DO IN KATHERINE
NO. 2 ATTRACTION IN THE NT

 **24K** FOLLOWERS

 **10.1K** FOLLOWERS

TOM CURTAIN SOCIAL MEDIA



 **17.3K** FOLLOWERS

 **8K** FOLLOWERS

COMBINED SOCIAL MEDIA

 **NO. 1** OF THINGS TO DO IN KATHERINE
NO. 2 ATTRACTION IN THE NT

 **41.1K** FOLLOWERS

 **18.1K** FOLLOWERS



THE TOUR

Combining Tom Curtain Music and the KOE outback show, the In The West Tour will commence in December 2020 venturing through WA and SA before returning the NT in March 2021.

The on-road show is entertaining, engaging, educational, family-friendly and interactive. It is also an opportunity for communities to come together, check-in with one another and enjoy some great Australian entertainment.

The Show includes:

- 1 hour of horsemanship and working dog demonstrations including hands-on fun for the kids
- 1/2 hour live music intermission
- 1 hour of live music by Tom Curtain and special guests.

Venue hosts have the option to tailor the event according to time and site constraints with some opting for just the music or just the outback show.

Horsemanship

Described as a 'Horse Whisperer' Tom has over 25 years in horse-starting and training. Tom uses natural horsemanship methods to get the best out of each horse, discussing the psychology between man and horse.

Working Dogs

With a team of working dogs of different ages, temperaments and levels of training, the dogs are simultaneously trained live in front of the audience providing an entertaining display of working dogs in action. Kids from the audience are also invited to help with training the dogs.

Live Music

The show is entwined with live music performances (some from the back of a horse). The last hour of the show is dedicated to live music.

We are passionate about working with local budding artists by providing a platform for them to perform to a captive audience. We also use the music to share the anti-bullying message and touch on topics such as mental health in the bush.

LOGISTICS

Insurance

KOE has Public Liability insurance for \$20 million nationwide to conduct events on private and public land. We are happy to provide a copy of our cover upon request.

Venue

- Needs to be designed in a way that enables the entry and exit to be controlled for ticketing/ crowd control purposes
- A 30 x 30 metre space is required for the horse and dog show in addition to space for guests. Our horse truck needs to be parked behind the 30 x 30 metre space and accessible throughout the show. We erect a small arena for safety.
- Lighting will be necessary if this is an evening show
- A contingency plan for wet weather (online ticketing is part of this)
- Access to power
- Access to toilets
- Sufficient space for guest parking
- Sufficient number of bins
- Are horses and dogs allowed on the premises? Do we need a permit?

Host/ Community Group

From our experience, these shows work best when we work with a local community group, committee or business to coordinate food and drink sales. The host will keep 100% of profits from food and drink sales.

Liquor License

From our experience, shows with a licensed bar have proven to be significantly more successful for the host than those without. Liquor licensing differs from state to state. QLD has relaxed licensing requirements for agricultural committees and WA has decreased the timeframe to 14 days prior to the Event for approval.

Event Applications

Some Councils require Event Applications. We have a lot of experience in compiling these documents and would be happy to assist.

Overnight Paddock/ Yard

Finally, we need a safe paddock or yard for the horses and somewhere to park our vehicles with the working dogs overnight. Some of our staff always stay with our beloved animals for added safety.





TICKETING

Our Team organise and coordinate all ticketing through our online booking system even for free and sponsored events.

Online bookings are strongly encouraged so we can monitor sales and ensure sufficient space and staff are allocated to the event and assist with catering.

Online tickets significantly speed up entry times and enable us to track sales and make decisions to increase marketing spend leading up to the event if needed. We are also happy for box office/venue ticketing.

We often hear "locals don't book in advance" - trust us they do, particularly if they think tickets are going to run out!

Note: Tickets DO NOT need to be printed. We can scan them off smart phones or quickly look up the booking at the door (it takes two ticks).

MARKETING

Although KOE coordinates much of the marketing of the event through our website, social media platforms, radio and print media, assistance from hosts and venues is often the difference between a good event and a highly successful event for all involved!

As a venue/ host, we would require assistance with putting up posters around the local area, sharing information about the event on social media to local pages and helping to spread the word. We will send hard copies of the event posters or digital posters to be printed locally.

Please advise us of any local radio stations and media to help promote the event.

By working together we can really create a fun, community focused event that not only provides entertainment and brings people together, but is also an opportunity for fundraising for local organisations and businesses.

COVID-19

We are taking COVID-19 very seriously. As a tourism operator and event business, we felt the full brunt of the COVID-19 lockdowns. Our reputation is too valuable to risk negative attention for events that do not meet and exceed COVID-19 safety standards.

We were fortunate to recommence our shows and live music events in the NT in July and have been operating under the "new normal" standards since then.

Our Team will complete COVID-19 Safety Plans for each event. This is made easier by the fact our events are predominantly outdoors.

At all events, we will also ensure the following:

- 1.5m physical distancing for those outside of family cohorts
- At least 2sqm per person
- Availability of hand sanitiser at common contact areas including the check-in desk and merchandise desk
- Posters encouraging regular use of hand sanitiser and best practice
- Contact tracing through online ticket sales, the COVID Safe App and the option for manual records for those not able to use the Safe App
- Training of all staff and volunteers
- Advice to guests not to attend an event if they have experienced flu-like symptoms in the last 14 days or knowingly been in contact with someone from a declared hotspot
- The ability to reschedule or refund tickets if there is an outbreak and lockdown.



BENEFITS OF BEING INVOLVED

- Opportunity to bring a national award-winning singer/ songwriter and outback horse and dog show to your town for the greater benefit of the community
- Promote your local venue, community group, committee or business, and give back to the community
- Great fundraising opportunity for local community groups
- You are helping to spread the anti-bullying message and raise awareness about the impact of bullying
- Providing an opportunity for your community to come together, check-in with one another and bring a smile to the faces of local community members
- Providing a platform for local budding musicians to open for a nationally acclaimed singer/ songwriter.





TESTIMONIALS

13 Feb 2019

**Mansfield Agricultural & Pastoral
Society
(Ticketed event, Mansfield, VIC)**

"A top-class display of horsemanship, dog handling skills and live music talent made the "Speak Up" Tour an all-round entertaining event for all ages while at the same time promoting an important anti-bullying message. The committee was impressed by the professionalism and enthusiasm of Tom and Annabel which made organising the gig a straightforward affair for us. Patrons thoroughly enjoyed the show and we were able to make some profit on food and drink as a fundraiser to maintain our showgrounds. We would highly recommend this show as being a genuine Aussie country experience."

30 Jan 2019

**Tourism & Events Coordinator for the
Upper Hunter Shire Council
(Sponsored Event, Scone, NSW)**

"Tom is a true horseman who captivates all ages through his horse and dog show and his music is the icing on the cake!"

6 May 2018

**St Brigids School Collie
Collie Trotting Club
(Sponsored Subsidised Tickets, Collie,
WA)**

"What an amazing show! Annabel and Tom you made a great family fun night. All the kids had such a great time being involved in the dog show. The horse training part of the show captured so many people and they were amazed with what Tom did with this young horse in such a short time. Tom's singing created a fantastic and relaxing atmosphere and a great way to end the night. Thank you for bringing Katherine Outback Experience to our little town. So many people came and enjoyed every minute. We look forward to you coming back."

CONTACT US

**KATHERINE OUTBACK EXPERIENCE
OUTBACK PRODUCTIONS
TOM CURTAIN MUSIC**



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