

Vroom Vroooooom

A new online venue database is set to revolutionise touring in NSW ... and its potential application from music to performing arts is huuuuuuuuuge!

by TRACY REDHEAD

EVERYDAY MUSIC INSPIRES US AND LIFTS our moods. In fact, our whole lives are full of music. So why is it that live music venues – the only way most musicians develop – are struggling?

MusicNSW has implemented an exciting project to help build a stronger industry and lobby for changes in licensing, noise restrictions and other ways the government could help to reinvigorate the live music scene in New South Wales. The **Venue Resource of Original Music** – or VROOM – will facilitate the development of a much-needed network between venues, agents, promoters, artists, and managers across regional and metropolitan New South Wales.

As a musician, I conceived the idea for VROOM after spending many years touring the country.



The most consuming part of touring is finding venues and places to tour and it costs a lot of money in phone calls alone to research venues. Making this information easily – and freely – accessible online will save musicians, booking agents, promoters and managers large amounts of time and money.

There are currently 400 venues listed on VROOM NSW. Venues can create their own profile and edit their details. Each venue will have its own web page with information about entertainment booking, venue hire, technical specs, best time to contact, and whether the venue accepts demos. This will enable venues to filter artists or encourage performers to get in touch with them. The website will also contain fact sheets on running successful live music nights and a forum for venues to correspond. VROOM is not a gig guide for the general public, but will contain links to websites currently providing this service.

So how can you search for venues on VROOM? There are three types of searches. You use the simple search if you know where and what you are searching for.

The regional search is if you want to search whole regions, for example if you were booking Grinspoon and they were playing in Newcastle on Wednesday night and Coffs Harbour on Friday night, you could do a search for all venues with in the Hunter region available on a Thursday with a capacity of over 2000.

Using the advanced search you can create your own touring circuits using the

mapping system and selecting multiple suburbs and their surrounding areas.

Booking a tour takes time and, most importantly, organisation. You need to establish where you want to go, when you want go and how much can you afford to spend on the tour. If you aren't prepared for a tour you are asking for trouble before you begin. So make sure you plan well. The VROOM fact sheets will equip you with all the tools you need to organise a professional tour.

VROOM has been developed with a large amount of input from the arts industry. Venues can be searched that cater to classical music, spoken word, performing arts, cabaret and jazz. The database can be easily molded to fit any art form. Interested organisations and government departments should contact MusicNSW to get more information as to how the database could work for them.


VROOM is being developed nationally with the assistance of principal sponsor, The Australasian Performing Right Association (APRA). Each state music industry association has committed to developing VROOM within their state and territory. Once completed these collective databases together will create a national touring network – the first of its kind for Australia and the world! ■

Website www.vroom.musicnsw.com


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September

8 – 10 September

 Celebration of the Outback
Three days of bush poetry, competitions and entertainment. Runnymede Drive, **INVERELL** Tel 02 6721 1127


8 – 23 September

 *Hot Taps* A hilarious farce written by Australian Playwright, Donald MacDonald. **BALLINA** Players. Tel 02 6686 2662

Until 9 September

 *Round & Round the Garden*
The Lieder Theatre Company presents Alan Ayckbourn's production. **GOULBURN**
Tel 02 4821 5066

9 September

 Writing Humour Workshop
Facilitated by Bruno Bouchet, this workshop aims to put the fun back in writing. Clarence Regional Library, **MACKSVILLE**
Tel 02 6564 8424