

# Company Details

Purplestage Pty. Ltd.

ACN 164 072 011 | ABN 77 164 072 011

Purplestage has Public Liability Insurance cover to the value of \$10 million



## Company Profile

Purplestage is a privately owned and operated company providing arts and entertainment services. Purplestage is based in Melbourne and is owned and co-directed by Tracy Margieson and Tony Smith.

Throughout our careers, we have established a huge range of relationships with artists, arts managers and event management organisations. We are reliable, consistent and willing to work with almost any budget! Together, we have considerable experience in developing and delivering high quality cultural programs for a diversity of audiences and to a range of briefs.

We are committed to quality risk management planning and practice, and have worked with and for local government organisations in delivering quality, safe outdoor events for many years.

- We appreciate the importance of the Fairfield Amphitheatre Summer Series to the Council, and we look forward to establishing solid relationships with the Council and providing regular communications, friendly liaison, and accurate reporting.
- Our experience with local government over many years as contractors and employees means we understand the internal reporting and supervisory needs of Council, and the responsibility that Council has to respond to a range of stakeholders; the community chief among them.
- On event day, we look forward to bringing a relaxed and enjoyable atmosphere to the management of the events. We pride ourselves on our ability to lead events competently and problem solve calmly.
- We always surround ourselves with experienced and knowledgeable staff.
- During the events and post-event, timely reporting is vital. We are experienced at reporting on events including successes and areas for improvement, attendance numbers, event issues and programming responses. We are also well-versed at implementing effective channels for communication between patrons and event management staff both before, during and after the event.

Most importantly, we love programming and managing events such as this, and we are genuinely excited about the opportunities offered by the City of Yarra's Summer Series.

## Our Values

**Purplestage** believes that the arts can and should play an important role in constantly improving, celebrating and honouring the best of our community.

**Purplestage** believes in improving the delivery of arts products, improving industry career paths for all performing arts practitioners, expanding audiences and using innovative and original solutions to address challenging and complex issues.

**Purplestage** is passionate about the arts and believe in delivering a professional, ethical and economically sustainable business model.

## Current Projects

In 2015 Purplestage is producing the tour of *Drowning in Veronica Lake* to theatre venues throughout Melbourne, regional Victoria and NSW. This includes liaising with theatres and venue staff across Victoria and NSW, working closely with peak bodies such as Regional Arts Victoria, and tour coordinating all accommodation, transport and logistics.

Purplestage is also producing the revival of *Queen Bee* for the 2015 Midsumma Festival after a highly successful sellout season in 2014.

Queen Bee  
Midsumma 2014 & 2015

Drowning in Veronica Lake  
Touring 2015

Australian School of Magic  
Consultancy 2012 - 2013

Arts at Your Doorstep  
Consultancy 2013 - 2014

Williamstown Literary Festival  
Tracy Margieson | Executive Officer 2013 - 2015



# Resume of Directors and Brief History of Past Work

## Tony Smith

Tony has worked as a professional arts and events manager for more than twenty years. He has held roles in local government, explosivemedia events management, the Victorian College of the Arts, Melbourne Theatre Company, and has lectured at the University of Melbourne.

Career highlights include project managing Summer Fun in the Parks for the City of Melbourne, a free outdoor events program valued at \$450,000 comprising over 200 events, and production and event management in some of Melbourne’s major venues including MCG, Birrarung Marr, Southgate, Federation Square, Fitzroy Gardens as well as planning and managing New Year’s Eve event sites in City of Melbourne 2002/2003 and 2003/2004.

As well as considerable experience as a performing arts programmer, Tony has also held the role of OHS Officer for performance schools at the Victorian College of the Arts, and has lectured on occupational health and safety and production studies for post graduate arts management students at the University of Melbourne.

Tony holds a Graduate Diploma Arts Management from the University of Melbourne and a Diploma of Arts (Creative) from the University of Southern Queensland. He is currently on the Showcase Victoria planning committee for Regional Arts Victoria, and in the past three years as Creative Producer for Gasworks Arts Park Tony has successfully planned, programmed and managed Spring Music in the Parks outdoor music series featuring artists including Archie Roach, Benny Walker, Mick Thomas and Jenny Morris, as well as sourcing and programming a range of music, theatre and circus events for Gasworks Arts Park. Tony is regularly invited to present at industry forums and seminars and recent presentations include Risky Business - managing risk in the arts (City of Port Phillip), Melbourne Fringe Festival Artist Forum Touring Your Work, and the Showcase Victoria 2014 Presenter Networks and consortia Panel.

## Tracy Margieson

Tracy is currently employed as the Marketing & Development Manager at Gasworks Arts Park, the Executive Officer of the Williamstown Literary Festival, and a Producer with Purplestage Arts & Entertainment. She has held roles as a professional events manager, arts manager and marketing professional in not for profit, local government, and private organisations, and has also served as a non-executive Director on the board of the East Ivanhoe and Heidelberg Bendigo Bank.

Career highlights include winning the Parks and Leisure Australia National Award for ‘Outstanding Community Event’ for the Banyule Festival 2010, project managing the Williamstown Literary Festival during a time of significant financial instability into a new era of profitability and sustainability, and successfully presenting at Showcase Victoria and securing a national tour for the award-winning production, Drowning in Veronica Lake.

Past roles include Cultural Events Coordinator at Banyule City Council, managing all major festivals and events in the Banyule municipality including Banyule Festival: Twilight Sounds at Sills Bend and the Kids ArtyFarty Fest, Carols by Candlelight, the iconic Boulevard Lights in Ivanhoe, Movies in the Park, Winter in Banyule Arts Festival and the Malahang Community Festival. Publications and Media Officer at Banyule City Council, a senior position in the Corporate Communications team, responsible for media management, copy writing and design; and Arts and Events Marketing Officer at Hobsons Bay City Council, where she created, developed, managed and implemented all print and digital marketing and promotional activity for a wide range of arts and cultural programs, and events and tourism activities.

Tracy has also held a variety of freelance roles in social media management, marketing consultancy, conducting professional development workshops and graphic design work. She has worked as a creative programmer for small and large arts events has extensive risk management experience in the arts, local government and not for profit sectors and has expertise and experience with safety and risk management practices in relation to large scale outdoor festivals and events.

Tracy holds a Bachelor of Arts (Advanced) from Sydney University, and a Graduate Certificate of Arts and Entertainment Management from Deakin University, where she was the recipient of the George Fairfax Prize for top graduand.

Carols by Candlelight Banyule City Council 2009 Kids ArtyFarty Fest Banyule City Council 2010 Malahang Festival Banyule City Council 2011 Twilight Sounds Banyule City Council 2012 Spring Music Festival Gasworks Arts Park 2013 Backyard Cinema Gasworks Arts Park 2014

