



PROSPECTUS

KOYB Regional Video Dinners 2025/26

Overview

The History

'Kick off ya Boots' (KOYB) is an initiative of Little Town Productions, which has been producing quality local productions in Loxton, SA for the past 25 years. A project of St Peter's Lutheran Church in Loxton, the highly acclaimed Little Town Christmas and Easter production have been attended by over 40,000 people since its inception in 1999.

The initial 'Kick off ya Boots' dinner theatre production was the brainchild of local farmer and Little Town playwright and producer, John Gladigau. Through his own personal farming and industry experience he saw a need to for regional communities to celebrate where they live and work, and also to normalise conversations in farming families and businesses around mental health and wellbeing. This includes more broadly opening up discussions around drought, finances, succession and family conflicts.

Having written all the acclaimed Little Town productions, John saw this as an opportunity to build on their success to create a unique experience tailored to what it means to live and work in a regional community – and open up conversations on these important subjects. Some initial discussions with Associate Professor Kate Gunn from Ifarmwell (an initiative of the Rural Health Division of UniSA) highlighted the fact that some of the best ways to reach farmers with impact were to integrate humour, music and good food. In writing the inaugural script in 2021, John worked together with Kate to build the framework and ensure the language and messaging had maximum influence.

The production itself tells the story of the Conner family, a farming family spanning five generations who are struggling with the issues of drought, finances, succession and family communications. It uses parody music and humour intertwined into a heartfelt storyline focussing on normalising conversations about mental health and wellbeing, and finding strategies to have a managed work life balance. And all while enjoying the company of others in the community while sharing a country cooked 3 course meal.

In 2021, *'Kick off ya Boots'* sold out its first season with 3 dinners of 170 people each. In 2022, 5 sold out shows were held with 180 attendees at each. The 2024 version was expanded to hold 240 guests, with nearly 1200 attending the 5 Loxton dinners

Why is it important

'Kick Off Ya Boots' is an event that aims to bring communities together to celebrate who we are and what our regional areas mean to us by building on our community spirit. The key objectives include:

- Creating an atmosphere of community caring and participation by sharing an evening of food, live music, arts and culture through a dinner theatre production delivered by local artists.
- Highlighting the benefits of our regional areas as a great place to live, work and visit.
- Raising awareness of agriculture being the pillar of our local communities by celebrating the benefits of the sector and its importance to our regions.
- Conveying the importance of quality of life in our community by advocating good mental and physical health in the community in a non- threatening manner.

Agriculture is the pillar of our rural economies with our districts significantly contributing to the production of food, fibre and beverages. This event not only celebrates agriculture and the importance of rural communities, but it subtly highlights the importance of mental and physical health and wellbeing. Our regional areas have been significantly affected by drought, frost, water shortages and the downturn in the winegrape industry over the past 12 months, and this has had a huge impact on the mental health and wellbeing of those in the affected industries.

Mental health is one of the biggest issues in Australian rural communities, yet most initiatives created to address the challenge are created and driven outside our local community rather than from grassroots. Whilst well-intentioned, many initiatives encourage individuals to come forward and accept they are struggling. However for most, both pride and self denial results in a low uptake. *'Kick Off Ya Boots'* is a reference to both the community coming together for enjoyment, but also taking a step away from the daily grind and sharing with others in a caring supportive atmosphere.

Movie Dinners

The 2024 production in Loxton was professionally filmed with the generous support of the SA Drought Hub. This has provided the opportunity to bring a filmed version of the KOYB experience to regional areas of SA in the first half of 2025.

The opportunity

Funding

Ifarmwell has received funding from the SA Drought Hub for this project– which covers the following:

1. Professional filming of the Sept 2024 Loxton KOYB production
2. Production of ‘Conversation Cards’ which are modelled in the KOYB 2024 production. Complimentary packs will be made available to all participants at the KOYB movie events across regional SA.

This funding, along with additional sponsors, also covers the following:

3. Overall facilitation of the movie events by John Gladigau and his team through ifarmwell, and funding for promotion and logistical aspects required.
4. Professionally produced programmes for all events
5. Travel for Ifarmwell and some KOYB cast members to attend regional events.

Event Dates

There have been six events held across regional SA in the first half of 2025, at the following locations.

Fri March 14 th :	Chaffey Theatre, Renmark (premiere cinema launch)
Fri March 21 st :	Murray Bridge
Fri March 28 th :	Maitland
Fri 11 th April:	Tintinara
Fri 27 th June:	Sedan
Sat 5 th July:	Tumby Bay

Funding has now been sourced for an additional 10 events, to be held between July 2025 and April 2026. These include the following:

Fri 22 nd August:	Robertstown
Fri 17 th October:	Karoonda
Sat 18 th October:	Pinnaroo
Fri 7 th November:	Naracoorte
Sun 9 th November:	Bordertown
Fri 14 th November:	Barossa
Fri 28 th November:	Piccadilly Theatre, North Adelaide

Additional events are also pencilled in for Feb / March 2026, but yet to be confirmed.

Types of events

The original plan was for these to be mini KOYB events which would include the following:

- A sit down meal prepared and coordinated by a local community group
- Pre dinner musical entertainment by local musicians
- Showing of the film on either large screen televisions or projected onto a large screen.
- Ifarmwell managed follow up of participants as per the Loxton events.

However, we are open to partner with local communities to provide the best possible outcome for your region. For example, the Riverland event was a theatre viewing with a catered supper. Maitland held their event in a school hall with food stalls for the meal and a creche for children. Tintinara was a sit down meal in the town hall with the film shown on a cinema screen. We are open to discuss all options.

Community Fundraising

There is the opportunity for regional communities to use this event to raise funds through profits on ticket sales and any other food or bar sales as detailed below.

Expectations

What the local community would be responsible for:

1. All local facilitation, including all aspects of the event including the venue, meal, wait staff (if required), set up, table displays (if required) – and coordination and regular communication with John at Ifarmwell.
2. A venue and facilities to support the event
3. A means to show the KOYB film, whether that be large televisions or projected on a large screen - and quality sound equipment. High quality projection is preferred.
4. Provision of a meal or access to food services. We would prefer there to be a ticketed meal included, but this is negotiable.
5. Other services (ie: a bar and / or non alcoholic drink sales)
6. Responsibility for selling tickets or sourcing sponsorship to cover the local costs of holding the event. This would need to cover the cost of venue, meal, local promotion and any associated expenses (ie. tech hire) and can include a profit margin to be retained by the local community.
7. Local promotion of the event,
8. A means to promote, coordinate and sell tickets locally
9. Opportunity for displays from Ifarmwell, KOYB and local mental health and wellbeing providers.

What support would you receive from Ifarmwell?

1. Full project oversight and facilitation by John Gladigau from Ifarmwell and KOYB. John will also endeavour to visit each community in advance of the events to plan with local groups and venues
2. Provision of the 4K quality film, and tech support to ensure it is shown professionally.
3. KOYB programmes tailored to the event.
4. Packs of Conversation Cards for all participants
5. John from Ifarmwell, and possibly others from Ifarmwell and KOYB will attend and oversee all events, with all travel costs covered by ifarmwell.
6. John will speak at beginning and end of the event on behalf of Ifarmwell and KOYB
7. John or other KOYB tech personnel will work with locals on tech requirements and operation on the nights.
8. Film cast members may be in attendance at some events. All their travel costs will be covered by Ifarmwell.
9. Promotion for your event across all Ifarmwell and KOYB online platforms
10. Creation of electronic versions of flyers and posters (in consultation with your local needs)
11. Use of KOYB's movie trailer, which will be used across our online platforms to promote the event – but will also be available to be used locally on your own community sites.
12. On site support on the day of event, including set up of an Ifarmwell / KOYB display which will include information on local support services etc.

This is a wonderful opportunity for communities to come together and celebrate who they are, while reflecting on important agricultural issues – and while raising valuable funds for local regions.

More Information

For more information and any questions please contact:

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