



THE BLUE ROOM THEATRE

DEVELOPMENT SEASON  
INFORMATION PACK

# NEW ARTISTS, NEW WORK, NEW WAYS OF MAKING WORK.

The Blue Room Theatre presents three seasons of independent theatre and performance per year. The first season is titled Summer Nights and is curated as part of the FRINGE WORLD Festival each year. The second and third seasons are titled Development Seasons. They exist to support theatre and performance makers to create and present new works. All works selected for a season are chosen by a rotating independent panel of peer assessors chosen by The Blue Room Theatre. Peers change from season to season.

The peer assessors curate a season of work that fulfils our purpose of championing new artists, new work, and new ways of making work.

## **ELIGIBILITY**

- Works that are between 50 – 120 mins in duration
- Works that create opportunities for professional development
- Independent productions by project-based producers, companies and artists rather than annually funded or commercial organisations
- Theatre, dance or performance work
- Works by emerging and established professional artists with a range of backgrounds and experience
- Work that has not been seen in WA before including new local and international plays and radical reinterpretations of current and classic texts
- Works that have obtained or sought rights (for existing scripts only)
- Applications must be submitted by a current member of The Blue Room Theatre

## **WHAT'S ON OFFER**

Artists and companies whose work is selected to be produced during the Seasons are offered four weeks' fully subsidised access to a fully equipped venue, with a three-week production season in either The Blue Room Main or Studio space. Both venues are intimate and flexible black box theatres (73 and 50 seats max respectively). The small scale and intimacy of The Blue Room Theatre venues make them ideally suited for new and emerging producers to develop and showcase new work. Risk is minimised and artists are given the freedom to work with a high level of artistic autonomy.

- Exclusive use of the studio or theatre for a three week season
- \$2000 cash production funds
- Access to a \$500 mentorship fund
- Free rehearsal space onsite (if booked in advance on a first-come first-served basis)
- 7 day bump-in to your production venue
- 90% of your box office after ticketing fees and other reimbursable expenses (e.g. photocopying, projector hire)
- Production and Marketing support including a professional marketing campaign for the overall Blue Room Theatre season in which your production is included
- Technical support including use of venue, seating, lighting and sound equipment
- Artistic freedom in a supportive and professional theatre and office environment
- Advocacy and support to present the work in future venues
- Ticketing and bar staff for the season

## **ARTISTS/PRODUCERS ARE RESPONSIBLE FOR**

- Providing their own artistic and creative teams for the production
- Administering and managing their budget
- All production costs (set, lighting, costume, consumables etc.)

- Production of all marketing materials including high resolution images suitable for print media, graphic design and printing
- Coordinating Volunteer Ushers (one each night of your season)
- Ensuring all artists and crew become financial members of The Blue Room Theatre at least four weeks prior to your season. More information about membership can be found here

## **SELECTION CRITERIA**

Each application is scored using the following selection criteria:

### **Viability**

Peers will assess the viability of your proposal. They may consider:

- The skills and abilities of the people involved and their artistic, professional and cultural appropriateness to the proposed activity
- Realistic and achievable planning, management and use of resources, creative process and feedback
- The panel's confidence in the company to deliver the project as it is laid out in the application

### **Timeliness and Relevance**

Peers will assess the timeliness and relevance of your proposed production. They may consider:

- If the work speaks to its time and place and to a local contemporary audience
- If the work develops your artistic practice or new ways of making work
- Whether the work explores timely themes relevant to contemporary Australian culture
- If the work contributes to the diversity of contemporary artistic practice in Australia
- Whether the work provides opportunities for individual artists from diverse backgrounds, ATSI artists or artists with disability

### **Audiences**

Peers will assess the contribution to audience development or diversity. They may consider how the proposed production:

- Encourages your audience to feel or think differently
- Attracts new or diverse audiences
- Provides audiences with new experiences
- May increase audiences' experience of artistic and cultural diversity including Aboriginal and Torres Strait Islander artists, arts and culture

### **Sustainability**

The Blue Room Theatre recognises sustainability as one of its core values and encourages all applications to consider the ethics and financial, environmental and social sustainability of your proposed production. The panel will be asked to consider whether:

- The proposed method of working and use of resources is environmentally sustainable
- The proposed method of working and sharing of resources is ethical, equitable and transparent
- The project addresses financial, environmental and social sustainability for the artists involved in the project

## **CONTACT & FURTHER INFORMATION**

To gauge whether your project is suitable for The Blue Room Theatre Development Seasons contact Producer Jenna Mathie via email [jenna@blueroom.org.au](mailto:jenna@blueroom.org.au) or call The Blue Room office on (08) 9227 7005.