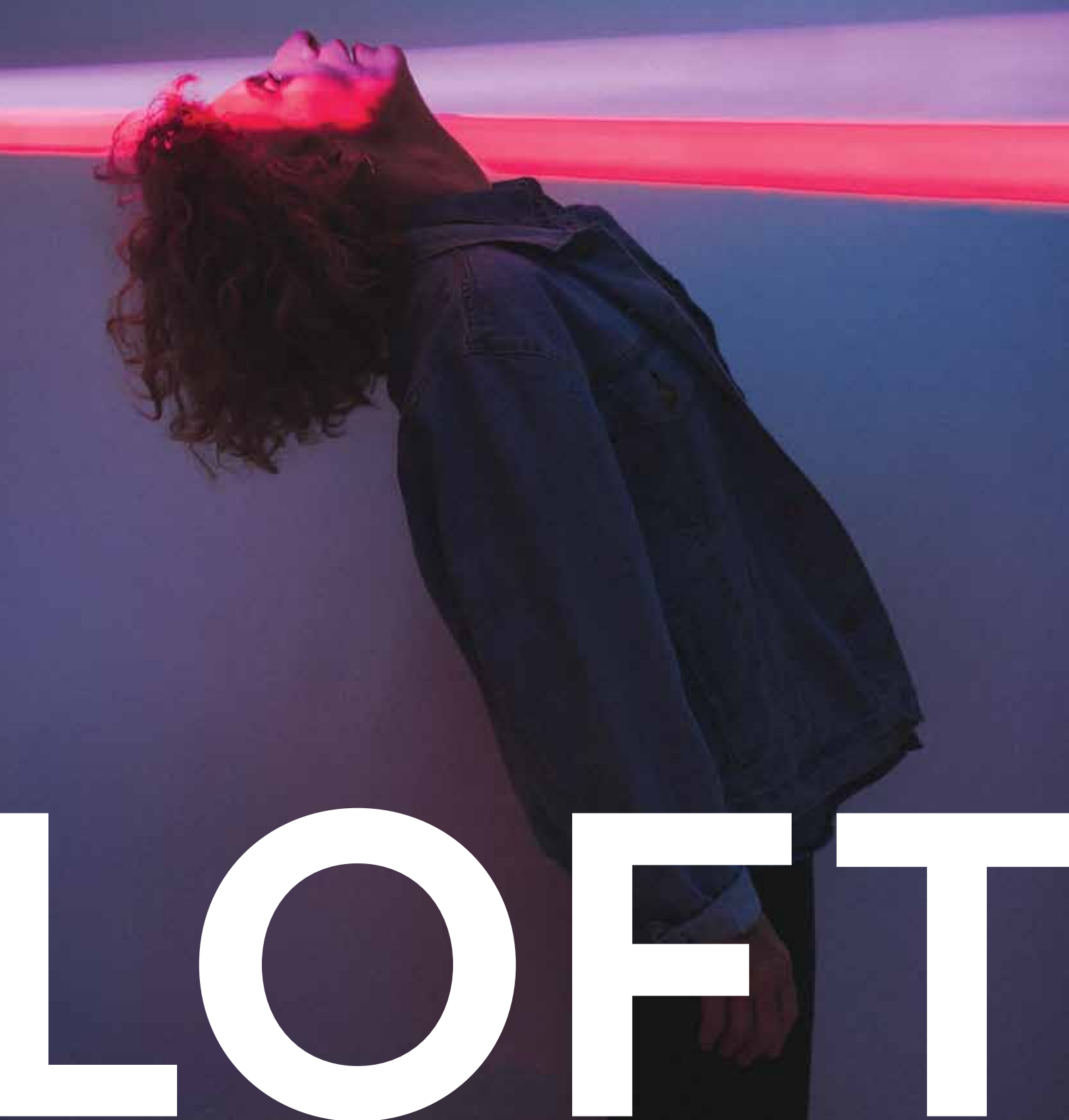
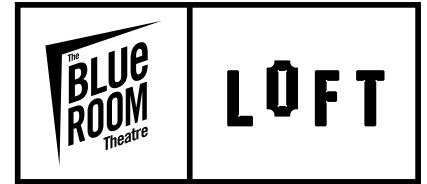


AN INITIATIVE OF THE BLUE ROOM THEATRE



LOFT

OVERVIEW



LOFT exists to support a range of **professional theatre projects** being developed and/or presented outside of The Blue Room Theatre's two performance spaces. Successful projects will be directly funded by **The Blue Room Theatre** and have access to producing, administrative, marketing and technical support where necessary.

LOFT is a program that is **holistically supportive from start to finish**. Similarly to projects that we currently support in our seasons, the whole staff will be on board with your project to help with professional advice, resources and support.

We want West Australian independent artists to be thinking of big, bold ideas and know that they have the support of The Blue Room Theatre team behind them so that they can leverage LOFT support with other funders, presenters and producers.

LOFT exists to increase professional WA independent theatre activity in Perth theatre venues, around the state, nationally and internationally. LOFT includes funding and support for WA independent theatre artists/companies to make connections, partner and tour with local, interstate and international presenters.

LOFT is primarily designed to support experienced creative teams who can demonstrate their project has an existing level of commitment from an established presentation platform or co-producer, or the potential for strong support.

LOFT is able to support the development and presentation of theatre projects by independent theatre artists and companies and encourages independent applicants to partner with existing presenters and venues, companies and organisations.

LOFT is an additional activity coordinated by The Blue Room Theatre. Necessary funds and operational costs have been granted by the Department of Local Government, Sport and Culture Industries. **An additional \$160,000 will be granted over two rounds in 2017/2018 to support West Australian artists.**

CLOSING DATES

Applications Due	Notification Date	For projects starting after:	Project to be completed by:
3 October 2017	by 9 November 2017	1 January 2018	31 December 2018
21 March 2018	by 30 April 2018	1 July 2018	31 December 2018

WHO CAN APPLY

- West Australian independent theatre artists/companies and or arts workers
- Small to medium funded Australian organisations supporting a West Australian independent theatre company/artist led project

WHAT CAN BE APPLIED FOR

LOFT can support the development and presentation of WA theatre* works in a number of ways including:

- The **creative development** of new WA theatre work up to \$30,000
- The **redevelopment/remount and presentation of an existing** WA theatre work up to \$45,000
- The **presentation of new WA** theatre work up to \$60,000

* 'Theatre works are defined as plays and scripted work, music theatre and cabaret, circus and physical theatre, installation theatre performance, puppetry and visual theatre, media-based theatre work, live art and contemporary interdisciplinary performance.

PEER ASSESSMENT

All applications are assessed by a **rotating independent panel of up to four peer assessors** chosen by The Blue Room Theatre's Executive Director and Producer. The names of peer assessors will be published with the announcement of successful applications.

SUPPORT FOR LOFT PROJECTS

All successful LOFT project producers will meet with The Blue Room Theatre's Producer to coordinate a support plan for the period of their project.

ADMINISTRATION + TICKETING

- Use of our SABO ticketing system for events where appropriate – subject to system ticketing fees
- Access to pro formas such as contracts and sample budgets
- Access to office resources where necessary including photocopying, members' computer and office space (as available)

TECHNICAL + PRODUCTION

- Access to The Blue Room Theatre's Venue and Operations Manager for advice and support to realise your technical ambitions (where appropriate)
- Access to hire low-cost technical equipment (where available)
- Relevant Blue Room Theatre staff members will be available to attend showings and provide feedback where appropriate

MARKETING

- Projects will have access to The Blue Room Theatre's extensive marketing lists including our audience, media and industry lists
- Advice on all images, copy and media releases

STRATEGY

- The Blue Room Theatre staff will support projects to make strategic and relevant connections to interstate/international presenters, leveraging our established reputation as presenters of high-quality independent theatre.
- The Blue Room Theatre will use its professional networks to encourage strategic industry members to attend showings
- The Blue Room Theatre Executive Director and Producer will advocate for WA artists on a national and international level, consulting with industry peers on WA artists and their work

THE ASSESSMENT PANEL WILL CONSIDER:

ARTISTIC RATIONALE

Peers will assess the artistic rationale attached to the project. They may consider:

- The track record, creative achievement and skill of the artists involved
- The quality and depth of the ideas – original, contemporary, ambitious
- Demonstration of artistic/career progression, creative innovation and professional ambition through collaborations and partnerships

VIABILITY

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

- Realistic and achievable planning, management and use of resources, creative process and feedback
- Existing and potential resources being brought to the project, including presenting partners, other funding and in-kind contributions
- Their confidence in the company to deliver the project as it is laid out in the application
- A viable and value for money budget including an appropriate level of cash and/or in-kind contributions to the project
- Presentation projects have an appropriate and experienced producer attached

TIMELINESS AND RELEVANCE

Peers will assess the timeliness and relevance of your proposed project (development, presentation or tour). They may consider if the project:

- Speaks to its time and place and to a local contemporary audience
- Develops your artistic practice or new ways of making work
- Explores timely themes relevant to contemporary Australian culture
- Contributes to the diversity of contemporary artistic practice in Australia
- Provides opportunities for individual artists from diverse backgrounds, Aboriginal and Torres Strait Islander artists or artists with disability

AUDIENCES

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

- Stimulates 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

BUT WAIT, THERE'S MORE

1. Can I apply to LOFT to support my Blue Room Theatre Development Season show?

No. LOFT exists to support works being developed and presented in venues excluding The Blue Room Theatre. If your project is developed through LOFT, this will preclude your show from being eligible for a Blue Room Theatre season. This does not exclude a Summer Nights show that is site-specific or presented in an external venue.

2. Do I need to be a West Australian resident to apply for LOFT?

Yes. LOFT is a fund that exists primarily to support West Australian independent theatre companies and artists. A minimum of 50% of your creative team should be West Australian residents.

If you are an interstate-based organisation*, you can apply for LOFT on behalf of a WA independent artist or group.

*Organisations: Organisations must either be registered under law (e.g. incorporated association, company limited by guarantee).

3. Can I apply to LOFT to support the presentation of my FRINGE WORLD show?

Yes if it is at an external venue to The Blue Room Theatre. This can include performances as part of the Summer Nights program. When deciding what platform is best for your work consider that LOFT exists to primarily support work that is co-presented with presentation and producing partners and assessors will evaluate the context that the work will be presented in.

4. Can I receive the money through my individual ABN or do I need an incorporated body to administer the grant?

Yes, you can receive funds through your ABN. You will however, be responsible for the legal payment of superannuation, maintaining insurances and PAYG tax responsibilities as per legislation. The grant may be auspiced by a relevant incorporated organisation or association. Your auspice organisation may request an administration fee from the LOFT program – this must be included in your budget. You will need to include a signed letter from your auspice organisation as additional material in your application outlining their financial obligations to the project.

5. Does my project need to be presented or developed in WA?

No. Projects are not required to be presented or developed in WA.

6. Am I required to pay creative teams equity rates and superannuation?

All creatives involved in a LOFT funded project must be paid equity or comparable rates of pay. In addition, The Blue Room Theatre subscribes to a best practice model where all employees are paid superannuation regardless of the government-prescribed monthly threshold (\$450 per month). Superannuation should be paid to your creative team at a rate of 9.5% or 10% for all cast members.

7. Can The Blue Room Theatre auspice my project?

No, The Blue Room Theatre is unable to auspice LOFT projects.

8. Can I bring in theatre workers from outside of the State?

Using Western Australian based theatre workers is desirable. LOFT aims to provide development opportunities for West Australian theatre workers and priority will be given to projects that demonstrate that commitment. A clear rationale should be provided if theatre workers from outside Western Australia are required.

9. Do I need to have a confirmed creative team before the application deadline?

Yes, you will need to have a full professional creative team confirmed before applying to LOFT.

10. Do I need to include venue confirmations in my support material?

Yes, if you are applying for presentation funds, you will need to show evidence of venue confirmations in your application support material. If you are applying for development, a venue confirmation is desirable and will strengthen the viability of your application. Where possible, co-presentation and in-kind support provided by the venue should be evidenced in the venue or presenter confirmations.

11. If I apply to LOFT am I eligible to apply for DLGSC project funds?

Yes, you will be eligible to apply to DLGSC for additional funding for your LOFT project. For example, you might want to consider applying to LOFT for production funds, venue and staff costs and to DLGSC for artist fees.

12. Will site-specific works be considered for development and presentation?

Yes. As long as your project fits all eligibility requirements, it may be indoors, outdoors, or even a little bit of both at a traditional theatre venue or anywhere else.

13. Will LOFT fund 100% of my project?

No, LOFT will not fund 100% of your project. Consider local, state and national funding bodies, private sector, in-kind donations and co-presenter/partner support as possible sources of funds.

14. Can productions/creative developments included in a PICA season apply for LOFT?

Yes, works chosen to be presented or developed in PICA Performance Space are eligible.

15. Is school touring eligible for LOFT?

Yes, the presentation or development of a production for school touring is eligible for LOFT.

16. Can LOFT pay for a mentor as part of my project?

Absolutely. While LOFT will not support training or educational pursuits, it fully supports career development and capacity building through initiatives like mentoring.

17. If unsuccessful, can I apply again with the same project?

Yes. Be sure you take on board the feedback received from your unsuccessful application.

18. Will a major re-development of an existing work count as a creative development?

Yes, but you will need to convince the panel of why your existing work should be redeveloped over the development of a new work.

APPLICATION PROCESS

OCTOBER 2017 ROUND

Applications and support material will be **due by 5pm on Tuesday 3 October 2017**.

You can download the application form on our website [here](#).

Applications should be emailed to apply@blueroom.org.au. Please send all required application materials in a single email. Please do not email application materials directly to individual staff members.

All applicants will be notified of the **outcome by Thursday 9 November 2017** at the latest. All applicants may request feedback and are encouraged to do so.

ACQUITTAL PROCESS

Successful projects will be required to submit a project acquittal within eight weeks of the project end date. This will include an artistic report, final budget, project documentation and media summary.

PROGRAM CONTACT

If you would like to talk to someone about LOFT contact:

Jenna Mathie - Producer

Tel: (08) 9227 7005

Email: jenna@blueroom.org.au

Website: www.blueroom.org.au/LOFT

Please note, you are not required to meet with a Blue Room Theatre staff member prior to application. However, you are welcome to get in touch for advice and guidance prior to application.