

The Blue Room Theatre

2022 Annual Season Application Information Pack

The Blue Room Theatre is located on the traditional lands of the Whadjuk peoples of the Noongar nation. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

Introduction

The Blue Room Theatre

Located in the heart of the Perth Cultural Centre on Whadjuk Noongar boodja, The Blue Room Theatre has been the creative hub of Western Australia's independent theatre and performance scene for 30 years. We exist to enable the development of performing artists by providing a venue, resources and support to create and produce new work. Artists are at the heart of our organisation, and we service their needs through support (financial and in-kind), resources, opportunities, advocacy, information, and advice.

In 2022, The Blue Room Theatre will present Summer Nights, a curated festival of independent theatre and performance running late January to mid-February; our 2022 Annual Season supporting the creation and presentation of new work from April to December; as well as other development opportunities and workshops still to be announced.

The 2022 Annual Season is programmed by a rotating independent panel of peer assessors chosen by The Blue Room Theatre. Peers change from season to season, and the assessors aim to curate a program of works that fulfil our purpose of championing new artists, new work, and new ways of making work.

2022 Annual Season Applications

Applications for the 2022 Annual Season are open from 23 September – 27 October 2021.

We welcome applications from artists who are looking to challenge themselves and their form, explore new territory, grow their skills, diversify participation in the arts, comment on contemporary life, push boundaries, and offer new experiences. Artists and companies whose work is selected to be produced during the 2022 Annual Season are offered unparalleled support across all aspects of their production.

This information pack details the support provided across venue, tech, marketing, and production, along with what artists need to bring to the table; provides information on the application process and the selection criteria through which each application will be assessed; and answer some questions you may have. As well as this pack, two information sessions will be held with additional advice.

AWESOME Festival & The Blue Room Theatre

AWESOME Arts and The Blue Room Theatre have partnered to offer an exciting opportunity for performance makers creating new work for children (12 and under) and families.

This opportunity is a pathway for independent artists into an international festival – for presentation as part of The Blue Room Theatre Annual Season and AWESOME Festival 2022, with the advice and support of both organisations. There will be one successful applicant for the below offer, and the standard Blue Room Theatre Annual Season eligibility criteria (below) applies.

- Seed Fund: The successful applicant will receive \$2,500 seed fund from AWESOME, which is additional to The Blue Room Theatre cash and in-kind support (please see the rest of the pack for more information)
- Production Week: Tuesday 13 September – Sunday 18 September 2022
- Performance Dates: Monday 19 October – Saturday 1 October 2022
- Performance times: will be negotiated during the programming process and may include matinee sessions

To apply for this opportunity, read the rest of the information in this pack about The Blue Room Theatre's Annual Season, then apply exclusively for this opportunity with the separate form.

Eligibility Criteria

Projects that fit the following criteria are eligible to apply for a 2022 Season presentation. Please consider them carefully to assess the eligibility of your project.

- Works between 50 – 120 minutes 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 presented in WA, including new local and international plays and timely 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

2021 Application Process

Timeline

Applications Open	Thursday, 23 September 2021
Application Information Session #1	Tuesday, 5 October 2021
Application Information Session #2	Thursday, 14 October 2021
Applications Due	Wednesday, 27 October 2021
Applicant Notifications	By Tuesday, 30 November 2021
All-In Producer Meeting	Tuesday, 7 December 2021
2022 Annual Season Dates	April - December 2022

Information Sessions & Meetings

Applicants for the 2022 Annual Season are not required to individually discuss their proposed production with the Programming team at The Blue Room Theatre prior to submission. For this upcoming application round, The Blue Room Theatre will run two information sessions detailing the program, application process and expectations and provide a forum for queries.

Information Session #1

Tuesday, 5 October, 5:30pm–6:45pm

The Blue Room Theatre's Executive Director, Katt Osborne and Program Manager, Rose Kingdom-Barron, will talk artists through the program offer, the application process, form and selection criteria, and take questions from artists concerning the program and application round.

Information Session #2

Thursday, 14 October, 5:30pm–6:45pm

The Blue Room Theatre's Program Manager, will talk artists through the program offer, the application process, form and selection criteria, and take questions from artists concerning the program and application round. There'll also be an additional talk and tips from a previous successful Annual Season artist.

Accessibility

The Blue Room Theatre is an inclusive venue committed to the sharing of stories and the breaking of boundaries for artists and audiences alike. We strongly encourage applications from and engaging artists who identify as Culturally and Linguistically Diverse, Aboriginal or Torres Strait Islander, and artists living with a disability.

All 2022 Season information including this information pack and the application form are available in accessible formats including word documents and large print. If you cannot complete or have difficulty completing a written application due to a language barrier or access needs, please get in touch and we will discuss and organise an appropriate alternative submission method for you.

For more information or to be sent an accessible document, please get in contact with Program Coordinator Caro Duca at caro@blueroom.org.au.

Contact

Though meetings are not mandatory prior to application, we are here to answer your questions about the eligibility of your project or clarifications about the assessment criteria and process. If you are unable to make it to either of the information sessions or have further questions, you are welcome to get in contact with Program Coordinator Caro Duca at caro@blueroom.org.au or (08) 9227 7005.

Venue & Tech

Production Blocks

In 2022 we are giving more flexibility to productions to choose their season length within their four-week block. There are some shows that would benefit from having increased production time in the space (and less presentation dates).

Reasons for preferring these shorter presentation runs may include (but are not limited to) wanting more time in the space to support ambitious design aspirations or having a physically exhaustive piece such as dance that cannot be sustained over 3 weeks of performance etc.

Select your preference of production block in the application form and provide a rationale.

Please note: the AWESOME Festival opportunity slot is set at one week production, three weeks presentation.

The Spaces

The Blue Room Theatre has **two intimate black box performances spaces**; The Blue Room Theatre, and The Blue Room Theatre Studio. The small scale and intimacy of these spaces make them ideally suited for new and emerging artists to develop and showcase new work, and for experienced makers to experiment with something new.

Programmed productions gain **exclusive and in-kind** use of one of these spaces for the duration of their production period, presentation season and bump out.

The Blue Room Theatre

The Blue Room Theatre is the slightly larger of our two performance spaces, and is housed in what was once the science laboratory of the Perth Central School. The space is 75 square metres with a wooden floor, limited natural light and seats up to 73, subject to the configuration.

The entry room to this theatre contains an extraordinary heritage listed floor to ceiling mural painting by Tom Alberts; and this space is masked as a backstage area which leads to the theatre space through two open doorways.

Head [here](#) for a detailed list of the available equipment and some of the opportunities for seating configuration for The Blue Room Theatre.

The Blue Room Theatre - Studio

The Studio is approximately 70 square metres in size with MDF flooring and seats up to 50, subject to the configuration. The Studio has a small anteroom leading into the space from the bar, and also has entry point connecting to backstage hallway; both doors can be used in performance.

Head [here](#) for a detailed list of the available equipment and some of the opportunities for seating configuration for The Blue Room Theatre Studio.

Resources & Technical Support

The benefit of having exclusive use means that projects have a full monopoly on the set up of the space; from the lighting rig to the seating configuration, artists can tailor the theatre to service the needs of the production and the vision of the creatives. Each production has free use of venue, seating, lighting and sound equipment.

Each theatre has access to an ETC Nomad connected to 3 x 12 way dimmer racks, along with a range of lights including, profiles, fresnels and LEDs; use of 8 CH mixer, speakers, a MacBook Pro with QLab with a full audio and video licence. For the full list of what's available in each space, head to the links above.

Our Operations Manager Mitch Thomas and Technical Coordinator Ryan Kok have a wealth of knowledge on all things tech, and are a great resource to assist in troubleshooting and ensuring your set up is as functional as possible. Please note, each production must have their own designers along with a stage manager/technical operator.

Office & Rehearsal Rooms

Producers and members of The Blue Room Theatre are welcome to make use of a co-working desk space in The Blue Room Theatre office or work in our cosy bar, and have access to photocopying, wifi and shared kitchen facilities.

In addition to the performance spaces, The Blue Room Theatre has two rehearsal spaces onsite with reverse cycle air-conditioning, tables, chairs, hardwood floors and black curtains around the perimeter to blackout the space. 2022 Annual Season Productions have access to this rehearsal space for **up to 120 hours in kind use**, subject to availability.

Financial

Box Office Split

2022 Season productions receive 65-80% of their box office takings after ticketing fees and other reimbursable expenses (e.g. photocopying costs, black paint, projector hire).

If you are successful in gaining additional funding in support of your project, The Blue Room Theatre's ticketing commission will adjust as follows:

<\$10,000 | 20% commission
\$10,000-\$25,000 | 25% commission
\$25,000-\$50,000 | 30% commission
\$50,000+ | 35% commission

Seed & Mentorship Fund

Each production will receive a \$2,500 cash seed fund in support of marketing, technical and production material to be used as the producer best sees fit.

Producers are also able to apply for a \$300 mentorship fund to engage with an industry expert of their nomination to support in the development of skills of an artist/s on the production team. This mentor is not intended to work directly on the project, but instead to advise and teach creatives the skills necessary to complete an aspect of their production.

Please note: this fund will not support the engagement of anyone who is listed formally on an application. It is an additional resource in place to support the development of skills, and comes into consideration and affect after a project has been programmed by the selection panel on the merits of its initial offer. After being programmed, access and use of the fund needs to be rationalised and applied for through The Blue Room Theatre Program Manager and Program Coordinator to be approved.

Projects are welcome to engage mentors for their application, however this person cannot be paid through the mentorship fund.

“The Blue Room Theatre Development Program is an excellent way to support artists in getting into the theatre industry in a safe, supportive and friendly environment. The program allows artists to take risks, make mistakes and try new things, but all under the kind and watchful eye of the great Blue Room team. I'm proud that we have such a strong independent theatre scene in Perth, and it's largely because of The Blue Room Theatre!”

– Samantha Chester, *HIRO*

Marketing & Publicity

The Blue Room Theatre runs an overarching marketing and publicity campaign for the 2022 Season as a whole. Each programmed production is responsible for generating marketing material for, and publicising, their show. Don't fret – the last thing we do is leave you out on your own. We work with each producer and publicist to workshop and refine ideas for their images, collateral, and publicity strategy.

What we do for you

What we will do for each production:

Campaign – we will produce an overarching campaign to market and represent the whole Season. As part of this, we will conduct a photoshoot involving a key creative from each production.

Collateral – your show will be included in collateral we will generate and distribute to have a presence in the streets, including a printed brochure and A0 poster outside the building.

Online – we will promote the season and individual shows through The Blue Room Theatre's channels – our website, social media and eDMs.

Support – we work with each production to develop the strongest collateral and strategy for your show. We strongly encourage you to use our top photographers, designers, printers and more.

What we need from you

Online – in the lead up to your show and during its presentation you will need to develop an online strategy to promote your show.

Collateral – in addition to our print campaign, you are welcome to design, print and distribute flyers, posters, A0 signs etc for your individual show – providing it meets our design guidelines and has approval from our Communications and Engagement Coordinator.

Publicity – you need to get the word out there about your show, and having a dedicated publicist on the team who can set up those partnerships and secure write-ups, reviews and promotions is the best way to go.

Hustle – share information about the work and keep the momentum going – make sure the whole team is involved in spruiking the show, and look for all the opportunities you can to reach relevant and new markets.

“Participating in the Development Season at The Blue Room Theatre is far and beyond the most supported way to mount new work in Australia. The generosity, resourcefulness, determination and passion of the entire organisation is and should be an example industry wide.”

– Sam Nerida, *Death Throes*

Producing & Presenting

Producer Support

We facilitate three producer support meetings with each project in the lead up to production week to touch base and support in marketing plans and execution, technical needs, FOH requirements, and production progress. Each production must provide at least one representative (ideally the producer, and sometimes the key creative and/or publicist) to attend these meetings and speak to all aspects of the production.

Artistic

The goal of our Season is to minimise the risk involved in independently creating new work, while giving creatives a high level of artistic autonomy in their pursuit of this. Artistic and administrative advice and support is available where desired in the development of the work, however ultimately artists are the guardians of their own work.

Front of House

The Blue Room Theatre provides ticketing and bar staff to work the season, and tickets are sold by office and FOH staff through our ticketing system, Ferve.

Sustainability

One of The Blue Room Theatre's core values is to pursue ethical and sustainable practices holistically across all facets of our organisation, and we ask the same of the producers and artists who work with us. Programmed productions are strongly encouraged to use resources in an environmentally sustainable way; employ ethical, equitable and transparent processes; address financial, environmental and social sustainability for all artists involved; and place a priority on the health and wellbeing of artists involved in their production. The Blue Room Theatre team will work with programmed producers and teams and provide resources and advice to pursue these core values together.

Presenting Producers are responsible for

- Administering and managing their own budget, inclusive of all additional production costs (set, costume, consumables)
- The communication to and management of the artistic and creative team, including their engagement in the production and contract with the producer
- Meeting production and administration deadlines with The Blue Room Theatre
- Being answerable to the status of the project during its development as it approaches the presentation season
- The generation and provision of all show specific marketing materials
- Publicising the individual show
- Delivering a production to the highest possible standard, with rigour in rehearsals and presentation

“All the staff were really attentive to our needs and went above and beyond to make some of our crazy ideas happen! I'm grateful that a space like the Blue Room exists and emerging and established artists can push boundaries of form, content and theatre-making practice to make bold and radical theatre.”

– Noemie Huttner-Koros, *Unrule*

Producing & Presenting

COVID-19

The past 18 months has changed things for performance considerably. The possibility of changing restrictions which may impact or cancel your season must now be considered if you are applying for the 2022 Season. Unfortunately we are not able to postpone works perpetually, and as such, any programmed productions in 2022 cancelled or deemed unviable due to COVID-19 will not be automatically re-programmed. Do consider this risk when applying.

At the time of the application call out, The Blue Room Theatre is working with COVID-19 restrictions in the following way:

- The Blue Room Theatre will maintain a COVID-19 Safety Plan that adheres to current restrictions informed by Federal and State government advice and in-house practicalities and precautions.
- Successful production teams agree to adhere to restrictions, policies and procedures in line with State and Federal government restrictions and advice.
- Successful production teams should proactively pursue a presentation season of the Project, factoring in Western Australia's physical distancing restrictions and performance conditions at the time of presentation.
- Successful productions understand that restrictions and capacities may change, and that they should be willing to present in line with this. This includes to performing to audiences as low as 30%.
- For applications to be eligible, all key personnel must be WA-based for next year. Exceptions can be made for roles that can be done remotely Addressing this will be assessed as part of the viability selection criteria in your application.
- Successful productions will be asked to submit a COVID-19 Contingency Plan with an alternative delivery of the project or an aspect of the project should a public season at The Blue Room Theatre be deemed unviable, unsafe or against government guidelines.

"FIRE would never have become the work it is without the support of The Blue Room Theatre. It is impossible to express how valuable all the tools The Blue Room provides are to creating work. From the use of rehearsal spaces to the always warm and welcoming staff, participating in the 2021 program was the best experience I have ever had making theatre."

– Madeleine Young, *FIRE*

Selection Criteria

Each project application will be assessed by a panel of peer assessors against the following three selection criteria. Points they may consider that you may wish to address, are outlined below. This list is not exhaustive but is a prompt – you are welcome to respond to the criteria in the way which best fits your project pitch.

Viability & Rigour

Can you show:

- the skills and abilities of the people involved are artistically and professionally suited to the activity, with appropriate cultural protocols in place where applicable.
- realistic and achievable planning, management and use of resources.
- the ability to deliver the production in a COVID-19 environment (including all key personnel being WA-based)
- a viable and rigorous creative process.

Timeliness & Relevance

If the project:

- is likely to inspire engagement with themes that are relevant to contemporary culture.
- contributes to an innovative and impactful theatrical output in Western Australia and Australia, which may be achieved through subject matter, theme, form, process or in other ways.

Artist & Audience Development

How the project:

- contributes to the professional development and growth in artistic practice of the artists and participants involved.
- contributes to a program engaging with a diverse and dynamic range of forms, artists and communities.
- will identify, build, reach and engage with audiences.

“Putting on a show at The Blue Room Theatre is never not rewarding and invigorating. Their audience is second to none, ceaselessly supportive and enthusiastic, and the structured support offered by the venue administratively, technically, financially and in terms of actual space to work in, is also second to none in Australia. I’ve lost track of how many shows I’ve had the privilege of working on at The Blue Room in various roles, and they never, ever disappoint.”

– Liz Newell, *Ugly Virgins*

Questions

We've answered some of the most relevant questions about applying for the 2022 Season below, but if your question is not answered, please do not hesitate to contact our Program Coordinator Caro Duca via caro@blueroom.org.au.

Can I apply with a classical text?

Yes, you can, however, keep in mind that The Blue Room Theatre champions new work and new ways of making work. Projects that present a timely and innovative reinterpretation of a classical text, from conception to presentation, are more likely to be prioritised by the panel. Read the selection criteria closely and ensure you articulate the project in consideration of these points.

My project has already been presented in WA, but I want to redevelop the work. Is this eligible for a 2022 Season application?

To be eligible for the Season, the project needs to be a West Australian premiere. Remounts are not eligible, and this existing work would need to be redeveloped to an extent that it would be a new presentation. Within your application, ensure that you advocate for why there is cause to redevelop and/or expand the work.

Will you buy my show to be part of the 2022 Annual Season?

No. The Blue Room Theatre is not able to commission or buy shows; the annual Seasons exists for independent artists to create and present new work.

Can I apply with an established script?

You can apply with any script provided you have confirmed and proven that rights are available in principle for you to produce and present the work, and provided it hasn't yet been presented in WA, even by another production company. In your application, we encourage you to demonstrate why this text is relevant and timely for West Australian artists and audiences to be exposed to.

I am an artist based interstate, can I apply?

Due to the ever-evolving COVID-19 situation, we will not be accepting applications from interstate artists for next year. To be programmed, you must have a permanent residential address in WA and so must the members of your team and all key personnel must be WA-based. Exceptions may be made for roles in the artist team that can be managed remotely (e.g. sound design) or when there is a rigorous plan to replace any non-WA personnel if they are unable to make it to WA.

2022 Application Form

You must submit the following support material for your application:

- For Scripted work – one full copy of the script
- For partially scripted, devised or choreographed works – a detailed synopsis of the piece and description of development process.
- If the script is not your own, you must provide evidence the rights have been obtained or sought
- Two letters of support speaking to the timeliness and viability of your proposed project
- A document with a short biography of all confirmed team members
- A brief confirmation letter from each confirmed creative outlining their motivation to be involved in the project

Beyond this, you are welcome to submit up to ten pages of additional support material, which may include dramaturgical assessments, design drawings, a director's statement, marketing plan, detailed COVID-19 contingency plan or links to audio/video content (maximum 5 minutes)

Your application form and support material should all be sent as attachments in one email to apply@blueroom.org.au before 4pm Wednesday, 27 October 2021, in line with the formatting detailed on the application form.

All support material should either be .doc .pdf or .jpg files and submitted as separate documents by group (i.e. keep all documentation and images together in one document, all reviews together in one document, all bios together in one document) and title all files as follows (as an example):

Full Script_Project Title

Detailed Synopsis_Project Title

Letters of Support_Project Title

Design Drawings_Project Title

Documentation of Previous Work_Project Title

Team Bios_ Project Title

The Blue Room Theatre Annual Season 2022 Application Form

You can download the 2022 Annual Season application by clicking [here](#).
A Word Doc should automatically download.

Please ensure that you have read this information pack
and assessed your project for eligibility ahead of applying.

The Blue Room Theatre x AWESOME Festival 2022 Application Form

You can download the The Blue Room Theatre x AWESOME Festival 2022
application form by clicking [here](#). A Word Doc should automatically download.

Please ensure that you have read this information pack
and assessed your project for eligibility ahead of applying.