

The Blue Room Theatre's

# Annual Season 2024



## Application Info Pack

*The Blue Room Theatre sits on Whadjuk Noongar Boodja. We pay our respect to Elders of these lands past and present. We acknowledge that stories have been shared on this land over thousands of years and that this building marks a footprint on what is and will always be Aboriginal land.*

Image by Nicolee Fox

## Contents

Welcome to The Blue Room Theatre .....	2
Annual Season Offer .....	3
AWESOME Festival Opportunity and Offer .....	3
2024 Annual Season Eligibility .....	4
2024 Annual Season Selection Criteria .....	4
Assistance with Applications .....	5
Application Process, Key Dates and Timelines .....	6
Venue and Tech.....	7
Financial Information.....	8
Marketing and Publicity .....	9
Producing and Presenting.....	11
FAQs .....	12
Accessibility .....	13
Contact Us .....	13
Application Form and Submission.....	14

### **Bionic Reading & Plain English**

This Application Pack and Application Form can be supplied in large print or in **bionic reading text**. This typeface can assist neurodivergent readers.

There is also a **Plain English** version of this document. To receive either of these versions, please contact us: [apply@blueroom.org.au](mailto:apply@blueroom.org.au)

The Blue Room Theatre  
Perth Cultural Centre  
53 James St, Northbridge WA  
(08) 9227 7005  
[www.blueroom.org.au](http://www.blueroom.org.au)

Office hours: Tuesday – Friday 10am – 5pm

## Welcome to The Blue Room Theatre

Located in the heart of the Perth Cultural Centre on Whadjuk Noongar boodja, The Blue Room Theatre (TBRT) has been the creative hub of Western Australia's independent theatre and performance scene for over 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 centre of our organisation, and we service their needs through support (financial and in-kind), resources, opportunities, advocacy, information, and advice.

### Our Programs

The Blue Room Theatre's **Annual Season** supports the creation and presentation of new work, will run from April to December 2024. We will also present **Summer Nights**, a curated festival of independent theatre and performance running across January and February; as well as other development opportunities and events still to be announced.

### Selection Process

The 2024 Annual Season is programmed by a rotating panel of independent peer assessors selected by The Blue Room Theatre. The panel members change every season and are inducted by our programming team on our organisational values.

Together, the panel aim to curate a program of works from artists who are looking to challenge themselves and their form, push boundaries, grow their skills, diversify participation in the arts, and open up conversations with fresh perspectives and experiences.

### **Applications for Annual Season are due by 11:59pm AWST Tuesday 22 August 2023.**

Artists and companies whose work is selected for the 2024 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; it provides information on the application process and the selection criteria which applications will be assessed by; and answers some questions you may have. As well as this pack, two information sessions will be held with additional advice and our Thursday morning working groups are back – so read on!

***"It was a wonderful opportunity to share this story with a broader audience and receive so much positive feedback from sold out audiences many of whom would not have seen the show had it not been part of The Blue Room Program."***

**EVELYN SNOOK**  
*Borderline, 2021*

## Annual Season Offer

- Each production will receive a **\$2,500** cash Seed Fund
- A ticketing commission split on net box office of **80% to artists, 20% to TBRT** (this is a sliding scale, see further in 'Financial Information' below)
- **160 hours** in-kind rehearsal space
- **\$300** Mentorship Fund
- Producing, marketing, technical and Front of House (FoH) support and advice
- In-kind venue hire for performance, and in-kind FoH staffing

## AWESOME Festival Opportunity and Offer

AWESOME Festival and The Blue Room Theatre are continuing their partnership in 2024, offering 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 Arts Festival 2024. There will be **one successful applicant for the below offer**, and the standard Blue Room Theatre Annual Season eligibility criteria and above offer also applies.

- **Seed Fund:** The successful applicant will receive an **additional \$2,500** seed fund from AWESOME (\$5,000 total seed fund)
- **Production Week:** Tuesday 10 September – Monday 16 September 2024
- **Performance Dates:** Tuesday 17 September – Sunday 28 September 2024
- **Performance Times:** will be negotiated during the programming process and includes matinee sessions & schools attendance
- **Venue:** TBRT's **Studio** black box space

To apply for this opportunity, please read the rest of the information in this pack about the 2024 Annual Season, then apply exclusively for this opportunity with the separate form.

**Please note:** this opportunity is programmed separately by AWESOME and TBRT

***“This experience provides cardinal learning and growth to each individual that participates in its season and programs. The supportive framework that TBRT operates by, fosters such rich creativity and development for emerging artists that is similarly not found or experienced anywhere else.”***

**ANA FERREIRA MANHOSO**  
*Sisterhood of the Travelling Lighter, 2023*

## 2024 Annual Season Eligibility

Projects that fit the following criteria can apply for a 2024 Annual Season presentation. Please consider them carefully to assess the eligibility of your project:

- Works between 50 – 120 minutes in duration
- Independent productions by project-based producers, companies, and artists rather than annually funded or commercial organisations
- Theatre, dance, or live performance work
- 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)
- Show teams must become Members of The Blue Room Theatre if programmed

## 2024 Annual Season Selection Criteria

Applications are assessed on the following selection criteria by an independent panel of artists and arts workers that rotates yearly.

**Creativity:** The project and artists demonstrate a clear artistic vision and rationale. Applicants can express creativity in a number of ways, including originality in concept, an innovative form or style, timely and relevant themes, and/or representation of diverse voices and perspectives. Make us curious about you and your work!

**Development:** The project demonstrates a clear opportunity for professional development and growth in artistic practice of the artists and participants involved.

**Engagement:** The capacity of the team to connect the project with an audience and/or community.

**Planning:** The project is realistic and achievable within the time, space, budget and resources.

### PROGRAM NOTES

**Representation** – This is an additional consideration that will be considered in the programming process. Does the project involve people from underrepresented communities as artistic leaders of projects and/or within the artistic team, in line with our Equity and Justice Plan? Have a read here: [page 13 terms and definitions](#)

TBRT encourages authenticity and intentionality in creating and presenting work. Please keep this in mind when responding to the representation section, which is optional.



## Assistance with Applications

### Join us for two Application Info Sessions

#### 1. TBRT Info Session – General Info on Annual Season Applications 2024:

Our Program Manager Rose Kingdom-Barron unpacks the Application Pack and Form and gives our top tips for a successful application.

**Date:** Wednesday 26 July – 5:15 - 6:15pm

**Venue:** Attend in-person at The Blue Room Theatre's KAOS Room or via Zoom

**RSVP:** [Click here to confirm your attendance](#)

Feel free to stick around after the session to watch [We'll Always Have Bali](#) one of our current Annual Season shows!

#### 2. AWESOME Festival Info Session – Applying with work for children and families:

Join TBRT Program Manager Rose Kingdom-Barron and AWESOME Festival representatives to discuss pitching a family show for families and children.

**Date:** Thursday 27 July, 10 – 11am

**Venue:** The Blue Room Theatre Bar or via Zoom

**RSVP:** [Click here to confirm your attendance](#)

### Chat with our Programming Team

If you have not been the lead applicant on a successful Annual Season application before and would like to have a one-on-one chat with our Programming Team, you can book in for a private 15-min meeting to discuss your application on Thursday mornings, while our applications are open.

**Between 10am – 12pm at The Blue Room Theatre**

**Thursday 20 Jul**

**Thursday 27 Jul** (10am-11am only – please note this will be specifically for AWESOME Festival applications)

**Thursday 3 Aug**

**Thursday 10 Aug**

**RSVP essential:** <https://calendly.com/briannah-br53/applications>

(Zoom option available upon request)

If you're unavailable on Thursday mornings and would like an alternative time, please reach out to our Producer Briannah ([briannah@blueroom.org.au](mailto:briannah@blueroom.org.au)) directly.

### Annual Season Applications Working Group

**The Blue Room Bar**

**No RSVP, just drop in**

If miss you out on a meeting or just want some motivation/space to get the application done, then join our weekly working group! Simply head along to The Blue Room Bar Thursday mornings, please note this is completely optional.

## Application Process, Key Dates and Timelines

The below timeline also includes some key dates for our 2024 Annual Season, as well as other key programming dates.

<b>Applications Open – Annual Season</b>	<b>Wednesday 12 July 2023</b>
<b>Summer Nights Successful applicants notified</b>	<b>By Wednesday 10 August 2023</b>
<b>Applications Close – Annual Season</b>	<b>Tuesday 22 August 2023</b>
<b>Short Works – Expressions of Interest open</b>	<b>Early September 2023</b>
<b>Short Works – Expression of Interest close</b>	<b>Late September 2023</b>
Marketing drafts and Photoshoot briefs DUE	Tuesday 7 November 2023
Campaign Photoshoot	Week commencing November 20
TBRT closed for holidays	22 December 2023 – 2 January 2024
<b>Summer Nights Season</b>	<b>Friday 19 January – Saturday 10 February 2024</b>
<b>Annual Season</b>	<b>April – December 2024</b> (*each production is allocated 4 weeks exclusive access to their space)

### Production Blocks

In 2024, the standard production seasons will be four weeks long: one week of production, three weeks of presentation. There is limited opportunity for this to change. If this does not suit your idea, there will be space to make a note in your Application Form.

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

### Programming by Month

In the application form, you will notice that the date preferences are separated out by month. Please let us know as much availability as you have, and if you have any specific dates you are unavailable in that month, include it in the form.

## Venue and Tech

### 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 Theatre

The 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 **Theatre**.

#### The 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 **Studio**.

### Resources and Technical Support

The benefit of having exclusive use means that Annual Season 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 has 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.** This includes rigging your own lights during bump-in.



### Co-Working Space and Rehearsal Rooms

Producers and Members of The Blue Room Theatre are welcome to make use of The Blue Room Bar as co-working space, and have access to photocopying, Wi-Fi and shared kitchen facilities. Note that the Bar is open for shows and to the public most nights from Tuesday to Saturdays from 6pm to late.

In addition to the performance spaces, The Blue Room Theatre has two rehearsal spaces onsite which include reverse cycle air-conditioning, tables, chairs, hardwood floors and black curtains around the perimeter to blackout the space.



Image by Minni Karamfiles

## Financial Information

### Box Office Split

2024 Annual 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 addition 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

Check the [Financial Transparency](#) document to see how much people walk away with on average.

### **Ticketing Fees**

For each ticket sold, a \$1.50 ticket fee is taken by our ticketing system, Ferve. The Blue Room Theatre charges a \$2 booking fee. **The total inside fee is therefore \$3.50 per ticket**, which is deducted from box office takings.

Note, these fees are inclusive in the ticket price promoted and charged to your audience.

### **Seed and 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:** The Mentorship 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 Producer to be approved.

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

## **Marketing and Publicity**

The Blue Room Theatre runs an overarching marketing and publicity campaign for the 2024 Annual 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 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 key creative(s) from each production to create campaign images and video.

Collateral – your show will be included in our collateral that we will generate and distribute, including a printed brochure and posters inside and 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.

### What We Need from Producers

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 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.

Get the team involved and spread the word – 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.



Image by Nicolee Fox

***“Being at the Blue Room is such a fantastic opportunity to take risks and test new ideas.”***

**BRIDGET LE MAY**  
*Unbound, 2021*

## **Producing and 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. You will need your own producer for your project, or the lead artist will also need to be the producer. **Note, we are not the producer for your individual show**, but produce as a venue and provide you support and resources.

### **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 this pursuit. Administrative advice and support is available in the development of the work, however, ultimately artists are the guardians of their own work and **we do not censor or influence your creativity**.

### **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 our whole organisation, and we ask the same of the producers/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. Our team will work with programmed teams, provide resources and advice to pursue these 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
- The generation and provision of all show specific marketing materials
- Publicising the individual show
- Delivering a production to their best standard, with rigour in rehearsals and presentation



## **FAQs**

We've answered some of the most relevant questions about applying for the 2024 Annual Season below, but if your question is not answered, please do not hesitate to contact our Producer Briannah via [briannah@blueroom.org.au](mailto:briannah@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.

### **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 right here right now.

### **My project has already been presented in WA, but I want to redevelop the work. Is this eligible for a 2024 Annual Season application?**

To be eligible for Annual 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.

### **I am an artist who is based interstate or overseas, can I apply?**

Yes, however, we will only be accepting applications from teams where the **majority** of members are based in WA. Exceptions may be made for roles in the artist team that can be managed remotely (e.g. sound design).

### **Will you buy my show to be part of the 2024 Annual Season?**

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

### **If I am programmed, how do I increase my show budget?**

Most shows that perform at The Blue Room Theatre in our Annual Season apply for [Department of Local Government, Sport and Cultural Industries funding](#). We recommend getting used to the processes on their website, marking out important deadlines in your diary and chatting with them about your idea before applying to give you the best shot at receiving a grant. The Program team at TBRT will also prepare a Letter of Support for your application, including a summary of the in-kind and cash support we provide your show.

### **Why are the timelines earlier this year?**

Since 2023, we have brought the application and programming timelines earlier in the year so that all 2024 programmed shows have more time to develop the show, apply for funding and sell tickets (especially shows at the start of the year).

## **Accessibility**

### **Application Form**

Application Forms can be submitted as **Word Doc** or **PDF**. See the end of this document for the Application Forms for the 2024 Annual Season and AWESOME Festival.

### **Audio and video**

Audio or video formats can also be used to answer the application questions if you prefer

Please note, you must still fill in an Application Form and questions that are answered via video just write “**See audio / video.**” Please limit audio / video answers to **2 min per question** or **10min for your application** questions in total.

Video and audio can be filmed or recorded on a phone, please do a soundcheck before recording and submitting your questions.

Video and audio can be attached to the application email, or for larger files please provide a link and any permissions required to access it.

### **Wheelchair Access**

Our office, performance spaces and ground level bathroom are wheelchair accessible.

### **Gender neutral bathrooms**

Our ground floor bathrooms are now gender neutral and have signs to show what utilities are in each bathroom so that people can choose what best suits them.

### **Contact Us**

If you have further access requirements or questions, please get in touch with our team below.

We are here to answer your questions about the eligibility of your project or clarifications about the selection criteria and application process.

If you are unexpectedly unwell or experience some other last-minute interruption that means you will not be able to meet this deadline, and require a few additional days, please contact us prior to the closing time to discuss.

Producer

Briannah Davis

[briannah@blueroom.org.au](mailto:briannah@blueroom.org.au)

(08) 9227 7005

Office Hours: Tues – Thurs, 10am – 5pm



## Application Form and Submission

Applications for Annual Season are due by **11:59pm AWST Tuesday 22 August 2023**.

### 2024 Annual Season

[Download the Application Form – Word Doc](#)

[Download the Application Form – PDF](#)

### 2024 Annual Season with AWESOME Arts

[Download the Application Form – Word Doc](#)

[Download the Application Form – PDF](#)

If you are experiencing technical difficulties with any of the Application Form, please call us at The Blue Room Theatre on (08) 9227 7005 or email [apply@blueroom.org.au](mailto:apply@blueroom.org.au).

**All the best with your application!**

***“A vital, safe and supportive space for emerging artists to cut their teeth into live performance and theatre making. There is no other space like it.”***

**ALEXANDER EGLOFF**

*SIT! (Or I'll Make Your Sit), 2022*



Image by Sophie Minissale