

The Blue Room Theatre and STRUT Dance present

# EVOLVE

As part of The Blue Room Theatre's 2025 Season



Image by Edwin Sitt

## Application Info Pack

*The Blue Room Theatre stands on the lands of the Noongar peoples of the Bibulmun Nation. We acknowledge Elders past and present, and emerging, and pay our respects to the continuing culture and contribution that all First Nations people make to the life of this city and this region. 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.*

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

## Performance Season Opportunity for WA early-career dance artists

The Blue Room Theatre (TBRT) and STRUT Dance partner to support a presentation opportunity in The Blue Room Theatre's 2025 Annual Season for an early-career dance maker (in first 5 years of making). The selected artist/s will present a work that has undergone at least one development or presentation in the past and will develop the work for a 2- 3 week performance season. As well as the TBRT season deal and support, the selected early-career artist/s will also receive matched support from STRUT Dance to facilitate the presentation. Applicants must be current STRUT and The Blue Room Theatre Members and be living and working in Western Australia for a minimum 6 of the last 12 months.

**Applications are due by 12PM AWST Thursday 1 August 2024**

## Offer

- **\$5,000** Cash Seed Fund
- **80 hours** in-kind rehearsal space at King Street Arts Centre
- **80 hours** in-kind rehearsal space at TBRT
- 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)
- **\$300** Mentorship Fund\*
- Producing, marketing, technical and Front of House (FoH) support and advice from TBRT
- In-kind venue hire for performance, and in-kind FoH staffing from TBRT

*\* Mentorship Fund is to engage with an industry expert 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.*

## Eligibility

- Artist in first 5 years of making
- Work has undergone at least one development in the past
- Performance to be between 45 - 75min in length
- These opportunities are not for annually funded organisations
- Work that has not been presented in WA
- Must be current STRUT and The Blue Room Theatre members
- Must be residing in WA for a minimum of 6 of the last 12 months

## Criteria

- 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.
- Development: The project demonstrates a clear opportunity for professional development and growth in artistic practice of the artists and participants involved.
- Planning: The project is realistic and achievable within the time, space, budget and resources.

Selection Criteria	Question
Creativity	1, 2
Development	3, 4
Planning	Planning Section

## PROGRAMMING CONSIDERATION

Representation – 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.

## Assessment

Evolve will be assessed and programmed by an **independent panel of peer assessors**. The panel members change every season and are inducted by our programming team on our organisational values. We aim to curate a season of works from artists who are looking to challenge themselves and their form, grow their skills, diversify participation in the arts, and open up conversations with fresh perspectives and experiences.

## Assistance with Applications

### Chat with our Programming Team

We are here to help you with your application! Our Program & Engagement Manager and Producer will be available for one-on-one meetings to listen to and soundboard your ideas as well as help you to understand and navigate our application and opportunities. We highly recommend first time applicants to connect with us, as well as returning artists to discuss how you can take your next steps.

Let's have a phone call, zoom or even grab a coffee to discuss your thoughts! Please reach out to our Producer to schedule in these chats with someone from the team: [briannah@blueroom.org.au](mailto:briannah@blueroom.org.au)

### Public Co- Working Space

The Blue Room Theatre Bar is open as co-working space Tuesday – Friday 10am – 5pm with access to photocopying, Wi-Fi and shared kitchen facilities. You are welcome to come and sit down anytime to get some work done in our space! Note that the Bar is open to the public for shows most nights from Tuesday to Saturdays from 6pm to late.

### 2025 Season Application Working Group

#### The Blue Room Bar, Thursday Mornings

#### No RSVP, just drop in

If want some motivation/space to get the application done, then join our working group! Simply head along to The Blue Room Bar on Thursday mornings throughout July.

## Key Dates and Timelines

The below timeline includes some key dates for our 2025 Season:

<b>Applications Open</b>	<b>Wednesday 1 July 2024</b>
<b>Applications Close</b>	<b>Thursday 1 August 2024</b>
<b>Application Outcomes</b>	<b>September 2024</b>
Season Photoshoot	Oct/Nov 2024

## Venue Information

Programmed production gain **exclusive and in-kind** use of the Theatre for the duration of their production period, presentation season and bump out. The Theatre is the slightly larger of our two performance spaces at 75 square metres with a wooden floor, limited natural light and seats up to 60, subject to the configuration.

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

### Resources and Technical Support

The successful applicant will have 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.

The 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, head to the link above.

**Please note, successful production must have their own designers along with a stage manager/technical operator.** This includes rigging your own lights during bump-in. TBRT can help to connect you with designers and operators.

## **Financial Information**

### **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.

### **Box Office Split**

The Blue Room Theatre's ticketing commission works on a sliding scale. If you are successful in receiving additional funding, the box office takings 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.

## **Producing, Presenting, Marketing and Publicity**

### **Presenting Artists/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
- Delivering a production to their best standard, with rigour in rehearsals and presentation
- Generating marketing material for, and publicising, their show: once programmed
- We will require **2x Hero Image** provided by you, to be used on our website and ticketing system

### **What We Will Do for Each Production**

- Collateral – your show will be included in our collateral that we will generate and distribute, including 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.

## Application Form

Application Forms can be submitted as **Word Doc** or **PDF**.

[DOWNLOAD THE APPLICATION FORM HERE](#)

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

**Submit Your Application**

**Due 12PM 1 AUGUST 2024**

Please email your applications to: [apply@blueroom.org.au](mailto:apply@blueroom.org.au)

## Contact Us

*If you have any questions, please get in touch below.*

The Blue Room Theatre  
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