

The Blue Room Theatre



Kaya

The three programs

Summer Nights

- Applications open **Wed 31 May** and due **11:59pm AWST on Tuesday 4 July**.
- Programmed internally

Short Works

- Got a nugget of an idea, but not a full show in sight? This is a supportive program with a mentor
- Programmed by mentor
- EOI opens later in the year from **September**

Annual Season

- April-December
- Teams have exclusive access to the theatres to create their vision + 15 performances
- Programmed by panel – changes every year, mix of skills and backgrounds
- Applications open on **Wednesday 12 July** and due **11:59pm AWST Tuesday 23 August**.



**What's the
difference?**

**Which one is
right for me?**

Help!

Key differences between the Programs

Commitment/Time

- Annual Season: big, 60min plus* (*can be 50min for movement works)
- Summer Nights: medium, 45-70min
- Short Works: small, 10-15min on stage for approx. 5 nights

Money

- Annual Season is \$2500 + \$300 mentor; Annual Season is 160 hours
- Summer Nights is Box Office split; Summer Nights has 50 hours rehearsal room in-kind
- Short Works is small seed fund

Marketing

- Annual Season you need someone responsible for marketing your show
- Summer Nights we are more supportive with our festival campaign but you still need someone across it to cut through the festival market
- Short Works - TBRT mainly push it and you're part of a line-up so you can focus on creative

Key differences between the Programs

Tech

- Annual Season – Exclusive access to space
- Summer Nights – festival rig
- Short Works simple tech

Producing

- Annual Season – Producer required, must attend 3 x Stage Meetings at TBRT or Zoom
- Summer Nights – Producer required
- Short Works is produced by TBRT



Key notes for Applications in 2024

Timelines

- Winter is our call out season, ask questions about applying,
- 5 weeks open for Summer Nights
- 6 Annual Season (open the week after SN closes).

The selection criteria for Annual Season & Summer Nights

- **Creativity** (the creative vision, rationale and process)
- **Development** (of the artistic practice and professional careers of the artistic team)
- **Representation** – New - (of people from underrepresented communities as artistic leaders of projects and/or within the artistic team)
- **Planning** (evidence that the team will be able to deliver the work within the parameters of the opportunity)
- **Engagement** – Annual Season only - (with an audience or community and how you will connect with/reach them)

Successful applicants do not need to hit all criteria equally – authenticity and intentionality important

Summmer Nights



Summer Nights

Everything's in the Pack

The Offer

- No registration fee
- A flat \$2.00 inside ticketing fee on all tickets
- A ticketing commission split on net box office 75% to artists; 25% to TBRT Up to 50 hours of in-kind rehearsal room hire per production
- Producing, marketing, technical and Front of House (FoH) support and advice
- In-kind venue hire for performance, and in-kind FoH staffing

Marketing and Publicity



We'll promote the Summer Nights season as a whole using dedicated campaign photography across print and digital mediums including:

- Our Summer Nights brochure
- Social media and e-news
- Posters
- Publicity (whole season)

You will have access to How-To guides in the Producer Pack that cover things like media releases, social media strategies and nailing your hero image.

What we'll need from you

Each programmed production is responsible for generating marketing material for, and publicising, their show. We'll work with you to advise on the best possible campaign for your show, alongside our dedicated Summer Nights campaign.

Your Best Images: We use your image to sell your show.

Think About Publicity: You'll be up against hundreds of other shows happening in Perth around the same time – cut through the noise

Collateral: Think about strategy with posters and/or flyers.

Get Amongst It: Make sure your whole team is on board in promoting your show, start early and go hard.

Summer Nights Venues

Black Box Spaces

The Blue Room Theatre (61 capacity) and Studio (49 capacity) are intimate and flexible black box spaces.

Kaos Room – L shape or END on

The capacity of this room will be approx. 30 -36

Roaming Performances

In addition, we welcome applications for work that sits outside traditional performance spaces.

Technical Information & Specifications

Technical Setup

Pre-rigged lighting and sound and you will have the option for AV in each room.

Staffing

We provide tech assistance, you provide a stage manager

Bump-In and Out

Each production will be given allocated time for **four hours** to bump in and tech your show.

You will be required to bump-out your show immediately following the final performance of the night you finish your run.

See Application Pack for Stage Dimensions, Seating Plans and Lighting Plans

Summer Nights

Eligibility

- Prioritising local work in 2024
- Works between 45-70 minutes in duration
- Suited to a black box theatre (Studio and Theatre applicants)
- 'Stripped-back' aesthetic, and/or 'story-telling' form (Kaos Room applicants)
- Independent productions by project-based producers
- Works that have obtained or sought rights (for existing scripts only)
- Show team becomes TBRT Members (if you are successful)
- Attend All-In Meeting **Thursday 28 September** to receive key information and meet your fellow cohort!

You will be marked internally by TBRT programming team on the selection criteria

Start looking at your form now – questions at the end!

Summer Nights Applications Working Group



The Blue Room Bar

15 minute meetings with Bri available,
check the pack!

Every Thursday in June: 8, 15, 22, 29

Or if you just want a desk in the bar – just
drop in
10am - 12pm

Funding Info Session

Spend an hour with Executive Director Katt Osborne and she unmask common mistakes and give tips to be successful at applying for funding for your project.

The Blue Room Theatre Kaos Room
RSVP online (or see us after this)
5:30pm – 6:30pm
Wednesday 28 June



Accessibility

Application Form

Word Doc or PDF.

Audio and video

Please limit audio / video answers to 2 min per question or 10min total.

Plain English version

By request

Bionic Reading

Bionic reading text can assist neurodivergent readers.

Wheelchair Access

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

Key Dates

Summer Nights

Applications open
Wed 31 May and due
11:59pm AWST on
Tuesday 4 July.

Annual Season

Applications open on
Wednesday 12 July
and due **11:59pm**
AWST Tuesday 23
August.



Applications Open – Summer Nights	Wednesday 31 May 2023
Applications Info Session	Thursday 1 June 2023
Applications Close – Summer Nights	Tuesday 4 July 2023
Applications Open – Annual Season	Wednesday 12 July 2023
Summer Nights Successful applicants notified	By Wednesday 10 August 2023
Applications Close – Annual Season	Tuesday 23 August 2023
Short Works – Expressions of Interest open	September 2023 onwards
Summer Nights Compulsory All-In Meeting	Thursday 29 September 2023

Summer Nights

Selection Criteria

Applications are assessed by TBRT Program team on the following selection criteria:

1. Creativity – The project demonstrates a clear artistic vision and rationale. Creativity at Summer Nights means fresh ideas, innovative and playful form, new stories
2. Development – The project demonstrates a clear opportunity for professional development and growth in artistic practice of the artists and participants involved.
3. Representation – The project involves people from underrepresented communities as artistic leaders of projects and/or within the artistic team, in line with our Equity and Justice Plan
4. Planning – The project is suitable for the festival environment including sharing performance spaces and working with VERY limited storage. Has enough of a team to manage teching and selling 5-8 shows.

Summer Nights 2024 Application Form

Questions relate directly to the Selection Criteria.

1. **What is your project?** (explain it to someone that doesn't know you)
2. **What development do you want to get out of this experience?** Learn something
3. **How does the project demonstrate representation?**
 1. Related to our Equity and Justice Plan
 2. Pre-existing relationships, act with intention, if it doesn't apply to your project don't force it
4. **Planning** – team/tech/agree with terms
 1. TBRT can help with team members, but start thinking now (Annual Season now too)

Support Materials: required & optional – NO SUPPORT LETTERS

Use Support Material to back up what you can't describe in words. App is meat. Support is gravy.

Applications for Summer Nights are due by **11:59pm AWST Tuesday 4 July 2023.**



You made it! Questions?

Image credits: Nicolee Fox, Katt Osborne