

The Blue Room Theatre's

Annual Season 2023



Application Info Pack

The Blue Room Theatre is located on the traditional lands of the Whadjuk people of the Noongar Nation. We offer our respect to the Elders of these traditional lands and through them, to all Aboriginal and Torres Strait Islander people.

Image by Nicolee Fox

Contents

Introduction	2
Annual Season Offer.....	3
AWESOME Festival Opportunity and Offer	3
2023 Annual Season Eligibility.....	4
2023 Annual Season Selection Criteria	4
Accessibility for Applying	5
Accessibility at the Venue	5
Assistance with Applications	6
Contact Us	7
Application Process and Key Dates.....	8
Venue and Tech.....	9
Financial Information.....	11
Marketing and Publicity.....	12
Producing and Presenting.....	13
COVID-19	14
FAQs.....	15
Application Form and Submission	16

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.

Our Programs

In 2023, The Blue Room Theatre's Annual Season, supporting the creation and presentation of new work, will run from April to December. 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 2023 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 from 2023 onwards, they will be 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.

Applying for the Annual Season

Applications for the 2023 Annual Season are open from:

- Wednesday 13 July to Tuesday 23 August 2022

Artists and companies whose work is selected for the 2023 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 answers some questions you may have. As well as this pack, two information sessions will be held with additional advice and our Friday 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

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 2023, 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 2023. 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 \$2,500 seed fund from AWESOME– additional to The Blue Room Theatre cash and in-kind support
- **Production Week:** Tuesday 5 September – Monday 18 September 2023
- **Performance Dates:** Tuesday 19 September – Sunday 30 September 2023
- **Performance Times:** will be negotiated during the programming process and may include matinee sessions
- **Venue:** TBRT's Studio black box space

To apply for this opportunity, please read the rest of the information in this pack about the 2023 Annual Season, then apply exclusively for this opportunity with the separate form.

Please note: this opportunity is programmed separately by a representative from AWESOME, TBRT as well as an independent panelist.

2023 Annual Season Eligibility

Projects that fit the following criteria can apply for a 2023 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 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
- **Works by emerging and established professional artists with a range of backgrounds and experience**

2023 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, including elements of creativity in their process and team. 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.

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, resources.

Application Form

See the end of this document for the Application Forms for the 2023 Annual Season and AWESOME Festival.

The completed form and support materials are to be emailed to apply@blueroom.org.au by **11:59pm on Tuesday 23 August 2022**.

Accessibility for Applying

Application Form

Application Forms can be submitted as Word Doc or PDF.

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.

Bionic Reading

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

Accessibility at the Venue

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.

If you have further access requirements or questions, please get in touch with our team on (08) 9227 7005 or apply@blueroom.org.au.

“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)

Assistance with Applications

Join us for two Application Info Sessions

1. TBRT Info Session – General Info on Annual Season 2023:
 - **Info:** Our Program Manager Rose Kingdom-Barron unpacks the Application Pack and Form and interviews our Communications Coordinator Amber Kitney and Program Coordinator Amy Howell on their top tips for a successful application.
 - **Date:** Tuesday 19 July – 5:30-6:30pm
 - **Venue:** Attend in-person at The Blue Room Theatre’s KAOS Room or via Zoom
 - **RSVP:** [Please see here to RSVP](https://tix.blueroom.org.au/Events/2023-Annual-Season-Application-Info-Session)
tix.blueroom.org.au/Events/2023-Annual-Season-Application-Info-Session
2. AWESOME Info Session – Applying with work for children and families:
 - **Info:** Join TBRT Program Manager Rose Kingdom-Barron and AWESOME Festival representatives to discuss pitching a family show for families and children
 - **Date:** Thursday 21 July 5:30-6:30pm, Zoom only
 - **RSVP:** [Please see here to RSVP](https://tix.blueroom.org.au/Events/Application-Info-session-with-AWESOME-Arts-on-Annual-Season-2023)
tix.blueroom.org.au/Events/Application-Info-session-with-AWESOME-Arts-on-Annual-Season-2023

We recommend attending either of these, then using the Friday morning working group to ask more specific questions about your show.

2023 Annual Season Applications Working Group

Following the success of our Summer Nights Drop-In Sessions earlier in 2022, we are continuing to open the venue on Friday mornings so you can come and chat to our Programming team about your application and work alongside other applicants.

You can either book in a 15min chat with someone from our team, or just drop in to work around other people (no RSVP needed for that)- or do both!

Please note, this is completely optional.

Venue: The Blue Room Bar (Upstairs, wheelchair access via lift)

Time: 10am – 1pm

Dates: Friday 29 July 2022

Friday 5 August 2022

Friday 12 August 2022

Friday 19 August 2022

To book in a 15min chat with a programming team member head here:

calendly.com/the-blue-room-theatre/annual-season-applications

Contact Us

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.

The Blue Room Theatre
Program Coordinator
Amy Howell
amy@blueroom.org.au
(08) 9227 7005
Office House are Tues – Fri, 10am – 5pm



Image by Sophie Minissale

Application Process and Key Dates

The below timeline also includes some key dates for our 2023 Annual Season, as well as other key programming dates.

TBRT = The Blue Room Theatre

Applications Open – Summer Nights	Wednesday 1 June 2022
Applications Close – Summer Nights	Tuesday 12 July 2022
Applications Open – Annual Season	Wednesday 13 July 2022
Applications Info Session – Annual Season	Tuesday 19 July 2022
AWESOME Info Session – Annual Season	Thursday 21 July 2022
Summer Nights Successful applicants notified	By Wednesday 10 August 2022
Applications Close – Annual Season	Tuesday 23 August 2022
Annual Season Successful applicants notified	Thursday 6 October 2022
All-in Meeting for 2023 Annual Season artists	w/c 7 November 2022
Draft marketing copy due	Tuesday 15 November 2022
TBRT campaign photoshoot	w/c 21 November 2022
Final marketing copy due	Thursday 8 December 2022
TBRT closed for holidays	23 December 2022 – 2 January 2023
Summer Nights Season	Friday 20 January – Saturday 11 February 2023
2023 Annual Season program launch	Saturday 11 February 2023

“*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

Venue and Tech

Production Blocks

In 2023, the majority of production seasons will be four weeks long: one week of production, three weeks of presentation.

There are limited opportunities to do a shorter run or spend more time in production (e.g. 1.5 weeks or 2 weeks in production) for shows that would benefit from having increased production time in the space and/or 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, and/or having a physically exhaustive piece such as dance that cannot be sustained over 3 weeks of performance.

In the application form, you will be prompted to provide a rationale if you wish to apply for a shorter presentation season.

Please note: the AWESOME Festival opportunity slot is set at two 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.

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 Blue Room 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 Blue Room Theatre Studio](#).

Resources and 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 Graham Piper 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.

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.

Productions have access to this rehearsal space for **up to 160 hours in kind use** (increased from 2022), subject to availability.

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

BRIDGET LE MAY
Unbound

Financial Information

Box Office Split

2023 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 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

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 members.

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 Program Coordinator 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 2023 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.

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.

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.

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.

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. Artistic and administrative advice and support is available 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 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.

Meet the Artists

A core part of the Annual Season is professional development. Each production will have the opportunity to connect with our audience and talk about the work. We produce this event in-house and will work with your team (minimum two members) to ensure a great outcome.

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

COVID-19

The possibility of changing restrictions which may impact or cancel your season must now be considered if you are applying for the 2023 Season. We are not able to postpone works perpetually, and as such, any programmed productions in 2023 cancelled or deemed unviable due to COVID-19 will not be automatically re-programmed. We work with teams on contingency plans to assist with this. However, we encourage you to please consider these risks, and potential solutions, 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 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, the majority of key personnel must be WA-based for next year. Exceptions can be made for roles that can be done remotely.



Image by Nicolee Fox

FAQs

We've answered some of the most relevant questions about applying for the 2023 Annual Season below, but if your question is not answered, please do not hesitate to contact our Program Coordinator Amy Howell via amy@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 2023 Annual 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.

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

Yes, however, due to the ever-evolving COVID-19 situation, 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) or when there is a plan to replace any non-WA personnel if they are unable to make it to WA.

Will you buy my show to be part of the 2023 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.

What is the usual amount of money people walk away with?

Check the Financial Transparency document to help with your planning. Linked here: <https://blueroom.org.au/artists/annual-season/>

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](#). As a guide, thus far in 2022, 66% of our Annual Season shows have had success with Arts U-\$15k DLGSC grant applications. 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?

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

Application Form and Submission

Applications for Annual Season are due by **11:59pm AWST Tuesday 23 August 2022**.

2023 Annual Season

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

[Download the Application Form – PDF](#)

2023 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.