



Bowery Theatre Hire – Pricing and Information Sheet

The Bowery Theatre is a versatile venue, providing an intimate and engaging setting to showcase the performing arts, dance showcases, school plays and concerts, cultural activities, or corporate seminars and presentations.

Collaborative Approach

The Bowery Theatre is located within an architecturally designed community centre that is accessible and adaptable to the needs of your performances and events. We work collaboratively to ensure your creative vision is realised.

Hiring the theatre includes staff support to ensure a high quality presentation outcome. Technical support is provided to suit your needs, and Front of House (FOH) support is provided across ticketing, kiosk/bar service and customer service.

Available venue formats

- Retracted seats (220 people)
- Theatre mode with raked seating (202 people)
- Cabaret space with tables and chairs (126 people)

Venue Features

Technical specifications and plans of the theatre can be provided. Some basic features include:

- THEATRE: Performance space wall to wall including the auditorium is 16.55m (L) x 12.4m (W). Standard performance stage area is 5m (L) x 8.4m (W). With standard lighting, sound rigs and projection
- FLOORING: Sprung floor on black masonite wooden sheeting
- LOAD IN ACCESS: Ground level, from Princess St via a secure roller door
- CONTROL ROOM: Located at the rear of the theatre with lighting, sound and AV controls
- REHEARSAL STUDIO: For up to 5 people. Located on the first floor
- DRESSING ROOMS: Two dressing rooms for 6 people each, with accessible ensuite bathroom and show relay
- KIOSK / BAR: The kiosk or bar is run by the Centre and may open for performances at the Centre's discretion
- CATERING: Catering is booked by the hirer and follows Council procedures. Food licenses may be required
- WI-FI: The venue has Wi-Fi



Venue Hire Prices

The Bowery provides an accessible, tiered pricing list for varying customer categories. In order to support local Brimbank community artists and organisations, we provide a venue hire subsidy. We also provide a second subsidy across the not-for-profit sector. Weekly hire rates are available upon request. Prices are GST inclusive. **NOTE:** These rates do not include required staff costs.

Venue Hire Prices Financial Year: 2023-24:

	Brimbank Community		Not-for-profit		Commercial	
	Full Day	½ Day	Full Day	½ Day	Full Day	½ Day
Performance	\$487	\$368	\$807	\$608	\$1,198	\$905
Rehearsal	\$292	\$216	\$486	\$362	\$748	\$561

Full Day = max. 10 hours/day between 8am - 10pm | Half Day = max. 5 hours/day between 8am and 10pm. Venue hire must include bump in (setting up) and bump out (packing away). Your venue hire time period is agreed via a production meeting and provision of a follow up quote.

NOTE: FY 2024-25 prices TBA

Venue Hire Package

In addition to the theatre space, your venue hire will include:

- 1) **Marketing support:** Full listing on the Creative Brimbank website and marketing channels (What's On Booklet, eNewsletters, social media posts and foyer display screens), and uploaded to Brimbank City Council website events calendar.
- 2) **Ticketing Support:** Managed by the Front of House operations in accordance with the [Live Performance Australia](#) and [Bowery Ticketing T&Cs](#), via Trybooking (an online ticketing portal) and phone/face-to-face Box Office. A one-off charge of \$65 per season applies. There are no "per ticket" fees paid by the hirer except for complimentary tickets, booking fees apply to ticket purchasers. We supply you with basic ticket sales data via a login. You set up your ticketing via a [questionnaire](#), and are provided a website link to direct your audience to purchase tickets. All audience members are required to hold a ticket for entry to the theatre.
- 3) **Technical Support:** Technicians are a crucial part of ensuring a high quality production outcome. When you book the theatre, you also book skilled technical staff for the full duration of your hire as well as supervised use of theatre lighting, sound and AV equipment.
- 4) **Additional Spaces:** Your hire includes access to the theatre, backstage (green room and two dressing rooms) and a small storage room (on level 1) all at no cost for the duration of your hire.



Theatre Staffing

A core group of Technical and Front of House (FOH) theatre staff are required to operate the venue professionally and safely. The costs of theatre staff for the hire are paid for by the hirer and are separate to the venue hire fees.

An initial quote for staff services is developed following a production meeting between theatre staff and the hirer and this forms an essential part of the booking process. A venue technician must be present at all times when a hirer is in the theatre.

FOH staff provide customer service, operate the box office and play an essential role in maintaining patron safety. They assist with access, latecomers, ticketing, running times and OH&S.

Bowery Theatre Standard Staff Requirements	Performance / Event		Rehearsal
	Front of House	1 Front of House Supervisor + 2 Ushers	TBA
	Technical	Minimum 1 Head Technician + 1 Technician	Minimum 1 Head Technician + 1 Technician

*Single Time – between 8 am and 10 pm Monday to Friday; between 8 am and 1 pm on Saturday

**Overtime – after a 10 hour shift; before 8 am or after 10 pm Monday to Friday; before 8 am and after 1 pm on Saturday; all day Sunday.

**Public Holidays incur additional penalties.

Technical and FOH Staff Charges for Financial Year: 2023-2024 (EBA APPROVED)	JOB TITLE	Single Time (see above)	Overtime (see above)
	Head Technician and Front of House Supervisor	\$58	\$80
	Technician and Ushers / box office	\$54	\$75

PLEASE NOTE:

- Bowery Theatre lighting and sound consoles may only be operated by Bowery Theatre trained technicians or those agreed to be skilled to work within these specifications by the Bowery team.
- Technicians require a minimum 30 minutes to set up the space prior to the hirer commencing, and shut down / lock up after the completion of the bump out /hire. This time is built into the hirer's schedule.
- Whenever there is an audience in the theatre it is compulsory to have 2 ushers on duty. Ushers are required to start a minimum of 1 hour prior to a performance and conclude 30 minutes afterwards.
- A Front of House Supervisor is required for all performances (rehearsals TBA). The supervisor must start a minimum of 1.5 hours prior to the performance and ends their shift 30 minutes after the performance concludes and patrons have exited the building.

STACC Bookings

We can book spaces at St Albans Community Centre for you for pre or post show functions, and cast and crew overflow from backstage. These bookings use an online system called IMS. You set up your login and can view availability and book. We can incorporate your fees into your theatre hire agreement and payments to streamline this administrative process. Visit: <https://creativebrimbank.com.au/venue-hire/st-albans-community-centre-stacc/casual-hire>

Booking Terms and Process

We will ask you to fill in the Bowery Hire Questionnaire. Then, following a production meeting and discussion and agreement around your schedule and staff requirements, you are provided with a quote for costs which you must agree to in writing.

Four essential steps to secure a booking:

- A \$541 deposit:** which is held in trust and refundable post-event, pending all hire conditions being met.
- A Signed Hire Agreement:** which outlines your dates, schedule and quote amount for pre-show payment.
- Proof of Public Liability Insurance (PLI):** which must covers the days/hours you are hiring the theatre. The coverage should be to the value of \$20 million.
- Pre-Show Payment:** a quoted, estimated amount for venue hire, staffing and box office set up must be paid no later than 30 working days prior to the event.

Bowery Theatre Snapshot of Booking Process

A minimum of SIX (6) weeks before booking is required

1. Visit <https://creativebrimbank.com.au/bowery-hire> for up to date hire information
2. Contact the Community and Performing Arts Senior Officer (CAPASO) via bowery@brimbank.vic.gov.au or (03) 9249 4600 to make an initial enquiry.
3. Complete a [Bowery Hire Questionnaire](#) and return it to the CAPASO. We will assess your request, check availability and email you a response. Please note that submitting a questionnaire does not guarantee your booking.
4. Once you have received a response from the CAPASO, you are invited to attend an initial production meeting to discuss your performance requirements including technical and front of house requirements. You can also have a venue tour.
5. Following this, the CAPASO will generate an Indicative Quote for services based on the meeting's discussion.
6. Once you have received an Indicative Quote, you will need to confirm in writing that you will proceed with the booking and fees and charges based on that Quote.
7. We will then generate a Hire Agreement and a refundable bond invoice and send it to you.
8. Once the Hire Agreement is signed and returned to us, and the proof of bond payment is also provided (via screenshot or remittance), we request that you complete the [FOH Questionnaire](#) to set up your ticketing.
9. Your booking date will be held and ticket sales can commence upon receipt of your:
 - a. bond payment;
 - b. signed Hire Agreement;
 - c. provision of ticketing and marketing materials (text, hero image and logos); and
 - d. current Public Liability Insurance Certificate of Currency.
10. **IMPORTANT- Payment of the Pre-show Payment:** The Hire Agreement will also state the approximate event payment (venue hire, box office fee, and staff charges) to be paid up front. An invoice will be sent to you and this amount is due in full at least 30 working days prior to the first performance/event or ticketing going live.
11. You must attend a full production meeting with venue, technical and front of house managers at least 30 working days prior to the first performance/event.
12. You will be subject to a full Venue induction.
13. You must provide full technical requirements a minimum of 14 working days prior to the first performance/event.

Other resources for hirers:

<https://creativebrimbank.com.au/bowery-for-hirers>

Last updated 5 Jan 2024 – Note: hire details may change – please contact the theatre staff for the most up to date information.