



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 all round; for those behind the scenes, on stage, and in the audience. 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 (120 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).
- 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 10 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 following Council procedures. Food licenses may be required.
- WI-FI: The venue has Wi-Fi and is climate controlled.



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. In addition, discounted weekly hire rates are available upon request. **NOTE:** These rates do not include required staff costs.

Venue Hire Prices Financial Year: 2020-2021

| | Brimbank Community | | Not-for-profit | | Commercial | |
|--------------------|--------------------|-------|----------------|-------|------------|-------|
| | Full Day | ½ Day | Full Day | ½ Day | Full Day | ½ Day |
| Performance | \$468 | \$354 | \$746 | \$562 | \$1108 | \$837 |
| Rehearsal | \$270 | \$200 | \$449 | \$335 | \$692 | \$519 |

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.

Venue Hire Package

In addition to the theatre space, your venue hire will also 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:** Ticketing is managed by the Bowery Theatre’s Front of House operations in accordance with the Live Performance Act and Bowery Ticketing T&Cs, via a secure online portal and phone/face-to-face Box Office. A one-off charge of \$65 per performance applies (or \$50 for Brimbank Community / Not-For-Profit). There are no “per ticket” fees borne by the hirer, a booking fee is applied to the ticket purchaser, and we supply you with collected ticket sales data via an online login to help you manage your sales and marketing.
- 3) **Technical Support:** Technicians are a crucial part of ensuring a high quality production outcome. When you book the theatre, you also book highly 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 quiet rehearsal room (on level 1) for warm ups or storage, all at no cost for the duration of your hire.



Theatre Staffing

A core group of Technical and Front of House theatre staff are required to operate the venue professionally and safely. The costs of theatre staff for the hire are borne by the hirer.

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.

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

| | | Performance / Event | Rehearsal |
|--|----------------|---|---|
| Bowery Theatre Standard Staff Requirements | 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: 2020-2021 (EBA APPROVED) | JOB TITLE | Single Time (see above) | Overtime (see above) |
|---|--|----------------------------|-------------------------|
| | Head Technician and Front of House Supervisor | \$55 | \$76 |
| | Technician and Ushers / box office | \$51 | \$71 |

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 time to set up the space prior to the hirer commencing, and shut down / lock up after the completion of the 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 15 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 end their shift 30 minutes after the performance concludes and patrons have exited the building.

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:

1. **A \$500 deposit:** which is held in trust and refundable post-event, pending all hire conditions being met.
2. **A Signed Hire Agreement:** which outlines your dates, schedule and quote amount for pre-show payment.
3. **Proof of Public Liability Insurance (PLI):** which must cover the days/hours you are hiring the theatre. The coverage should be to the value of \$20 million.
4. **Pre-Show Payment:** a quoted, estimated amount for venue hire, staffing and box office set up must be paid no later than two weeks prior to the event.

Full Booking Process

1. Contact the Theatre Programming Senior Officer via bowery@brimbank.vic.gov.au or (03) 9249 4600 to make an initial enquiry.
2. Complete a Bowery Hire Questionnaire online and return it to the Theatre Programming Senior Officer. We will assess your request, check availability and email you a response. Please note that submitting a questionnaire does not guarantee your booking.
3. Once you have received a response from the Theatre Programming Senior Officer, 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.
4. Following this, the Theatre Programming Senior Officer will generate an Indicative Quote for services based on the meeting's discussion.
5. 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.
6. We will then generate a Hire Agreement and a refundable bond invoice and send it to you.
7. Complete FOH, technical and ticketing requirements so we can put tickets online.
8. 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 marketing materials (text, hero image and logos); and
 - d. receipt of a current Public Liability Insurance policy.
9. **IMPORTANT- Payment of the Pre-show Payment:** The Hire Agreement will also state the approximate event payment (venue hire, box office fee, and technical staff charges) to be paid two weeks prior to the shows commencement. An invoice will be sent to you and this amount is due in full at least 14 working days prior to the first performance/event.
10. You must attend a full production meeting with venue, technical and front of house managers at least 10 working days prior to the first performance/event. You will be provided the OH&S handbook and sign on sheet. You will be provided with the venue COVID safety plan to sign off on.
11. On the first day of hire you must return the signed OH&S forms otherwise you will be subject to a full induction.