

# MONCRIEFF ENTERTAINMENT CENTRE

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EXPRESSION OF INTEREST

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The Moncrieff Entertainment Centre is calling for Expressions of Interest from artists and not-for-profit community arts organisations for projects which might be included in its annual program from October 2020 through to December 2021. We're looking for artists, groups of artists, not-for-profit arts organisations – anyone with a performance (a full show) – anyone with creative ideas to activate the Moncrieff Entertainment Centre and the performing arts in our region.

## WHAT'S IN IT FOR YOU

- You get the Moncrieff Entertainment Centre, technical and front of house support up to a cap of \$5,000 in total value provided as a sponsorship **in kind**.
- You get the Moncrieff's marketing support. We will market your show the same way we do for our other stage events. We're looking for events to include in our 2021 program, so if you make the cut, we'll publish your show in our annual season program, provide you with electronic collateral and social media support.
- We will enter into a sponsorship agreement with you which means it is a fair relationship and it's in both of our interests to sell your show – to get the largest possible audience.
- You take 90% of gross box office sales. There is a small commission to support box office direct costs.

## WHATS IN IT FOR US

- Bundaberg Regional Council recognises that the pandemic restrictions have had an enormous impact on the arts industry and audiences worldwide. We want to support artists and organisations in our region to get back on their feet beyond COVID.
- We want to be including local artists and organisations in our annual season. It's important to us that our local venue supports local talent and the growth of the performing arts in our region.
- We're all about collaboration and we want to see the arts community grow in our region. We want to offer our professional expertise in producing, marketing and management to support you to make something new and different.
- We are looking to support diversity in all of its forms – diversity of cultural backgrounds, abilities, genders and artforms.
- We get to find new artists and to access new audiences.



## THERE ARE A FEW GUIDELINES – BUT NOT MANY...

- To be eligible for this program you need to live in the Bundaberg region or have substantial ties to the region if you are an individual artist or group of artists.
- If you are an arts organisation, you need to be based in the Bundaberg region.
- If you have a great idea but don't consider yourself an artist or arts organisation, you need to partner with either or both and make them the lead applicant for the project. This program is to be driven by artists and arts organisations.
- The **in kind** sponsorship support you receive from the venue will be no more than \$5,000 in total.
- Prior to applying, it is essential you have a conversation with the Manager, Arts & Cultural Services.
- You must agree to enter into a sponsorship agreement and to enabling the venue to take a 10% commission of your gross box office sales. This commission supports the venue's box office direct costs.
- You must present a full and detailed project budget and this budget must demonstrate the cost benefit to you and your partners.
- The contract we enter into will be based on our agreed budget. If the venue support you require is above \$5,000 you will be required to pay the balance.



Photo credit: Chris Randle - Yamato, The Drummers of Japan, 2016.

## A FEW POSSIBILITIES

The beauty of this project is that there are very few rules, but to be successful you need to look at your project through a venue's eyes. Ask yourself why the venue would want to partner with you – because it is a partnership.

- How is it relevant?
- Who is my audience?
- What will it cost and who's funding what?
- How will I sell it?
- How is the idea a little bit different or even unique?
- How does the project promote the performing arts in the region and beyond?

While we don't want our ideas to limit your imagination, there are a couple of things we would like to suggest as possibilities – audiences we know work or that we want to develop.

1. **Music** – we are keen to develop an ongoing music series. Don't be constrained by genre, but think about what your show or performance might have to offer in this regard.
2. **Late night series** – we are also interested to develop a 'late night' experience. Cabaret, burlesque, comedy, you name it. We're looking for some work pitched at an adult audience.
3. **Children and families** – we have a very strong market for children and families and are keen to support this with local artists and performances.
4. **First Nations work** – we are very keen to connect with First Nations performing artists and audiences.
5. **Participatory experiences** – what if you have an idea that fits more outside or that it's not really venue-based? That's okay too. We know that participatory experiences are in demand. This may be a workshop, but think a bit broader about what audience participation means. You don't just have to use the stage. Think about how else you could use the venue. OR if another space is better, that might be okay too.

The main thing is to talk to us. You need to make an appointment to talk through your idea before you submit. We don't want to waste your time, so let's brainstorm to make it the most meaningful experience for both of us.



Photo credit: Stephen Henry. I Want To Know What Love Is, a Critical Stages and The Good Room production, 2014.



Photo credit: Louis Dillon-Savage. JWR Productions Australia. The Very Hungry Caterpillar Show, 2017.

## ASSESSMENT CRITERIA

EOIs will be assessed by the Moncrieff Entertainment Centre staff including management, marketing and technical staff.

- **Local first** – you must be an artist who lives in the Bundaberg region or has substantial ties to the region OR if you are an arts organisation you must be based here.
- **Originality and Marketability** – How is it original or unique? Who is the audience and how will it be sold? Are there any extra marketing costs?
- **Relevance** – relevance to our region and/or relevance to meeting Moncrieff's programming and marketing objectives.
- **Collaboration** – preference will be given to collaborations between artists and/or arts organisations. You must be able to demonstrate agreement/support by project partners.
- **Diversity** – cultural, social and artform diversity
- **Technical** – the ability to service the project with existing technical resources.
- **Financial** – you must provide a detailed project budget which includes Council's support.

## TIMELINES

- We are looking for work that can be included in the Moncrieff's program from October 2020 through to December 2021.
- The deadline for the EOI is Friday 14 August

## CONTACT INFORMATION

For more information or to discuss your event please contact Rod Ainsworth - Manager, Arts & Cultural Services.

Phone 07 4130 4100  
[theatrem@bundaberg.qld.gov.au](mailto:theatrem@bundaberg.qld.gov.au)

Moncrieff Entertainment Centre  
177 Bourbong Street  
Bundaberg Qld 4670  
[www.artsbundaberg.com.au](http://www.artsbundaberg.com.au)

Bundaberg Regional Council  
[www.bundaberg.qld.gov.au](http://www.bundaberg.qld.gov.au)

