

## 2025 INDEPENDENT PRODUCER INFORMATION

Hayes Theatre Co invites independent producers looking to put on a musical or cabaret at Hayes Theatre in 2025 to submit an application.

Independent productions operate on a Venue Hire basis at the Hayes, with some support from Hayes Theatre Co, such as inclusion in our annual subscription season and brochure, specific marketing support, and ticketing services. Our Artistic Directors assess all independent submissions, then discuss shortlisted shows directly with the producer(s) of those projects. Except in extraordinary circumstances, all independent productions are programmed as part of our annual season, and announced at our season launch in September each year.

### Key Dates

**Independent producers info session:** Monday 15th April 2024 at 6:30pm

**Independent production submissions close:** Friday 22nd May 2024

**Shortlist completed:** Friday 7th June 2024

**Season confirmed:** Monday 1st July 2024

**Key image and brochure copy deadline:** 26th July 2024

**Season launch / Show announcement:** 9th September 2024

### WHAT WE ARE LOOKING FOR

At Hayes, we're looking to house independent productions that represent a range of performances, including re-imagined classic musicals, new work from Australia and overseas, and cabaret. We're looking for work that will connect with and excite our established music theatre-loving audience in Sydney, and provide opportunities for emerging and diverse groups of creatives and performing artists. Submissions will be assessed in accordance with the following criteria:

- **Creativity:** Whether it be a reimagining of a classic musical or a more recent work, we are looking for a vision that demonstrates a creative approach to the production.
- **Excellence:** The creative team involved has a demonstrated track record of excellence in their chosen fields.
- **Diversity:** An approach that reflects the diverse nature of the cultural identity of Australia.

Hayes Theatre Co is a dedicated music theatre venue, and therefore we only

consider programming musical theatre, cabaret, or other works that integrate music and storytelling.

## **THE DEAL**

Hayes Theatre Co will be your presenting partner. Your project is required to have a dedicated producer attached, with the creative expertise and the financial means to mount a successful high-quality production. Hayes Theatre Co does not provide any financial investment in your production, and you will be entering into a venue-hire contract with the theatre.

Musicals at Hayes are typically programmed for a five-week season (including bump-in week), but submissions of any length will be considered.

Cabaret productions are often programmed together across a week or fortnight, but you may request an exclusive hire. It is also possible for cabaret shows to be performed on the set of a musical on its dark day (possibly across multiple weeks), assuming the needs of both shows can accommodate this. Please share with us your individual requirements.

### **Hayes Theatre Co will provide the following:**

- 111-seat black box theatre with standard technical lighting and sound rig
- Ticketing management and full Box Office services, including telephone, online and in-person sales.
- Venue Technical Manager support for bump-in/out, and for any venue issues throughout your season
- Sound Operator for performances, as part of your audio hire
- Lighting and sound equipment as per our Technical Equipment List (additional hires will be at the producer's expense)
- Box office and bar staff for all performances
- Marketing support through the Hayes Theatre Co digital channels
- Subscription season announcement and marketing, including:
  - A performance and/ or onstage conversation with key personnel at our Season Launch event
  - Dedicated show announcement via e-newsletter and Facebook
  - Advertising and promotion online

### **As the producer, you need to provide the following:**

- A high quality, fully rehearsed show including all set, costumes and props

- Any technical equipment outside of our standard specifications
- Performance rights
- The cast and creative team required for the production, as well as production management, stage management and backstage crew
- A dedicated publicist
- A dedicated production manager (separate to the producer).

## **YOUR SUBMISSION**

To submit, please complete this form <https://form.jotform.com/230578554010047> which asks for information, including:

- Your creative vision for the production
- An explanation of why you think this show is a good fit for the Hayes
- A top line overview of your marketing plan, including a brief marketing blurb
- Any other supporting materials you have available, such as script, score, or recordings.
- Details of any confirmed/proposed cast and creative team including biographical information
- Details of your employment or profit share deal
- Preferred dates
- Proposed ticket prices.
- A draft production budget, with an estimation of your expected income (see hire fees & ticketing charges below for details) A budget template can be found here: <https://tinyurl.com/2yum5thk>
- To apply, you must have confirmation that the rights to your show are available (although you may not have been granted them at this stage). You must have confirmed the availability of the rights to your show in order to be shortlisted.

All producers must agree to abide by the Hayes Theatre Co Style Guide and Hayes Theatre Co Ticketing Policy, and agree that all members of their production will abide by the Hayes Theatre Co WH&S and Code of Conduct policies and procedures. These will be provided with your venue hire agreement, and may be requested in advance.

## **HIRE FEES**

Charges:

- **Theatre Hire Performance Weeks** – \$4500 per week (plus GST) based on a 7-performance week.

# Hayes Theatre Co.

- **Per-performance hire** (for cabarets and smaller productions) is also available, where the weekly hire fee may be shared between multiple acts running concurrently.
- **Theatre Hire Bump-in/Tech Week** – charged at \$5,000 (plus GST) per week
  - Hayes Venue Technical Manager is available to assist for up to 48 hours across the week, and must be present for some operations.
  - Additional crew hired to work on lighting and set bump-in will be charged at their standard rate, according to their hours.
- **Additional performances**
  - Theatre hire is for 7 performances Monday – Saturday. Additional performances incur a \$300 (plus GST) charge.
  - Each Sunday performance incurs a \$300 (plus GST) charge.
- **Sound Hires**
  - The producer will pay for the sound operators wage. As a guide, this can range from \$42 - \$50 per hour (plus gst) and \$67 - \$80 per hour (plus gst) on a Sunday. Call times during tech week and performance weeks should be discussed in advance with the Production Manager.
  - Wireless radio microphones are charged at a rate of \$45 (plus GST) per unit, per week, and includes use of our standard sound inventory including sound desk, PA, transmitters, microphone packs and belts. Hayes can provide 14 radio microphones, if more are required an extra cost will be discussed with the producer
  - Microphones can comprise a mix of headset and handheld microphones.
  - A MyMix system (\$300pw plus GST) and instrument microphones (\$45 plus GST) are available to hire at an additional rate.
- **Additional inside charges** apply to all ticket sales. The Inside Charge includes credit card fee.

<b>Ticket Value</b>	<b>Inside Charge</b>
Up to \$40	\$2.40
\$41 - \$50	\$3.20
\$51 - \$60	\$3.80
\$61 - \$70	\$4.30
\$71 - \$85	\$4.80
\$86 - \$99	\$5.20
\$100+	\$5.80

Complimentary tickets are without inside charges up to 300 tickets, with an inside charge of \$.075 to be applied thereafter. Complimentary tickets issued by Hayes Theatre Co, rather than the producer, carry no inside charge.

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### **OPENING/MEDIA NIGHTS AND HOUSE SEATS**

Hayes Theatre Co will require 30 seats at your Opening Night performance for our stakeholders, sponsors, and Board members. As producer, you may elect to have either one or two Opening Nights, depending on your requirements (Hayes-produced shows always have two Opening Nights, to accommodate media, VIPs, and guests of the cast and production team).

Hayes Theatre Co retains 4 seats to every performance for use as complimentary or VIP tickets if required. The back row, totalling 7 seats, will automatically be held for your creative team during all previews. This can be re-allocated as required by your team. All unallocated seats will be returned for sale by 48 hours prior to the performance.