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# Wyndham Cultural Centre Venue Hire Framework



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# 1. Purpose

The Venue Hire Framework is designed to clarify the process for hiring spaces within Wyndham Cultural Centre. It offers guidance to hirers who may be new to the venue, outlining stages involved in the hire process.

Adherence to this framework ensures that all programming and venue hire decisions are made in a fair, transparent and equitable way for all stakeholders, with the aim of delivering the highest quality and most suitable offerings for the Wyndham community.

## 2. Definitions

Annual Program Refers to the season of programmed shows at Wyndham Cultural Centre in

a calendar year.

**Artist** Refers to a person engaged in an activity related to creating art, practising

the arts, or demonstrating an art. Art forms included but are not limited to literature, visual art, community arts, performing arts, Aboriginal and Torres

Strait Island arts, music and film.

Client Refers to any hirer of Wyndham Cultural Centre, including commercial and

community entities.

Commercial Hirer Hirers who operate under a commercial/for-profit structure and/or do not fit

the NFP description.

Not-for-Profit Hirer As per the definition on the Australian Tax Office website; Not-for-profit

(NFP) organisations are organisations that provide services to the community and do not operate to make a profit for its members (or

shareholders, if applicable).

**Pencil Booking** Refers to a requested date that has not been confirmed. A booking will

become confirmed once a deposit payment is made and an agreement is

signed.

Programmable Spaces Refers to spaces that are activated by Wyndham City Council and/or its

programming team/s.

**Programmed Shows** Refers to productions/events which have been purchased/presented by

Wyndham Cultural Centre under the direction of the programming team/s, as

part of their annual season offering.

**The Centre** Refers to Wyndham Cultural Centre.

**Venue Hire Spaces** Refers to spaces that can be hired.

# 3. Scope

The framework applies to the following spaces at Wyndham Cultural Centre:

- Theatre
- Green Room
- Forecourt
- Foyer
- Gallery
- Community Gallery

## 4. Context

Wyndham Cultural Centre has a long and rich history of hirers, including community theatre groups, school productions, dance school concerts and community organisations. Generally, there are three hire rates available: a full hire rate for commercial hirers, subsidised rates for schools, not-for-profit organisations, and a rate specifically for dance schools and calisthenics clubs. Like many performing arts spaces, demand for access to Wyndham Cultural Centre is anticipated to exceed the supply of available dates.

This framework aims to provide clarity and balance to address the competing needs of various stakeholders, including Wyndham City Council's programming teams, community, and commercial clients. It considers factors such as program balance, content and quality of events, accessibility, cultural sensitivity, relevance to the local community, history of involvement with Wyndham Cultural Centre, and maximising space utilisation.

## 5. Date Allocation Process

#### a) Enquiries for the current calendar year



#### **ENQUIRY**

Enquiries for the following calendar year will go through an expression of interest process, except in some special circumstances where enquiries will be assessed on an ongoing basis.



#### **EXPRESSIONS OF INTEREST**

Expressions of interest for the following calendar year are to be received by the 1<sup>st</sup> day of September and can contain up to 3 preferences for each hire request.



#### INTENT

There will be intent to accommodate preferred dates of all hires where possible and consultation with all enquirers to ensure the best possible outcome for all users and maximisation of available spaces at the venue.



#### **ASSESSMENT**

EOIs will be assessed according to the Priority of Hirers Schedule and if a decision cannot be reached, the EOIs will be assessed in line with the Guiding Principles



#### **OUTCOME OF EOIS**

Successful EOIs will be offered dates by the 1<sup>st</sup> day of November. All remaining dates for the following year will be released for hire. Where a 1<sup>st</sup> preference date cannot be offered, a 2<sup>nd</sup> or 3<sup>rd</sup> preference may be offered.

For EOIs that are not able to be allocated any of their preferred dates, alternate dates may be requested or offered.

# 6. Booking Process

#### **INITIAL ENQUIRY**

After an enquiry has gone through the date allocation process, a date offer may be made. This can include an initial cost estimate. Once the hirer has accepted the date offer, the booking will move to a provisional booking.

## PROVISIONAL BOOKING

At this stage the hire pack will be sent to the hirer. This includes a deposit invoice, contract, conditions of hire, technical, marketing, front of house and ticketing information forms.

#### **CONFIRMED BOOKING**

Once deposit invoice and signed contract have been received, the booking will be considered confirmed. No events will be marketed or put on sale until a booking is confirmed.

#### **PREPARATION**

Hirer will return ticketing, marketing, front of house and technical information no later than 6 weeks prior to booking start date. A production meeting with our team may be arranged.

#### **HIRE COMMENCES**

Tickets will go on sale no later than 4 weeks prior to the event. The hirer will be given details of access to the venue for their booking and staff allocated for their event.

### POST HIRE

Settlement will take place within 30 days after the conclusion of the hire period. The hirer will be issued with a credit or invoice.

# 7. Priority of Hirers

The priority of Hirers Schedule will be the first step in resolving date conflicts where multiple clients are enquiring about a single day.

Dates will be allocated for programmed show ahead of the release of hire dates in response to the complexity of securing dates attached with touring programs. The allocation of dates for programmed shows will take into consideration knowledge of returning hirers and anticipated hire dates for the following year.

PRIORITY OF HIRERS SCHEDULE				
1	Returning Hirers	Refers to those individuals, groups or businesses that have recent, extensive and regular history of hiring Wyndham Cultural Centre and that Wyndham City Council identify as a 'returning' hirer.		
2	Casual Hirers	Refers to those individuals, groups or businesses that have not hired Wyndham Cultural Centre in the past or are not identified as a 'returning' hirer.		

# 8. Guiding Principles

In cases where date conflicts cannot be resolved using the Hirers Priority Schedule, the following guiding principles will help assess each hire request. Decisions will be based on achieving the best balance across the criteria.

#### a) Program Balance

- The event should offer something distinct from other programmed offerings in a comparable timeframe
- The booking should not detract from audience participation in programmed shows or other key bookings

#### b) Financial Impact

- The booking's duration and expected income should align with the venue's financial objectives
- The booking should be strategically positioned to optimise the venue's usage and occupancy

#### c) Audience Development and Sustainability

- The event should attract new demographics or audiences to the venue
- It should appeal to, and help retain, our current audience base

#### d) Relevance to the Local Community

- The event should contribute to community engagement
- It should align with, or appeal to, the Council's priority communities

#### e) Content and Quality of the Offering

• The content should meet a high standard of quality and relevance to the venue's offerings

#### f) Producer or Company Reputation

- The producer, artist, or company should have a track record of high-quality past works
- The production or company should demonstrate professionalism in administration, organisation, time management, communication, compliance, and financial management
- The booking should strengthen our relationship with the producer or company
- The production should be high-quality, new, or previously well-received

#### g) Accessibility and Cultural Sensitivity

- The production should be accessible to all audiences
- It should be culturally sensitive and respectful of all communities, languages, religions and minorities
- There should be no risk of offending any community or audience group

#### h) Economic Impact

- The producer, organisation, or business should have ties to the local area
- The production should attract economic activity to the local community
- It should positively impact nearby businesses

#### i) Environmental Impact

- The production should be sustainable and environmentally responsible
- · It should not pose any environmental risks

#### j) Alignment with Council's Values

- The program is fit for purpose for the Wyndham Cultural Centre Venue
- The technical and production needs of the hire request are appropriate for the use of the Wyndham Cultural Centre

# 9. Change of Circumstances

It is acknowledged that, occasionally, circumstances may change, requiring minor administrative adjustments to this document. Where such updates do not materially alter the content, they may be made administratively. Examples include changes to the name of a Council department, renaming of a Federal or State Government department, or minor legislative updates that do not have significant impact.

## 10. Review

The next review of this document is scheduled for completion by 1st August 2025.

