



Ebo Taylor, Melbourne International Jazz Festival 2023 Photographer: Will Hamilton Coates

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Wyndham Cultural Centre Venue Hire Framework



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.

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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.
Booking Estimate	Refers to the document issued by Council setting out the proposed event details and estimated costs for a booking, following acceptance of an Expression of Interest and receipt of a completed Cultural Venues Application Form.
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.
Cultural Venues Application Form	Refers to the form a hirer must complete and submit following a successful Expression of Interest, before Council can proceed to a Booking Estimate.
Conditions of Hire	Refers to the Wyndham Cultural Centre Conditions of Hire, which sets out the terms and conditions that apply to a hirer's use of the venue once a booking is confirmed.
EOI Process Guide	Refers to the Wyndham Cultural Centre EOI Process Guide, which sets out the Expression of Interest round structure and the steps a hirer must complete to secure a booking for the following calendar year.
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.
Technical and Ticketing Specifications Form	Refers to the form a hirer must complete and submit before a booking can be confirmed, used by Council to determine the technical, ticketing and staffing requirements for the booking, as set out in the Conditions of Hire.
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

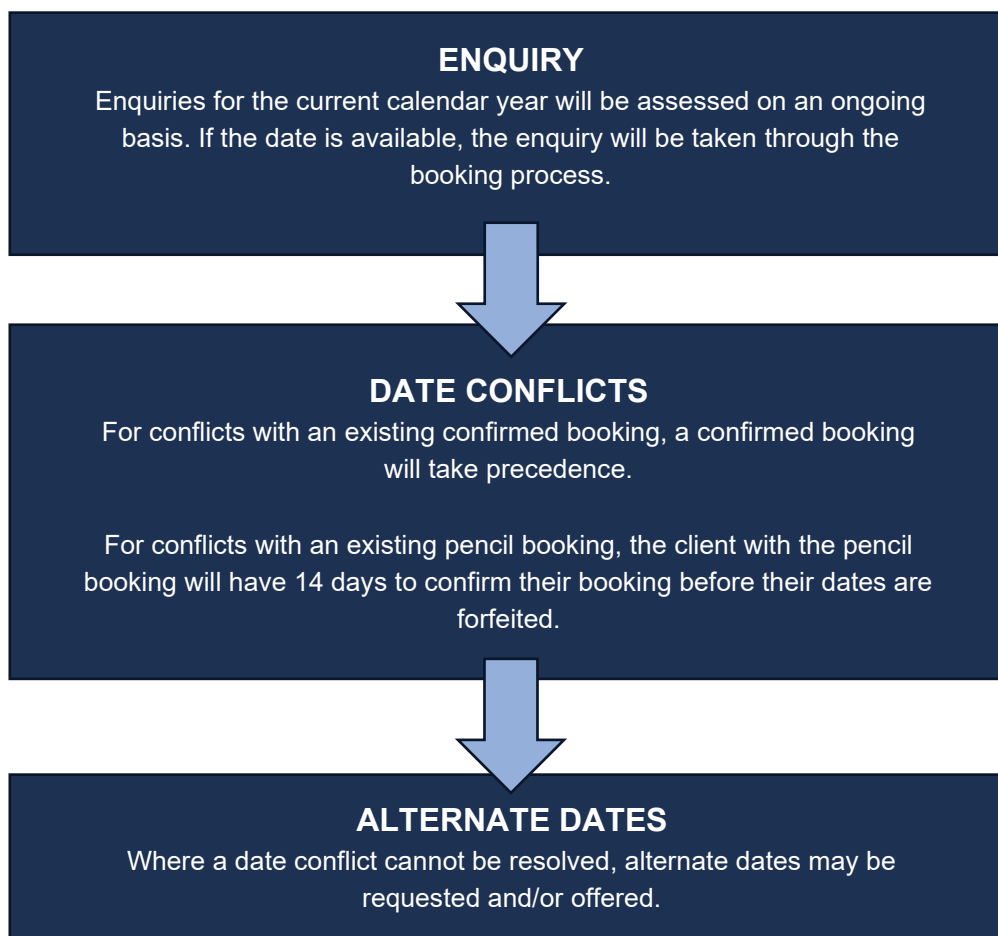
4. Context

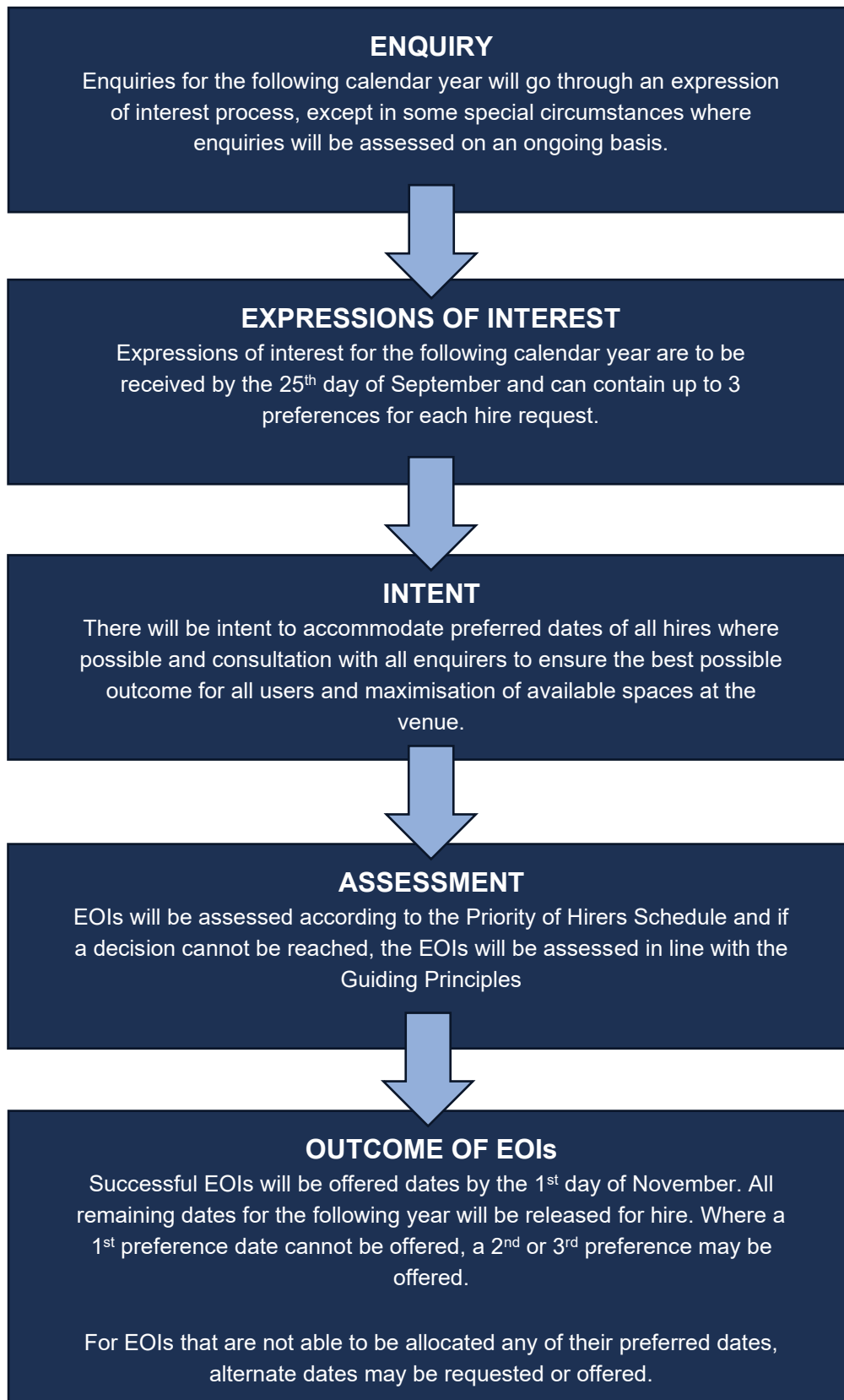
Wyndham Cultural Centre has a long and rich history of hirers, including community theatre groups, school productions, dance school concerts and community organisations. Generally, there are three hire rates available: a full hire rate for commercial hirers, subsidised rates for schools, not-for-profit 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.

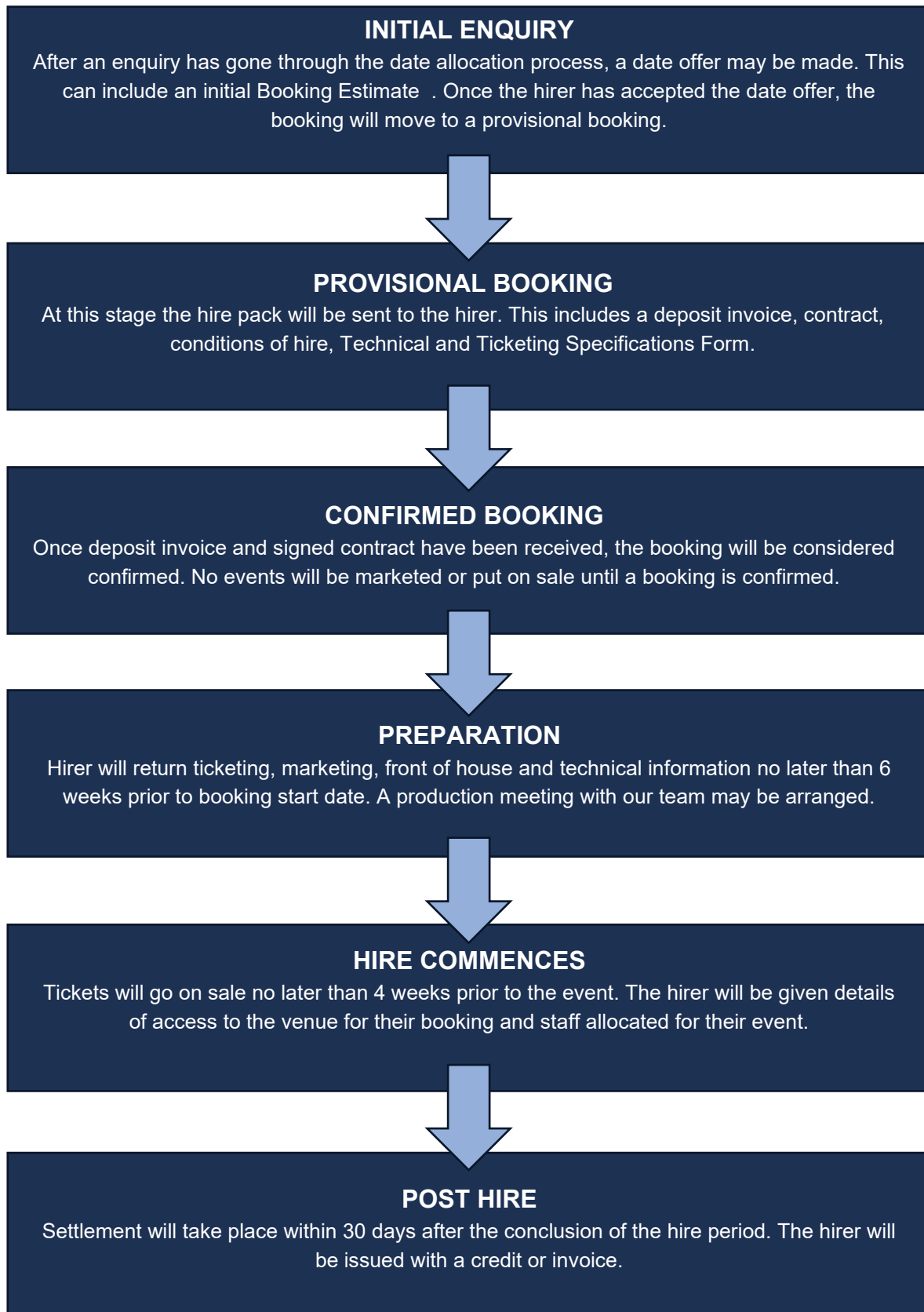
5. Date Allocation Process

a) Enquiries for the current calendar year



b) Enquiries for the following calendar year

6. Booking Process



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	New 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 2027.