



THE
ROUND

Theatres and Creative Spaces Venue Hire Framework



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1. Purpose

The *Theatres' and Creative Spaces Venue Hire Framework* aims to clarify the process by which these spaces within The Round are made available for hire. This framework will provide guidance to hirers who may be unfamiliar with hiring the venue and what stages the hire may go through.

Adherence to this framework will ensure that all decision making undertaken in the programming and venue hire is done in a fair, transparent, and equitable way for all stakeholders with the aim of delivering the highest quality and most appropriate offering for the Whitehorse community.

2. Definitions

Programmed Shows	Refers to those productions/events which have been purchased/presented by The Round under the direction of the Programming team, as part of their annual season offering.
Client	Refers any hirer of The Round, including commercial and community entities.
Annual Program	Refers to the overall season of programmed shows at The Round in a calendar year.
The Centre	Refers to The Round.
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.
Artist	Refers to a person engaged in an activity related to creating art, practicing the arts, or demonstrating an art. Art forms include but are not limited to literature, visual arts, community arts, performing arts, Aboriginal and Torres Strait Islander arts, music, film and moveable cultural heritage.
Programmable Spaces	Refers to spaces that are activated by The Round programming team and/or Whitehorse City Council.
Venue Hire Spaces	Refers to spaces that can be hired
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)
Commercial Hirer	Hirers who operate under a commercial/for-profit structure and/or do not fit the NFP definition

3. Scope

The framework applies to the following spaces at The Round:

- Theatre
- Studio
- SoundShell (outdoor use)
- Foyer
- Creative Space One
- Creative Space Two
- Forecourt

4. Context

The former Whitehorse Centre, which has recently been redeveloped and opened as The Round, has a long and rich history of hirers ranging from community theatre companies, school productions/concerts, dance school concerts and community groups. Two hire rates are generally offered: full rates for commercial hirers, and a subsidised rate for not-for-profit hirers. The state-of-the-art nature of this facility will likely also attract a number of first-time hirers and users. As with many performing arts spaces, the demand for access to The Round is anticipated to outweigh the supply of available dates in the space.

The intent of this framework is to provide clarity and balance for the competing needs of the various stakeholders which include The Round programming team, regular community clients and other casual hirers. This framework takes into account factors such as overall program balance, the content/quality of the presentation/event, accessibility/cultural sensitivity, relevance to the local community, history of involvement with the Whitehorse Centre/The Round and maximising utilisation of the spaces.

5. Date Allocation Procedure

a) Enquiries for current calendar year

ENQUIRY

Enquiries for the current calendar year will be assessed on an ongoing basis. If the date is available, an offer will be made and the enquiry will be taken through the booking process.



DATE CONFLICTS

For conflicts with an existing confirmed booking, a confirmed booking will take precedence.



DATE CONFLICTS

For conflicts with an existing pencil booking, the client with the pencil booking will have 14 days to confirm their booking before their dates are forfeited.



ALTERNATE DATES

Where a date conflict cannot be resolved, alternate dates may be requested and/or offered.

b) Enquiries for the following 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 to be received by 1st day of September and can contain up to 3 preferences for each hire request.



INTENT

There will be the 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 Round



ASSESSMENT

EOIs will be assessed according to the Priority of Hirers Schedule ([section 7](#)) and if a decision cannot be reached, the EOIs will be assessed in line with the Guiding Principles ([section 8](#)).



SUCCESSFUL EOIs

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



UNSUCCESSFUL EOIs

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 procedure, 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 pencil.



PENCIL BOOKING

At this stage the hire pack will be sent to the hirer. This includes deposit invoice (20% of estimated cost or \$400, whichever is higher), contract, terms and conditions, 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. A production meeting with our team may be arranged. Final event sheet will be sent to the hirer for approval.



HIRE COMMENCES

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



POST HIRE

Settlement will take place within one month after the hire period. The hirer will be issued with a credit or an invoice as well as a post event survey. Hirer will have the opportunity to place an EOI for following year hire dates.

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 shows ahead of the release of hire dates in response to the complexity of securing dates attached with state and national touring programs. The allocation of dates for programmed shows will take into consideration knowledge of regular hirers and anticipated hire dates for the following year.

PRIORITY OF HIRERS SCHEDULE		
1	Regular Hirers	Refers to those individuals, groups or businesses that have a recent, extensive and regular history of hiring the former Whitehorse Centre or the Round and that Whitehorse City Council has identified as a 'regular' hirer.
2	Returning Hirers	Refers to those individuals, groups or businesses that have hired the Whitehorse Centre or The Round sporadically in the past and do not meet the criteria of Regular Hirers.
4	Casual Hirers	Refers to those individuals, groups or businesses that have not hired the Whitehorse Centre or The Round in the past.

8. Guiding Principles

For any date conflicts that cannot be resolved by the Priority of Hirers Schedule, the guiding principles will be used to assess the hire requests. The decision will take into account which event can meet the best balance of both criteria.

Primary Criteria

- a) Program Balance
 - Does the booking contribute to/fill a gap in the existing annual program offering at The Round?
 - Is the booking likely to detract from audience participation/engagement in programmed shows or other bookings?
 - Is the event similar to other offerings in the centre in a comparable timeframe?
- b) Financial Impact
 - What is the overall duration of the booking and what level of income is it likely to generate for The Round?
 - Can this booking be re-positioned to maximise usage/occupancy of the Centre?
- c) Audience Development/Sustainability
 - Will the production bring a new demographic/audience to The Round?
 - Will the production appeal to/assist in maintaining our current audience
- d) Relevance to the local community
 - Contribution to the community and civic pride
 - Does the production appeal/relate to any of Council's priority communities?

Secondary Criteria

- e) Content/quality of the offering (primarily for commercial bookings)
- f) Producer/Reputation
 - What has the quality of other works by the producer/artist/company been?
 - Has the producer/artist/company demonstrated cooperative and effective professional work practices including; administration, organisation, time management, communication, compliance and financial management?
 - Will this production strengthen the professional relationship/links between The Round and the Producer?
 - Is the production of high quality?
 - Is it a new work? Has it been performed anywhere else?
 - What has been the reception to the work previously?

- Is the content contained in the production appropriate/suitable?
- g) Accessibility/Cultural Sensitivity
 - Is the production accessible to all audiences?
 - Is the production sensitive to all cultures, languages, communities, religions, minorities?
 - Is the production likely to offend?
- h) Economic Impact
 - Is the organisation, individual or business living/operating within the City of Whitehorse?
 - Is the production likely to attract economic trade to the Whitehorse area
 - Is the production likely to impact local businesses?
- i) Environmental Impact
 - Is the production sustainable?
 - Does the production pose any risk to the environment?
 - Does the production promote sustainability more broadly?

9. Change of Circumstances

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact.

10. Review

The next review of this document is scheduled for completion by Thursday 1st August 2024.