



## **Brown's Mart CO-OP Program guidelines**

The Brown's Mart Co-Op program provides theatre artists with a forum for creating extant work that is likely to generate significant audiences. Brown's Mart invests funds into the production but the vast bulk of the funds are generated from box office receipts and corporate sponsorship driven by the Co-Operative. The Co-Operative share in the profits of the production. The Co-Operative have a vested interest in how the show is marketed and who will attend. This program gives artists the opportunity to engage with national and international scripts that have a proven track record. It gives emerging directors the chance to work on established scripts. It allows actors a chance to develop classic characters and it provides audiences an opportunity to see work from internationally and nationally regarded playwrights.

### **Brown's Mart contributes to the production:**

- \$5,000 cash
- \$5,000 worth of Production Management
- The Brown's Mart theatre for a two-week season
- A Duty Manager for each performance
- Financial management of the production

### **Brown's Mart charges back to the production:**

- \$1.50 per ticket sold
- \$6 / hour for use of the rehearsal room
- \$42/ hour for a technician to work on the production

### **Box Office Split**

80% of the net box office will be given to the Co-Operative  
20% of the net box office will be retained by Brown's Mart

### **The Co-operative members are responsible for:**

- Delivering a high quality piece of theatre
- Organising all personnel involved in the production
- Securing the rights for the production
- Creating and distributing the marketing materials
- Creating a program for the production
- Implementing the marketing campaign
- Organising two volunteer ushers for each performance
- Generating corporate support for the production



### **Brown's Mart is responsible for:**

- Organising venue staff, including Front of House and Technical
- Being the financial hub of the production and ensuring that GST and ATO liabilities are met
- Providing public liability insurance for the duration of the performance
- Providing an electronic booking system for the purchase of tickets

At the conclusion of the production all of the income is measured against all of the expenses to determine how much profit is made from the production. The profits from the production are shared amongst the Co-Operative members in a fair and equitable manner that is agreed between the members before the process begins.

### **The application process**

The Co-Operative provide:

- A statement explaining the vision for the production (max 500 words)
- A copy of the script
- Reviews of previous productions
- A list of the Co-Operative members and a 200-word bio for each member
- A budget for the production including how profits will be split
- An email or letter confirming the availability of the rights for the production
- An outline of how audiences will be generated (max 500 words)

This material will be assessed by the Brown's Mart Artistic Reference panel and the Brown's Mart Artistic Director. The proposals will be judged against the following selection criteria.

- The quality of work that will be delivered
- The level of audiences that will be generated
- The viability and level of return to the Co-operative members

The panel will make a recommendation to the Brown's Mart Board of Management who will give final approval over the production to be supported by the Co-Op program

Applications will open on December 19<sup>th</sup> 2016 and will close on 28<sup>th</sup> February 2017.

The two weeks scheduled for the production are 2<sup>nd</sup> – 15<sup>th</sup> October 2017