

**NEW PERFORMING ARTS VENUE ARTISTIC PROGRAMMING POLICY**  
**DEPARTMENT OF CULTURE AND ARTS POLICY**

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**1. PURPOSE**

The purpose of this policy is to establish artistic programming guidelines for the New Performing Arts Venue (NPAV), located at the corner of Roe and William Streets in Northbridge. The venue will feature a 575 seat main theatre and a 200 seat flexible studio theatre, with associated rehearsal spaces.

**2. RATIONALE**

The NPAV Artistic Programming Policy provides guidelines and a cohesive framework to reflect the profile and deliver artistic performances in the NPAV.

**3. SCOPE**

The policy applies to the New Performing Arts Venue.

**4. POLICY STATEMENT**

**4.1 Statement of Vision**

This is a place to create and experience professional performing arts in new and diverse ways; to engage with distinctive theatrical works; and to embrace the evolving world of theatre.

*Given that the venue has been conceived as both an important performing arts sector resource and a community asset that will contribute to a more vibrant and engaging capital city, the programming policy will need to balance the demands and requirements of arts development and audience development. Whilst these are not seen as mutually exclusive, it is recognised that from time to time they represent competing pressures on venue programming.*

This Policy forms an essential part of the NPAV Policy Statement which articulates the vision, purpose, role and specific objectives of the venue.

Programming of the venue will need to encompass the following principles in presenting a diverse range of performing arts forms for a broad audience of existing and new theatre-goers:

- Professional contemporary performing arts productions is the focus
- Spoken-word drama will be the primary artform.
- A range of other works reflecting contemporary performing arts practice will be featured.
- A balance should be maintained between the programming of the resident/associate companies and that of local, national and international companies that will either hire the venue or be engaged as part of the Venue's proposed program.

- Programming decisions should take into account the need to maximise usage of the venue and facilities to ensure an ongoing level of activity.

#### **4.2 Programming Objectives**

Pertinent to the NPAV's programming strategy are the following objectives within a broad curatorial structure that recognises the positioning of the venue within the marketplace and the expectations of the audience:

1. liaising with resident/associate companies in order to promote a cohesive, active venue and ongoing audience development;
2. promoting an active venue and ongoing audience engagement through strategic programming of work toured in, that showcases contemporary artforms and interpretations into the main house and studio;
3. promoting an active venue and ongoing audience engagement through strategic hiring policy that showcases contemporary artforms and interpretations; and
4. partnering with local producers to create new works.

Additional to the above artistic objectives the following must also be considered:

- a) as a professional arts venue and therefore hires should be accepted only for those activities not inconsistent with the venue's artistic policy and purpose ; and
- b) the principles of access and inclusion are integral in the venue's programme.

#### **4.3 Delivery Framework**

For the first three years of the NPAV's operations, a Programming Manager will be appointed to lead and design the initial/pilot artistic programme for the Venue.

In this pilot stage, the Programming Manager will be appointed. This position will be reviewed before the end of the three year term.

The Perth Theatre Trust in conjunction with the Department of Culture and the Arts will also form an NPAV Artistic Programming Reference Group. This Group's members will be drawn from the external stakeholders of the NPAV.

By appointing both a Programming Manager and an Artistic Programming Reference Group, the following matters would be addressed:

- a cohesive and specifically designed programme would be established;
- a specialised artistic role, relationship and conduit with the venue manager would be realised;
- the resident companies and other stakeholders would have input into artistic programming;
- advocacy for arts and audience development would be included; and
- constructive review and evaluation would be enshrined.

#### **4.4 Future Agenda for the Programme Manager, and Perth Theatre Trust /Venue Manager**

Implicit in the formulation of any artistic programme is the need to determine the physical and financial parameters of the venue's general operations.

Whilst the Street Report provided approximations in these areas, the following items will require review and discussion between the above parties:

- I. Minimum number of performance weeks given to priority users (e.g. resident/associate companies and others like PIAF).
- II. Minimum number of rehearsal/production weeks given to priority users (e.g. resident/associate companies and others like PIAF).
- III. Net total number of operational weeks per annum (i.e. number of priority use and maintenance weeks must be subtracted to reach this total).
- IV. Consideration of the optimum time gap required between productions' 'get in' and 'get out' to be configured into the above calculations.
- V. Scale of hiring fees to firstly cover actual base costs and then to allow discounts for non commercial users and in particular for local arts organisations and independent artists. (It should be noted that the final setting of hire fees is the responsibility of the PTT).
- VI. Conditions of hire (particularly in technical and marketing areas).
- VII. Conditions for non-artistic hires (particularly considering the venue's overall profile and capability).
- VIII. Financial accountability for season programmed under the auspices of the APRG.
- IX. Positioning, branding and marketing of the venue as distinct from, but complementary to, the resident companies. This will be reciprocal on the part of the resident/associate companies.

#### **5. DEFINITIONS**

NPAV	New Performing Arts Venue
APRG	Artistic Programming Reference Group
PTT	Perth Theatre Trust

#### **6. RELATED DOCUMENTS**

The Venue Policy Statement is listed as PDM-003/2008 and provides a guideline for the venue's purpose.

#### **7. POLICY OWNERSHIP**

The owner of the New Performing Arts Venue Statement Policy is the Director General of Department of Culture and the Arts.

All feedback relating to this document should be referred to the policy owner:

Email: [info@dca.wa.gov.au](mailto:info@dca.wa.gov.au)

Phone: 9224 7300