



2025
GEELONG
ARTS CENTRE
CREATIVE ENGINE

LAUNCHPAD

KEY INFORMATION



Geelong Arts Centre's





Cabaret of Calm by Helen Duncan
Image credit: Cameron Grant, Parenthesy

Applications for Creative Engine's next round of Launchpad are now open!

Launchpad is an initiative under Geelong Arts Centre's Creative Engine program geared towards creating more pathways for artists to professional practice by bridging the gap between developing new work and having the platform to stage it.

This initiative gives artists the opportunity to rehearse, test and present new work to audiences in a professional theatre setting.

Launchpad will provide up to two artists or creative teams with access to The Open House for up to two performances or presentations with an additional five rehearsal days in the centre's studio spaces.

Selected artists will also receive technical, marketing, front-of-house and ticketing support, along with general artistic development support from Geelong Art Centre's programming team.

Artists will take 100% box office sales (less booking fees, credit card charges and GST) and will have consultation with the Programming team to help determine ticket prices.

Rehearsals will take place in the Geelong Arts Centre studios and presentations will take place in The Open House. See Key Dates below.

We're looking for artists or creative teams with a new work that is ready for its next stage of development.

The work could be a show-ready presentation or performance (small scale or simplified fully realized production) or a development showing or reading that has already had significant development and/or rehearsal.

The Offer

Studio Access

- Access to one of Geelong Arts Centre's studios for up to five days of rehearsal

Theatre Utilisation

- Access to The Open House Theatre for minimum one, maximum two performances/presentations.
- Performance/presentation dates will be scheduled in consultation with the Programming and Production teams in relation to your required production schedule.
- General admission seating of 120 pax in the stalls and 58 pax in the mezzanine depending on stage configuration and sight lines.

Fee

- Artists will be provided with \$1,000 towards production costs. Artists must outline how they will spend this fee in their application

Artist Development

- Mentorship, support and guidance from the Geelong Arts Centre Programming team

Box Office

- Artists retain 100% of box office sales after inside charges (GST, booking fees and credit card charges). The Programming team will work with artists to determine ticket prices or artists may choose to present a development showing free of charge for audiences.

Ticketing, Box Office & Front of House

- Geelong Arts Centre will provide the team to manage your Ticketing, Box Office and Front of House
- Tickets will be sold via the Geelong Arts Centre website and at the Geelong Arts Centre Box Office
- Geelong Art Centre's foyer bar will open 1 hour prior to performances

Technical Support

- The Programming team will schedule a site visit and production meetings with artists to help determine their production schedule for bump in, tech and performance/presentation. During bump in, tech and performance/presentation artists will be assigned two venue techs to cover lighting and sound (focus and plot within the parameters of the provided technical specification - see Tech Specs doc). Artists are expected to provide their own stage/production manager or have a member of their team assigned to these tasks.

Audio

- Standard venue PA and Audio console
- 4 x Wireless mics can be either handheld or headset
- 8 x Wired mics
- 4 x DIs
- Mac Mini with QLAB 5 full license

Staging

- 7m x 4m stage at 400mm
- Stage and Masking As per technical specifications document.

Marketing Support

Marketing and promotion of the presentation/performance, using Geelong Arts Centre owned channels, data-base and marketing team support, including;

- Shared public campaign
- Digital asset development
- Organic social media posts/stories
- Feature on the Ryrie St external digital billboard
- Media release/media pitches
- Shared eDM with show profile
- Inclusion in Geelong Arts Centre Whats On Campaign for the month of June

Archival Documentation

- Geelong Arts Centre will provide archival photography and videography of the performance/presentation in-kind to the artists.

Applications will be assessed via a panel of assessors including representatives from the Geelong Arts Centre and independent industry peers.

What we'll need from selected artists

- Artists need to apply via the online form at geelongartscentreorg.au and must include their pitch and supporting materials including, project description, creative team bios, script/script excerpts, examples of previous work, outline of technical requirements
- Participation in planning and producing meetings with Programming team to finalise marketing, ticketing and scheduling details
- Participation in pre-production meetings with our Programming and Technical teams to finalise technical requirements and scheduling
- Ticket pricing to be determined by Programming team in consultation with artists
- Marketing copy and images along with any other promotional materials requested
- Artists availability to present their work on the dates specified
- Outline of proposed tech requirements i.e. proposed lighting, sound design plans, in line with technical specifications of the Open House (see Technical Support on page 2)
- Finalised creative team details and biographies including stage door list
- Public Liability Insurance cover of \$20 million (Geelong Arts Centre can support artists in ways to find PLI cover)

Selection Criteria

- A connection to Geelong and the G21 region in terms of audiences, place and artists
- Artists must demonstrate the need for the presentation in relation to the development of their work and their artistic practice
- Strong, articulate artistic visions and creative teams will be highly regarded
- We strongly encourage applications from First Nations people, people from culturally and linguistically diverse backgrounds, people from Disabled and d/Deaf communities, and people from LGBTQIA+ communities
- Applications will be assessed via a panel of assessors including representatives from the Geelong Arts Centre and independent industry peers

How to apply

Applications are open now via [this online form.](#)

Applicants that require a different application method are invited to contact Geelong Arts Centre to discuss this – we are committed to making application processes as accessible as possible and will work with interested applicants to facilitate this, please get in touch via **creativeengine@geelongartscentre.org.au**

For more information

If you require more information, don't hesitate to reach out to **creativeengine@geelongartscentre.org.au**



The Open House in End Stage mode.
Image credit: Peter Foster



Geelong Arts Centre's

