

**Geelong Arts Centre Venue Hire Policy**

<b>Policy Owner:</b>	Director Production and Presenter Services	<b>Policy Number:</b>	VH 1
<b>Approval Authority:</b>	Trust	<b>Version Number:</b>	V0.1
<b>Effective Date:</b>	1 September 2022	<b>Next Review Date:</b>	1 September 2025

**Contents****1. Purpose**

The Centre Venue Hire Policy is developed to provide clear, transparent and equitable guidelines for the hire of Geelong Arts Centre's (the Centre) Venues and facilities. The Policy also identifies the principles that inform the hiring and utilisation of Geelong Arts Centre's Venues, and venues managed on behalf of third parties under the name of the Centre so that this activity may achieve community, arts and cultural outcomes which:

- support the fulfilment of the functions of the Centre (set out in the Geelong Performing Arts Centre Trust Act 1980)
- achieve optimal the Centre venue utilisation and curatorial mix
- support the Centre's strategic priorities (Geelong Arts Centre Strategic Plan 2022-2025)
- maximise artistic and commercial outcomes, whilst appropriately assessing and managing risk
- maintaining the Centre's facilities and assets

**2. Scope**

This policy applies to all Hirers of the Centre's Venues and when viewed with the Centre Hire internal procedures document, guides Centre employees in venue utilisation.

**3. Policy**

The Centre will also manage the needs of various Hirers producers, presenters, community organisations and stakeholders to ensure a balanced mix of innovation, quality and accessible events are presented to the Centre audiences across its venues consistent with its Strategic Priorities.

All Hirers will acknowledge that the Centre is involved in programming and that cultural and arts activities, and activities that advance the Centre's Strategic Objectives, may take precedence over all other types of activities.

***Performances and events proposed by Hirers will be considered through evaluation of their capacity to:***

3.1 ART - Presenting and creating great art - supporting artists, creativity and vibrancy

**3.1.1 Artistic value**

Contribute to our Strategic Priorities and/or to benefit the Greater Geelong community

**3.1.2 Program compatibility**

Contribute programs and events which complements and enhances the Centre's own programming, promote audience development and is a positive contribution to our commissioned and/or curated content.

- 3.1.3 **Diversity of program/audience**  
Contribute to the inclusivity of the Centre's program and capacity to attract diverse artists and audiences and/or to more broadly reflect people from all backgrounds in our community.
- 3.1.4 **Contribution to vibrancy and visitor experience**  
Increase the diversity of cultural representation on our stages and contribute to the overall the Centre visitor experience as defined within the Centre's Strategic Priorities.
- 3.1.5 **Contribution to local art and artists**  
Promote new opportunities for local organisations and artists' performance and professional development through their utilisation of the Centre Venues.
- 3.1.6 **Contribution to creativity**  
Develop creativity, including extending the boundaries of multi-artforms and new technologies, and the activation and curation of complementary experiences, immersive events and utilisation of spaces.
- 3.2 **AUDIENCES - Making connections and building our audience - developing relevance for diverse communities**
  - 3.2.1 **Current audience and potential for growth**  
Maintain and grow the Centre audience base, to reach out to the region's rapidly changing demographic to extend the offer of cultural and social experiences, as well as ensuring diversity in all forms is genuinely offered.
  - 3.2.2 **High profile opportunities**  
Bring or introduce high profile opportunities that will help develop audiences and enhance the Centre's reputation as a premier venue of choice in Greater Geelong or regional Victoria.
  - 3.2.3 **Brand fit**  
Compatibility with audience expectations and the Centre brand and values.
- 3.3 **BUILDING CAPACITY – Building creative capacity – supporting our sector and market**
  - 3.3.1 **Supporting a Range of Hirers**
    - maintaining optimal venue utilisation
    - managing new and existing relationships
    - providing Hirers of the venue the surety they require to confidently make commitments that impact areas of their operations
    - enable maintenance of the Centre's Venues, facilities and assets
  - 3.3.2 **Impact on existing bookings**

Prospective performances and events for the Centre Venues will be assessed for their potential impact of ticket sales on the bookings of other Hirers within a 3-month timeframe prior to and following the booking or at the discretion of Director Production and Presenter Services.

### 3.3.3 **Nurturing existing relationships**

Geelong Arts Centre values its relationships with Local Priority Organisations, Regular and Repeat hirers and every effort will be made to give priority to access to available dates.

### 3.3.4 **Developing new relationships**

Venue hire may be used strategically in the development of new relationships with new Hirers and producers, especially where reaching new audiences and/or meeting other Strategic Priorities can be identified. Additionally, the Centre may negotiate with professional artists, companies or organisations to become a Resident Company.

### 3.3.5 **Hirer Tiers**

To ensure a clear and considered methodology of venue hire and meet the business and strategic priorities of the organisation, Geelong Arts Centre has developed a tiered approach to allocating of bookings and securing dates

<b>Tier</b>	<b>Type of Hirer / usage</b>	<b>Date confirmation</b>
<b>1</b>	Centre Programming Deakin University Costa Hall Strategic Priorities Resident Companies (Professional)	Can be confirmed with more than 18 months' notice
<b>2</b>	Local Priority Productions Conferencing and Events International Touring	Bookings can be confirmed between 12-18 months in advance
<b>3</b>	Other Centre projects Hirers with established or ongoing relationship such as a Repeat and Regular Hirers (including Commercial Hirers, Schools, Dance Schools, Community Events)	<b>1<sup>st</sup> priority</b> Bookings can be confirmed up to 12 months in advance
<b>4</b>	New Hirers to the Centre (including Commercial Hirers, Schools and Community Productions)	<b>2<sup>nd</sup> priority</b> Bookings can be confirmed up to 12 months in advance
<b>5</b>	Other Hires, Conferences, Meetings & Events	Bookings can be confirmed up to 11 months in advance

## 3.4 **BUSINESS - Creating a robust business - growing people, culture and commercial capacity**

### 3.4.1 **Whole of business financial impact**

Potential for positive financial impact on the wider business, based on utilisation targets, the Centre strategic priorities, as well as accommodating for periods of maintenance.

### 3.4.2 **Sustainable management of revenue streams**

Optimise the Centre's revenue in ticketing, food and beverage and increase the sustainability of the Centre's range of other operational and revenue streams.

### 3.4.3 Benefits to the Arts Precinct

Make a significant positive contribution to Greater Geelong Region's broader creative and visitor economy, that align with any or all of

- Victoria's State Government's Creative Industry Strategy 2025
- G21 Creative Industries Strategy 2021-26
- City of Greater Geelong's Arts and Cultural Strategy

## 4. Excluded Documents

Not applicable.

## 5. Responsibility and Accountability

Role	Responsibility
Director Production and Presenter Services	<ul style="list-style-type: none"> <li>• Updating and communicating this policy to Centre employees</li> </ul>
Director Corporate Services	<ul style="list-style-type: none"> <li>• The implementation and review of this policy</li> <li>• Investigating reported breaches</li> <li>• Escalating reported breaches to the CEO where necessary</li> </ul>
Chief Executive Officer	<ul style="list-style-type: none"> <li>• Overseeing the implementation and review of this policy</li> <li>• Considering escalated reports of breaches</li> <li>• Considering whether disciplinary action should be taken for any breach</li> </ul>

## 6. Related policies and documents

This policy relates to the following Geelong Arts Centre policies, plans and documents:

- Venue Hire procedure
- Strategic Plan 2022-2025
- Schedule of Fees
- Marketing and Ticketing fees
- Technical Specifications
- Site Management Plan
- Conflict of Interest Policy
- Gifts, Benefits & Hospitality Policy
- Enterprise Agreement 2021- 2024

## 7. Breaches

Disciplinary action consistent with the Centre's Enterprise Agreement and relevant industrial legislation, including dismissal, may be taken where a workplace participant fails to adhere to this policy.

## 8. Contacts for further information

Contact the Director Production and Presenter Services for advice.

## 9. Definitions

Key Term	Definition
<b>The Centre</b>	The Geelong Performing Arts Centre Trust trading as Geelong Arts Centre
<b>Venues</b>	Any the Centre Space, Associated Spaces and Additional Spaces managed or under the control of the Centre as defined in the Master Hire Agreement
<b>Strategic Priorities</b>	As identified withing <i>Geelong Arts Centre Strategic Plan 2022-2025</i> or any adopted document that supersedes this Plan
<b>Venue Planning Team</b>	An internal team that gives oversight to all performances and events, comprising <ul style="list-style-type: none"> <li>• Chief Executive Officer/Creative Director</li> <li>• Director Production and Presenter Services</li> <li>• Head of Programming</li> </ul>
<b>Programming</b>	Any performance or event identified by the Venue Planning Team and approved by the CEO for which the Centre takes the key financial risk, or share that risk with a co-presenter, and where the Centre acts as the Hirer of the venue.
<b>Master Hire Agreement (MHA)</b>	The Centre's Master Hire Agreement including all schedules and appendices and any other attachment or referred document and amendments
<b>Hirer</b>	The organisation or person(s) taking the majority of entrepreneurial risk in mounting an event. Generally a third party Hirer, Promoter, or Licensee, but may also include the Centre's Programming team who may opt to be a type of Hirer from time to time
<b>Repeat and regular Hirers</b>	Professional and community organisations who have established, or have committed to establish, a reliable pattern of regular hiring over more than two years, particular those that involve anticipated recurring or annual events
<b>Local Priority Productions</b>	Local organisations who have an agreement with the Centre to maintain a reliable pattern of regular hiring around established recurring or annual events. (e.g. at least a 2 week block every year for at least a 2 year period)
<b>Resident Companies</b>	Professional arts companies (or artists) who have entered into a formal agreement with the Centre to achieve mutually beneficial strategic outcomes.
<b>Schools</b>	Primary, secondary and tertiary education organisations
<b>Schedule of Fees</b>	Annually updated and published schedule of fees and charges for the Centre.
<b>Centre Employee/s</b>	Means Employees of the Centre as defined in Clause 2.3 (b) of the Geelong Performing Arts Centre (GPAC) Enterprise Agreement 2021-2024.
<b>Enterprise Agreement</b>	Means Geelong Performing Arts Centre (GPAC) Enterprise Agreement 2021-2024 and its successors.

*All terms capitalised but not defined in this Procedure have the meanings given to them in the definitions section of the MHA*