

SHOW  
CASE  
VICTORIA

THE PERFORMING ARTS MARKETPLACE



REGIONAL  
ARTS  
VICTORIA



**SHOWCASE VICTORIA 2020 | 12-14 May 2020 | Ulumbarra Theatre Bendigo**

## SHOWCASE VICTORIA 2020 APPLICATION DRAFTING TOOL

**Applications will open at 1pm (EST) on 25 November 2019 and close at 1pm (EST) on 9 January 2020. Please note that this is a drafting tool only intended to help you plan your application in advance. All applications must be submitted online via the Showcase Victoria website.**

The application form is made up of six categories -

1. KEY CONTACT DETAILS
2. PRODUCTION DETAILS
3. MARKETING & COMMUNITY ENGAGEMENT
4. BUDGET & FEES
5. TECHNICAL INFORMATION
6. ADDITIONAL INFORMATION

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### Showcase Victoria 2020

Fields marked with an asterisk are compulsory. There will be a "save and continue" button at the bottom of the form which will generate a link if you need to come back to your application before it's submitted. Note that the information you supply in your application will form the basis of an [online "Production Profile"](#) if your application is successful.

### General Information

#### KEY CONTACT DETAILS

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- Producer/Organisation:\*
- Contact Person:\*
- Email:\*
- Contact Phone:\*
- Organisation Website
- State\*

## Production Information

### DETAILS SPECIFIC TO THE PRODUCTION

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- **Production Name\***

The title of your production or performance.

- **Artform\***

Select one artform which best describes your work. There is room for further explanation in the synopsis below.

- Cabaret
- Childrens
- Comedy
- Dance
- Drama
- Family
- Circus
- Classical Music or Opera
- Musical Theatre
- Original Contemporary Music
- Participatory Installation
- Physical Theatre
- Storytelling

- **Suitable for Ages\***

What is the age demographic of your target audience?

0 of 30 max characters

- **Marketing Tagline\***

a short sentence of ten words or less that sums up the work ie. "A new Australian play brimming with sharp observations on globalisation, power and politics."

0 of 100 max characters

- **Synopsis\***

Provide a brief overview of the show, its story, themes, history and background etc.

0 of 1210 max characters

- **Short Review One**

Provide a critical review or quote from audience/colleague/industry/media. There is space below for another review if you have more than one.

0 of 400 max characters

- **Short Review Two**

Provide a critical review or quote from audience/colleague/industry/media

0 of 400 max characters

- Written By:\*
- Directed By:\*
- Creative Team\*

List the role and names of your creative team. You'll be asked to list the Touring Party, including cast members below.

**Role** **Name**

- Availability\*

Nominate your preferred touring window in dd/mm/yyyy format.

- Duration of show in minutes\*

Not including interval

- Is there an interval?\*
- Performance & Touring History

**Venue** **Year** **Number of shows in season**

- No. of People in Touring Party\*
- Touring Personnel\*

Details of the cast, crew and creatives who will deliver this production

**Name** **Role**

## Marketing & Community Engagement

DETAILS ABOUT HOW A VENUE/PROGRAMMER CAN WORK WITH YOU TO MARKET THE PRODUCTION. In this section we suggest using Dropbox links to share the required information. [Watch a tutorial on how to set-up a Dropbox account.](#)

- Key Audience and Marketing Notes\*

Specifically who should experience this work and why?

0 of 600 max characters

- Marketing Selling Points\*

What are the key aspects of your show that can "sell" it to an audience? What are the hooks?

0 of 610 max characters

- **Hero Image - Landscape\***

Provide a link to a high resolution landscape-oriented image suitable for a web-based production profile. Please credit the photographer in the file name. We recommend using Dropbox or similar.

- **Hero Image - Portrait\***

Provide a link to a high resolution portrait-oriented image suitable for an event app listing. Please credit the photographer in the file name. We recommend using Dropbox or similar.

- **Clips\***

Provide up to three links to promotional video footage of the show (via YouTube, Vimeo etc). If unavailable for this production, we recommend including links to previous examples of your work. Remember to include passwords if applicable. Examples of effective promo videos can be found [here](#) and [here](#)

- **Password Clip 1**

- **Clip 2**

- **Password Clip 2**

- **Clip 3**

- **Password Clip 3**

- **Marketing Materials\***

Please provide a link to your marketing kit and/or promotional materials (ie. generic press releases, company bios, hi-res production and marketing images, poster and flyer templates, production website, social media pages, reviews etc). We recommend using Dropbox, or similar.

- **Community Engagement Activities**

If you offer any community engagement activities such as workshops, residencies etc please describe what form they take and who they are for.

0 of 600 max characters

- **Content Warning\***

Does the production contain any strong language or adult content?

## Budget and Fees

USE THE [BUDGET TEMPLATE TOOL](#) TO HELP YOU FORMULATE THE COST OF YOUR PRODUCTION TO VENUES/PROGRAMMERS. YOU DO NOT NEED TO SUBMIT THE BUDGET TEMPLATE TOOL WITH THIS APPLICATION BUT YOU MUST PROVIDE AN ACCURATE ESTIMATE OF EITHER THE WEEKLY SELL-OFF FEE AND/OR A PER PERFORMANCE FEE.

- **Remount Cost \$\***

Costs required to bring your production up to tour readiness. Write "0" if not applicable.

- **Weekly Sell-Off Fee \$\***

Weekly fee is the total cost of having the production on tour for a week but not including accommodation or travel expenses. Write "0" if not applicable.

- **Per Performance Fee \$\***

The cost of a one-off performance with no remount required. Write "0" if not applicable.

- **Royalties %**

Royalties are percentages of net box office income paid to personnel involved in the creation of the work

- **Describe APRA obligations if applicable**

- **Additional Budget notes**

0 of 400 max characters

## Technical Information

PLEASE RATE YOUR PRODUCTION'S TECHNICAL REQUIREMENTS ACCORDING TO THE NATIONAL TOURING SELECTOR'S [TECHNICAL RATING SYSTEM](#)

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- **Technical Rating\***

(A, B, C, D,) as per [NTS Format](#)

- **Technical Links**

Provide a link to your production's technical specs.

- **Theatre Formats\***

ie. Proscenium Arch, Black Box, Thrust, Flat Floor, Hall etc.

- **Bump-in Time\***

number of hours to set up at a pre-rigged venue

- **Bump-out Time\***

number of hours to pack up after the show

- **In-Brief Lighting Requirements**

List dimmers, desk, lantern, stock and gels, specify control position

- **In-Brief Audio Requirements\***

List microphones, effects, mixing desk and inputs

- **In-Brief Staging Requirements\***

Describe your set and construction. How does it sit on stage? Is a fly system required? Any technical warnings? Do you require an orchestra pit? Piano? Smoke/strobe machine etc?

0 of 1000 max characters

- Stage Dimensions\*

**Min. stage width (metres)    Min. stage depth (metres)    Min. stage height (metres)**

- Crew Notes

Add any additional crew notes

- Flexibility of scale\*

Can your set and associated requirements easily be scaled up or down to accommodate a variety of venues?

- Yes
- No
- Unsure

- Transport Notes

What vehicles are required for this tour? Eg. 1 tonne van and 8 seater people mover. Can the set/production travel by plane?

## Additional Information

ALMOST THERE!

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- Have you previously applied to Showcase Victoria for this production?\*
- Yes
- No
- Have you previously pitched this production at any other Australian performing arts marketplace?\*
- Yes
- No

## Industry Referees

IT IS RECOMMENDED THAT YOU INCLUDE AN INDUSTRY REFEREE WHO CAN SPEAK IN FAVOUR OF YOUR APPLICATION/ORGANISATION. IDEALLY THIS WOULD BE IN THE FORM OF A VENUE OR PRESENTING ORGANISATION YOU'VE WORKED WITH IN THE PAST.

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And then, once you're happy with your answers and have checked that all your links are working, you will be able to hit **SUBMIT!** You will receive an auto response acknowledging your application and an email notification which includes a copy of the application for your records.