

SUPPLEMENTARY SUBMISSION

TO:

NUNAWADING CITY COUNCIL.

FROM:

NUNAWADING ARTS COUNCIL, ITS'
AFFILIATED MEMBER GROUPS AND
THE CITIZENS OF NUNAWADING.

FOR:

PROVISION OF A THEATRE ARTS CENTRE
FOR THE CITY OF NUNAWADING
INCORPORATING WITHIN ITS' DESIGN
MULTI-USE FACILITIES WHICH CATER
FOR COMMUNITY ARTS IN ALL ITS'
ASPECTS.

DATE:

6th APRIL, 1983.

THIS ADDITIONAL INFORMATION IS IN
CONJUNCTION WITH OUR SUBMISSION OF
16th MARCH, 1983.

We provide this supplementary submission to reinforce and expand on some of the points made in our submission of 16th March, 1983.

The provision of a Central Civic Meeting point is probably the only remaining major need of this City.

All Cities revolve around such a centre - "The Town Hall".

What we are proposing is the modern concept of the Town Hall, which would be currently used by member groups of the Arts Council for about 50% - 60% of its' available capacity, and the other by local groups and commercial users for the remainder.

We enclose several letters from community groups who would use such a centre. (Attached.)

We would like to address a number of points.

1. MANAGEMENT.

The Arts Council will welcome the opportunity to manage the centre (as a committee of management) on behalf of the City Council and will totally dedicate itself to the objective of making it at least break even in the first three years of operation.

The Arts Council will institute a separate regular meeting devoted entirely to the management and promotion of the centre, in which the Manager and outside experts will participate.

The Centre will be staffed in such a way as to ensure that the Centre is an autonomous unit with personnel always present to accept bookings and to continuously promote its' use. As some members of the staff would be part time, economies could be effected by a sharing with City Council staff but this detail could be investigated in greater detail when we are ready to commence operating.

The Arts Council will be available as a back up to the manager and if necessary provide temporary voluntary staff to overcome any problems that arise.

2. CHARGES.

We would like to expand on the details of our suggested charges for the use of the facility.

First we believe that there is a need to have a tiered system, and most centres operate this way -

- (a) Charge for Arts Council Groups (groups who use it as their home base) ie: Regular tenants.
- (b) Charge for Community Groups.
- (c) Charge for Commercial usage.

CITY OF NUNAWADING THEATRE ARTS CENTRE -

PROPOSED SCALE OF CHARGES.

Proposed Theatre to seat 265/399 approx.

	Mon.-Thurs.			Fri.-Sun.	
	265	399		265	399
Seating					
a. Arts Council (regular tenants)	\$90	95		\$110	120
b. Local Groups	110	120		130	140
c. Commercial	150	160		170	180

Rehearsal Rates

Half Price.

Although the regular tenants would get usage of the additional facilities at reduced rates, there would be a standard scale of charges for other groups and commercial users. Any local group, not necessarily members of the Arts Council would receive regular tenant status if they used the facility on a yearly programmed basis.

ADDITIONAL FACILITIES STANDARD CHARGES - FOR ONE SESSION.

Theatre Technician - this would be a mandatory extra if in the opinion of the Manager the hirer did not have qualified people available - \$ 35

STAGE LIGHTING 25

FULL SOUND EQUIPMENT. 15

PROJECTION EQUIPMENT. 22

PIANO. 15

We have not included the charges for all of the other sections of the Centre in this supplementary submission, as obviously they are varied and complex.

In fact, the whole system of charges is quite complex, and the above should be taken as a guide only.

The final setting of the charges should be done just prior to the opening of the new Centre to maximise the income to be derived from its' use.

The above rates were indexed up from previous calculations four years ago.

The centres used as our comparison then, are repeated here at their current rates and we note that they have in some instances moved at a greater rate than we allowed by indexation.

Our aim, like the Council's is to make this centre pay its' way. We have presented the Council with an honest estimate of a deficit while being dedicated to eliminating that deficit. We believe there is room to increase our estimated income, as some of our projected rates are slightly under the current market rates.

Unfortunately there are two items of expenditure we failed to include in our estimate.

- | | |
|----------------------------|------------|
| 1. Part time typist, allow | \$ 5000.00 |
| 2. Promotional costs " | \$ 5000.00 |

Add	<u>\$11,000.00</u>
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On the other hand we believe we have overestimated the following items of expenditure:- ie

Maintenance	\$12,000.00
Power & Light	\$10,000.00
Heating	\$ 8,000.00
Cleaning material	\$ 5,000.00

The charges we have set out are tentative at this stage, and as we have already stated we would be looking at any adjustment to maximise income. We would be happy to sit down with the Council and set every one down to the finest detail now, but we believe this would be wasted effort and would be best done just prior to the opening

4. OTHER CENTRE CHARGES - current rates 31-3-83.

ALEXANDER THEATRE (Outside non-profit, non-professional organisations.)

	Mon.-Wed.	Thurs.-Sat.	Sun./ Public Holidays.
Session Charges (4.5 hours)	\$285	\$325	\$425
Rehearsals with lighting	245	285	360
" without "	165	185	270

In cluded in the above, services of theatrical technician for setting up, dismantling and use of P.A. system. If counterweight system required a second technician must be hired. There is no allowance for local groups.

NUNAWADING HIGH SCHOOL THEATRE. (240 seats)

Session Charges.	Mon.-Fri.	Sat.-Sun.
Commercial	\$100	\$110
Community	80	95
Rehearsals	$\frac{1}{2}$ Price	$\frac{1}{2}$ Price.
<u>PLUS</u> - Stage Lighting	\$22 + \$14 technician in attendance	
Full sound system	12 + 14 "	" "
Projection equip't	20 + 14 "	" "
Slide projector	7	
Piano	11	

CAMBERWELL THEATRE

Session charges	Mon-Thurs.	Fri.	Sat.	Sun.
258 seats	\$225	\$280	\$280	\$300
446 " (with balcony	250	300	300	325

These prices do not include theatrical technicians or ushers. If these are required they are charged as extras. There is no published allowance for local groups.

RINGWOOD THEATRE

Charges are similar to Camberwell Theatre. with the 446 configuration.

5. CALCULATIONS OF INCOME FROM MEMBER GROUPS.

This was first calculated four years ago after a survey of group requirements for both performances and rehearsals. A copy of recent diary of performances and rehearsals for the Theatre is attached for your perusal, you will note that 35 prime time slots would be required by our member groups alone, some dates were shifted slightly from the 1983 program to avoid a clash of nights although there is still at least one clash of dates shown. Theatre rehearsals are shown by a boxed outline.

In the most recent plan in your possession we have shown the Sound Shell as a closed-in area, this was done to fully utilise the space concerned and to provide a second rehearsal space. At least six of the groups shown on the attached diary would want regular rehearsal space from one to two nights per week for about 48 weeks of the year. A simple calculation will show that these two rehearsal spaces will be almost completely utilised on week nights by Arts Council member groups.

6. CALCULATION OF INCOME FROM OTHER USERS.

As the rates for commercial and other users would be higher than member group rates, by extending the remaining nights by the higher rates we came up with an income of \$55,000.00 from other than member groups.

As we know we cannot hope to get total utilisation, we therefore took 60% of this figure which is \$33,000.00 and this was included in our table of estimated income from "other than member groups".

We have endeavoured to be conservative in our estimates and we have not calculated any income from City Council usage. Can we charge the City of Nunawading for the use of its own "Town Hall"?

We would expect that Mayoral Balls, Socials, Naturalisation Ceremonies, Sunday afternoon concerts from the Sound Shell, Ratepayer meetings, Council sponsored Art Shows, Exhibitions etc. are all part of the cost of running the Municipality and providing for the cultural requirements of its Citizens. How does one put a value on this very important aspect of the Social and Cultural life of the Community.

7. COUNCIL BONUS.

When the Theatre Arts Centre provides all of the space and facilities for the above activities, it frees both the Mayoral reception room and the Willis Room.

In the case of the Mayoral Room it makes available a space where much needed facilities can be provided for Mayoral offices, lounge, Councillor reception rooms etc., commonly available in other Municipalities but sadly lacking in Nunawading.

While the space currently the Willis Room could be used to expand the Library activities to provide for Play reading, Children's story reading, Educational programs, music rooms, (the Nunawading Library is the music library of Melbourne) and a multitude of other events related to the Library activities.

All activities currently conducted in both these areas would be transferred to the Theatre Arts Centre together with the income derived therefrom.

NOTE:- The Function Room when divided in two as planned, provides two areas the same size (approx) as the Willis Room.

8. PROMOTION OF USAGE.

The Arts Council recognises that the major function of the appointed Manager will be to attract users to daytime and off peak time slots.

The possibilities in this area are school functions, educational and musical performances for schools, seminars, exhibitions etc.

On the other hand, the promotion of the regular users can be by weekly advertising showing current and future programs in local papers. A sample of the type being used to promote the Melbourne Arts Centre could be a model for future use. (attached.)

This will encourage citizens of Nunawading to regularly attend performances by all groups and when combined with the separate efforts of the groups and the improved comfortable facilities available, should ensure greatly increased audiences.

Overseas and local experience shows greatly improved audience numbers when comfortable modern facilities are available.

The recent Mitcham Repertory Group's change from the Mitcham Memorial Hall to the Nunawading High School Theatre is a case in point where there was an immediate increase in numbers of between 15 to 20% and it is confidently predicted by the group that this will continue to increase at a steady rate.