



INFORMATION FOR HIRERS
&
CONDITIONS OF USE

for

Her Majesty's Theatre

17 Lydiard Street South, Ballarat

As at 1st January, 2010



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CITY OF BALLARAT
HER MAJESTY'S THEATRE
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*** This document supersedes any previous document on Her Majesty's Theatre.**

1 INTRODUCTION:

1.1 Ballarat

Ballarat, principal city in the Central Highlands of Victoria, and Australia's largest inland city, is noted for the beauty of its built and natural environment, its rich goldfields heritage and its involvement with the arts. It is within a ninety-minute drive of the City of Melbourne. Its history from the time of the gold discoveries in the 1850's to the present day is filled with significant events that are part of the Nation's evolution as a political democracy. Ballarat is acknowledged throughout the world as a City with some of the finest examples of Victorian architecture.

The population base of the City of Ballarat is 83,000 people, within a half-hour drive of the Ballarat Post Office it is in the vicinity of 120,000 people, and within a one-hour drive from Ballarat there are 163,000 people.

Ballarat is 80 minutes from Melbourne's International Tullamarine Airport and is on the Western Freeway, the main Melbourne - Adelaide highway. There are regular train and bus services between Ballarat and Melbourne.

1.2 Local Government and Performing Arts

The City of Ballarat is the Local Government body in the Ballarat region. The City's mission is to enhance the quality of life for present and future generations. In its programs for City Wellbeing the City aims to celebrate, nurture and provide for the creative needs of the community in order to encourage the healthy, enjoyable and beneficial use of leisure time. Council's desire concerning its Performing Arts Centres is to provide opportunities for involvement in, and the appreciation of, a wide range of performing arts.

The City owns and operates Her Majesty's Theatre located at 17 Lydiard Street South, Ballarat.

Her Majesty's Theatre is managed and operated for the City of Ballarat by a Business Unit of the City Marketing Division. The Her Majesty's Theatre Board of Management is an advisory body, functioning as a Section 86 "Special Committee" of the Ballarat City Council. Fees and charges to utilise Her Majesty's Theatre and the MajesTix ticketing services are set by the City of Ballarat in the annual budget setting processes.

2 HER MAJESTY'S THEATRE

Her Majesty's Theatre, built in 1875, is the City's premier performing arts facility. It is substantially the 'oldest, intact, purpose-built theatre building in Australia' and in 1987-90 underwent a major restoration and refurbishment. Her Majesty's is a professionally operated equipped and staffed theatre. It is a double balconied Victorian Lyric theatre complete with a dome in the auditorium and a decorated proscenium arch. Stage machinery has been upgraded to include a thirty-one line double purchase fly system. The stage is raked (1 in 25). There are lighting, power, and sound outlets in stage traps. There is an Orchestra Pit, Visiting Companies Office, Laundry, and Green Room as well as dressing room accommodation for up to 70 people.

The Her Majesty's Theatre Hugh Williamson Auditorium seats 959 people over three levels in a configuration of stalls, dress circle and balcony. There is also 'standing room only' for 60 people 'in the gods' at the rear of the balcony. A certain number of seats at each level are designated as 'sight obscured'.

Her Majesty's is equipped with a lift to facilitate disabled person's access to designated positions in the stalls as well as access to the foyer and to the toilets.

Her Majesty's Theatre is one of the busiest theatres operating in a regional Australian City. Approximately 70 individual productions, including 70 days of the Royal South Street Society Eisteddfod competition sessions are presented at the Theatre each year, with annual audience attendances by over 70,000 people.

The Theatre's program consists of local and commercial hires, an annual season of professional touring productions entrepreneured by the Theatre, and the Royal South Street Society Competition sections which run from mid August, during September and October each year. The Theatre's operating period runs from mid February to mid December continuously throughout the year. In January the theatre undertakes its maintenance and major capital works program.

3 TICKETING

- 3.1 The City of Ballarat operates **MajesTix**, a ticketing agency which has the exclusive right to ticket all performances and functions at Council owned performing arts venues, including Her Majesty's Theatre. On application by promoters and community organisations **MajesTix** may also provide ticketing for performances and events at venues in Ballarat not owned by Council.

4 COMMUNICATIONS AND CONTACTS

- 4.1 All communications concerning **MajesTix** and Her Majesty's Theatre should be addressed to:

The Venue Manager
Her Majesty's Theatre
PO Box 249
BALLARAT, Vic, 3353

Telephone (03) 5333 5800
Facsimile (03) 5333 5757
MajesTix (03) 5333 5888

E-mail: hermaj@hermaj.com
Web site: www.hermaj.com

- 4.2 Key Staff of Her Majesty's Theatre are:

Acting Venue Manager: **Stephen O'Neil**

Theatre Coordinator: **Wendy Hall**

Technical Operations Manager: **Stephen O'Neil**

Venue Technician: **Spencer Steiner**

Theatre Technicians:
**Jessika Hall, Doug
McGregor, Andrew
McDonald, Felicity Hoare,
Josh Noble**

Front of House Managers: **Jacinta Antonelli, Lisa Hill,
Elizabeth Beames, Mary
Johnson, Tony McGuinness &
Natasha Hill**

MajesTix Box Office Manager: **Jo Kruse**

MajesTix Box Office attendants: **Lindy Crosbie & Megan
Zanker**

5 CHARGES - - HER MAJESTY'S THEATRE

* Applicable to all hires from 1st January 2010

Charges to hire Her Majesty's Theatre and for MajesTix ticketing services are set by the City of Ballarat.

5.1 Usage fees* All Charges stated in this document include GST.

A. Per Day - Single Performance

= **\$2044.00** Not for Profit Hire

= **\$2,785.00** Commercial Hire plus 5% of the Gross Box Office takings.

B. Per Day - Single Performance (5 hours or less occupancy)

= **\$1,450.00** Not for Profit Hire

= **\$2,179.00** Commercial Hire plus 5% of the Gross Box Office takings

C. Additional Performances on the same day

= Add **\$725.00** per performance for Not for Profit Hires

= Add **\$1,114.00** per performance for Commercial Hires plus 5% of the Gross Box Office takings per performance.

D. Season hiring (ie. 3 performance days or more) per performance day

(i) Single Evening Performance

= **\$1,849.00** Not for Profit Hire

= **\$2,579.00** Commercial Hire plus 5% of the Gross Box Office takings.

(ii) Single Matinee Performance

= **\$1028.00** Not for Profit Hire

= **\$1,827.00** Commercial Hire plus 5% of the Gross Box Office takings.

NB: Matinee performances commence between the hours of 10am and 4pm.

(iii) Two Performances on the same day

= **\$2,212.00** Not for Profit Hire

= **\$2,904.00** Commercial Hire plus 5% of the Gross Box Office takings.

A., B. C. or D. type hires above include:

- use of Her Majesty's Theatre facilities & equipment (except items listed under Additional costs) including Electricity, Gas, Lantern Use, Gel, Fireman and Cleaning for up to 6 hours;
- Occupancy of up to **9** hours per performance day for Not for Profit hires and occupancy of up to **12** hours per performance day for Commercial hires;
- a Duty Technician for up to 9 hours;
- a Performance Technician to operate Lighting or Audio for the Performance period(s) for up to 5 hours;
(For Not for Profit hires only - If a Performance Technician is deemed not to be necessary by the Theatre the Usage fees stated above will be reduced by **\$98** per performance.)
- a Front of House Manager for the Performance period(s) for up to 5 hours;
- and up to 3 Front of House staff (1 per Theatre level) for the Performance period(s) up to 4 hours each.

D type Season hires (3 performances or more) have an additional charge

(iv) **Season Prop day** i.e. a day in a Season performance run when there is no performance but the production and set remain in situ on stage.

= **\$1009.00** Not for Profit Hire

= **\$1,125.00** Commercial Hire

E. Separate Set-up/ Rehearsal or Hourly Use

Usage fee – includes:

use of Her Majesty's Theatre facilities & equipment (except items listed under Additional costs) including Electricity, Gas & Lantern Use; and a Duty Technician.

(i) Single event hire = \$136.00 per hour.

(ii) Season hiring

(ie. when associated with a production which will have 3 or more Performance Days)

= \$136.00 per hour for additional hours of occupancy over 9 hours credit per Performance day.

F. Pre-rigging / return to Standard rig

Usage Fee - includes:

The cost to have Her Majesty's Theatre pre-rigged or returned to Standard rig (Lighting Audio, Staging) by Theatre staff at a time when there is no occupancy by the Hirer, including Staff, Electricity & Gas costs

\$136.00 per hour includes 2 Technicians (minimum)

plus an **additional \$34.60 per hour per Technician extra.**

plus any applicable overtime or penalties incurred.

5.2 ADDITIONAL COSTS relevant to all hirings of Her Majesty's Theatre in addition to the Usage Fees:

- **\$136** per hour for occupancy over 9 hours per Performance day for Not for Profit hires
- **\$136** per hour for occupancy over 12 hours per Performance day for Commercial hires
- Duty Technician time over 9 hours per day
- Performance Technician time over 5 hours per performance
- Front of House Manager time over 5 hours per performance
- Front of House staff (up to 3) time over 4 hours per performance
- Staff penalties and overtime incurred
- Merchandise fees – 10% of the gross value of sales
- Additional Equipment hired
- Technical & set-up staff
- Front of House staff – Ushers / Doorpersons (up to 11 additional per performance)
- Programme/ Merchandise sellers (up to 3 per performance)
- Cleaning over 6 hours per day
- Damage / fixing costs
- Box Office fees
- Credit Card Levies
- Complimentary ticket printing fees
- Online ticketing fees
- Advertising placement & promotion
- Banner painting and installation
- Piano hire & tuning
- Smoke Machine Use
- Pit Cover hire – Commercial rate – full \$963, part \$811. NFP full \$703, part \$573
- Microphone batteries
- Gaffa tape
- Damage/ fixing costs
- Any other cost incurred by Her Majesty's Theatre on behalf of the Hirer

5.3 Discounts

Applications for discounts on these fees will be considered from organisations & individuals that can provide satisfactory evidence to the following criteria:

- That all profits from the hiring will be given to a Charity or used for the purposes of Medical or scientific research, or facilities;
- That all profits from the hiring will go towards allowing Ballarat based performing arts groups to tour outside Ballarat;
- That all profits from the hiring will go towards improvements to performing arts facilities in Ballarat

Eligible Discounts of **\$250 off** the **Usage Fee** will be granted for Clause 6 (ii) **A., B & D (i), (ii) & (iii)** type hires only.

No discounts will be granted on **C., E. or F.** type hires.

All applications for discounted rates must be made in writing addressed to:

Ms Wendy Hall – Theatre Coordinator
Her Majesty's Theatre
P.O. Box 249
Ballarat, Vic, 3353

All discounted rates and agreements will be made on a once-off, individual circumstance basis, solely at the discretion of the management.

- 5.4 It should be noted that these charges do not apply for the Royal South Street Society Competition sections, for which an individual Hire agreement is negotiated between the Royal South Street Society and the City of Ballarat.

6 COSTS, PAYMENTS AND SUNDRY EXPENSES

6.1 Additional costs at Her Majesty's will also include the cost to use the pianos in Her Majesty's Theatre. These include three Grand pianos, two upright pianos and an Orchestra pit upright piano. Two of these pianos, the Steinway Grand (located on stage) and the 'Melba' Beckstein Grand (located in the Long Room) are the property of the Royal South Street Society. Application for use of any of the Theatres located in Her Majesty's Theatre, whether owned by the City or the Royal South Street Society, must be made through the Venue Manager. Cost of use of the Grand Pianos is **\$192** per piano per day. Cost to use the upright pianos is **\$55** per piano per day. The upright piano in the Orchestra Pit may be used at no cost. The hirer also incurs the cost to tune the pianos prior to use - currently **\$155** Grand Piano & **\$120** Upright Piano per tuning.

6.2 Prospective Hirers are encouraged to meet with the Venue Manager prior to making formal application to use spaces at Her Majesty's Theatre. The Venue Manager will assist the applicant with anticipating the final costs of use according to variables such as house size, promotion, production and set-up time and rehearsal scheduling. Hirers should note that such a costing is an ESTIMATE only, but may be very helpful in Production budget setting.

6.3 In the event of any restriction being imposed by relevant statutory bodies concerning the supply of energy, the cost of hiring a generator for either venue, plus associated labour costs, shall be borne by the Hirer. The Her Majesty's Theatre management will make every effort to assist in this matter and the installation, type and placement of the temporary generator will need to be approved by the Venue Manager.

6.4 Actual costs incurred by the Hirer in their use of Her Majesty's Theatre will be determined at the completion of use and the Hirer will acquit these costs within thirty days of the receipt of Invoice from the City.

6.5 Charges to hire Her Majesty's Theatre are set by the Her Majesty's Theatre Board of Management and are reviewed from time to time.

7. GOODS & SERVICES TAX (GST)

- 7.1 GST is included in the charges for the supply of goods and/or services at Her Majesty's Theatre.
- 7.2 The Hirer must supply to the City details of their Australian Business Number (A.B.N.) - if applicable, and advise whether or not they are registered for GST.
- 7.3 The City will supply details of the GST amount levied to the Hirer.
- 7.4 Advertised Ticket prices shall be inclusive of GST where applicable. The City shall not act as a GST collection or payment agent on behalf of the Hirer, and the Hirer shall be responsible for the payment of all applicable GST amounts on net Box Office income. The Hirer shall be responsible for the issuing of all Tax Invoices requested in respect of ticket sales.

8 TECHNICAL FACILITIES

- 8.1 Attachments contain schedules of the technical facilities at Her Majesty's Theatre, including information on the locations of all audio and light ports, fly lines and optimum weights, dressing rooms and other facilities, plus detail about the loading dock, stage door and stage access mechanisms.
- 8.2 Vehicular access to the Theatre for loading and unloading is in Lewis Street at the rear of the building. Two (2) of the Theatre's car parking bays in Lewis Street may be reserved for Hirer's use on the days of occupancy of the Theatre. Additional vehicles must be parked elsewhere in the surrounding streets. Parking permits for the designated Theatre spaces must be obtained from the Duty Technician by the Hirer, and displayed on the dashboard of the vehicles concerned.
- 8.3 Hiring organisations are encouraged to meet with the Theatre's Technical Operations Manager as early as possible in their production planning and at a minimum two weeks prior to the first use of the Theatre. If, after discussion and liaison with the Hirer's Production Manager, it is the opinion of the Technical Operations Manager that the Hirer has not allocated sufficient staff to effect the production to the requirements of good presentation, the Technical Operations Manager will arrange for the appropriate casual employment of staff at the Hirer's expense.
- 8.4 The Service cost component of the charges to use Her Majesty's Theatre includes the use of all sound, lighting and stage equipment on site at and owned by the Theatre at the time of the hiring. The Theatre will endeavour to provide the equipment listed in the Technical Schedule, but reserves the right to add, delete, or substitute equipment from the Schedule without notice.
- 8.5 Prior to occupancy of Her Majesty's Theatre the Hirer is expected to provide the Theatre's Technical Operations Manager with an inventory of technical stage fittings & effects, properties and decorating materials of any kind proposed to be used by the Hirer. Stage sets and backcloths must be of fire resistant material.
- 8.6 A Standard Lighting Rig, consisting of a five colour wash (blue, pink, lavender, amber, light blue) giving even light across the stage is available to all Hirers. Any changes to the Standard Rig required by the Hirer will incur a charge for the staff and time needed to effect these changes. The Hirer should make provision for staff and time for rigging, focussing and plotting within the hire period.
- 8.7 The Hirer may not bring any articles of machinery or equipment (**including hairdryers, curling wands, irons, portable audio devices, kettles, heaters, cooking appliances**), or any electrical cables, electrical distribution panels, lights, projectors or other electrical installation equipment or fittings into the Theatre without first obtaining the approval of the Venue Manager, and all such equipment shall have been tested and tagged by a competent person to comply with the Australian/New Zealand standard AS/NZs3760: 2000.
- 8.8 No single insulated cable is permitted to be connected to any Her Majesty's Theatre power source. This applies to all voltages including extra low voltage (under 32 volts).
- 8.9 In the event of special electrical equipment being used, the Hirer shall engage and pay for the services of a qualified electrician if so directed by the Venue Manager.
- 8.10 The Hirer shall not load any floor, stage, lift or other mechanical equipment beyond their capacities.

- 8.11 The use of Pyrotechnics at Her Majesty's Theatre is strictly controlled, and is limited to effects and firing devices agreed to by the Technical Operations Manager. Only licensed Pyrotechnics operators will be permitted to operate the firing mechanism for pyrotechnic effects. Hirers need to liaise with the Technical Operations Manager on this matter, or pyrotechnics will be not permitted to be used in the Hirer's performance(s).

9. HIRING OF VENUES

- 9.1 All hirings are made at the discretion of the Venue Manager who exercises this discretion congruent with the City's mission and objectives for the performing arts, and the mission statement of Her Majesty's Theatre which is:

To operate Her Majesty's Theatre as the pre-eminent performing arts facility in the City for the enjoyment, inspiration and education of the people of Ballarat and the wider community.

- 9.2 The applicant will telephone, write or call to make a pencil booking to ensure that the venue is available on the dates and times required. The Venue Manager will require information as to the hirer (organisation, contact address & telephone etc), the nature and name of the function proposed (musical, ball, drama, convention etc), possible technical requirements, and dates of bump-in, performance(s) and bump-out. The pencil booking will be held for as long as the Venue Manager determines on each occasion but usually for no longer than 30 days.
- 9.3 The Her Majesty's Theatre 'Conditions of Use' documentation and relevant Hire Agreement will be forwarded to the applicant in due course.
- 9.4 The applicant, after perusing the Conditions of Use document and after doing some estimations and production scheduling, should meet with the Venue Manager to discuss costing and scheduling. Whilst this is not an absolutely necessary step it is encouraged. The Venue Manager can assist with financial modelling of the hire, and provide information and advice on the marketing and ticketing of the event which could prove useful.
- 9.5 The applicant then will return the completed Hiring Agreement and attached schedules, duly signed, with the required holding deposit. A delay in returning the Agreement together with the holding deposit could result in the pencil booking being cancelled without notice being given. The holding deposit will be held against the costs and charges incurred by the applicant in a City of Ballarat Bank account along with subsequent income collected by Her Majesty's Theatre on the applicant's behalf. The amount of the holding deposit will be determined by the Venue Manager and consideration will be made according to the event, credit rating of the applicant and the duration of the season proposed, however the holding deposit will not be less than **\$250** per production/event, except in the case of stage rehearsal/workshop hires when the holding deposit will not be less than **\$100**.
- 9.6 When a hire is accepted, a signed copy of the Hiring Agreement, duly countersigned as accepted by the Venue Manager will be forwarded to the Hirer to be kept by them for their own reference.
- 9.7 If an application is not accepted the applicant will be notified in writing within 10 days of the receipt of the signed Hiring Agreement. The City reserves the right to refuse any application without assigning a reason, and to reject applications for hire of Her Majesty's Theatre from an individual or organisation for any period of time.
- 9.8 Prior to the acceptance of the Hiring Agreement the Council retains the right to refuse to hire all or any part of either venue's facilities notwithstanding any verbal agreement made or deposits which may have been paid.
- 9.9 An application to hire may be withdrawn at any time before the Hiring Agreement is signed as accepted by the Venue Manager at no cost to the applicant. Cancellation by the hirer after that time means that the Hirer is liable for all relevant charges, including the minimum daily rental, unless and until notified that a re-hire has been made. In this case the Hirer will meet a cancellation fee of 20% of the expected service costs and the hirer will also reimburse the City of Ballarat for all other charges incurred in relation to the proposed hiring.

- 9.10 The Venue Manager may cancel any booking or prohibit any performance or function which is objectionable or dangerous or which is contrary to the law or which infringes any copyright, or is prohibited by law, or which would be detrimental to the reputation of the City of Ballarat or any of its Performing Arts Centres, and may direct the return to the hirer of any funds, or portion thereof, paid in respect of the hiring or collected on the Hirer's behalf.
- 9.11 The City of Ballarat shall not be held liable for any disturbance, interference or enforced cancellation of any part of a booking which is caused by some civil disturbance, industrial action, act of God or any circumstance which is beyond the control of the Venue Manager. Such a circumstance might include a national emergency, federal, state or local election or other municipal function or any necessary repairs, alterations or additions to the venue. The City will determine what refund amount might be paid on these occasions and will take into consideration the cost incurred by Council in relation to the hire to that point.
- 9.12 No part of the venue hired shall be sub-let by the hirer, nor will the hirer transfer or reassign the hiring to any other person or organisation.
- 9.13 Ordinarily a day will be deemed to commence at 8am on the day of the bump-in and conclude at 7.59am on the morning after the evening when the bump-out is completed. The times for charging are deemed to commence from when access is provided for the Hirer's use until the time the security lock up is completed after the last person leaves the venue. The Hirer will be charged for all the time the venue is occupied and the times submitted by the Technical Operations Manager and the House Manager on their reports at Her Majesty's Theatre will be the basis for charging.
- 9.14 Subject always to conforming to the directions of the Duty Technician on backstage or technical matters, or the Front of House Manager regarding the foyers, or auditorium at Her Majesty's Theatre, the Hirer will be considered the 'resident company' for the duration of their hire and have access to the facilities of the venue available.
- 9.15 Where the 'resident company's' use is for a non continuous period of days, the City may require the Hirer to pay a minimum rental per 24 hour period which payment is over and above any charges or fees for rental or out goings, staffing, services or equipment use, to hold the venue. This charge will not occur for any single occasion omitted from the season of a production (ie between bump-in and bump-out), when (a) the omission is due to a prior booking of the venue or (b) that date is taken up by another Hirer.
- 9.16 Any other hiring that is accepted by the Venue Manager that will occur during the production season of a 'resident company' will only occur subject to the secondary hiring not interfering with the properties or effects of the 'resident company'. To facilitate this the 'resident company' will need to be able to clear the stage and wings leaving sufficient room for the secondary company to effect bump-in, performance and bump-out.
- 9.17 Staff of the venue so authorised by the Venue Manager, must be able to gain access to all parts of the venue at all times.
- 9.18 Gaming and betting activities of any kind are prohibited in Her Majesty's Theatre.

10 **BOX OFFICE - MajesTix**

The Hirer shall conform with the City's policies regarding ticket selling arrangements which are as follows:

- 10.1 Ticketing for all events held at Her Majesty's Theatre is the exclusive prerogative of **MajesTix**, the Council's Ticketing Agency operating from Her Majesty's Theatre. **MajesTix** operates a computerized ticketing system utilising ProVenue Max Software. The operation and staffing of **MajesTix** box office(s) are the responsibility of Her Majesty's Theatre and not of the Hirer.
- 10.2 Tickets may only be sold through **MajesTix** at either the Box Office at Her Majesty's Theatre (open at regular and advertised hours), by telephone sales via the **MajesTix** advertised number, and via online ticketing available through the Her Majesty's Theatre web site at www.hermaj.com for certain productions, and at the Box Office at Her Majesty's Theatre for the event from one hour prior to the commencement of the advertised event.

10.3 For counter and telephone sales **MajesTix** advertised operating hours will be from **9.15am to 5pm Monday to Friday**, and for **one (1) hour prior to scheduled performance starting times**.

Theatre policy is that patrons at the Box Office counter are served as a priority over those who telephone, and that patrons wanting to purchase tickets for a performance due to commence in half an hour's time are served by Box Office staff as a priority over other performances scheduled for other times. Patrons, both at the counter and on the telephone, may be asked to wait until Box Office staff are able to serve them.

Online ticketing via the Her Majesty's Theatre web site at www.hermaj.com is available 24 hours/day, 7 days/week.

MajesTix and Her Majesty's Theatre will be closed on all public holidays, and at other times as advertised.

- 10.4 **MajesTix** will sell all tickets purchased with cash at no cost to the Hirer. The Hirer will not be required to meet the cost of printing tickets or of preparing booking plans, unless the Reserve barriers required by the Hirer are different to any of the plans set up on the MajesTix computer ticketing system, in which case a fee to have a plan set up will be charged.
- 10.5 The Hirer will be expected to carry the cost of credit card service charges when patrons purchase tickets by a method including counter sales, telephone sales and online sales.
- 10.6 **MajesTix** will levy a selling fee per ticket printed. This fee will be paid for by the purchaser and will be included in the gross ticket price advertised in promotion and other marketing material generated by the Hirer, Her Majesty's Theatre, or any of the agents of either party.
- 10.7 Seats designated 'sight obscured' or 'standing room only' in Her Majesty's Theatre will not be advertised for sale and will only be released for sale in the event of every other seat being sold. It is the policy of Her Majesty's Theatre that all seats designated at 'sight obscured' shall be sold at a discounted price lower than full price tickets. All tickets for 'sight obscured' seats shall be marked as 'sight obscured' by **MajesTix**.
- 10.8 Zero-priced complimentary tickets will only be issued after authorisation by the Hirer and with the agreement of the Venue Manager. To print such tickets **MajesTix** will charge a fee.
- 10.9 Not-for-Profit Season hires that sell a minimum of **1,500** tickets will received a **20% Volume Discount** on the Box Office selling fees.
- 10.10 Her Majesty's Theatre will reserve eight (8) seats (4 Stalls, 4 Dress Circle) at no cost to Her Majesty's Theatre and for the exclusive use of Her Majesty's Theatre for each performance in the Theatre. These will be regarded as '**House Seats**', but may be returned for general sale if the Venue Manager determines that they are not required two (2) hours before the commencement of a performance. Hirers are not liable for the complimentary ticket booking fee on such tickets.
- 10.11 Her Majesty's Theatre will reserve four (4) **Emergency seats** (2 Stalls, 2 Dress Circle) at no cost to Her Majesty's Theatre and for the exclusive use of Her Majesty's Theatre for each performance in the Theatre. These seats will not be available for public sale at any time. If these seats are used Hirers are not liable for any booking fee on tickets.
- 10.12 Her Majesty's Theatre will reserve four (4) **Usher seats** (2 Dress Circle, 2 Balcony) at no cost to Her Majesty's Theatre and for the exclusive use of Her Majesty's Theatre for each performance in the Theatre. These seats will not be available for public sale at any time. If these seats are used Hirers are not liable for any booking fee on tickets.
- 10.13 On-line ticketing through the Her Majesty's Theatre web site at www.hermaj.com will be available to all Hires for a fee.
- 10.14 All productions presented at Her Majesty's Theatre will be listed in the Her Majesty's Theatre What's On database located on the Her Majesty's Theatre web site at www.hermaj.com at no additional charge, unless the Hirer specifically requests their event not to be listed via application to the Venue Manager.

- 10.15 At the discretion of the Venue Manager, and upon application, certain events may be deemed to not require ticketing. For such events the Hirer must anticipate total attendance substantially below capacity and will usually be 'private hires' for which no admission fee is charged. For non-ticketed events where **MajesTix** provides a reservation or other service analogous to ticketing, the Venue Manager will determine an appropriate fee for service with the Hirer.
- 10.16 It is the operating policy of **MajesTix** that tickets for any event at the City's venues will be available for sale at a minimum of 14 clear days prior to the event. However, no tickets will be sold until the appropriate box office information has been provided in Schedule B of the Hiring Agreement and the Venue Manager has received the signed Hiring Agreement. Failure to do so may delay tickets being available for sale.
- 10.17 Hirers may also supply to the Venue Manager information which may be useful to effective the operation of the **MajesTix** Box Office such as: advertising to be placed where, when and by whom; other venues and dates where the production will be performed; ticket outlets for such other performances; limitations on ticket sales to one person; what additional charges the ticket purchaser might need to pay.

The Hirer will also need to supply information on the number and locations of seats that may be released for sale on particular dates. It is the recommendation of Her Majesty's Theatre that patrons should have the opportunity to select from an array of possible dates and seat positions in all price barriers from the very first date of public sale of tickets.

The Theatre expects the Hirer to supply advertising material, brochures, posters, fliers etc, of a suitable standard, and other performance information including details/biography/synopsis on the main attraction/performer and support acts, the anticipated duration of performance, ticket prices, and whether the performance is being recorded in any way and for what purpose.

- 10.18 Whilst it is acknowledged that it is not the prerogative of the Venue Manager to decide on Hirer's ticket prices and price barriers, advice is always available on such matters. Standard prices or a 'One Reserve House' for all seats in the Auditorium is the most common choice made. Her Majesty's Theatre also can be sold in three price barriers with A & B Reserve and Sight Obscured seat prices. There are some A, B & Sight Obscured seats on each level (Stalls, Dress Circle & Balcony) of the Theatre. It is recommended that price barriers are not used except for larger, lavish productions where some exclusivity of seating might be required.
- 10.19 The Hirer is not permitted to vary the price of tickets to any person or organisation for any reason once they have been advertised without the express authorisation of the Venue Manager.
- 10.20 Except in situations as listed below, no refunds on tickets purchased will be given. Tickets tendered for refund at the Box Office will be put on sale on a patron's behalf but with no assurance of re-sale. Group tickets are not eligible for refund at any time.

Patrons shall be entitled to a full refund or exchange option at the discretion of the Venue Manager in such situations as:

- 1) The attraction or event is cancelled or rescheduled.
 - 2) The main attraction/star performer(s) is cancelled and substitute arranged. (In Opera, theatre ballet, symphony concerts, where multiple understudies is the accepted practice, a refund/exchange option shall not apply unless a premium price was charged directly related to the advertised star appearing).
 - 3) Previously undisclosed significant visual or aural obstruction for a reserved seat is reported soon (within the first 10 minutes) after commencement of a performance. This includes the effects of introduced factors such as filming or recording equipment).
- 10.21 All Box Office receipts will be retained in an Advance Account of the City of Ballarat. The City of Ballarat is entitled to retain all interest generated from Box Office receipts held. The City will retain all Box Office and other funds in its keeping, whether by way of advance bookings or otherwise, until 12 noon on the next working day following the close of the performance to which such funds relate, or, in the case of a season, until 12 noon on the next working Monday following each week of the season. Funds less any deductions relating to Theatre hire or usage costs will be forwarded to the

Hirer within 21 days of the final performance. The Hirer will be presented with an acquittal statement of the Theatre hire and use charges. If the funds held for the Hirer in the City's Advance Account are not sufficient to acquit the charges incurred by the Hirer for the use of the venue, the Hirer shall pay the outstanding amount to the Theatre within 30 days of receipt of Invoice.

10.22 Box Office Selling Fees - as from 1st January 2010

SELLING FEE
per ticket

Commercial Organisations **4.20** Added to Hirer's ticket Price

Non Commercial, Not for Profit, Amateur, Local,
Charity and Education organisations **\$2.95** Added to Hirer's ticket price

Zero priced complimentary tickets add **\$0.48** per ticket

Telephone sales - all tickets when purchaser requests the tickets be mailed add **\$2.50** per transaction (payable by the Purchaser, not the Hirer).

Online ticketing transaction fee - **\$1.40 per ticket (minimum \$73.00 per production)** paid by the Hirer. Hirers may set a higher ticket price for online ticket sales at their discretion to be paid by the Purchaser.

A Credit Card Levy is payable by the Hirer on all VISA, Mastercard or other credit card ticket sales and EFTPOS transactions. This levy is calculated on the value of the tickets sold via Credit card at a rate of **1.00%** of the total value of the Tickets purchased via Credit Card or EFTPOS.

10.23 Verbal progressive Box Office Reports will be made available only to the Hirer or their designated agent as authorised in writing. Faxed, printed or emailed progressive Box Office reports are not available. Printed Performance sales reports will be sent to the Hirer with the acquittal statement.

10.24 Effectively seats in Her Majesty's Theatre are categorised as follows:
(See attached layout plans).

Total Number of Fixed seats = 959

Stalls - 481 seats 467 Saleable seats - 365 A Reserve including 4 Company seat positions
- 102 B Reserve
8 Sight Obscured seats
4 House seats
2 Emergency seats

Dress Circle - 224 seats 196 Saleable seats - 141 A Reserve including 4 Company seat positions
- 55 B Reserve
20 Sight Obscured seats
4 House seats
2 Emergency seats
2 Usher seats

Balcony - 254 seats 136 Saleable seats - 51 A Reserve
- 85 B Reserve
116 Sight Obscured seats
2 Usher seats

**Total of 799 saleable seats & 114 Sight Obscured seats
16 seats unavailable for Public sale (reserved for use by Her Majesty's Theatre).**

In addition **30** Extra (Sight Obscured) seats are placeable at the rear of the **Stalls**
There are **15** Wheelchair positions at the ends of rows in the **Stalls**
There are **2** Banks Usher seats at the rear of the **Stalls**.

There are **60** Standing Room positions or **22** Seated positions (Sight Obscured) in the Standing Room area at the rear of the **Balcony**.

11 PROMOTION AND PUBLICITY

The Her Majesty's Theatre Publicist is **PETER FREUND**, Marketing Officer, City of Ballarat PH: 53 205 138 / 0407 501 818 Email: pfreund@ballarat.vic.gov.au

- 11.1 The Hirer shall not issue to any person any advance publicity relating to the use of Her Majesty's Theatre prior to receiving confirmation of the booking from the Venue Manager in the form of the signed Hiring Agreement.
- 11.2 Prior to its distribution as paid for advertising material or as programs etc., the Hirer shall provide the Venue Manager final proofs of all printed material, and all visual or audio material pertinent to the Hirer's usage of Her Majesty's Theatre.
- 11.3 The Hirer will provide the Theatre with two (2) copies of the programme prior to the performance(s).
- 11.4 Limited Front of House display areas are available at Her Majesty's Theatre. Posters, fliers and publicity material may be displayed at no cost at **MajesTix** and should be delivered to the Theatre at least one week prior to the tickets being available for sale.
- 11.5 Her Majesty's Theatre will provide the Hirer with copies of the Theatre's logos and an Information sheet. The Hirer shall ensure that Her Majesty's Theatre's logo, name and location and the **MajesTix** telephone number appear on all printed advertising material distributed by the Hirer or their agents concerning the Hirer's usage of Her Majesty's Theatre. The Theatre information sheet must be included in the Hirer's official programme of the event, and the inclusion of this information shall be at no cost to the Theatre. This artwork may not be altered by the Hirer in any way.
- 11.6 When space in the Theatre foyer permits the Venue Manager will allow the Hirer to merchandise relevant material at the venue. The Hirer will either provide their own staff for this, or on request the Theatre can provide the required staff at the cost of the Hirer. The Hirer will pay to Her Majesty's Theatre an amount equivalent to **10%** of the gross sales revenue for such merchandise sold within thirty (30) minutes of the completion of selling.
- 11.7 The staff, facilities and advertising rates charged to Her Majesty's Theatre are available to the Hirer to publicise any event. When the Hirer exercises this option a fee will be negotiated for this service and the Hirer will meet costs incurred by Her Majesty's Theatre on the Hirer's behalf.

Arrangements can be made for the Her Majesty's Theatre advantageous advertising rates to be made available to Hirers for a 10% placement fee.

12 STAFFING

- 12.1 At the time of confirming a hiring for Her Majesty's Theatre, the Venue Manager will estimate the staff required by the Hirer to effect the staging of their event in the venue and service to patrons in terms of ingress and egress to their seats and selling of programs. This shall be done in consultation with the Her Majesty's Theatre's Technical Operations Manager and the Theatre Coordinator and, after consultation with the Hirer. The Theatre's Technical Operations Manager will indicate the minimum number of operatives, and task areas, for the production in back stage areas. The House Manager will determine the number of operatives required in positions as Ushers, Programme Sellers and Door persons.
- 12.2 Staff of the In-house Business Unit operating Her Majesty's Theatre and the MajesTix Box Office are currently employed under the Victorian Local Authorities Award 2002 and the Ballarat City Council Enterprise Agreement No. 4, Her Majesty's Theatre Local Area Work Agreement appendix as amended from time to time.

For performances commencing after the **1st January 2010** the charge rates to Hirers for staff supplied by Her Majesty's Theatre shall be:

DUTY TECHNICIAN	\$38.95 per hour
PERFORMANCE TECHNICIAN	\$34.60 per hour
TECHNICAL CREW	\$34.60 per hour
FRONT OF HOUSE MANAGER	\$38.95 per hour
FLY SUPERVISOR	\$35.65 per hour
USHER/DOORPERSON	\$33.55 per hour
MERCHANDISE SELLER	\$34.60 per hour
BOX OFFICE STAFF (beyond normal operating hours)	\$35.65 per hour

- 12.3 A hire for performances at Her Majesty's Theatre will at all times include a Duty Technician, a Performance Technician, a hiring includes a Front of House Manager and a minimum of 1 Front of House staff on each of the 3 levels of the Theatre. The services of the Duty Technician and Front of House Manager will aid the Hirer and ensure that the Theatre is operated according to the Building regulations and to the professional standard expected.
- 12.4 At Her Majesty's Theatre the Hirer may provide suitably qualified staff to operate in the technical and backstage areas. Additional to the Duty Technician, trained staff in all areas of operations are available upon request.
- 12.5 The Technical Operations Manager will have authority over all personnel working with any of the theatre's technical equipment or working backstage at Her Majesty's Theatre. This will include employees of Her Majesty's Theatre, employees of the hirer, volunteers or visitors. This authority includes the discretion to remove from the theatre any person or persons who, in the opinion of the Technical Operations Manager, jeopardises the safety of the theatre, its effects or its patrons, or who could interfere with the safe and efficient staging of the performance.
- 12.6 If, at the time of production, the Theatre's Technical Operations Manager considers more persons are necessary to effect the Hirer's performance requirements at Her Majesty's Theatre in the time available, the Theatre's Technical Operations Manager will make reasonable efforts to contact the Hirer. However, with or without recourse to the Hirer, the Technical Operations Manager will engage additional 'qualified staff' to effect the required work. Such additional casual staff will be employed at the Hirer's expense.
- 12.7 If the Theatre's Technical Operations Manager determines that an operative of the Hirer (volunteer or otherwise) is not 'suitably qualified' the Technical Operations Manager will appoint a person who is and the Hirer will bear this cost. It is wholly the prerogative of the Technical Operations Manager to determine who is 'suitably qualified'.
- 12.8 Having determined the number of front of house staff required for the Hirer's event at Her Majesty's Theatre the House Manager will proceed to roster suitably trained casual employees.
- In the circumstances of a Not for Profit hiring agreement, and where the hiring organisation can supply such, the Venue Manager may permit a maximum of 11 suitably trained volunteers (aged 16 years and over) to operate Front of House in the capacity of Ushers and Door persons and up to 2 Programme Sellers. Such Volunteers shall be deemed to be engaged by the Hirer not by the City and will need to be covered under the Hirer's Public Liability cover.
- All Front of House personnel, whether casual employees or volunteers, will work under the direction of the Front of House Manager as operatives of Her Majesty's Theatre and will be required to dress to 'house' regulations and wear the Her Majesty's Theatre livery ie. uniform.
- 12.9 For full house usage at Her Majesty's Theatre (both balcony levels and stalls) the minimum number of Ushers and Door persons will be 13 and 2 Programme sellers. For a configuration using only the stalls there will be a need for 2 Door persons, 3 Ushers and 1 Program seller. For a configuration using the stalls and Dress Circle there will be need of 3 Doorpersons, 5 Ushers and 2 Program Sellers.
- 12.10 Hirers must ensure that their staff (volunteer or employed) work to the Her Majesty's Theatre Occupational Health and Safety standards.

13 OUTSIDE (LIVE OR DELAYED) BROADCAST FEE

- 13.1 A written application must be made to the Venue Manager before permission is given to permit an outside broadcast of any activity at Her Majesty's Theatre. Such permission will only be given if the Venue Manager is satisfied that clearance has been obtained from all those who could be concerned with having an 'interest' in any material that could be broadcast.
- 13.2 When approval for broadcast is given a fee will be charged in addition to any rental, outgoing or staffing costs incurred. The fee and the conditions for broadcast will be negotiated with the Venue Manager- and the applicant is responsible for obtaining all pertinent copyright permission and the paying of all associated fees and charges.

14 VIDEO, FILM AND AUDIO RECORDINGS

- 14.1 A written application must be made to the Venue Manager before permission will be given to make recordings of any performance(s) at Her Majesty's Theatre.
- 14.2 When permission is given an additional fee may be charged and the Venue Manager will determine this fee after negotiation with the Hirer, and depending on the proposed use of the recording.
- 14.3 The requirement to record may result in the seating available to the general public being reduced, or sight lines impaired, because of camera locations or other technical requirements. This information is needed at the Box Office and should be included in the Box Office information provided at the time tickets are first put on sale for the performance(s) concerned.
- 14.4 Incoming technical staff are subject to the control of the Theatre's Technical Operations Manager who is responsible for ensuring that the standards of the performance retain the quality needed for good stage presentation. Broadly speaking, this means that cameras and other recording equipment are not obtrusive and that lighting requirements are not objectionable to the audience.
- 14.5 The Hirer will be responsible for obtaining all pertinent copyright permission and the paying of all associated fees and charges.
- 14.6 Her Majesty's Theatre is not equipped with film screening equipment. However, where a Hirer is prepared to be an exhibitor of films the Hirer should undertake all provisions necessary to meet the relevant provisions of the Department Building Regulations for the showing of films. As well, the City has a policy which prohibits the screening of commercial films in its venues unless such films are of an educational or documentary nature not generally available to commercial cinemas. A hire for the screening of films will be charged at the Commercial rate.

15 CROWD CONTROL and SECURITY

- 15.1 Security and/or Crowd Control staff will be employed for such events at the discretion of the Venue Manager and at the expense of the Hirer. This is likely to apply to events such as Rock Concerts or Boxing Events or exhibitions of precious objects. Extra or internal security might also be required for some stage shows whose effects or personnel require protection. If so directed by the Venue Manager, Crowd Control or Security Staff will refuse admittance to or evict persons whose behaviour is disorderly, obscene or offensive.
- 15.2 The Venue Manager shall also have the discretion to arrange for Police attendance.

16 INTERVAL

- 16.1 The duration of an interval shall be for 20 minutes unless the approval of the Venue Manager is first obtained.

17 CATERING AND BAR SERVICES

- 17.1 At Her Majesty's Theatre, the operation of the candy, foyer and liquor bars are wholly the prerogative of the Theatre and will be opened at the discretion of the Venue Manager. It will be usual to open the foyer Candy bar at least a half hour prior to Curtain up and during interval, and the Long Room Liquor Bar at interval only. If it is the opinion of the Venue Manager that the size of the house or the hiring does not warrant opening the bars and yet it is the wish of the Hirer that at least one bar is open, the cost to staffing such bar will be at the cost of the Hirer.
- 17.2 Her Majesty's Theatre is not equipped with kitchen facilities. However, if catering is required at Her Majesty's Theatre for a function or event the Venue Manager will assist in recommending selected caterers, who will then liaise with the Hirer regarding the arrangements. The serving of beverages at such functions is the exclusive prerogative of Her Majesty's Theatre.

18 DAMAGE - Fixing and Cleaning

- 18.1 Hirers of Her Majesty's Theatre will be responsible for the cost to make good any damage done to the stage, floors, walls, or any part of the building, seats, carpets, any curtains, fittings, furniture during the period of their hire whether that damage is caused by staff or agents of the Hirer or patrons to the Hirer's event.
- A pre-paid **Security Bond** of an amount determined by the Management may be levied against some hires.
- 18.2 Hirers of Her Majesty's Theatre shall not be permitted to bring in any stage machinery, electrical installation appliance, or decorating materials or articles, exhibition stands and the like or allow to be used any confetti, streamers or similar articles of decorations without the express consent of the Venue Manager. The cost to make good any damage caused to any aspect of the venue through the use of any of these items will be the responsibility of the Hirer.
- 18.3 Neither the City nor any of its servants shall be liable for any loss or damage sustained by the Hirer or any persons or organisations concerning any article or thing that the Hirer, staff, colleagues or assistants of the Hirer have brought to either venue. The Hirer indemnifies the City against any claim by any person or organisation in respect to the loss or damage of such article or thing.
- 18.4 Unless by prior agreement with the Venue Manager - Her Majesty's Theatre the Hirer will normally be expected to have removed all their effects from the venue used by 7:59 am. on the day following the date of the last event of their hire period. If such material is not removed the Venue Manager will cause it to be removed and stored by a commercial removalist at the Hirer's cost.
- 18.5 Smoking is prohibited in all areas of Her Majesty's Theatre including the Hugh Williamson Auditorium, on stage, backstage, and in dressing rooms, the Long Room Bar and all Foyer and Office areas. Smoking outside is only permitted at a distance of 20 metres from the exit doorways to the Building.

19 INDEMNITY

- 19.1 Hirers of Her Majesty's Theatre shall be required to carry public liability cover to an insurable level of **\$10,000,000** to indemnify the City or any of its servants, patrons, crew, performers, volunteers, or any member of the general public against any action being brought by another party as a result of any activity or event arising out of the Hirer's use of the Her Majesty's Theatre. Evidence of such cover being held and current will need to be provided to the Venue Manager at the time the signed Hiring Agreement is received and at least seven (7) days prior to the Hirer's first occupancy of the Theatre.
- 19.2 The Hirer will be expected to provide the Venue Manager with evidence that they have obtained the necessary performance rights to the property (or part thereof) that they intend to perform, as requested

- 19.3 Where the Hirer's event includes the use of music or compositions either played live or from disk or tape and where such work is not a full work for which ordinary performing rights have been acquired, the Hirer needs to indemnify the City by providing evidence that they have necessary licence to use such music.

The two organisations from which such licences must be obtained are:

(for lyrics and music ie. the songwriter)

Australasian Performing Rights Association Ltd.
Victorian Licensing Representative
3 & 5 Sanders Place
Richmond, Vic, 3121
Ph: (03) 9426 5200 Fax: (03) 9426 5211

(for the sound recording - ie. the record company and the artist)

Phonographic Performance Company of Australia Ltd.
9th floor, 263 Clarence St
Sydney, NSW, 2000
P.O. Box Q20 Queen Victoria Building Post Office, NSW, 1230
PH: (02)9267 7877 Fax: (02)9264 5589

20 INTERPRETATION

- 20.1 When used in this document the term "Venue Manager" or "Venue Manager - Her Majesty's Theatre" shall be deemed to include any other officer of the City acting with the authority of the Venue Manager - Her Majesty's Theatre expressly or implied.
- 20.2 In the event of any dispute of difference arising as to the interpretation of these Conditions, on any matter or thing contained therein, the decision of the Venue Manager - Her Majesty's Theatre thereon shall be final and conclusive.
- 20.3 If not elsewhere expressly stated in these Conditions, the Hirer will at all times comply with the requirements of Federal or State Acts of Parliament as well as Local Laws or policies of the City of Ballarat. Acts of Parliament pertinent to use of Her Majesty's Theatre include:
- The Local Government Act
The Health Act
The Food Act
A The Liquor Control Act A
The Litter Act
The Lotteries Gaming and Betting Act.
The Occupational Health and Safety Act
The Equal Opportunity Act
Trade Practices Legislation
Privacy Legislation
and any other relevant Act
- 20.4 Any Hirer, or servant of the Hirer, committing a breach of any one or more of these Conditions be expelled from Her Majesty's Theatre.
- 20.5 The words "Her Majesty's Theatre" or "Her Majesty's" used in these Conditions of Hire will include any part of the building known as Her Majesty's Theatre, located at 17 Lydiard Street South, Ballarat.

This document is current as at 1st January 2010

Her Majesty's Theatre



For performances commencing after the **1st January 2010** the charge rates to Hirers for staff supplied by Her Majesty's Theatre shall be:

DUTY TECHNICIAN	\$38.95 per hour
PERFORMANCE TECHNICIAN	\$34.60 per hour
TECHNICAL CREW	\$34.60 per hour
FRONT OF HOUSE MANAGER	\$38.95 per hour
FLY SUPERVISOR	\$35.65 per hour
USHER/DOORPERSON	\$33.55 per hour
MERCHANDISE SELLER	\$34.60 per hour
BOX OFFICE STAFF (beyond normal operating hours)	\$35.65 per hour

Charges include GST.

Other conditions of employment for staff supplied by Her Majesty's Theatre are as per the Ballarat City Council (Her Majesty's Theatre) Local Work Area Agreement 2003 as summarised below, which applies from 1st October 2003.

Penalties

The management of Her Majesty's Theatre will make every effort to avoid the necessity of penalty payments to staff through appropriate rostering made via discussion with Hirers regarding their requirements. Hirers should note, however, that sometimes penalties cannot be avoided due to their requirements for use of the venue, or because of how they wish to schedule their event. If penalties are incurred the Hirer must pay them.

Overtime

A staff member incurs overtime after 9 hours work on any one day. Overtime after 9 hours work is charged to the Hirer at the rate of time and a half for the first 3 hours and at double time thereafter.

Double time rates apply for all work done in the period after midnight, through until 8am.

Meal breaks

If a 30-minute meal break is not taken by staff after 5 continuous hours worked penalty rates at double time will apply until a meal break is taken.

Hirers are required to note that Staff in positions of responsibility (i.e. Duty Technician, Front of House Manager) can only take a Meal break if they can clear the Theatre auditorium and backstage areas and lock the doors of the building, and leave the premises for half an hour. For most hires this is not possible, therefore in many instances it is likely that Meal break penalties will be incurred, unless Meal breaks can be provided under these conditions.

Shift length

The minimum length of shift for Technical Staff is three (3) hours, payable whether three hours are worked or not.

The minimum length of shift for front of House staff is two (2) hours, payable whether two hours are worked or not.

Time off between shifts shall be 10 hours consecutive otherwise the rate of pay is double time until a 10-hour break is taken.

HMT Promotions

Her Majesty's Theatre offers a comprehensive promotional service to complement its other professional activities.

- ❖ Planning and executing advertising and promotions campaigns

HMT will advise on advertising campaigns in local press, television or radio.

- ❖ Targeted mail-outs

HMT Promotions is able to take advantage of Her Majesty's Theatre extensive database of over 25,000 theatre patrons in Ballarat and region. Databases can be tailor-made for individual needs and specifically targeted mail-out campaigns can be undertaken. Her Majesty's also maintains databases of primary and secondary schools, as well as social and service clubs.

- ❖ Poster and flier distribution

HMT offers effective poster distribution through Ballarat and regional centres, and undertakes delivery of fliers to shop counters and to tourism and accommodation providers.

- ❖ Media liaison

Extensive local knowledge and experience mean that we can back up your advertising with promotional opportunities and initiatives, and establish and maintain contact with local media.

We know Ballarat!

By promoting your performance or event through HMT, you will be taking advantage of the **extensive local experience and contacts** built up through ten years of Her Majesty's Theatre's operation as Ballarat's regional performing arts centre.

Rates are attractive and competitive, and effective promotional campaigns are guaranteed.

To discuss promoting your event with HMT, **contact Peter Freund**, Marketing Officer - City of Ballarat on PH: (03) 5320 5138, email: pfreund@ballarat.vic.gov.au

Her Majesty's Theatre

Street address

17 Lydiard Street South
Ballarat, Vic, 3350
Email hermaj@hermaj.com
Website: www.hermaj.com

Postal address

P O Box 249
BALLARAT, Vic, 3353
Phone (03) 5333 5800
Fax (03) 5333 5757

Her Majesty's Theatre

17 Lydiard Street South
(PO Box 249)
Ballarat VIC 3353

Box Office/Ticket Sales

MajesTix

Telephone: (03) 5333 5888

Administration

Telephone: 03 5333 5800

Facsimile: 03 5333 5757

Email: hermaj@hermaj.com

Website: www.hermaj.com

Her Majesty's Theatre is located in the heart of Ballarat's historic Sturt Street precinct. Parking is available in the streets surrounding the Theatre.

