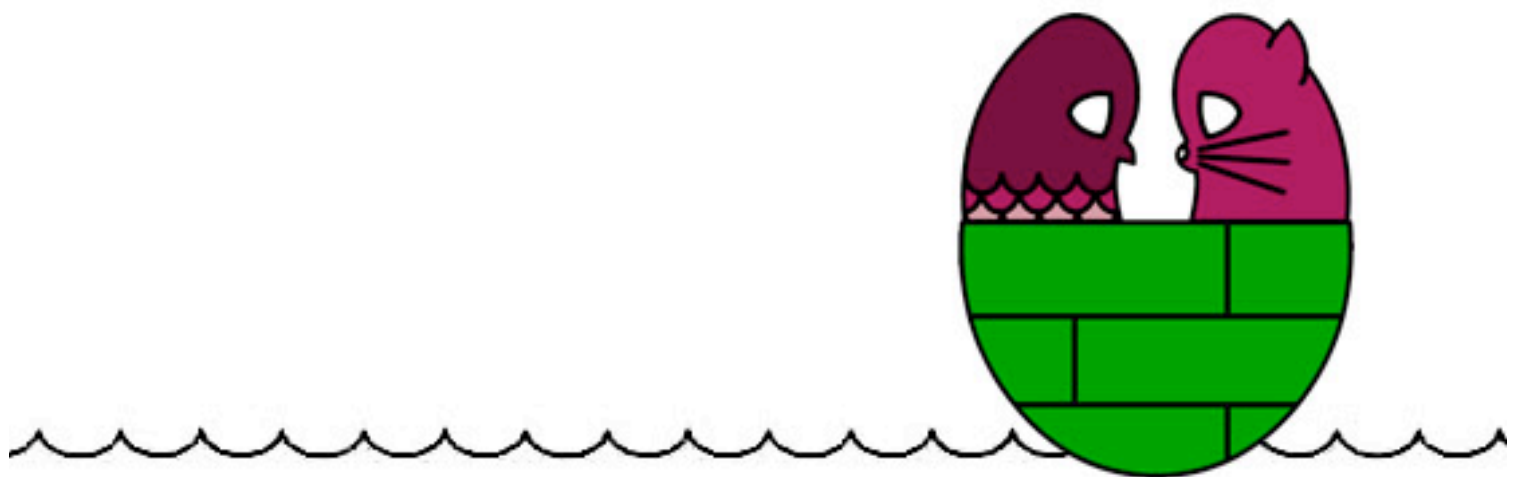


THE OWL AND THE PUSSYCAT

hirers information pack



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In the event of an emergency after hours please contact
Jason Cavanagh 0449 916 853

SOME THINGS TO CONSIDER

Pre-Production

- Make sure your deposit is paid and your contract signed and returned to secure your booking. Your booking is only confirmed upon receipt of your deposit and contract.
- Make sure you organise a production meeting with the Venue Manager, to be held at least 2-4 weeks prior to bump-in. This will ensure that your hire runs smoothly. You will need to bring an up-to-date production schedule as well as any lighting / set plans that you may have. A contact sheet of all cast and crew would also be very helpful in the event that we should have to contact anyone.
- Make sure you have arranged for sufficient crew / riggers / assistants for your production before bump-in begins.
- Make sure you bring along any fliers / posters as soon as they are ready. They can be put on the bar or even used as tickets for productions prior to yours which provides you with an invaluable form of advertising.
- Please provide at least 5 posters for the venue no less than a month out from production.
- It is advantageous for you to provide one large poster (A0) to put in the front window. This gets excellent exposure to Swan street and is well worth the expenditure.

Production

- Make sure you have organised a roster for the ushers to be supplied by the hirer and that these ushers understand that they must arrive at the theatre 1 hour before the performance starting time to enable Front-of House staff to brief them on their duties. A written roster must be provided a week before opening night with all names and contact numbers.
- There is a fridge, microwave and kettle in the kitchen area which you are able to use. Please make sure it is kept clean and tidy.
- Hirers will need to provide all their own tools for bump-in and out. There are a number of tools on site if you come up short, but should not be relied upon.
- No outside alcohol is to be brought onto the premises. All alcohol is to be bought at the bar and consumed in the bar area.
- Henry the theatre cat roams freely about the space when the theatre or bar is closed. If you are allergic or otherwise disagreeable to cats then please let it be known so that alternate arrangements can be made.
- Make sure that the dressing room is left clean and tidy and free from clutter

Post-Production

- Make sure you have arranged for all props / scenery / costumes etc to be removed by the end of the night of your final performance.
- Please remove all rubbish and possessions from the space.
- It would be greatly appreciated if you could fill out an evaluation form to help us improve the experience for future hirers. If appropriate a debrief session may be requested in order to discuss your feedback and to give you an opportunity to expand on it.

ABOUT THE OWL AND THE PUSSYCAT

The Owl and the Pussycat began it's life as an art gallery, which it exclusively remained for one year, before branching out to better accommodate for theatre and music in it's second year with the inclusion of a small theatre upstairs and a bar out the back. Since then the theatre has taken over and we have reluctantly abandoned our visual arts routes in favour of concentrating more wholly on the performing arts.

The space has since come alive with a host of well received and cutting edge theatre shows provided by some of the most dynamic producers of fringe theatre in Melbourne.

Included in this of course is the work by our resident theatre troupe 5pound theatre who continue to grow in it's second year, even branching out into new spaces.

We opened our doors for the first time back in mid October 2009, and have slowly but steadily grown into an ever more prominent part of the Melbourne fringe art scene.

Throughout our existence we have played host to artistic events and celebrations from all walks of life; from installations, both interactive and otherwise, musical concerts, burlesque, cabaret, comedy, drama, sculpture, paintings, photography and more.

To this day the nature and variation of the different events that we accommodate is extremely vast.

The Owl and the Pussycat remains, as always, dedicated to supporting and nurturing upcoming and emerging artists by offering a friendly, vibrant and inspirational artspace within which to present their work. By putting a focus on the validity and quality of the work being proposed and offering as much guidance, help and support as possible, as well as keeping costs on the artist to a bare minimum we seek to create a doorway into the fringe art scene of Melbourne.

The friendly and inviting nature of the space, as well as the prominent location make it accessible to a wider, more mainstream audience than may otherwise be exposed to theatre of this nature. This helps to increase audience turnout as well as exposure for the artists.

Location

The Owl and the Pussycat is located at 34 Swan Street, directly across the road from Richmond station, in between Holliva Bar and Polly's Thai restaurant. It provides an excellent frontage for artists to advertise their shows, and Richmond Station being one of the largest and well serviced stations in Melbourne, outside of the city, it makes it very easy for audiences to get to.

Look for the pea green boat hanging from the awning out the front and the bright green door.

Parking

There is a limited amount of all day parks available in the nearby back streets, otherwise there is ample paid parking at relatively cheap rates out the front of the theatre.

The exception to this is when there is a large event on at one of the Stadiums just down the road. Then parking and traffic can cause issues.

It is recommended that you remind your audiences to leave ample time for parking on a Friday or Saturday night.

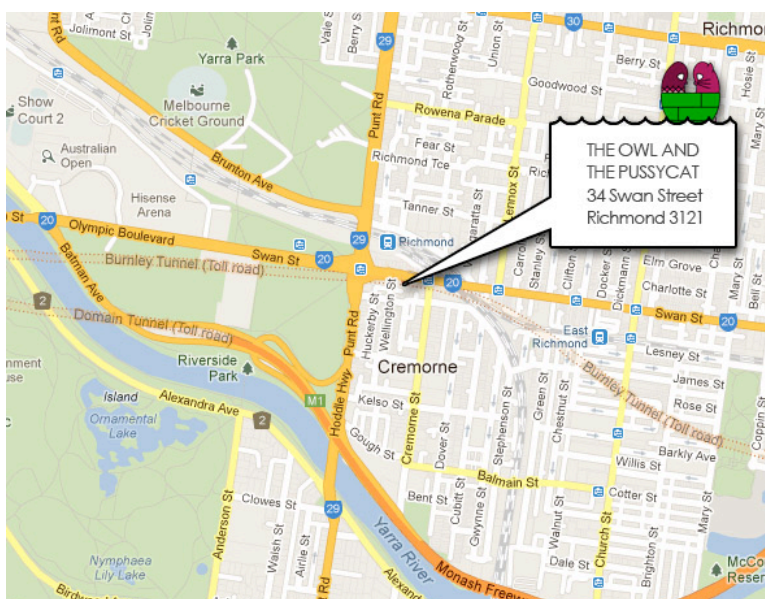
Public Transport

Public transport is definitely the best way to get to The Owl with a host of options right on the doorstep.

Train Richmond Train Station across the road has 7 different train services running through it including the Frankston, Glen Waverley, Pakenham, Sandringham, Cranbourne, Belgrave, Lilydale and Alamein.

Tram The 70 tramline is 20m away from the front door

Bus The Bus stop 50m away on Punt road is serviced by the 246 and 250.



Publicity

All publicity is the responsibility of the hirer. The venue undertakes a certain amount themselves but this should be seen as a backup only to your own efforts.

There are also certain opportunities for advertising provided to the hirer from the venue. These include...

The Front Window

The Front Window has excellent frontage onto Swan Street and is there for you to use. Large posters and displays are encouraged as well as print outs of your review or anything that you think will help in promoting your show.

All content must be approved by the venue manager before putting it on display.

Online Marketing

The Owl and the Pussycat's online media includes a page on the website, inclusion in our fortnightly e-newsletter, a facebook event page linked directly from The Owl's profile page and mention in our twitter feed.

In order to take advantage of this you must ensure that you provide all marketing material to The Owl no less than one month before your production. Please include:

- A media release containing all relevant information as well as a blurb about your show.
- A clean image (not the poster or flier but an image without any information on it)

There are many different online theatre listings operating out of Melbourne. It is your publicists job to submit your show to these listings. For help or advice on this please contact The Owl.

Marketing Information Checklist

Make sure you include the following information on your poster / flyer.

(It may sound basic but you'd be surprised!)

- Name of production
- The Owl and the Pussycat's address- 34 Swan Street Richmond
- Date and time for all performances
- Online Bookings and payment (give the website address rather than the trybooking direct link)
- Cost of tickets
- Logo of venue and all other relevant logo's

Front of House Information

Front of house Manager

A front of house manager will be provided by The Owl and the Pussycat for each performance at no extra charge to the hirer. They will begin their shift an hour before the performance starting time and are rostered until the last of the audience leaves. Their main responsibility is to run the bar and look after the venue.

Ushers

- In addition to the FOH manager, The Owl and the Pussycat requires the hirer to supply a minimum of one usher per performance.
- Their main responsibility will be to look after your individual show needs and to sell and take tickets.
- The ushers are required 1 hour prior to the performance to be briefed on emergency evacuation procedures. Please note that for OH&S reasons, this person cannot be a company member who has other responsibilities during the show call, eg Stage managers etc.
- It is also a requirement that they are 18+ years old and do not consume alcohol before or during the performance.
- A full usher roster, including a list of names and contact details is required to be given to the Front of House Manager a week before opening night.
- The usher does not have to be the same person each performance.
- If the hirer is unable to supply an usher for each performance, The Owl and the Pussycat will roster a staff member and the cost will be charged to the hirer.

Reconciliation

The Owl and the Pussycat will reconcile income against venue expenses within two weeks of the final production. The reconciliation will include a full break down of attendances per performance, and comparison of full price, concession and complimentary tickets.

Liquor Licence

The Owl and the Pussycat holds the liquor licence for the venue, which means that any alcohol on the premises must be purchased at the bar.

Opening Night

Please discuss your opening night catering requirements with the venue manager prior to opening night. If you wish to provide free drinks for your patrons then a tab can be arranged at the bar with very reasonable concessions.

Ticketing

- All ticketing is to go through The Owl and the Pussycat. Once your booking is confirmed a trybooking account will be created. You will be provided with a producer portal so as to track your own ticket sales.
- You will be provided with a direct link to the trybooking site for use as a direct link on your website. However with print media we still ask that you direct people to your page on The Owl website, or your own homepage as the trybooking link looks messy.
- There is a small credit card fee charged by trybooking on all online sales. This will be automatically deducted before gross profits is calculated.
- The only exception to this is during certain festivals whereby they require ticket sales to go through them. In this case access to the online sales reports will need to be given to the venue in order to keep track of sales.
- All money for door sales is to be handed in to the venue with a sales report from your usher at the end of every night.
- A phone booking service can be provided by the venue at an extra expense to the hirer. You are of course also able to take your own phone bookings, which you will need to regularly update with the venue's records so as to not oversell internet bookings.
- A reasonable number of comp seats is required to be provided to the venue for use by VIP's, sponsors, management, and front of house.
- Ticket giveaways can be organised through the e-newsletter. It is a good way of getting interest in the show and a valuable marketing tool. It is not compulsory however so please discuss with the venue manager if you would like to take advantage of this.

Logo

Logo's can be downloaded from the website:

<http://www.owlandcat.com.au/logos.html>

Please ensure to use the correct one so as to achieve the best result. Specifically look out for white borders or a white box behind the image as there should not be one.

Please note that all designs must be submitted for approval before going to print.

Venue Information

Double Bookings

The Owl and the Pussycat reserves the right to schedule other activities during your booking. You will of course be consulted, and every effort will be made not to disturb your schedule.

Insurance

The Hirer shall be responsible for obtaining a policy of liability insurance for both public and product liability cover which indemnifies The Owl and the Pussycat and the Hirer, its contractors and subcontractors against loss of or damage to any property or injury to or death of any persons arising out of or in connection with the Event for not less than \$5 million. The Hirer shall provide copies of proof and details of such insurance to The Owl and the Pussycat if requested to do so.

The Hirer shall be responsible for insuring all its sets, properties, costumes and all effects against loss, theft or damage of equipment installed in the Theatre during the Event. The Hirer shall provide copies of proof and details of such insurance to The Owl and the Pussycat if requested to do so.

The user/s will not neglect to do or permit to be done or leave undone anything which will affect The Owl and the Pussycat's insurance policies relative to theft, fire or public risk in connection with the building. In the event of breach of this condition, the user indemnifies The Owl and the Pussycat from any effects to any breach or act of commission or omission in relation to The Owl and the Pussycat's insurance policies.

Production meeting

Approximately 2-4 weeks before the commencement of your booking, The Owl and the Pussycat Venue Manager will contact you for a production meeting. The aim of this meeting is to ensure that your booking runs as smoothly as possible, so the more information you give us, the more we can assist you. Personnel that attend the meeting are as follows; Production Manager, Stage Manager, Lighting designer, Set designer, Audio Visual designer (if appropriate), Sound designer, Director, Producer.

Access

There is usually someone at the venue to give you access. It is important to provide the venue manager with a production schedule so that it can be assured that there is someone here to grant access.

Access outside of those times is usually okay, but it is advisable to give notice that you are coming.

Sometimes it may be required or appropriate to supply you with a key. If this key is not returned by the end of the night on the last day of the hire period then \$20 shall be charged to the hirer for replacing the key.

Smoking

The Owl and the Pussycat is a non-smoking venue. This applies during bump in and bump out as well as rehearsals and performances.

Technicians

A technician can be provided for bump in at an extra expense to the hirer. If you wish to take advantage of this please let the venue manager know at the production meeting.

The venue manager will be present at the venue during bump in to assist in any venue related questions. They are not there to assist you with your bump in or set up of your show so please make sure you have enough persons on site to bump in your own show.

Emergency Exits and Extinguishers

A number of emergency exit signs are installed throughout the venue. They are to be clearly visible at all times and unobstructed. Fire extinguishers are not to be covered or removed.

Set & Floor attachment

All set components are not to be reliant on fixing to the floor. French Bracing and sand bags or weighting are the preferred method of supporting set requirements. Unless deemed unsafe to do so, in which case set drawings are to be provided with an application requesting attachment to the floor.

Liquids

Liquids are not to be used on stage without prior permission from the Venue Manager.

Animals

Animals are not permitted in the venue without prior permission from the Venue Manager. All users of the venue must comply with all statutory and other prevention of cruelty to animal regulations.

Naked Flame / Pyrotechnics

The use of naked flame / Pyrotechnics etc is prohibited without prior approval by the venue.

Please provide all details of intended use, including herbal cigarettes, to the venue manager at the production meeting.

Safety Check

- For the safety of performers, crew and patrons, please ensure that:
- You are aware of the location of fire extinguishers. A technician will show you during the first day of Bump-in.
- You have supplied a minimum of one usher for each performance.
- Exits are not blocked by set or by debris left in front of them. The Owl and the Pussycat has the right to insist that changes be made if hirers do block exits. In the event that these changes are not made, insurance may be voided if the hirer does not comply and therefore The Owl and the Pussycat staff are obliged to make changes, the hirer will be charged for staff hours.
- No food, garbage or personal belongings is to be left lying around the venue at any time.

Bump out

ALL equipment, set items and props MUST be removed immediately after the last performance. If any equipment, set pieces, props and costumes are not removed after the hire period, The Owl and the Pussycat may charge the hirer a storage or removal charge.

Cleaning

Basic cleaning is included in the hire charge. However, to keep costs to a minimum, cleaners are not employed after every performance. It is therefore advisable that you check the auditorium for any rubbish, which the audience may have left. Back stage is to be kept clean and tidy at all times. Broom and dustpan are available from the bar. The vacuum cleaner is kept in the dressing room for your convenience.

Valuables

There are currently no facilities to lock up props or personal items within the dressing room. Hirers are advised to bring in their own lockable storage if required for valuable items.

Lost property

The Owl and the Pussycat will keep personal items left after bump out for one week. Any items unclaimed after this time will be donated to a local charity.

Painting

The Owl and the Pussycat allows the hirer to paint the already painted surfaces in the venue. Under no circumstances whatsoever is the brickwork or floor to be painted. If this occurs the paint will be removed at the expense of the hirer. Painting may only occur under the following conditions: on the following conditions:

- That the venue is painted back to black, immediately at the end of the season.

- That the venue be painted back to black using paint chosen by The Owl and the Pussycat.
- No other paint is to be used to return the venue to its black state.
- That all paint used on walls, floors etc MUST BE ACRYLIC. I.e. Water based. No enamel, metallic, Glitter or other non-acrylic paint substances etc will be acceptable. Failure to comply will result in additional charges for removal of said substances off venue surfaces.

The Owl and the Pussycat Testing & Tagging Policy for Hirers

All portable electrical equipment brought into the venue must be Tested and Tagged according to Australian Standards; this includes power boards, desk lamps, sound equipment, lighting equipment, extension leads, hair & makeup appliances, computer accessories and so on. Equipment from hire companies can usually be assumed to be tested but should be checked.

Lock-up Procedure

Please ensure that:

- The front door is closed and snibbed when you leave.
- All windows are closed.
- All lights are turned off including the theatre, bar, toilet and dressing room.
- All electrical equipment is turned off including the heater in the dressing room.
- All technical equipment has been powered down including sound and lighting desks

Venue Stock List

Lighting

4 x parcans 56

4 x tweets 16

3 channel track lighting with 16 spots and 1 flood
quad pac

Sound

2 x powered speakers

2 x microphones

8 channel mixing desk

inbuilt sound system with a further 8 channels of input

Seating

11 x banks of 6 theatre seats (66 seats)

a further 100 bucket seats.

30 x box's

Staging.

4 x black felt theatre curtains

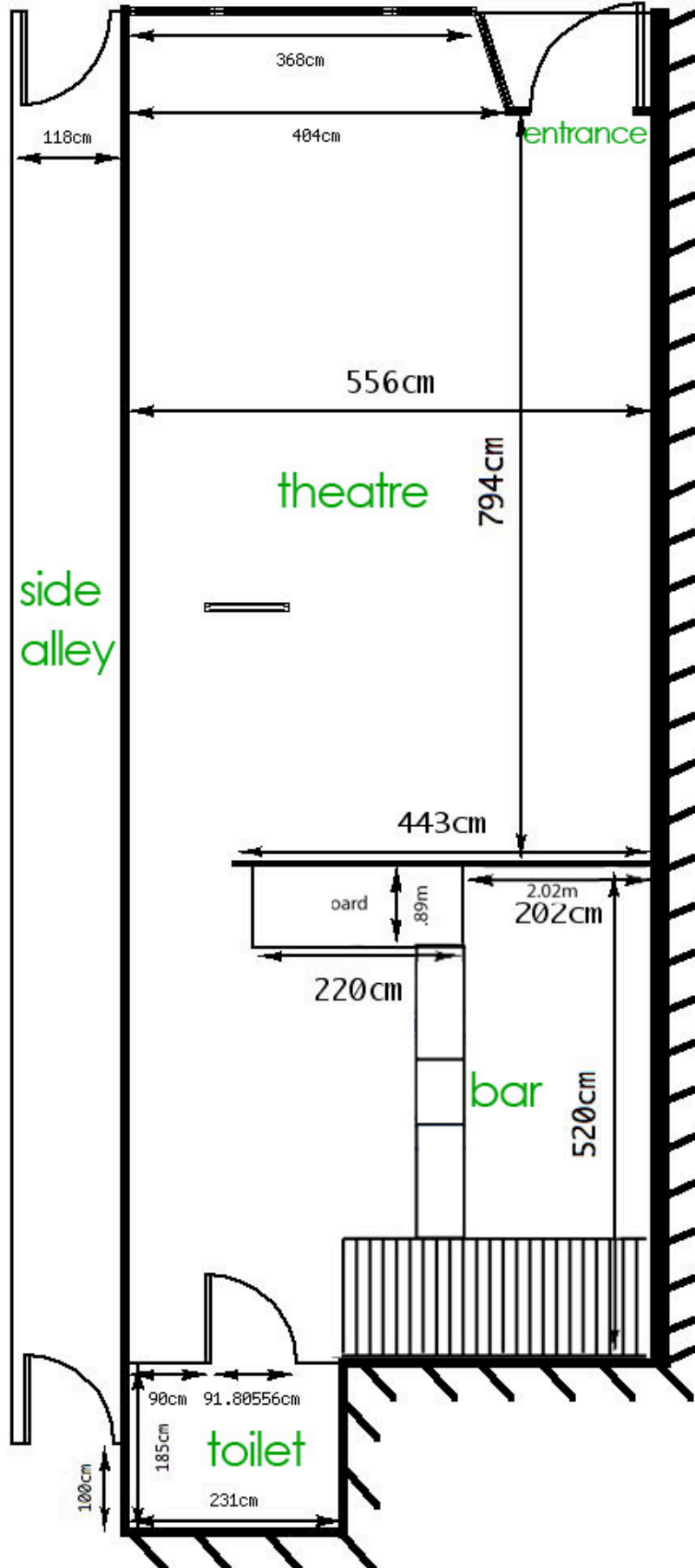
2 x narrow and long satin black curtains.

4 x platforms. height = 40cm, length = 360cm, width = 90cm

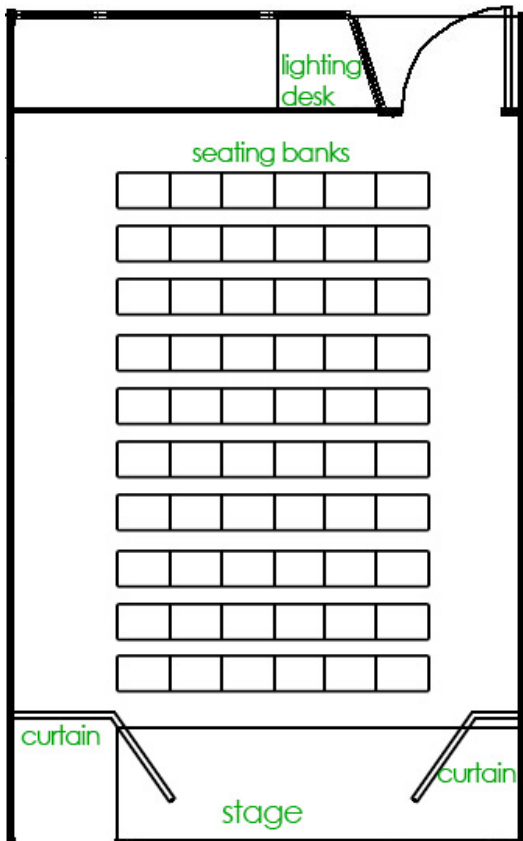
*The platforms can be stacked on top of each other to make a stage which is 360cm x 180cm and 85cm tall. Or they can be laid next to each other to make a seating bank.

Floor plan of venue

*dressing room is upstairs



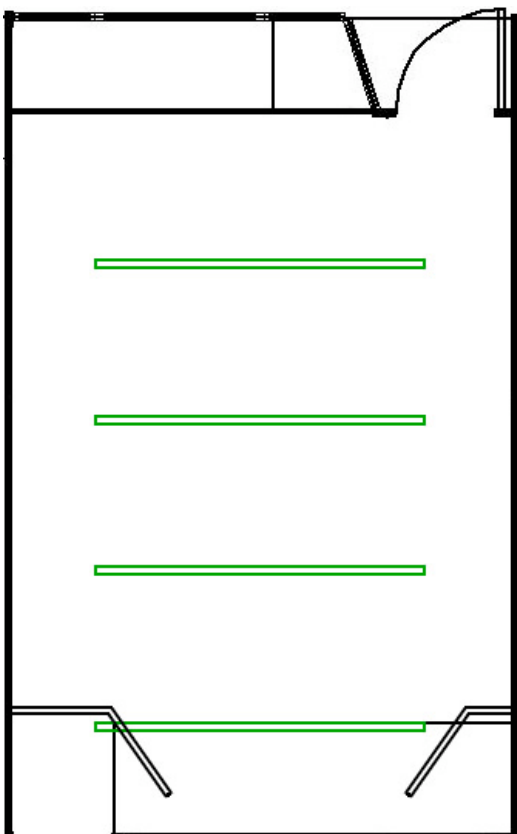
Standard Theatre Configuration



This is the standard setup for the theatre. By which you will get full audience capacity.

Everything is movable, however, in different configurations you may lose audience capacity.

Lighting Plot



This Diagram shows you the position of the lighting rigs.

There is also track lighting that can be patched into the desk which runs down the sides.

Local and Emergency Services

The First Aid Kit is kept behind the bar. A smaller first aid kit can be found in the dressing room.

Medical / Emergency

Ambulance, Fire and Police	Tel: 000
The Alfred Hospital	Tel: 9276 2000
Emergency Department [24hrs]	Tel: 9276 3405
Poisons Information Centre	Tel: 13 11 26

Lighting Hire

C.L.S	Tel: 9682 6111
63-65 Kingsway, Southbank 3006	www.clsa.com.au
Clearlight	Tel: 9553 1688
5 Horscroft Place Moorabin	http://www.clearlight.com.au
Lighting Lab.	Tel: 9898 7064
16 Clarice Rd. Box Hill	http://www.lightinglab.com.au

Audio Visual

System Sound	Tel: 9645 2600
5 Westside Ave Port Melbourne	http://www.systemsound.com.au
Solution Red	Tel: 9940 0600
	http://www.solutionred.com.au
Durham AV Hire	Tel: 9690 2288
65 Haig Street, South Bank 3205	http://www.durhamav.com.au
Pink Noise	Tel: 9416 3636
22 – 26 Johnson St, Collingwood, 306	http://www.pinknoise.com.au

General Electrical Supplies

Lawrence and Hanson	9697 1599
142 Dorcas Street, South Melbourne 3205	
Middy's	9415 7477
238 Hoddle Street, Abbotsford VIC 3067	
AWM	9696 6121
65 Moray Street South Melbourne	
Bunnings	8862 9500
230 Burwood Road, Hawthorn	