

GRIFFIN INDEPENDENT – 2011

APPLICATIONS CLOSE – FRIDAY AUGUST 27, 2010

WHAT IS GRIFFIN INDEPENDENT?

Griffin Independent is Griffin's annual season of red hot new writing co-presented with the country's most exciting independent theatre-makers.

Running in parallel to Griffin's own main season of new Australian plays, *Griffin Independent* aims to bridge the independent and main stage sectors and to provide our best independent theatre makers with the best opportunities and support.

In 2009 and 2010, *Griffin Independent* focused exclusively on new international writing and produced plays from the United States, Germany, Spain, Ireland and England by a variety of celebrated writers including Tracey Letts, Neil La Bute, Charles Mee, Falk Richter, Sarah Grochala, Juan Mayorga, Mark O'Rowe, Conor McPherson and Martin Crimp.

In 2011, Griffin Independent aims to foster a similar vital dialogue between the best new international writing and the best local writing. However, in response to a pressing industry need, in 2011 we will adopt a more open curatorial policy. Rather than focusing exclusively on new international work, we simply want to stage the best new writing by the best independent artists. So, in 2011 *Griffin Independent* also invites submissions of new Australian plays (including adaptations) that applicants believe would suit the space and the season.

Also in 2011, to ensure that *Griffin Independent* is the first choice space for independent artists, the company will be offering an increased level of artistic support from the core Griffin artistic team, including the Artistic Director.

THE DEAL

The *Griffin Independent* model provides independent artists and producers with substantive artistic and production counsel from Griffin including: expertise in production, direction, dramaturgy, publicity, sponsorship and marketing. Griffin drives best practice guidelines and provides artistic support, assistance with the development and implementation of a marketing plan, budgeting guidance and production management support.

In 2011 Griffin will provide the following:

INSURANCE

Full public liability cover.

PUBLICITY

A subsidised publicity service. The service will include consultation, development of a publicity plan, composition and distribution of media releases, interview pitches and management of opening night invitations and arrangements. The subsidised publicity fee in 2011 will be \$500.

MARKETING

In order to build up audience awareness for the brand of Griffin Independent there is a season consistency to the design of the marketing collateral. The independent companies will provide the main marketing image in consultation with Griffin to ensure it is compatible with the design work. Griffin will then provide the following.

- Design, print and distribution of a Griffin Independent Season brochure.
- Promotion of the *Griffin Independent* season - including direct mail to Griffin's database, on a dedicated page of the Griffin website, to Griffin e-newsletter readers, and through sale of season subscription packages.

- Extended marketing advice and support for the promotion of individual productions including e-newsletters, management of reciprocal deals, special ticket offers and free website/print listings, and assistance with the development and implementation of a marketing plan.
- Design, print and distribution of production postcards (8000 printed, 5000 distributed - producers to provide image)
- Design, print and distribution of posters (50 - producers to provide image)
- Design and print of light box poster for on-street display (producers to provide image)

OTHER PRODUCTION SUPPORT

- The space! A 105-seat historic theatre with access to lighting, sound and rigging
- Free technical support for bump in/bump out (casual crew for up to 16 hours)
- Free front-of-house and bar service
- Online and telephone booking service
- Rent-free use of the SBW Stables Theatre for fundraising and promotional activities
- Rent-free use of office space in the Griffin office (subject to availability) for auditions and readings
- Management of opening nights including invitation list and opening night catering
- Use of Griffin volunteers for appropriate administrative assistance
- Budgeting guidance and production management support

BOX OFFICE SPLIT AND CHARGES

Griffin heavily subsidises *Griffin Independent*. Since 2009, we have reduced and simplified the box office split, further subsidising the work of *Griffin Independent* producers and artists. Griffin takes 30% of the Net box office (minimum \$5000 based on a 4-week season, no GST applies).

What independent companies bring to the party:

- The production
- The cast, creative and production team (including Stage Management)
- Promotional materials over and above the 2010 Griffin Independent Season Brochure and posters and postcards provided by Griffin (e.g. trailer, digital marketing, press advertising, theatre listings)
- Production sponsorship (if applicable)
- Group Personal Injury Insurance

MEETING WITH GRIFFIN

We would be very pleased to meet you, to discuss the suitability of potential projects, before you make an application. Please contact the office on 02 9332 1052 to make an appointment or email belinda@griffintheatre.com.au.

A NOTE ON RIGHTS

Rights must be available for a project to be considered for inclusion in the season. We encourage you to contact the office, as above, for advice on securing rights.

HOW TO APPLY

Submissions are now open to emerging and established independent theatre companies with a dedicated producer on board and a strong creative team.

SELECTION CRITERIA:

- The quality of the play and the artistic vision behind it
- The quality of the project team (must include a producer)
- The quality of the production planning

Please include the following

- A brief description of the project
- An argument for the project's suitability for inclusion in the *Griffin Independent* season
- Envisaged audience appeal and a brief statement on any unique marketing angles
- A 100-word blurb, such as would be used on any marketing materials
- Names and biographies of all key project personnel currently attached
- A budget outline for a four week season
- A copy of the proposed script
- Correspondence indicating the rights are available
- Preferred dates – 3 season options

Submissions by email only to belinda@griffintheatre.com.au. Any questions, email Belinda or call the office on 9332 1052. We look forward to reading about your project.

GRIFFIN INDEPENDENT 2011 - SUBMISSION COVER SHEET

Company	
Project	
Main contact	
Telephone	
Email	

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Closing date: Friday, 27 August 2010

All submissions via email.

Send to:

Belinda Kelly
Artistic Associate

belinda@griffintheatre.com.au