

A photograph of the Geelong Arts Centre at night, featuring a large, illuminated, curved glass facade and a prominent, illuminated, curved structure. The building is set against a dark sky, and the interior lights are visible through the glass. The image is framed by a large, dark blue, abstract shape that overlaps the building.

# COMMERCIAL VENUE HIRE GUIDE

AUSTRALIA'S LARGEST  
DEDICATED REGIONAL  
ARTS CENTRE

1 JUL TO 31 DEC 2024

geelong  
arts  
centre



**WE ARE GEELONG'S PREMIER CREATIVE VENUE, CONVENIENTLY LOCATED  
IN THE HEART OF GEELONG CBD AND THE G21 REGION.**

## Australia's largest regional arts centre

Our award-winning complex has a number of versatile spaces to host your next performance with a collection of unique theatres, rehearsal and function spaces and premium back of house facilities.

Creativity is what Geelong Arts Centre does best. With access to Geelong's most

experienced team of creative professionals as well as an outstanding in-house technical team, our dedicated team will work collaboratively with you from start to finish to create an inspired, unrivalled event that will dazzle your guests and be the talk of the town long after it has ended.

**GEELONG ARTS CENTRE**  
WHERE CREATIVITY MEETS  
INSPIRED EVENTS

**READY TO CREATE SOMETHING SPECIAL?  
CONTACT US TODAY.**

Presenter Services Department  
81 Ryrie St, Geelong, VIC, 3220  
1300 251 200  
[presenterservices@geelongartscentre.org.au](mailto:presenterservices@geelongartscentre.org.au)

*We respectfully acknowledge the Traditional Custodians of the land on which Geelong Arts Centre stands, the Wadawurrung People of the Kulin Nation. We pay our respects to Elders past, to Elders present and to emerging leaders, recognising their continuing connection to land, water, culture and community.*

# VENUE HIGHLIGHTS



## COSTA HALL

1,421 seat venue perfect for classical masterpieces, large scale concerts, musical theatre productions and conferences.



## THE PLAY HOUSE

764-seat proscenium arch theatre providing a fly tower perfect for live theatre, concerts, musicals, comedy and dance performances.



## THE STORY HOUSE

550 seat theatre expanding to 850 in 'flat floor live gig mode'. This innovative and flexible space can be used for a range of performances, live music, concerts, musicals, comedy and conferences.



## THE OPEN HOUSE

250 seat intimate, flexible, and highly creative contemporary hybrid venue fit for band nights, cabaret performances, immersive theatre, fashion shows, comedy and conferences.



## FOYERS

Host your next event or conference in an architecturally award-winning space where creativity meets and inspires.



## STUDIOS

Designed with creativity front of mind, welcome to our versatile collection of purpose-built studios. Conference and meeting options also available.

# COSTA HALL

DEAKIN UNIVERSITY  
1 GHERINGHAP STREET  
GEELONG VIC 3220

**AVAILABLE TO HIRE NOW!**

Sit back, relax and enjoy the show in one of 1,421 seats at iconic waterfront entertainment venue, Costa Hall.

Step inside one of Geelong's renowned old woolstores, now converted into a modern state-of-the-art concert auditorium.

Witness the biggest Australian and global acts from glorious rock tributes and pop sensations, to classical masterpieces and magnificent musical theatre productions.

Only a ten minute stroll from Geelong Arts Centre, Deakin University's Costa Hall is a perfect venue for entertainment producers, conference organisers, local schools and community events.

Ideal for:

- Large-scale concerts and performances
- Conferences
- Graduations
- Orchestral performances
- Comedy



# COSTA HALL

## KEY FEATURES

- Newly refurbished, large scale concert auditorium
- Concert hall seating over two levels including choir stalls
- Large stage to accommodate orchestras and large-scale events
- State-of-the-art 30K laser data projector
- Steinway piano
- Acoustic timber baffles
- Orchestra pit

## CAPACITIES

<b>Total</b>	<b>1421</b>
Stalls	859
Balcony	336
Side Balcony - East	113
Side Balcony - West	113

## VENUE HIRE RATES

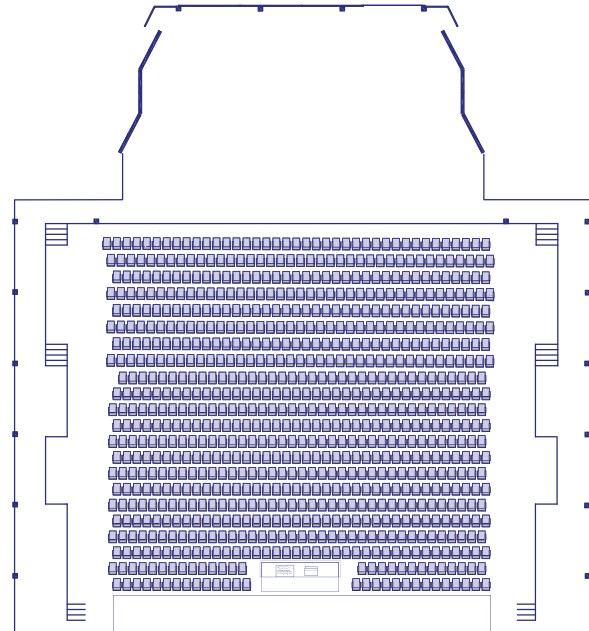
COMMERCIAL RATE						
VENUE	FIRST PERFORMANCE	MATINEE*	SUNDAY	DRESS REHEARSAL	BUMP IN/OUT	DOWN DAY
Costa Hall	\$6,700.00	\$4,270.00	\$5,325.00	\$2,910.00	\$1,450.00	\$750.00
MINIMUM STAFFING REQUIREMENTS						
Costa Hall	2-3 Technicians / 4-8 ushers / 1 stage door attendant / 2-8 security guards					

\*Matinee - Refers to 2nd performance on same day.

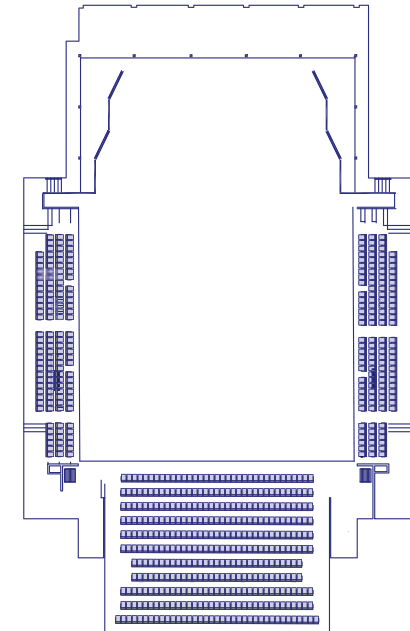
\*Please see page 13 for labour costs and page 14 for full venue hire inclusions

\*Pricing is valid to 1 Jul 2024 - 31 Dec 2024

## STALLS



## BALCONY



# THE PLAY HOUSE

50 LITTLE MALOP STREET  
GEELONG, VICTORIA 3220

BOOKINGS OPEN FROM SEP 2023

A much-loved cultural asset.

The inclusion of a balcony in the design of this 764-seat proscenium arch theatre provides a warm, magical atmosphere popular with performers and audiences alike.

With a full fly tower, excellent technical facilities, spacious dressing rooms and Green Room area makes the theatre suitable for a wide variety of large events. The venue is extensively used for live theatre, major concerts, dance performances, and corporate launches.

Multiple redevelopments have seen grand improvements the The Play House including refurbishment of the auditorium with all seating replaced.

Most recently the theatre received upgraded technical systems including the installation of new digital dimmer racks and lighting outlets, a new Martin PA system with centre and side arrays on power winches, and a new single purchase front loading counterweight flying system, significantly increasing the capacity of each line set.



The lift control system in the forestage orchestra pit features significant safety enhancements. A new mobile Stage Management Console provides talkback, paging and program relay to all backstage areas.

Ideal for:

- Musicals
- Large-scale theatre performances
- Concerts
- Dance performances
- Comedy

# THE PLAY HOUSE

## KEY FEATURES

- Proscenium Arch theatre
- 18m Fly tower with 45 counterweight line sets
- Martin Audio FOH PA system
- Adjustable height forestage with an Orchestra pit

## CAPACITIES

Capacity	764
Stalls	450
Balcony	314

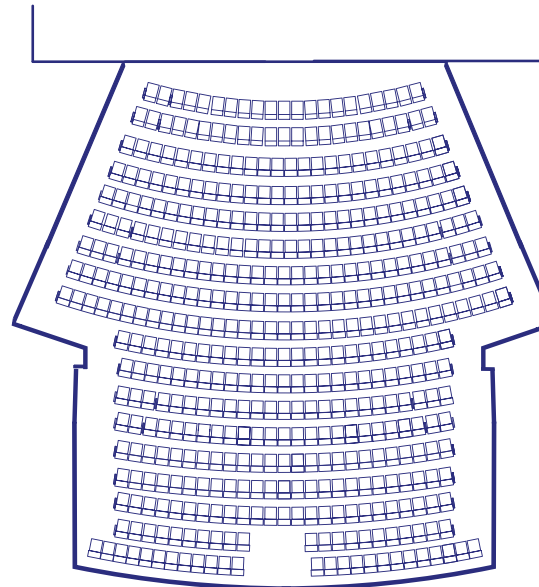
## VENUE HIRE RATES

COMMERCIAL RATE						
VENUE	FIRST PERFORMANCE	MATINEE*	SUNDAY	DRESS REHEARSAL	BUMP IN/OUT	DOWN DAY
Play House	\$5,155.00	\$3,960.00	\$4,415.00	\$2,580.00	\$1,180.00	\$750.00
MINIMUM STAFFING REQUIREMENTS						
Play House	2-3 Technicians / 4-6 ushers / 1 stage door attendant					
*Matinee - Refers to 2nd performance on same day.						

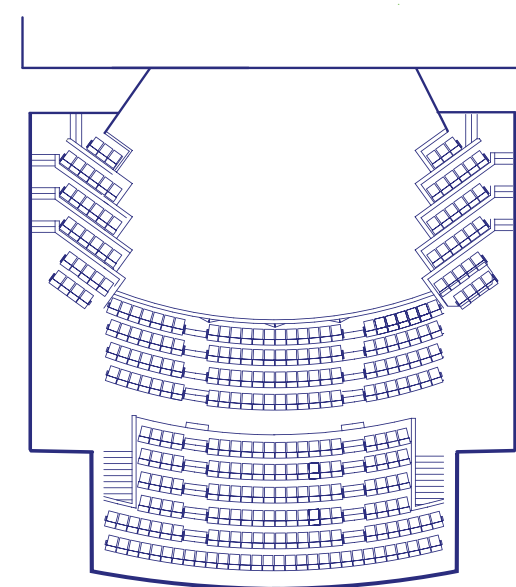
*\*Please see page 13 for labour costs and page 14 for full venue hire inclusions*

*\*Pricing is valid to 1 Jul 2024 - 31 Dec 2024*

### STALLS



### BALCONY



# THE STORY HOUSE

50 LITTLE MALOP STREET  
GEELONG, VICTORIA 3220

BOOKINGS OPEN FROM SEP 2023

A multi-format 550 seat theatre expanding to 850 in 'flat floor live gig mode'

This innovative and flexible space can be used for a range of performances and considers digital trends in theatre production and live experiences, including scenic projection, rigging and audio. Seating up to 550 patrons depending on mode and arrangement, or 850 in 'flat floor live gig mode', the space offers a range of formats, including: Traditional end on theatre, boasting balcony and circle levels, Thrust, Traverse and In The Round.

With contemporary, varied and versatile seating layouts, that are also removable to reflect the space's range of uses, The Story House maintains intimacy by removing the typical separation constraints of an auditorium and stagehouse found in a proscenium house, allowing the artistic content to rule.

Specialist stage-lighting, rigging, staging and audio-visual systems infrastructure are provided to quickly transform and bring to life, the theatre in its various formats and to allow



the space to transform and present in many unique and engaging stage / audience formats.

The Story House allows audiences to immerse themselves in new worlds, experience a sense of occasion and ensure the creation of exceptional and extraordinary experiences.

Ideal for:

- Theatre, dance, concerts, musicals, dinners, conferences, comedy
- Opera and musical theatre performances
- Contemporary dance, physical theatre, and circus performances
- Bands and contemporary artists
- Banquets and dinners
- Speech nights, lectures and graduations
- Civic functions



# THE STORY HOUSE

## KEY FEATURES

- A multi-format 550 seat theatre expanding to 850 in 'flat floor gig mode' mode
- Flexible space with versatile configurations
- Fully automated fly system
- Numerous rigging options with rolling beams

## CAPACITIES

End Stage	550
Flat Floor Live Gig Mode	850
In the Round (Max Capacity)	547
Traverse	475
Cabaret	477
Banquet	290

## VENUE HIRE RATES

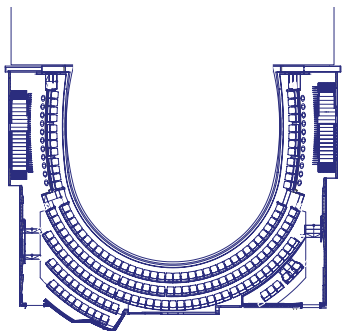
COMMERCIAL RATE						
VENUE MODE	FIRST PERFORMANCE	MATINEE*	SUNDAY	DRESS REHEARSAL	BUMP IN/OUT	DOWN DAY
550 - End Stage	\$3,880.00	\$3,045.00	\$3,390.00	\$2,115.00	\$1,105.00	\$750.00
850 - Gig Mode	\$4,800.00	\$3,100.00	\$4,645.00	\$2,045.00	\$1,105.00	\$750.00
MINIMUM STAFFING REQUIREMENTS						
550 - End Stage	2-3 Technicians / 4-6 ushers / 1 stage door attendant					
850 - Gig Mode	2-3 Technicians / 4-6 ushers / 1 stage door attendant					

\*Matinee - Refers to 2nd performance on same day.

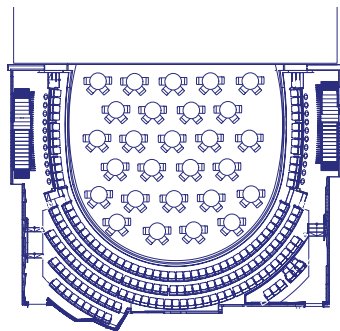
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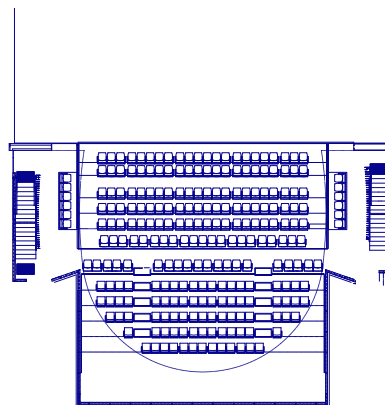
### GIG MODE



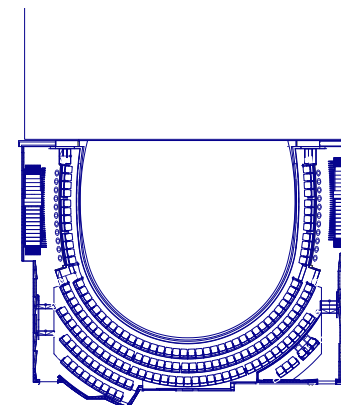
### CABARET MODE



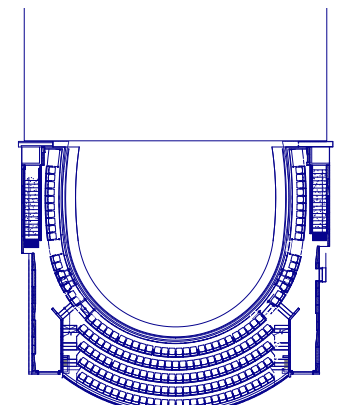
### END STAGE - STALLS



### END STAGE - CIRCLE



### END STAGE - BALCONY



# THE OPEN HOUSE

50 LITTLE MALOP STREET  
GEELONG, VICTORIA 3220

BOOKINGS OPEN FROM SEP 2023

**An intimate, flexible,  
and highly creative  
contemporary hybrid venue.**

This Australian first contemporary and uniquely creative collaboration space lends itself to intimate audience-performer-community experiences and allows for extraordinary versatility where the traditional boundaries defining audience and performer zones are completely dismantled and the space works as one in multiple dimensions.

When not in use for performance, The Open House has the ability to open up and be used for a range of functions, community events, and other opportunities. Seating up to 250 patrons depending on the mode and arrangement, the space offers varied and versatile seating layouts to reflect the range of uses.

A large, motorised door connects the space to the plaza. The space is supported technically by multiple chain hoists on travelling beams and has rigging to facilitate circus style setups. The specialist stage-lighting and audio-visual systems infrastructure is compatible with The Story House.



## Ideal for:

- Circus performances
- Cabaret performances
- Banquets and dinners
- Various seating layouts
- Conferences
- Live music
- Comedy
- Workshops

# THE OPEN HOUSE

## KEY FEATURES

- Flexible and versatile space with multiple layout options
- Tailored acoustics with multiple PA rigging locations
- Easy access through designated loading dock
- Large motorised door that connects to the Plaza

## CAPACITIES

Capacity	Up to 250
Balcony	50 fixed seats, 10 loose
Stalls	Up to 190 loose seats

**Please note:** The versatility of this venue means there is no fixed seating position in this venue. Seating layout requirements can be discussed when making your booking.

## VENUE HIRE RATES

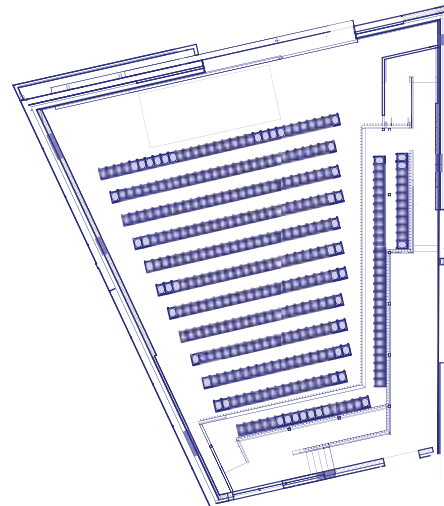
COMMERCIAL RATES						
VENUE MODE	FIRST PERFORMANCE	MATINEE*	SUNDAY	DRESS REHEARSAL	BUMP IN/OUT	DOWN DAY
The Open House	\$2,850.00	\$2,405.00	\$2,750.00	\$1,545.00	\$350.00	\$350.00
Fringe Mode	\$1,800.00	\$1,245.00	\$1,590.00	\$830.00	\$350.00	\$350.00
MINIMUM STAFF REQUIREMENTS						
The Open House	2 technicians / 2 ushers / 1 stage door attendant					
Fringe Mode	1 technician / 1 usher / 1 stage door attendant					

\*Matinee - Refers to 2nd performance on same day.

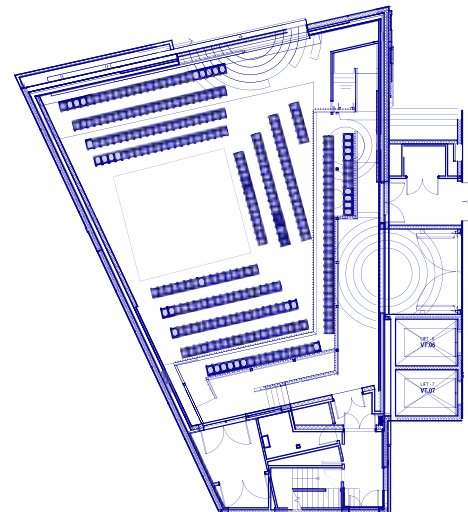
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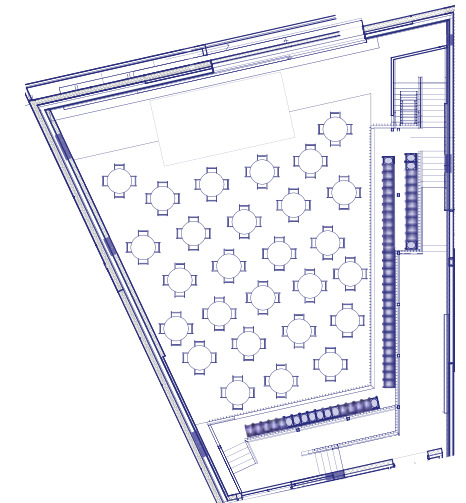
## END STAGE



## THRUST



## CABARET



# ADDITIONAL VENUE HIRE CHARGES – COMMERCIAL

Effective from 1 July to 31 December 2024 and subject to change without notice. All charges are inclusive of GST.

LABOUR RATES PER HOUR	STAFF	SINGLE TIME LABOUR RATES	DOUBLE TIME LABOUR RATES	PUBLIC HOLIDAY LABOUR RATES
	Technicians	\$59.85	\$119.70	\$149.63
	Front of House Attendants	\$59.52	\$119.04	\$148.80
	Ushers	\$53.17	\$106.34	\$132.93
	Stage Door Attendants	\$53.17	\$106.34	\$132.93
	Merchandise Sellers	\$53.17	\$106.34	\$132.93
	Creative Engine Attendants	\$54.05	\$108.10	\$135.13
	Cleaners	\$54.05	\$108.10	\$135.13

PER HOUR	MONDAY - FRIDAY LABOUR RATES	SATURDAY LABOUR RATES	SUNDAY LABOUR RATES	PUBLIC HOLIDAY LABOUR RATES
Security Guards*	\$56.77	\$67.72	\$87.07	\$106.42

- A minimum 3 hour call applies to all single time labour rates.
- A minimum 4 hour call applies to all Sunday double time and public holiday rates.
- Time and a half and triple time penalties for technicians may apply in certain circumstances.

\*Deakin University requires 2-8 security guards at all events in Costa Hall, this number will be determined by the University based on risk assessment and patron numbers. All Deakin security guards have a minimum 4hr call.

## MINIMUM STAFF REQUIREMENTS

Geelong Arts Centre management will finalise staffing levels taking into account event requirements and minimum venue staffing levels. All labour utilised by the Hirer will be charged to the Hirer in accordance with the Geelong Arts Centre Enterprise Agreement.

# REQUIREMENTS

## VENUE HIRE INCLUSIONS

Rental rates detailed above include;

- Use of stage and auditorium
- Dressing rooms and Green Room
- Equipment as detailed in technical specifications
- Venue cleaning and consumables
- Dedicated Presenter Services and Production Coordinator
- Venue management service
- Front of House Supervisor

Any staff, equipment or services not included in the rental will be charged to the hirer.

## VENUE BOOKINGS

Tentative bookings will only be held for 30 days. After this, if confirmation of the booking is not received, dates will be released. Contracts will be issued on confirmation of the booking.

Venue booking is NOT secured until signed contracts, deposit, and proof of public insurance to the value of \$20,000,000 have been received.



### COMMERCIAL RATES - PRICING VALID 1 JAN - 30 JAN 2024

VENUE	FIRST PERFORMANCE	MATINEE	SUNDAY	DRESS REHEARSAL	BUMP IN/OUT	DOWN DAY	CAPACITY
Costa Hall	\$6,300.00	\$4,220.00	\$5,220.00	\$2,560.00	\$1,750.00	\$750.00	1421
The Play House	\$5,155.00	\$3,655.00	\$4,110.00	\$2,580.00	\$1,180.00	\$750.00	764
The Story House - End Stage (550)	\$3,880.00	\$2,955.00	\$3,300.00	\$2,115.00	\$1,105.00	\$750.00	550
The Story House - Gig Mode (850)	\$4,800.00	\$3,005.00	\$4,545.00	\$2,145.00	\$1,105.00	\$750.00	850
The Open House	\$2,850.00	\$2,275.00	\$2,620.00	\$1,545.00	\$350.00	\$350.00	250
The Open House - Fringe Mode	\$1,800.00	\$1,185.00	\$1,530.00	\$830.00	\$350.00	\$350.00	250

## BOX OFFICE & TICKET SALES

All bookings in Geelong Arts Centre managed venues must be ticketed through Geelong Arts Centre Box Office.

Geelong Arts Centre provides telephone and counter Box Office services;  
**Monday to Friday 9:00am - 5:00pm**  
**1 hour prior to every performance**

Online ticketing is available 24 hours a day, 7 days a week at  
[www.geelongartscentre.org.au](http://www.geelongartscentre.org.au)

### Ticketing charges:

Booking Fee	\$4.40 per ticket
Complimentary/Promoter Tickets	\$2.90 per ticket

*Credit card commission - 1.8% gross ticket price*

## MERCHANDISE/PROGRAM SALES

All merchandise/program sales must be cashless and venue commission will be finalised at the time of settlement. Geelong Arts Centre can provide merchandise sellers if requested. All labour utilised by the Hirer will be charged to the Hirer in accordance with the Geelong Arts Centre Enterprise Agreement.

### Merchandise/Program charges:

Merchandise Commission	12.5% commission on gross sales
The Hirer must provide Geelong Arts Centre with detailed stock and sales sheets	

## TECHNICAL

In order to ensure the smooth running of your event, the Hirer is required to complete the Technical Requirement Sheets and return to Geelong Arts Centre no later than 6 weeks prior to the event date.

It is recommended that the Hirer request a detailed estimate of costs based on information provided in the Technical Requirement Sheets.

## MARKETING & PUBLICITY SERVICES

The following services are offered;

- 30 minute consultation session and advice on local marketing strategy – no charge
- Inclusion of event information on Geelong Arts Centre website and social media channels
- Complimentary inclusion in Geelong Art Centre's 'What's On' campaign in the lead up to the event
- Targeted / Solus EDMs (additional charges)
- Social Media Campaign (additional charges)

For further information please refer to the Venue Hire Marketing Guide or contact the Marketing Department on **03 5229 8647** or [marketing@geelongartscentre.org.au](mailto:marketing@geelongartscentre.org.au)

**READY TO BOOK?**

Head to [geelongartscentre.org.au/venue-hire](http://geelongartscentre.org.au/venue-hire)  
and complete the Venue Hire booking form

Ready to create an  
extraordinary cultural  
experience?

**CONTACT US  
TODAY.**

**PRESENTER SERVICES  
DEPARTMENT**

**CALL**  
1300 251 200

**IN PERSON**  
81 RYRIE ST, GEELONG, VIC, 3220

**ONLINE**  
GEELONGARTSCENTRE.ORG.AU

**EMAIL**  
PRESENTERSERVICES  
@GEELONGARTSCENTRE.ORG.AU

