



Downstage Theatre

Notes supporting deputation to the WCC Grants Subcommittee: Monday 14 Dec, 2009

- In 2009, Downstage applied for \$16,000 from WCC in order to launch this new initiative. WCC granted \$8,070.
- After re-budgeting, Downstage proceeded with the programme of five concerts. Artists fees were, in some cases, reduced and break-even figures increased – to 100% capacity in some cases.
- The events were well supported by artists, audiences, media and band record labels: over 1000 attended with two concerts totally sold out.
- The gigs brought a substantially new audience to Downstage, introducing them to the theatre and the theatrical experience: 74% new bookers.
- Many of these patrons returned to subsequent concerts in the season: 10% repeat Soundstage bookers
- Of those that were new to Downstage, 10% returned to see other productions this year: 10% booked for one or more theatre shows in 2009.
- We anticipate these crossover numbers will continue to grow in 2010.
- Financially, the five concerts broke-even on their own budgets but the low fees paid to artists meant that, in some cases, they took losses on their participation.
- Our original application to WCC assumed that the programme would be self-sustaining in future years. However, operating the 2009 programme on reduced funding prevented us making the investment