



# MANDURAH PERFORMING ARTS CENTRE

## PROGRAM POLICY 2018 – 21



MANDURAH  
PERFORMING ARTS  
CENTRE

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Policy Implementation Date: 1 July 2018

**Policy Name:** Program Policy 2018 - 21

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**Purpose:**

This policy prescribes guidelines for programming of artistic & cultural events at the Mandurah Performing Arts Centre (MANPAC).

**Scope:**

This policy covers all areas of MANPAC exhibition, purchase, youth, education and community partnership programming operations, Board of Management and staff. While this policy does not include commercial or cultural events that are hirer activities, the exhibition, purchase, youth, education and community partnership programs complement these activities.

**Implementation:**

The Mandurah Performing Arts Inc. (MPA Inc.) Board of Management, Artistic Director/CEO, Business Manager, Patron Services Manager, Marketing Manager, Technical Manager, Gallery Curator, and any other staff who may from time to time be involved in artistic and cultural programming.

**Review:**

Policy to be reviewed every three years.

**Review due date:** 31 May 2021

**1. Definition**

This policy outlines the programming principles the MPA Inc. has set itself for the presentation of works at MANPAC.

MANPAC presents a variety of high quality contemporary performing and visual art events. Quality is the primary consideration with all programming choices. When attending a performance at the MANPAC the audience can expect to see work that features high production standards and values, and strong performances and exhibitions.

**2. Strategic Alignment**

The Program Policy is developed in line with the following strategic documents:

**2.1 MANPAC Strategic Directions 2017 – 27**

**2.1.1 Vision:** Mandurah Performing Arts Centre is one of Australia’s leading centre for the arts.

**2.1.2 Purpose:** Mandurah Performing Arts Centre exists to celebrate and share arts and cultural experiences, to unite our community and make Mandurah a great place to live.

**2.1.3 Strategic Goal 1: Peak Program**

MANPAC is a national leader in the curation and presentation of arts and entertainment experiences.

#### **2.1.4 Strategic Goal 2: Engagement & Outreach**

A broad cross-section of the community in Mandurah and Bindjareb country, access and engage with MANPAC activities.

#### **2.1.5 Strategic Goal 3: Activation**

MANPAC is a welcoming place with a buzz of activity; a place people want to be.

#### **2.1.6 Strategic Goal 4: Build Brand Awareness**

MANPAC is known and valued as a leading, inviting, dynamic and creative centre for the arts.

#### **2.1.7 Strategic Goal 5: Sustainability (Resources & Financial Stability)**

Diversify, maximise and manage resources in support of the strategic plan and deliver effective operational and financial practices.

#### **2.1.8 MANPAC Artistic Intent:**

MANPAC is more than a performing arts centre. It is a hub for extraordinary, dynamic and creative ideas – a centre for the arts.

MANPAC is a champion for arts and culture with an ambitious vision yet an everyman approach. The programs provided will be welcoming and accessible. MANPAC will embrace and celebrate its sense of place and identity and contribute to the community's development and enhancement. MANPAC is committed to presenting, commissioning and creating work which aspires to build a more inclusive, resilient and enlightened Mandurah community with the many and diverse cultures that have settled here. MANPAC will enable first nations' people to claim and express their culture.

### **3. Artistic & Cultural Event Program Background**

There are three different ways of securing performance or visual art events for the MANPAC:

**3.1** A producer or promoter – whether from the local community or a professional company - hires the venue to present their event; or

**3.2** MANPAC purchases a show to meet one or more of the objectives outlined below in these programming guidelines; or

**3.3** MANPAC shares the risk on a show with a local community partner, also in line with the objectives outlined below.

Clearly there are benefits to MANPAC if the venue is hired by a producer/promoter:

- There will be no undue financial risk and;
- There will be a positive financial benefit to the MANPAC.

Generally if a producer can make a profit in Mandurah without an unreasonable level of risk, they will hire the venue. It follows therefore, that most shows that are available to be purchased, tend to have limited financial viability.

Furthermore the quantity, quality and mix of events available to Mandurah and Peel region audiences would be quite limited if the MPA Inc. were to rely totally on producers or promoters hiring the venue.

For that reason, the Board purchases and/or shares the risk with a number of events each year to ensure that Mandurah and Peel region audiences have access to a balanced artistic and cultural program at the MANPAC.

#### **4. Guideline Objectives**

To bring greater clarity to decision-making processes related to the MANPAC's entrepreneurial programming.

These guidelines will clarify why events will be presented, and what types of events are priorities.

#### **5. General Artistic & Cultural Programming Objectives**

- 5.1** To provide a diverse and balanced selection of art forms;
- 5.2** To attract works of significant artistic merit to Mandurah & the Peel region;
- 5.3** To attract works identified as being in high demand locally;
- 5.4** To nurture local visual and performing arts activity;
- 5.5** To encourage high quality local participation in the arts;
- 5.6** To present works in otherwise quiet periods, to maintain an efficient level of activity;
- 5.7** To maximise the Centre's commercial potential;
- 5.8** To showcase the rich cultural assets of the MANPAC;

#### **6. Artistic & Cultural Programming Priorities**

Artistic and cultural programming selections should be made on the basis of market suitability, artistic merit, entertainment value, financial viability, saleability, timing of tour and the overall balance of the programme. The annual artistic & cultural program will take the following priorities:

- 6.1** Commercially viable work will be a priority wherever possible.
- 6.2** Presenting quality, innovative or limited appeal work within budget limitations. These may be programmed for reasons related to:
  - 6.2.1** cultural enrichment;
  - 6.2.2** creative development; or
  - 6.2.3** community engagement; or
  - 6.2.4** audience development.
- 6.3** Presenting a balanced program across both the visual and performing arts genres.
- 6.4** Through the Community Partnership Program, facilitating the presentation of high quality local work in its seasons.
- 6.5** Programming work for diverse audience segments including families, youth, indigenous, disabled people and multicultural audiences.
- 6.6** Presenting works that deal with controversial topics of current public discourse.
- 6.7** Seeking for programming consideration artistic voices that present a Mandurah & Peel region perspective.

- 6.8** Acknowledging the position of the Bindjareb people of the Noongar nation as the first people of Mandurah and the Peel region, and committing to telling their stories.
- 6.9** Encouraging both amateur and professional producers, promoters and exhibitors wishing to hire the MANPAC, to present work of a standard fitting the principles outlined above.