

VPC MIDSUMMA 2027 PROGRAM - FREQUENTLY ASKED QUESTIONS

ABOUT THE PROGRAM

What is the Midsumma 2027 Program at the Victorian Pride Centre?

The Victorian Pride Centre is excited to present an annual program of events and performances celebrating featuring cabaret, comedy, and theatre from both emerging and established LGBTIQ+ artists.

What kinds of events or performances are we looking for?

We welcome expressions of interest from artists and producers presenting cabaret, comedy, theatre, or any other performance-based events that align with our mission to connect, support, and amplify LGBTIQ+ voices.

We're also interested in hearing from community groups, social clubs, advocacy organisations, and special interest groups interested in hosting events - whether it's a social event, party, workshop, activity, or gathering.

Where will the events or performances take place?

Events will be held in one of our three event spaces:

- The Theatrette – A 110-seat theatre with a stage, sound system, and basic lighting.
- The Forum – A flexible event space with a portable sound system (100-300 pax).
- The Rooftop – An outdoor venue with a bar and sound system (300+ pax), weather-dependent.

SUPPORT AND SERVICES PROVIDED

What support does the Victorian Pride Centre provide?

We offer:

- Use of the agreed venue space and its available equipment.
- Box office and ticketing services.
- Front of House attendants.
- Bar services for patrons.
- Artist Greenroom available.
- Social media and marketing support.

What do I need to provide as a performer or producer?

You are responsible for:

- A fully developed and ready to execute production or event concept.
- Your own creative and production team.

- Your own Public Liability Insurance, to cover the production's artists, contractors and crew. Please note VPC does not provide this coverage.
- Any additional staging, set pieces, or technical equipment required.

Applications & Selection Process

How do I apply?

Please submit an Expression of Interest (EOI) via our online form. If the form is not accessible to you, you can email bookings@pridecentre.org.au to arrange a submission via email, Zoom (in English or Auslan), or an Auslan video.

When do applications close?

Applications are currently open for 2027 events until 1 September, but don't wait. We'll be programming events as submissions come in, so get in quick!

Who decides which performances are included in the program?

Expressions of Interest are reviewed and selected by a panel made up of internal staff and external industry professionals. The panel will consider the viability of the event and the diversity of the program.

ACCESSIBILITY & VENUE INFORMATION

Is the Victorian Pride Centre accessible?

The Victorian Pride Centre is a fully accessible venue. If you require any assistance or accommodations, please let us know.

Can I visit the venue before applying?

If you'd like to view the performance spaces before submitting an EOI, please contact us at bookings@pridecentre.org.au to arrange for site visit.

PERFORMANCE & EVENT LOGISTICS

Can I apply for more than one event or performance?

You are welcome to submit multiple EOIs for different event concepts. Each application is assessed separately.

What technical support is provided?

We provide basic sound and lighting equipment. We do not supply production technicians. Please bring your own if required.

Can I rehearse in the space before my performance?

Rehearsal time is not included; this is subject to negotiation depending on venue availability. Early access to the venue for sound check on event day can be arranged in advance at a mutually agreed time.

Do I need to provide my own Front of House or production crew?

We can provide Front of House attendants only. Please supply your own production and stage crew if required.

What happens if my event is outdoors, and the weather is bad?

The Rooftop is a weather-dependent venue. In the event of inclement weather, we will try to move your event indoors where possible.

MARKETING & PROMOTION

How will the Victorian Pride Centre promote my event?

We support your event through creation of an event page on our website, advertisement on our social media channels, and inclusion in our Rainbow Road newsletter. You are responsible for actively promoting your event to maximise ticket sales.

Can I create my own event branding and posters?

We encourage artists to create own promotional materials. While we also produce our own marketing assets, there is no obligation to use them. If you like to incorporate the Victorian Pride Centre's logo, please contact us for the official guidelines.

Ticketing & Financials

How are ticket prices set?

You have the flexibility to set own ticket prices, and we're happy to offer guidance. Our aim is to keep events accessible while ensuring artists can maximise ticket revenue.

How and when do I receive my share of ticket sales?

After your event, we are committed to processing ticket sales and settlement within 14 business days. Please be aware that ticket revenue is subjected to standard fees and charges applied by our ticketing provider.

Do performers get paid?

The Victorian Pride Centre is an unfunded organisation, and as such we are unable to offer artist fees. However, we offer attractive financial arrangements through either a profit-share model or reduced venue hire fees to support your involvement.

We offer two options:

1. Flat Venue Hire Fee – A one-time \$300 venue hire fee – 100% ticket income goes to you.
2. Profit Share – A 70/30% split (artist receives 70%), with a minimum guarantee of \$300 to VPC (whichever is higher).

Who keeps the bar profits?

The Victorian Pride Centre covers Bar Operations including staffing and security. VPC retains 100% of bar profits.

OTHER

What if I need to cancel my event after being selected?

If you need to cancel, please notify us as soon as possible. Depending on the circumstances and timing, cancellation fees may apply.

Can I host a free event?

Free events are welcome, but a venue hire fee may still apply unless otherwise arranged to cover staff, security and cleaning costs.

If you have any further questions, please contact us at bookings@pridecentre.org.au.
We look forward to hearing from you!