

FRONT OF HOUSE, TICKETING AND RECONCILIATION INFORMATION PACK



Wominjeka

La Mama Theatre is on traditional land of the Kulin Nation. We give our respect to the Elders of this country and to all First Nations people past, present and future. We acknowledge all events take place on stolen lands and that sovereignty was never ceded.

La Mama is financially assisted by the Australian Government through the Australia Council – its arts funding and advisory body, Restart Investment to Sustain and Expand (RISE) Fund - an Australian Government initiative, the Victorian Government through Creative Victoria, and the City of Melbourne through the Arts and Creative Partnerships Program. We are grateful to all our philanthropic partners and donors, advocates, volunteers, audiences, artists and our entire community as we work towards the La Mama rebuild. Thank you!

Office Phone: (03) 9347 6948

Office Hours: Mon – Fri | 10:30am – 5:30pm

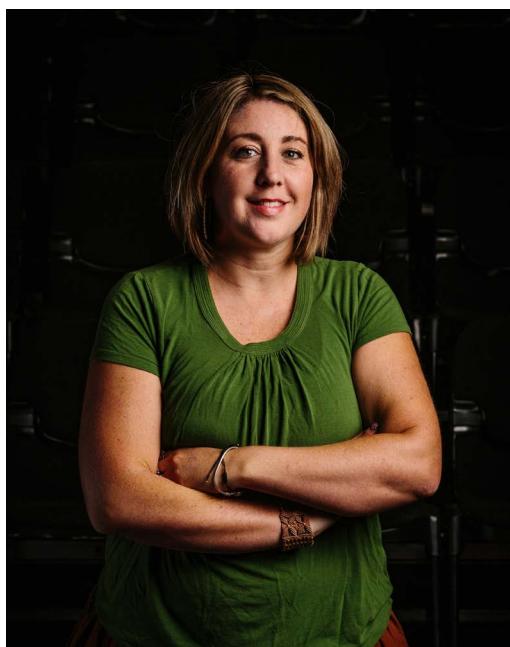
La Mama HQ 205 Faraday St, Carlton VIC 3053

www.lamama.com.au | info@lamama.com.au

Introduction

In this pack is information relevant to the operations of your show during its season at La Mama. This includes Front of House, Volunteers, Ticketing and Reconciliation.

We will support your show in every way we can and strive to provide an exceptional experience for your team, and each audience member every night.



Amber Hart

Front of House and
Volunteer Manager/
Ticketing and
Reconciliation

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Isabel Knight

Weekend Manager

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For all ticketing enquiries please email info@lamama.com.au

Trybooking / Ticketing

Producer Access and Complimentary Tickets (Comps)

We will create your show's event for you in Trybooking.

You will receive a login code and instructions for access to your show's bookings and reports in December and you will have a chance to provide feedback before we go live on our website on December 15th. Consider who the best person in your team is to manage this and all the cast and crew comps for your season and please get this info to them as soon as possible.

Through this portal you can do the following:

- Book in complimentary tickets.
- Monitor Door List.
- Track sales by using the Event Revenue Itemised function for the most accurate breakdown of ticket sales by ticket type, estimated Box office income and event summary.

Booking Complimentary Tickets

It is very important that you book in your Opening night comps as soon as possible to avoid disappointment for your team.

Sophia manages all the Media, industry and funders invites and RSVPs for your show. These tickets can fill up an Opening night very quickly so it's always good to set aside a few comps for crew and family as soon as possible if you're wanting them to be at your Opening.

Your team can have as many comps as you like throughout the season, we leave that totally up to your discretion, however you must book them in yourself using the instructions sent to you to avoid any disappointment later, as we don't hold any tickets for you. Please reach out if you're having any trouble booking in your comps or monitoring your ticket sales. We are here to help.

If crew intend on sitting in on the show on any night during the season you must book them in a seat under their name for each performance. Please ensure you put their name on the ticket (the name of your Producer or an artist is fine) rather than simply putting through a Box Office Quick Sale, this causes problems for your team and for FOH as it's very hard to track whom the ticket belongs to.

As the night gets closer, we can release any unused tickets for the public to use, please email info@lamama.com.au if you aren't using them all and we will release them for you.

Booking Link

Please use the La Mama website link rather than the Trybooking link when circulating booking information.

e.g. <https://lamama.com.au/whats-on/summer-autumn-2021/marvellous/>

Ticket Codes and Deals

We can set up a promotional code e.g. FIVEROFF for ticket discounts of \$5. It is a good idea to have a code word that is on theme with your show. Please note we cannot facilitate straightforward 2-for-1 ticket or 'earlybird' offers.

What to Expect from Front of House (FOH)

There will be two FOH looking after your show every night and our focus is to support your team to have the best experience possible. It is likely you will have different FOH staff each night so it is important that the stage manager consistently communicates the same information each show to the FOH once they arrive.

Your FOH team will manage the following tasks:

- Operate the bar and box office.
- Communicate with your Stage Manager before show time about specific needs for the show.
- Usher audience into the theatre.
- Before the show begins one of the team will do an Acknowledgement of Country and the La Mama Raffle.
- Each show must provide a raffle prize for every performance. This can be something related to the themes of your show and is a traditional highlight, have fun with it!
- FOH will sit in the two reserved seats in the front row of the theatre closest to the audience entry during the show. For safety reasons all outside doors will be locked. It is important that if an actor does a cross over through the bar area that you tell FOH, so they don't lock them out of the theatre. We have more reserved signs if you need them for your actors or crew.

- After the show has finished one of the FOH team will thank the audience and invite them to mingle in the bar. It is part of La Mama's philosophy that audiences are always invited to stay for a drink or a free cuppa post show to mingle and converse with the Artists of the production. There is no expectation for the Artists to stay for a length of time, but as a long standing La Mama tradition it is important that they emerge to the foyer post show. So please communicate this to the whole team so they know what the expectation is for the season.
- On opening nights, we will serve free drinks to everyone after the show. All cast and crew are entitled to discounted drinks for \$5 throughout the rest of the season.
- FOH will then close the bar and box office area and lock up. It is the SM's responsibility to lock the cast side. It's also important that both FOH and Stage Manager leave together to ensure everyone's safety.

Other Requests For Your Show

It's helpful to know early if there are any specific needs for your show so we can make sure the night runs smoothly for all.

For example:

- If you want specific pre-show music at FOH.
- If you are selling scripts or merch.
- If you are using Haze or replica weapons, (please read La Mama's [content warning policy](#) and notify Sophia so that the appropriate communications with audience can be made (email: sophia@lamama.com.au).

If we can discuss beforehand how best to set these things up before your show opens that is always ideal.

Volunteers

We have access to a myriad of talented people itching to get involved so please contact Amber if you'd like some help bringing your production to life.

Having a specific schedule and profile for what you are looking for in a volunteer is helpful and saves time too so have a think about what you need and when, then get that information to us and we will make magic happen!

Show Reconciliation and Box Office Payment

We will send you the Box Office Reconciliation after your season is complete. Please allow up to two weeks after your show has closed for the team to finalise numbers. Remember that La Mama takes 20% of total Box Office and we expect that the 80% is divided equitably among the team.

If you decide to utilise the La Mama on Demand performance option, your box office will take an extra two weeks, so you can expect your final reconciliation one month after the last live performance in your season. You will then invoice Tessa Spooner (tessa@lamama.com.au) for the total Box Office amount to be paid to your team.

We will send instructions in the email along with your Show Reconciliation, and we can also supply you with a Statement By Supplier form to fill out if you don't have an ABN.

Please reach out if you have any questions about your season at La Mama.

We can't wait to see your show! Xx