

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!

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Introduction

In light of Covid-19 and the temporary closure of live venues, La Mama Online provides audiences with new opportunities to connect and experience theatre virtually. The rapid shift to online streaming highlights the value of digital engagement and providing accessible content and experiences for broader local, regional, national and international audiences.

From 2022 we intend to support artists to create more digital works and access to theatre online. We'd like to introduce two new opportunities - Livestreaming and Virtual Seasons to all La Mama artists. People are embracing online streaming like never before, live streaming has proven a new way of digital communication, reaching your audience, content promotion, and consumption. Virtual Seasons are an extension of your show season that allow room for adding different effects to bring in much-desired variety to your content, which gives audiences the opportunity to view videos whenever convenient for them from any internet-connected device.

To support this, La Mama HQ and La Mama Courthouse will have the capabilities of filming, streaming and live-theatre broadcasting. A video-on-demand platform [La Mama On Screen](#) has been developed and will be the home to present your digital works.

The online pack is to inform you about what La Mama can offer in regards to producing and launching your digital works. We always put artists' rights first and encourage risk-taking and experimentation in creative works. We hope you find these new concepts adding value to your production and benefiting your outreach. Online offerings are entirely optional and at the discretion of the creative team.

What We Offer

From 2022 every main season at La Mama Theatre (HQ and Courthouse) will have the option to:

1) Have the show filmed and live-streamed on La Mama's Youtube channel with a private link. Remote audiences can purchase livestream event tickets at \$10/person via Trybooking.

and/or

2) Have the show filmed and available for rent on [La Mama On Screen](#) one week after the show season. All tickets will be \$15. The virtual season lasts for two weeks.

La Mama will provide filming services with in-house cameras and sound equipment, and take care of the post-production.

Remuneration

1) Livestream tickets will have the same model as regular La Mama tickets, 20% to La Mama, 80% to be distributed equitably among the team.

2) Virtual season tickets (on-demand sales) will be on a separate platform. 20% to La Mama, 80% to be distributed equitably among the team.

Please note Virtual Seasons will delay artist payments by two weeks. Reconciliation to be finalised within one month after the show season.

Pre-production

Online Producer Ruiqi Fu will have a meeting to discuss the filming - number of cameras, camera angles, number of cast, sound and lighting cues, microphone situation, creators' notes, etc. We have limited resources but will do our best. Contact ruiqi@lamama.com.au for the equipment list.

Production

La Mama staff will take care of the filming and streaming. Footage from three cameras and real-time audio mixing. The live stream software used is called Wirecast.

The filming/streaming will take place on the first Friday of the show season.

Post-Production

Editing of the Show -

We will require the following details for the editing within 3 days after the filming:

- 1) Show title
- 2) Show credit list
- 3) Soundtrack for beginning and the end
- 4) Creators' notes for editing (optional)

La Mama will add logos at the beginning and the end of the video, acknowledgments and funding organizations' logos at the end.

Example:



Final video delivery (within one week after the filming) -

Please note that La Mama won't provide editing files or footage from a single camera. We won't be able to make changes that were not raised in the previous notes. Minimal changes may be achieved.

Upon receiving the final video, we strongly recommend the production team has the subtitles professionally done at your own cost.

We recommend services such as [RedBee](#), [Rev](#) or you can create your own subtitles with tools such as [VTT Creator](#).

Virtual Season Launch (one week after the show season)

Pre-launch

We will require the following details for the 1-min trailer (optional):

- 1) Reviews, quotes (if applicable)
- 2) Soundtrack to use
- 3) Notes (you might want to include particular scenes or dialogues, please let us know in advance)

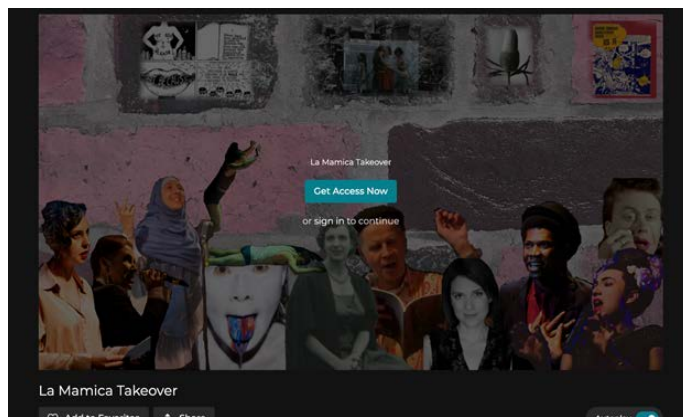
Example of trailer: [Make Me A Houri trailer](#).

Launch

The video will be uploaded to [La Mama On Screen](#) and be available to rent for 7-days.

Trailer, production shoots and marketing materials supplied will be used for marketing (eNews, socials, etc.) Refer to Marketing pack for detail.

Example of the Launch page:



Archiving

After the two-week Virtual Season the video will be taken down and stored in La Mama archiving. We will be updating our Archive system across 2022 and will be in touch with more info. In the meantime, we will not share this content with anyone unless we have permission from the primary contact.

Release Form

We'll send the release form for Filming, Streaming, Virtual Seasons and Archiving if you choose to go ahead with any of these above.

Notes

- 1) Timeline above only applies to season shows at La Mama.
- 2) La Mama would only provide filming services during the show. For pre-show promo videos, we have compiled a list of recommended Photographers & Videographers [HERE](#), feel free to get in touch with them directly.
- 3) Production teams are not allowed to sell videos filmed by La Mama elsewhere without La Mama's permission.

If you have any further questions, or would like to organise a planning meeting, please contact Ruiqi ruiqi@lamama.com.au.