

FRONT OF HOUSE, TICKETING AND BOX OFFICE RECONCILIATION PACK



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 Creative Victoria (Creative Enterprises Program), and the City of Melbourne (Arts and Creative Partnership Program).

We are grateful to all our philanthropic partners and donors, advocates, volunteers, audiences, artists and our entire community. Thank you!

La Mama HQ 205 Faraday Street Carlton VIC 3053
La Mama Courthouse 349 Drummond Street Carlton VIC 3053

Office Hours:

Tuesday - Saturday 4pm to show start
Sunday 2pm to show start

Office (03) 9347 6948

General enquiries: info@lamama.com.au

Ticketing: ticketing@lamama.com.au

Website www.lamama.com.au

facebook.com/lamama.theatre
instagram.com/lamamatheatre/
twitter.com/LaMamaTheatre

La Mama strives to be an environmentally sustainable organisation.
Please consider the environment before printing.

INTRODUCTION

This pack contains information about managing ticketing for your show. Consider the best person in your team to manage ticketing and get this information to them as soon as possible. You will also find information relevant to the Front of House operations of your show during its season at La Mama

La Mama Ticketing are a small team of casual workers, here to support your team and ensure that your audience have a positive experience when engaging with your event.

The best way to contact us is to email ticketing@lamama.com.au, or call during Box Office opening hours (from 4pm most days / 2pm Sundays).

Please read below and be in touch with any questions.

Thank you,
La Mama Ticketing

(Aya, Gemma and Ruiqi)
e | ticketing@lamama.com.au

TRYBOOKING / TICKETING

Producer Access

We will create a Trybooking event for your show, and provide a Producer Login code.

Through the Producer Portal you can:

- Book in complimentary tickets (as many as you like).
- Monitor the Door List (also known as the Attendee List).
- Generate reports (e.g. track sales by ticket type or estimate box office income).

Booking Complimentary Tickets (comps)

- Every ticket should be booked with a name, email and phone number.
- Avoid leaving any comps as “Quicksale” or “Media Hold.”
- We are unable to facilitate promo codes or ticket deals.
- Please note that Producer Access cannot refund, move or edit bookings.

La Mama manage media, industry and funders invites and RSVPs. These tickets can quickly fill opening night, so book your comps as soon as possible so that nobody misses out.

If crew sit in on a performance, they must be booked a seat under their own name or the name of somebody in your team. To avoid confusion, please avoid leaving any comps as “Quick Sale.” Front of House needs to check in everyone in the audience. Please always add a name and email contact. A phone number is important too, as FOH will try to call any latecomers so they don't get locked out at the last minute!

“Holding” and releasing tickets

Producer access is limited, so plan carefully: we can only batch process ticket releases.

If you “hold” a large number of comps under one booking, keep in mind that these will need to be released by the Ticketing team later. Front of House needs names assigned to each ticket to check in your audience. You are responsible for renaming these tickets.

As soon as your guest list is ready, email us at ticketing@lamama.com.au so that we can release all holds back to you to assign to individuals or small groups. Any unused comps will be released to the public.

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-2024/nu-disco/>

TICKET PRICES

Artist Lover:	\$40
Full Price:	\$35
Concession:	\$25
Mob Tix:	\$10
Preview:	\$20
Explorations:	\$20
La Mamica:	\$20
La Mama Kids:	\$20/\$10
Livestream:	\$10

BOX OFFICE RECONCILIATION (GETTING PAID)

For Primary seasons, La Mama takes 20% of total Box Office. We expect that the remaining 80% is divided equitably among your team.

For Primary seasons and La Mamica shows that choose the La Mama online options (Livestream and/or Online Seasons), La Mama takes 30% of total Box Office. We expect that the remaining 70% is divided equitably among your team.

Please allow two weeks after your season has closed to receive the box office reconciliation. If you choose the La Mama online options (Livestream and/or Online Seasons), allow a month after the last live performance in your season for us to calculate the total ticket sales.

We will email instructions, and can supply forms for anyone without an ABN. You'll invoice Caitlin Dullard (caitlin@lamama.com.au) for the total amount to be paid to your team.

WHAT TO EXPECT FROM FRONT OF HOUSE

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. It is ideal to start letting audience into the theatre at least 10 minutes before show time. Talk to me if this doesn't work for your show.
- 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 and give it some special consideration.
- 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 back to the bar to mingle with the cast and crew.
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 socialise 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. We have a Spotify account so if you create a playlist you can share this with us.
- If you are selling scripts or merch. It is preferable that you provide someone each night who can do this via a square reader or bank transfer directly into your account.
- If you are using Haze or replica weapons, (please read La Mama's content warning policy).

I will send you an email the Friday before you bump in that asks you show specific questions for your season that will assist our FOH team to help make your season run super smoothly. If we can discuss beforehand how best to set these things up for your show it is always ideal.

The template you will receive is below:

Stage Manager:

Pronouns:

SM mobile:

Run time:

Raffle prize:

Raffle Location:

Pre/post show music:

Other things to think about:

- Do any of my actors need access to the theatre during the show from an external door? We need to know so we don't lock them out!
- La Mama FOH will do a raffle and Acknowledgement of Country inside the theatre before the show starts. If you would like to discuss a variation to this please let me know in advance.
- Please make sure the Marketing team have your updated content warnings
- Is there anything else that FOH should know??
- Please ask your Stage Manager to make themselves known to FOH before each show to discuss the above notes.

LA MAMA AIR CONDITIONERS

These must be on for every show where the temperature outside is warm or cool and are non-negotiable over Winter and Summer.

It is the stage manager's responsibility to put them on as soon as they arrive at La Mama or La Mama Courthouse, the Courthouse in particular takes a while to heat or cool so the earlier the better.

FOH will check they are on at a suitable temperature, it is an occupational health and safety hazard when they are not on. Please do your best to make the spaces as comfortable as possible, so the audience can enjoy your wonderful production the way it deserves.

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 so have a think about what you need and when, then get that information to me via an email and we will make magic happen!

Contact Myf (myf@lamama.com.au) for all Volunteer enquiries

THANK YOU!

We are here to help. Please reach out with any questions,

La Mama Ticketing
(Aya, Gemma and Ruiqi)