

Application information

LG1701-223

Albert-Eden Local Grants, Round Two, 2016/17

Sharu Loves Hats

Physical address	N/A		
Organisation/individual	Organisation	Main focus	Arts and culture
Umbrella organisation	Not required	Legal status	Limited Liability Company

Project details

Project title	Dominion Rd The Musical		
Dates	05/07/2017 - 19/08/2017		
Location	Crystal Palace, 537 Mount Eden Road, Mount Eden, 1024		
Summary	<p>Sharu Loves Hats' development season of Dominion Road the Musical at Crystal Palace in August 2017 is an original, feel-good musical with catchy tunes, representing Auckland's unique cultural diversity, mirroring those living and working on Dominion Rd. 5 professional actors and a chorus of 15-17 community participants, with strong connections along Dominion Rd, will collaborate to stage Dominion Rd The Musical written by Renee Liang and Jun Bin Lee centres authentic Dominion Rd stories in a fictional context. This modern musical includes original songs inspired by Disney, Hip Hop, funk, gospel, Mandarin pop, peppered with languages representing Dominion Rd precinct that includes traditional instruments like Er hu, Gu zheng, Sitar, Tabla and Djembe to represent the area's diverse cultures.</p>		
Focus specific information	Type of art form: Theatre		
Requesting grant for	<p>Our total request is \$10,000 This includes: Marketing costs which includes a publicist, social media marketing expert, social media marketing spend, videographer, photographer, designer for marketing material -- total amounts to \$9,000 (excluding GST). Partial sponsorship of the rehearsal venue hire - total amounts to \$1,000 (excluding GST)</p>		
Cost of participation	\$30 tickets (see Revenue section in Budget attached)		
Active participants	30-35	Audience size	1280 (See Projects Audience Numbers tab in attached Budget)
Promotion	<p>Yes, In addition to traditional marketing and publicity channels, Social Media marketing channels will be established across multiple platforms including Twitter, Facebook, Instagram, and more ethnic specific channels like Weibo, WeChat and KaoKao Talk to engage with the Dominion Rd community. We will ensure our campaigns are creative and effectively use hashtags, competitions and giveaways, as well as tagging partners and sponsors pages, to promote their businesses. We will monitor competitions and posts, via Facebook analytics and tailor our content to highlight aspects of Dominion Rd culture, and in turn reach the appropriate markets more effectively (See The Project document attached).</p>		
Local board recognition	<p>Your logo will be placed on printed material, signage and advertising material etc. Local Board members will be invited to our event. We are happy to include and mention the local board in any of our activities as you see relevant.</p>		
Reason for the project	Feedback forms that were filled out by over 84 stakeholders, many of whom either live or have lived as a resident or are/were business owners on Dominion		

	Rd. Comments included "it's about time someone wrote something that represents Auckland's culturally diverse community", "It's so Auckland -- can't wait to see the actual production" and "It's great to hear real stories" etc. (see Background section of Project Document attached). The departure from the norm of a full house attending a showing, which customary only attracts a handful of people, is concrete endorsement that this Auckland-centric story needs to be told.
Community benefit	<p>This work epitomises cultural diversity, honouring stories and traditions of those living along present-day Dominion Rd. Our chorus sourced from groups already active in the Albert-Eden and Puketāpapa areas (original workshop participants) ensures participation of the area's diverse community.</p> <p>With the community being integral to our development season we know that Dominion Rd the Musical has already helped, see Community Feedback Appendix 1 in The Project document attachment, and will continue to help community members feel safe and help improve how they feel about life. A similar online survey will be conducted post-production to measure community benefits.</p>
Alignment with local board priorities	<ul style="list-style-type: none"> • our people feel safe and participate in their communities, • innovative and exciting arts and events build our identity, • our diverse communities can participate fully in the future of our area <p>We believe that Dominion Rd the Musical will help improve the quality of the lives of our community participants in the project and audience members, through learning and appreciating the cultural diversity of those living and working on Dominion Rd, which co-incidentally mirrors the demographic and cultural mix of Tāmaki Makaurau. We aim for Dominion Rd the Musical to attract non-theatre goes as well because the show's content will resonate with all segments of the population through honouring the personal stories and traditions of those living along present- day Dominion Rd.</p>

Community collaboration

Collaborating organisation/individual	Role
Dominion Road Business Association	Conduit to local businesses
The Oryza Foundation for Asian Performing Arts	Consultant
Emma Gilles (teacher)	Education Consultant
Crystal Palace	Venue Manager
Shoretix	Ticketing

Demographics

Maori outcomes	No
Accessible to disabled	Yes The venue has disability access.
Targeted at long term disability	No

Percentage of male	Percentage of female	All - not targeted at either male/female
		100%

0-5 years	< 15 years	15-24 years	25-44 years	45-64 years	>65 years	All ages
						100%

Target ethnic groups	All/everyone
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Financial information

Expenditure item	Amount
See Attached Budget	\$161,806.00

Income description	Amount
80% or total box office for 8 nights calculated on a 40% house with tickets priced at \$30 and a capacity of 400 (Details please see total Revenue in Budget attached)	\$30,720.00
In Kind Support (see Budget attached for details)	\$21,337.00

Total expenditure	Total income	Other grants approved	Applicants contribution
\$161,806.00	\$52,057.00	\$99,500.00	\$249.00

Local board	Benefit to board area	Amount requested
Albert-Eden Local Board	45	\$10,000.00
Total requested		\$10,000.00

If full amount requested is not able to be funded, would a smaller amount be of assistance?	Yes, A minimum of \$5,500 towards the marketing costs (particularly to hire the publicist, social media marketer and social media marketing spend and marketing material designer) would really help ensure that people are aware of the production and this will in turn help attract the non-traditional theatre goers. It is also important to ensure that the marketing material is created as tools for the publicist and social media marketer, hence the need for the designer for the marketing material.
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Conflicts of interest:	None identified
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Funding history

Application ID	Project title <i>Round - Stage</i>	Decision <i>Total allocated</i>
RegAC17_2_03 2	Dominion Rd The Musical <i>Regional Arts and Culture Grant Programme 17_2 Project</i>	Undecided \$0.00