ENSEMBLE THEATRE for everyone

WE AIM TO CREATE DIVERSE, ACCESSIBLE, LIVE THEATRE OF THE HIGHEST QUALITY THAT ENTERTAINS, EDUCATES, ENLIGHTEN & CHALLENGES.
ABOUT US

60th ANNIVERSARY IN 2018

3 ARTISTIC DIRECTORS

• HAYES GORDON
• SANDRA BATES
• MARK KILMURRY
ABOUT US

• 10 MAINSTAGE PRODUCTIONS

• BOATSHED PROJECTS
WHAT IS UNIQUE ABOUT US?

WE ARE AUSTRALIA'S LONGEST, CONTINUOUSLY RUNNING PROFESSIONAL THEATRE COMPANY.
WHAT IS UNIQUE ABOUT US?

WE OFFER OUR CLIENTS A PERSONALISED EXPERIENCE.
WHAT IS UNIQUE ABOUT US?

WITH BAYLY’S BISTRO JUST DOWNSTAIRS FROM THE THEATRE, WE ARE A DESTINATION.
WHAT IS UNIQUE ABOUT US?

THE INTIMATE SPACE OF OUR THEATRE.
WHAT IS UNIQUE ABOUT US?

INTIMATE SPACE – LARGE SCALE PRODUCTIONS
WHO DO WE COMPETE WITH?

- BELVOIR STREET THEATRE
- STC
- GRIFFIN THEATRE
HOW DO WE SEGMENT OUR MARKET?

- CRM
- IDENTIFYING NEW MARKETS THROUGH BUYER BEHAVIOUR
AUDIENCE SEGMENTATION

- GEOGRAPHIC
- PERSONAL BUYERS VS. INDUSTRY BUYERS
- EDUCATION
- GENRES
PROGRAMMING VS MARKETING

WELL KNOWN PLAY
RECOGNISABLE ACTORS
SPEAKS TO BOTH SINGLE TICKET BUYERS & SUBSCRIBERS

NEW, COMMISSIONED WORK
EMERGING PLAYWRIGHT
ATTRACTS MORE INDUSTRY BUYERS
ENSEMBLE THEATRE for everyone

THANK YOU.