

HIRER INFORMATION PACK





WELCOME

**The Sydney Coliseum Theatre wasn't built in a day.
In fact it's been 10 years in the making.**

With stunning architecture and state of the art of technology both front and back of house, Sydney's next great theatre has been built for the digital age.

Delivering performance spaces that offer the best possible experience for both audience and performer in the fastest growing economic region in NSW.

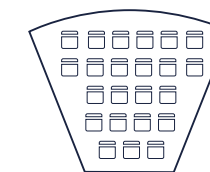
World class facilities. Best in market sound and lighting.
Premium interiors.

Your stage awaits.

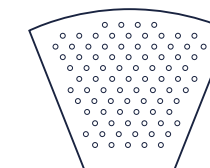


CONFIGURATION

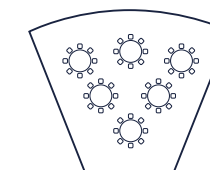
THEATRE
2000



CONCERT
2200



BANQUET
550



ABOUT THE THEATRE

The Sydney Coliseum Theatre will offer audiences of Greater Western Sydney a new standard in comfort and facilities.

FEATURES

- Multi-mode theatre capable of hosting musicals, dramatic theatre, live music and more
- 9m (h) x 15m (w) Proscenium Arch
- World's best practise technology including full immersive sound and acoustic design
- Sustainable LED lighting
- 80 line fly system
- Orchestra pit for 30
- Excellent sightlines
- Rehearsal Room with fully sprung floor, ballet barre, mirror wall and natural light
- Production office with stage access
- 11 dressing rooms suitable for 90
- Fully equipped Merchandise Sales area
- Box Office
- Major Feature Bar and additional 7 Bars
- Industry leading customer service standards

THEATRE SPECIFICATIONS

The Sydney Coliseum Theatre, West HQ features a 2000 seat theatre with multi-mode capacity and will host musicals, dramatic theatre, dance, symphony, comedy, family entertainment and private events.

PROSCENIUM

Height	9.0m
Width	15.0m

STAGE DEPTHS

Plaster line to last flying line	12.0m
Plaster line to rear wall of rear stage	14.7m
Plaster line to edge of forestage	1.2m
Forestage edge to downstage edge of forestage/ Orchestra lift	3.88m

STAGE HEIGHTS

Stage to underside of grid	23.5m
Stage to underside of fly galleries (clear)	10.5m
Stage to orchestra pit floor	2.6m
Stage to auditorium floor	1.0m

WINGS

Proscenium Arch to PS side wall	9.0m
Proscenium Arch to PS fly rail (narrows to 6.4m at +8.5m from setting line)	8.0m
Proscenium Arch to OP side wall	9.4m
Centre Line to OP side wall	16.9m
Distance between PS and OP fly floors	26.5m

ORCHESTRA PIT

Orchestra Lift width	16.0m
Orchestra Lift depth (centre)	3.88m





INCLUSIONS

Delivering premium service to both hirer and patron, Sydney Coliseum Theatre will be renowned for creating exceptional customer experiences. Both Front and Back of House staff have been handpicked and trained with the highest of standards in mind.

VENUE

- 12 Hour Hire – 12pm – 12am
- Standard Theatre Mode
- Use of Green Room
- 4 Dressing Rooms – stage level (20 People)
- Wifi
- Standard cleaning and utilities (power / water / gas)
- 20 x L-Acoustics KAVA speakers in Left, Right line array configuration
- 3 x KS28 L'Acoustics Subwoofers
- 5 x LAC-X8 L'Acoustics forestage speakers
- 1 x Digico SD12 audio console
- 1 x Grand Ma3 lighting console
- 8 x Ayrton Mistral S LED moving head spot
- 8 x Ayrton Levante S LED moving head wash
- 70 x combination of LED pars, Profiles and Fresnel fixtures

MARKETING

The Sydney Coliseum Theatre, West HQ will support events that are ticketed to the general public via:

- Inclusion within 1 x EDM send out to ticketing database
- Inclusion within Events Section of www.sydneycoliseum.com.au

STAFFING

The Sydney Coliseum Theatre will provide the following staffing inclusions with your hire:

- Pre-event: Dedicated Account Manager
- During Event:
 - FOH Manager between 9.30am and 5.00pm
 - BOH Technical Director between 9.30am and 5.00pm
- The following staff are available for hire on charge:
 - Ushers
 - Technical staff
 - Security
 - Additional cleaners (non standard cleaning)

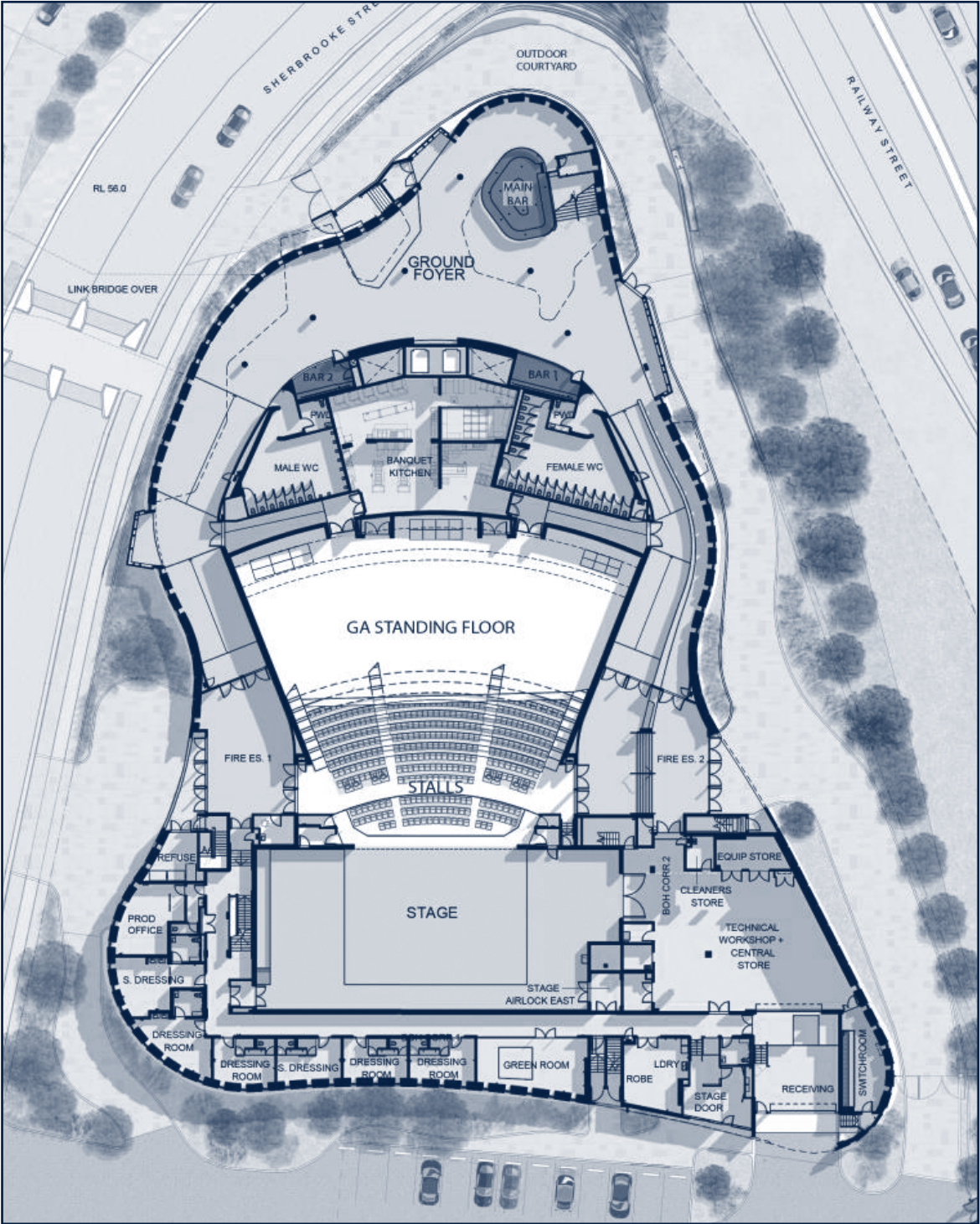
TICKETING

- The Sydney Coliseum Theatre will have a designated ticketing provider that all tickets must be sold through.
- On site there is a dedicated Box Office and staff.
- By agreement, the house will retain an allocation of complimentary tickets to be used for promotional purposes.
- A dedicated Ticketing Customer Relationship Officer will support you through the build and management of your ticketing campaign.

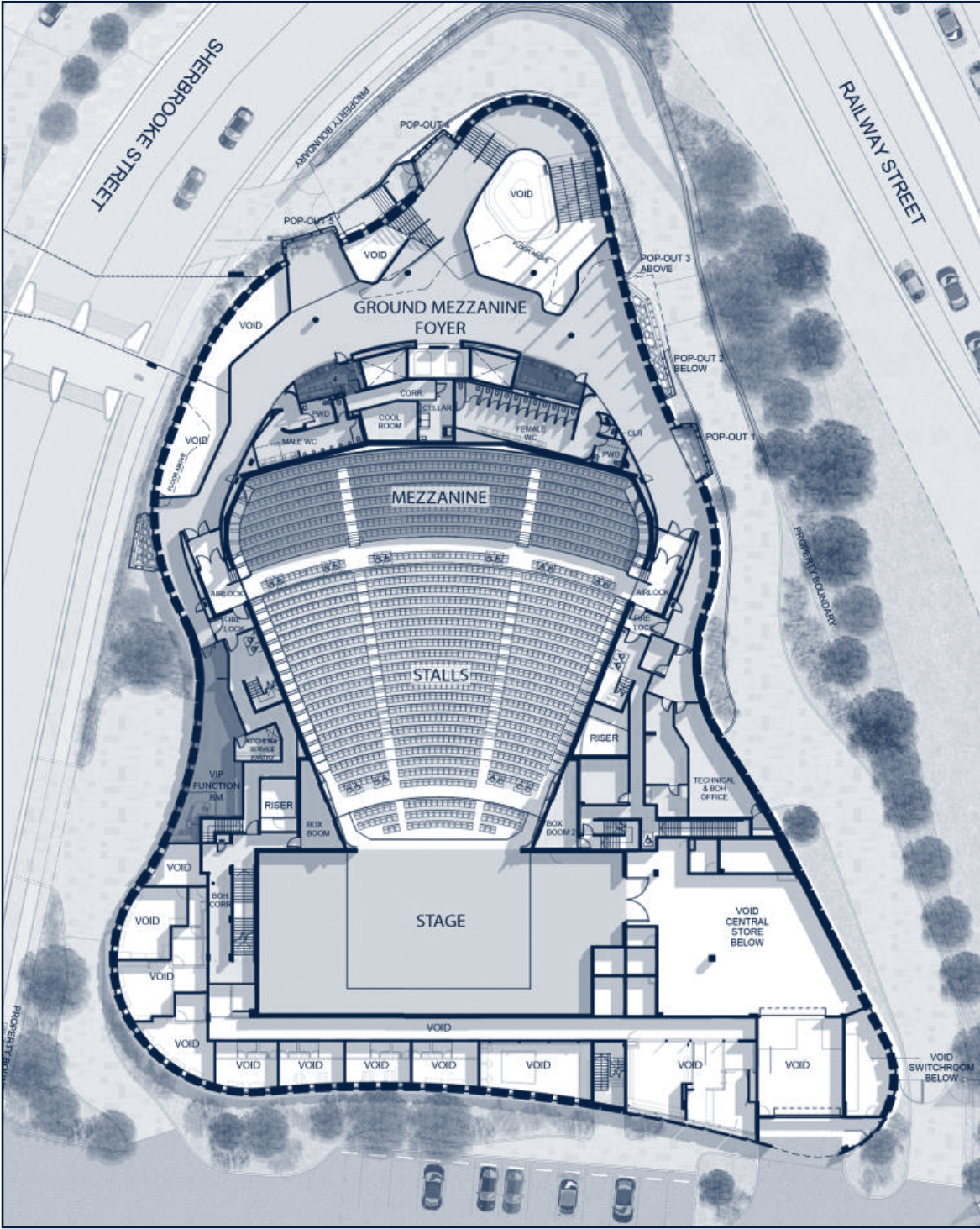


FLOOR PLANS

GROUND FLOOR

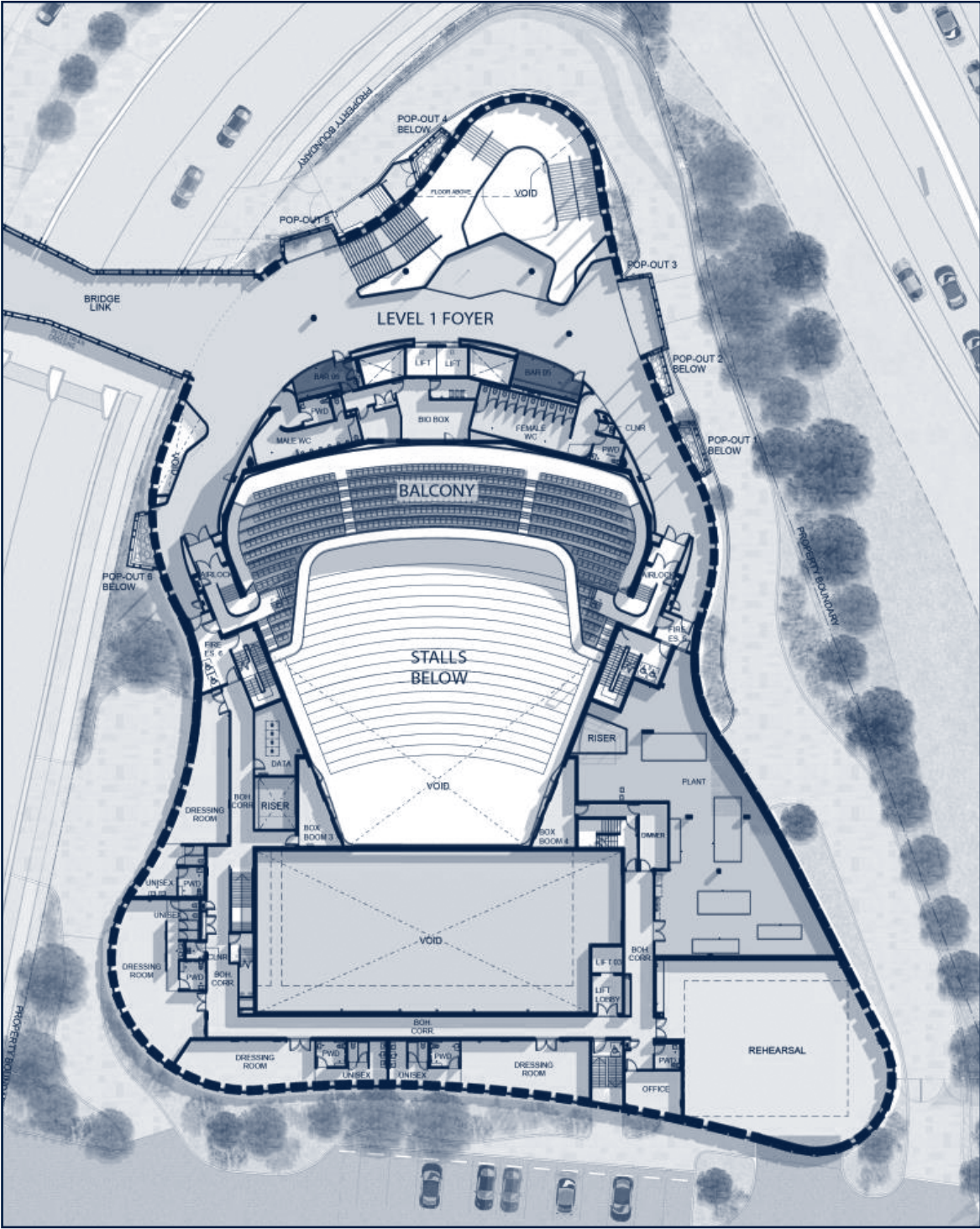


GROUND MEZZANINE



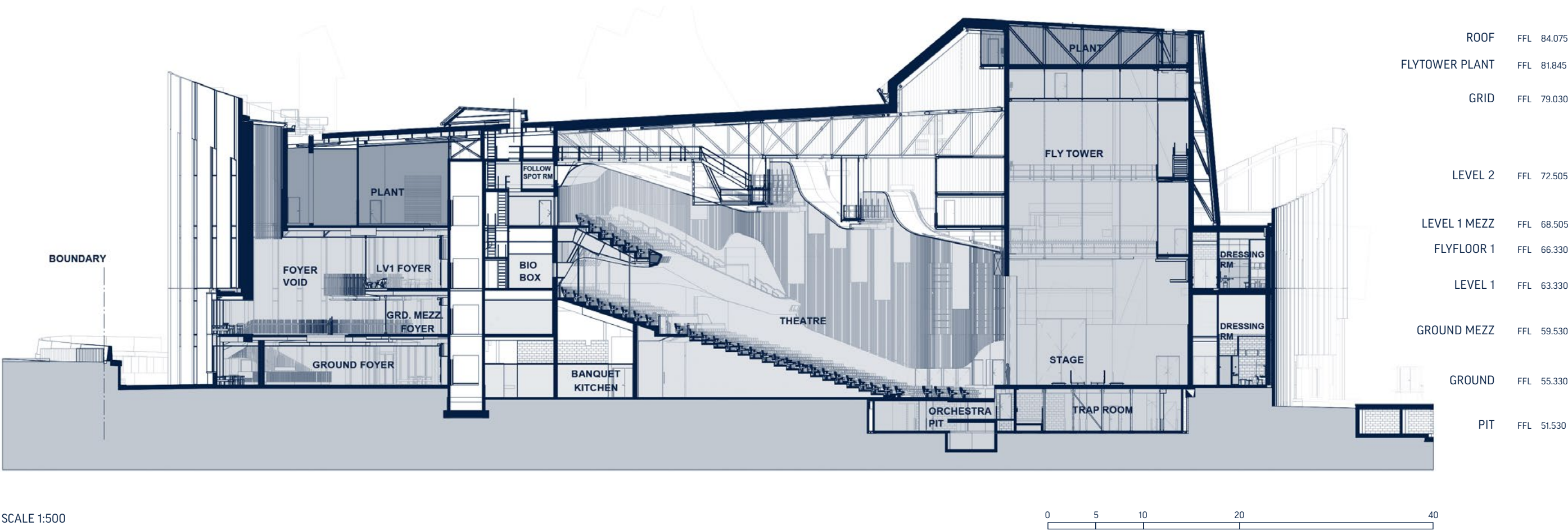
SCALE 1:500

LEVEL 1



SCALE 1:500

BUILDING SECTION





LOCATION

The Sydney Coliseum Theatre, West HQ is conveniently located in the Greater Western Sydney's (GWS) expanding cultural, sporting and commercial destination, West HQ.

West HQ is the leading destination for entertainment, fitness, lifestyle and accommodation located in the evolving region of Greater Western Sydney. The destination is home to the 4 and a half star Novotel Sydney West HQ, the Olympic-standard Sydney Gymnastic and Aquatic Centre, Sydney West Sports Medicine, One 55 Fitness, the iconic Rooty Hill RSL and Zone Bowling. Theatre patrons can enjoy a variety of dining options at West HQ including Chu by China Doll, Pizzaperta by Stefano Manfredi, Steak & Oyster Co by Sean Connolly, Chur Burger and Gelatissimo. The 8 hectare precinct will also welcome a 5 star Pullman Hotel in 2021 providing guests with a luxury accommodation option.

West HQ is a popular destination for professional athletes given its close proximity to Sydney Motorsports Park, Blacktown Sports Park and football stadiums. The precinct is located close to the popular tourist destinations of Western Sydney Parklands, Wet n Wild, Featherdale Wildlife Park and the future site of Sydney Zoo whilst a major shopping centre is within walking distance.

Offering convenience, variety and ample amenities, West HQ is the ideal base for cast, crew and patrons.



GETTING HERE

53% of people surveyed said they look forward to attending a large, premium entertainment venue that is close to home whilst 29% said they are excited to attend first class events without having to drive or stay in the city.



45 MINS
THE CURRENT
TRAVEL MINIMUM
TIME TO THEATRES



20 MINS
THRESHOLD GWS
HOLD FOR TRAVEL
TIME TO VENUES

THE SYDNEY COLISEUM THEATRE, WEST HQ IS 16 – 25 MINUTES FROM MAJOR GWS CITIES AND LANDMARKS



WEST HQ DESTINATION STATISTICS

3,600,000 visits per year

35,000
vehicle
movements
per day

79,000
corporate
conference
guests

44,000
hotel
guests

GWS VISTATION

9,600,000 visits per year

WEST HQ FEATURES

- 1600 free parking spaces
- Novotel Sydney West HQ 164 rooms 4.5 Star
- Sydney Gymnastics and Aquatic Centre
- One 55 Fitness
- 8 Premium dining destinations
- Zone Bowling
- Rooty Hill RSL

FUTURE DEVELOPMENT

2019

\$100M
theatre
investment

\$8M
food and beverage
development

NEW
Chu by
China Doll

2021

5 STAR
Pullman Hotel

**“I REGULARLY SAY
NO TO SHOWS MY
FRIENDS INVITE ME
TO, BECAUSE BY THE
TIME I ADD TRAVEL,
TOLLS AND PARKING,
THE COST OF MY
TICKET HAS DOUBLED
COMPARED TO THAT
OF MY FRIENDS”**

WESTERN SYDNEY RESIDENT AND ENTHUSIASTIC
LIVE ENTERTAINMENT CONSUMER

ABOUT THE REGION

Greater Western Sydney is one of the most exciting regions of NSW, booming with opportunity in key growth areas of housing development, education, health care and major infrastructure.

\$45 billion is committed to major infrastructure projects including West Connex, the Parramatta Light Rail, the Nancy Bird Walton Airport which will welcome 5 million passengers annually, the Aerotropolis, University and surrounding housing developments

POPULATION

The current population sits at over 2.2mil and represents 29.4% of the state's population. It is forecasted to rise to 3.5 mil by 2036, outgrowing other areas of Sydney.

ARTS AND ENTERTAINMENT CONSUMPTION

The people of Greater Western Sydney have proven to be avid consumers of the arts, entertainment and cultural spending a huge 316mil per year on events, however until now, there has been a distinct lack of theatres in region servicing and growing their appetite.





AUDIENCE

“I AM REALLY LOOKING FORWARD TO BEING ABLE TO SEE QUALITY SHOWS WITHIN A 30-MINUTE DRIVE OF MY HOME”
WESTERN SYDNEY SURVEY RESPONDENT

The population of Greater Western Sydney is diverse and exciting with an avid participation in arts, culture and entertainment events. The changing face of Greater Western Sydney means the time has never been better for a new theatrical venue and impeccable productions.

CULTURAL ENGAGEMENT

Western Sydney accounts for 5 of the top 10 postcodes for musical theatre attendees (research based on 10 events)

36%

attend a ticketed or live event three – five times per year

33%

attend a ticketed or live event with their children every few months

20%

would attend family entertainment or children’s events and programs

24%

spend \$100 – \$299 per person on entertainment, leisure and food

We are avid supporters and consumers of entertainment and the arts with an annual spend of over 316m* and by 2036 our spend is projected to grow to over 1.197billion, overtaking other Sydney regions.

23.8%

of our households earn \$2,500 or more per week

45%

of western Sydney residents say they will attend more ticketed events once the Sydney Coliseum Theatre is open for business***

70%

work in professional, managerial, sales or administrative roles

* Source: NSW Bureau of Transport Statistics, ABS cat. 6530, 2011. Census.2016: \$316mil Projected spend 2036: 1.197bil
Source: Deloitte Western Sydney Cultural Infrastructure Report 2015. * Independent survey.



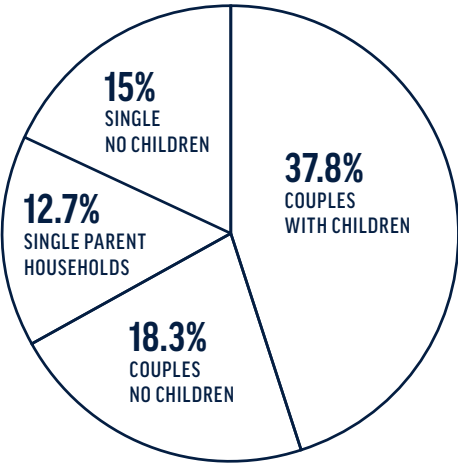
CULTURALLY DIVERSE

Home to over 44% of Sydney's population and over **170 different cultures**, we are exciting and vibrant. 70% of us work in professional, managerial, sales or administrative roles.

HOW WE LIVE

The Greater Western Sydney audience are house proud with 33.3% owning their property outright, whilst 24.7% own with a mortgage. 28.8% enjoy life in the west from a rented property.

37.8% are couples living with children while 18.3% are double income, no kids.



**“DON’T UNDER ESTIMATE
THE SOPHISTICATION
OF WESTERN SYDNEY
AUDIENCES”**

WESTERN SYDNEY SURVEY RESPONDENT

