



# KOORLINY ARTS CENTRE

IGNITING CREATIVITY | CELEBRATING DIVERSITY | FOSTERING CONNECTIONS

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# ABOUT KOORLINY

Koorliny Arts Centre is an award-winning performing arts centre and community hub. We have served both the City of Kwinana and the broader region for over thirty years as one of Western Australia's first dedicated performing arts centres. Koorliny has consistently been recognised for excellence and is a much-loved cultural institution, with a strong presence across metropolitan Perth.

The Centre sits in the heart of the Kwinana community, close to transport links, shops, restaurants, leisure facilities and services. As a multipurpose community arts centre, Koorliny is dedicated to fostering the growth of community through arts and culture.

Our facilities include a 232-seat proscenium arch theatre, a versatile black box theatre, an open-air courtyard, a 1,000-person capacity outdoor amphitheatre, as well as several multiuse studios suitable for dance, voice, and instrumental classes.

The centre is a thriving community hub offering opportunities to connect, participate in social activities and events delivered by the City of Kwinana, as well as external partners, services and private hirers.

Koorliny hosts everything from:

- independent community theatre shows
- author talks
- paint and sip events
- dance festivals
- community workshops
- touring national and international stars such as Marina Prior, Arj Barker (comedian), and Dami Im (X-Factor winner and Australian Eurovision representative).

Current programming includes plays, musicals, cinematic and interactive experiences, live bands and concerts, social functions, school performances, and community art workshops.

Koorliny is also a popular facility for external hirers to deliver classes such as dance, music, performing arts, yoga and martial arts.



- Centre programming that elevates the local arts scene and contributes to the socio-economic development, cultural vibrancy, and diversity of the Kwinana community.
- Empowering artists and cultural workers by offering platforms for professional growth and exposure.
- Providing emerging artists with opportunities to develop and showcase their skills.
- Enabling local artists to access promotional and networking opportunities through collaborations with other organisations and exposure at events, enhancing their visibility within the wider arts community.
- Reaching new audiences by offering a diverse range of cultural activities, attracting residents and visitors alike to participate in and appreciate the arts in Kwinana.
- Expanding market opportunities for local artists and performers, contributing to the economic growth of the creative sector.
- Fostering inclusivity by tailoring programs for marginalised or at-risk groups such as seniors, individuals from low socio-economic areas, children & families, people with a disability, and those facing social isolation.
- Strengthening community engagement by creating spaces for shared experiences, dialogue, and cultural exchange, promoting a sense of belonging.
- Generating employment opportunities for local artists, performers, and event staff.
- Celebrating Koorliny's unique offering and quality of performances.
- Developing audiences by offering contemporary and unique cultural experiences.



# ORGANISATIONAL OBJECTIVES

## **Artistic Excellence, Innovation & Creativity**

- Showcase high-quality performances across various art disciplines.
- Collaborate with renowned and emerging artists and performing arts groups.
- Foster a supportive environment where artists can take creative risks.
- Celebrate, promote and highlight cultural diversity.

## **Community Engagement**

- Foster a sense of community by offering inclusive programs and events.
- Provide educational workshops, classes, and outreach programs.
- Ensure the centre is accessible to individuals with disabilities.
- Offer affordable ticket prices and free or discounted programs for community.

## **Sustainability and Growth**

- Develop sustainable practices to reduce the Centre's environmental impact.
- Seek funding opportunities and partnerships supporting arts and culture in Kwinana.
- Provide development pathways for emerging artists.

## **Audience Development**

- Implement strategies to attract new audiences and retain existing ones.
- Engage with community to build a loyal and supportive audience base.

## **Collaboration and Partnerships**

- Establish partnerships with local businesses, schools, and organisations.
- Partner with local cultural organisations and artists to showcase their work.
- Collaborate with other arts centres to exchange knowledge and resources.



# COMMUNITY ENGAGEMENT

- Koorliny Arts Centre welcomed over 18,500 ticketed patrons in the 2023/24 season of events.
- Koorliny's Facebook page had 216,979 impressions in July 2024, and 13,381 page engagements (Ad Management through 7West Media)
- Have A Go News advertising reached 1,800 outlets, with a monthly readership of 200,000 statewide (64,000 in the southern corridor)
- Koorliny Arts Centre social media reach in June 2024
  - Facebook, 7,400+ followers
  - Instagram, 1,550+ followers
- Electronic Direct Mail with 3,700 subscribers
- Editorial/advertorial content in newspapers
- Media releases
- Access to City of Kwinana Facebook audience with 97,914 post reach, 14,333 post engagement, 34,000+ followers
- Access to City of Kwinana eNews (Spirit, library, and Recquatic) with 6,583 subscribers
- Koorliny's patrons stem predominately from Kwinana, Rockingham and Mandurah, however, the Centre welcomes a high number of visitors from the Peel Region and south metro suburbs such as Kalamunda, Canning Vale, Melville and Armadale.



# PARTNER SUPPORT

Supporting Koorliny Arts Centre provides the opportunity to partner with the region's premier cultural institution promoting quality arts and cultural experiences for the Kwinana community and beyond.

Koorliny serves as a catalyst for cultural, social, educational, and economic growth within the community. It enriches lives, strengthens connections, and contributes to the overall health, vibrancy, and vitality of the community. An investment in Koorliny is an investment in the future of Kwinana, creating a legacy of creativity, innovation, and shared cultural heritage

Specific benefits include:

- Acknowledgement of Partner support in all material related to the funded program(s);
- '*Presented by*' status on all relevant marketing material, website, social media, etc;
- Partner logo on all relevant marketing material;
- Partnership recognised and announced at relevant season launches;
- Dedicated allocation of complimentary tickets to Koorliny's varied program of events;
- 'Friends of Koorliny' ticket pricing for Partner members and their employees;
- Other promotional or recognition as mutually agreed.

Investors will be updated regularly on their community impact through evaluation reports, case studies and patron feedback.



# PARTNER OPPORTUNITIES

**Amphitheatre Refurbishment** Restoring Kwinana’s incredible 1,000 capacity amphitheatre to working order (one of the largest in WA). Providing versatile and varied opportunities for significant outdoor events such as festivals, concerts, community movie nights, symphony orchestras and large-scale events.

**Koorliny Live!** A new program establishing Koorliny as a live music venue with a focus on live, contemporary, original Australian music; supporting touring acts and creating development pathways for emerging artists and technical staff.

**Koorliny Main Stage (Community Theatre)** A program of volunteer-led Community Theatre shows. Recent shows have included the award-winning ‘Catch Me If You Can’ and ‘Peter Pan’. Upcoming shows include the WA Amateur Premiere of ‘Come From Away’ and ‘Shrek the Musical’.

**Koorliny Main Stage (Professional Performers)** A program of curated performances bringing first class entertainment to our community. Recent acts include Australia’s leading lady Marina Prior. Upcoming performances include Beccy Cole (award winning singer-songwriter), and Dami Im (X Factor winner, Eurovision Song Contest).

**Morning Melodies and Midweek Music** Our most popular daytime events. Bringing together community over food and high class musical entertainment.

**School Holiday Program** Offering programs for young people in Kwinana to spark interest in the arts including dance, drama, crafts and storytelling.

**Equipment Upgrades** Improved production quality to present Koorliny as an even more attractive venue for external productions. Providing opportunity for diverse income streams through additional or more flexible events.



# BUDGETS

PROJECT	SINGLE RUN	FULL SEASON
<b>Amphitheatre Refurbishment</b> <i>'Naming Rights' sponsorship for building and accessibility upgrades, sound and light engineering, projector, etc.</i>	-	\$300,000 - \$500,000
<b>Koorliny Live!</b> <i>A program of live, contemporary, original Australian music</i>	-	\$70,000
<b>Koorliny Main Stage (Community Theatre)</b> <i>Triannual program of Community Theatre shows</i>	\$20,000	\$60,000
<b>Koorliny Main Stage (Professional Performers)</b> <i>Curated performances from first class entertainers</i>	\$10,000	\$50,000
<b>Morning Melodies/Midweek Music</b> <i>Mornings of musical entertainment and community connection.</i>	\$4000	\$25000
<b>School Holiday Program</b> <i>Arts and culture activities for children and young people</i>	\$5000	\$20,000
<b>Equipment Upgrade</b> <i>Theatre 1 and Theatre 2 Audio and Sound</i>	-	\$50,000





# VIABILITY

Koorliny is owned and operated by the City of Kwinana. The City employs a team of staff to coordinate the centre, including a Marketing Officer, Technician and Operations Officer. The City also provides wider operational support for the centre including, but not limited to: Facility and Asset Management, Marketing and Communications, Events, Community Engagement, Access & Inclusion, Healthy Lifestyles, Community Development, Environment & Waste, Youth, and Community Partnerships.

Koorliny's Community Theatre programs are supported by a dedicated team of volunteers overseen by centre staff. This includes a full production crew and all performers. These productions have a significant investment of volunteer time and labour. Using Koorliny's most recent in-house production Peter Pan as a case study, there were over 1078 hours volunteered, equating to \$802,548 (as per Volunteer WA's Volunteering Benefits Calculator).

Professional shows are often arranged in conjunction with other Outer Metro centres such as Don Russell Performing Arts Centre, and Kalamunda Performing Arts Centre. By working in partnership we are able to negotiate discounted rates, attract higher calibre acts, and leverage off each other's marketing.

Koorliny has, or is working towards, MOUs with Befriend, WASO, Yirra Yaakin, Barking Gecko, and Western Theatrics. Each of these leverage shared resources and opportunities for the benefit of the Kwinana Community.

Kwinana Industries Council has been an avid supporter of Koorliny Arts Centre over the years, allowing the Centre to invest in educational and inspirational arts and culture experiences for our community.



# SUSTAINABILITY

The varied projects, community programs, and events delivered at Koorliny Arts Centre continue to run with the support of community volunteers, partnerships and collaborations, MOU's and fee-for service activities.

The City of Kwinana is dedicated to ensuring arts and culture experiences are accessible for all community, and will continue to support activities in periods where external funding is being sourced. Having dedicated external funding for programs means that they can be delivered at no or low cost for community.

In addition, Koorliny has recently recruited a dedicated Grants & Partnerships Officer to support operations and stakeholder engagement. This role will primarily focus on supporting the social impact, future growth, and financial sustainability of the Centre by identifying and securing diverse funding sources, and building meaningful relationships with donors, sponsors, partners and creative organisations.

