

Quick Response 2016 | Round 2 Application

Date generated: 2/11/2016

Application Status: Processed

Applicant details

Primary Applicant:	Theatreview
Primary Contact Person:	John Smythe (Wellington)

What: the idea

Project title:	Associate Editor Dance fees	
Brief description:	Towards fees to retain the services of Theatreview's Associate Editor Dance	
Artform:	Dance	Funding type: General Arts Fund
Strategic outcome:	New Zealanders experience high-quality arts	

Explain the central idea or kaupapa of your project and how your project will deliver to the Creative New Zealand strategic outcome that you have selected above. You will be assessed on how strong and how well-developed your idea is and how well your project will deliver to the selected outcome:

If relevant to your project you should also explain:

- ☐ how the practice and results of the project are culturally diverse OR based on Mātauranga Māori OR based on Kaupapa Pasifika.*
- ☐ the way in which your project is innovative in the creation and/or production of the work.
- ☐ how your project benefits community arts participation.

* Required for all Pacific Arts Fund, Māori Arts Fund, Tohunga Tukunga Mentoring Fund, Toi tipu Toi rea Fund and Moana Community Fund applications.

Theatreview.org.nz needs to retain the services of its Associate Editor Dance in order to sustain its comprehensive review coverage of professional dance practice from September to December 2016. Continuity of service ensures maintenance of ongoing relationships with venues, performance companies and producers, and with our network of both regular and occasional (festival period) dance reviewers throughout New Zealand. The following dance-related performance events are expected between September and December 2016 with others yet to be announced: September [4 productions, 7 events]: the SHORT+SWEET DANCE FESTIVAL (3 different shows in Auckland); RNZ Ballet's GISELLE season (Hamilton); the SHAOLIN WARRIORS Tour (Wellington and Auckland); the NEXT STEP WILD RHYTHM Tour (Auckland). October [39 productions, 41 events]: 20 reviews of the TEMPO Festival; 3-4 dance-related events in the DUNEDIN ARTS FESTIVAL; a range of 8-10 events of the Hawkes Bay and Nelson Festivals (usually managed by the Associate Editor Dance); 4 of 6 centre tour of Footnote's Lifeworld; Billy Elliot (Auckland); H5 HOUSE OF DREAMS tour (Auckland, Wellington). November [16 productions, 18 events]: final 2 of 6 centre Footnote's Lifeworld tour; 4 dance related events in Urbanesia festival, Auckland; estimated 5 other dance seasons and 5 graduation shows (3 in Wellington, 2 in Auckland). plus 1 or 2 centres for Imperial Russian Ballet's THE NUTCRACKER tour. December [4 productions]: Usually about 3 shows. Will include St Petersburg Russian Ballet's Nutcracker (Christchurch) [which is subsequently touring to Tauranga, Napier, Christchurch and Wellington in January]. It is essential these shows are reviewed so that Theatreview can fulfil its mission (see below) by completing the year 2016 in anticipation of a successful application to the September Arts Board round to get us back on track for 2017. Since its launch in April 2006 Theatreview.org.nz has become New Zealand's most comprehensive review site for professional performing arts nationwide. Over the calendar year 2015, Theatreview commissioned 840 reviews of 680 productions (and published 1,075 reviews in total). Over the six months January to June 2016, Theatreview commissioned 448 reviews of 429 productions (and published 601 reviews in total). And over that 6 months, the website attracted

- 90,367 unique visitors (avg: 15,061 unique visitors per month)
- 135,450 visits (avg: 22,575 visits per month),
- 227,824 page views (avg: 37,971 page views per month).

See Half-year Summary of Website Stats, attached.

Theatreview's mission is to reflect and record the full spectrum of New Zealand's culturally diverse performing arts practice, in order to:

- inform prospective audiences through timely reviews (and the Coming Up facility)
- provide informed feedback to practitioners
- welcome audience and practitioner commentary, feedback and debate, and
- build a comprehensive and readily searchable heritage archive of professional performing arts practice in NZ.

Theatreview reaches out into smaller regions to review local professional productions, touring productions and the ever-growing regional festivals. Often Theatreview is the only publication to review the work of emerging artists, Fringe shows, return /developed seasons and successive seasons of touring productions.

This year (2016) Theatreview has consolidated a relationship with Radio New Zealand's AFTERNOONS with Jesse Mulligan whereby we provide a weekly on-air reviewer for a dance or theatre show. The reviewer is paid by RNZ and Theatreview is promoted as the place to go to read the full review. This initiative raises public awareness of Theatreview within a key audience demographic.

Theatreview has been credited with creating a nationwide sense of community within the performing arts world, being the hub of performing arts critical discourse, a virtual meeting place for the performing arts community and the 'go to' place for people from diverse sectors seeking informed commentary on current and past productions.

The Theatreview site is in constant use by practitioners, the general public, teachers, students, researchers and a wide range of arts and creative industries organisations. Producers and directors refer to the Theatreview record when casting new productions and creating production teams. There is a strong demand for its work to continue and for the heritage resource to grow.

(Note: After an extensive process of project scoping, surveying users and canvassing potential providers, plans to commission an upgrade of the

How: the process

Start date for project:	1/09/2016	End date for project:	31/12/2016
Project location(s):	National		

Explain where, when and how you plan to deliver the project:

Auckland-based Raewyn Whyte (allmyownwords.co.nz) is Theatre review's Associate Editor Dance. She has also managed the review schedule for the NZ International Comedy Festival and some Regional Arts Festivals, and liaised with funding bodies and other organisations on behalf of Theatre review. She works from her home office in Auckland (which she provides to Theatre review free of charge). Raewyn:

- receives, edits and uploads dance production information and images;
- schedules dance shows for review;
- commissions and liaises with dance reviewers;
- receives, edits and publishes dance reviews;
- attends to Auckland issues as required and appropriate;
- applies for funding as required;
- supports the Managing Editor as and when required.

Raewyn posts links to dance reviews to her NZ Dance News network, we post links to all our reviews on our Facebook page, our honorary Tweeter (Kris Wehipeihana) updates followers on our Twitter feed and interested parties spread the word through their own social media communities. Social media postings bring a steady stream of visitors to the site.

Who: the people

Tell us about the key people/organisations involved in the project:

Add a new record for each person/organisation.

Name of key individuals or organisations	Brief background information relevant to the project
Raewyn Whyte	Raewyn Whyte has an MA from the School for Contemporary Arts, Simon Fraser University, Canada. She majored in dance criticism and her thesis topic was: Writing dancing - the scope and limits of contemporary modern dance criticism. As well as working as Theatre review's Associate Editor Dance, Raewyn manages NZ Dance News Information Service (unfunded), contributes to DANZ Magazine and has recently become the New Zealand Herald's principal dance reviewer.

How much: the budget

Amount requested:	\$4,910.00	Total cost of project:	\$21,000.00
Have you applied for funding for this project from another source?	No		
Have you received funding for this project from another source?	No		

Budget Notes

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Support Material

The following information has been added to this application:

Support material type	Name/description	Web-link
Support material for 'What: the idea'	Half-yearly Summary of Website statistics	
Support material for 'What: the idea'	DANZ letter of support #1	
Support material for 'What: the idea'	DANZ Letter of support #2	
Support material for 'What: the idea'	Support Summaries for Theatre review Dance content	
Support material for 'What: the idea'	Comments for Theatre review website users	
Support material for 'How: the process'	Raewyn Whyte's letter of acceptance	
Support material for 'Who: the people'	Support summaries for Raewyn Whyte	
Support material for 'How much: the budget'	Project budget Dance Reviews Sept-Dec 2016	

Sign

Declaration

Subject to its statutory obligations, Creative New Zealand treats all information in funding applications as confidential. The personal information provided is used solely for the purpose of administering and assessing the application. (Contemporary popular music applicants should note that Creative New Zealand, NZ On Air, the New Zealand Music Commission and Te Mangai Paho share information on applications to ensure that there is no duplication of funding) We hold any personal information in accordance with the Privacy Act 1993 and, in particular, the Privacy Principles contained in that Act. Personal information is stored in a secure environment accessible only by authorised persons for legitimate purposes. You have the right to access your personal information and ask for the information to be updated or corrected where necessary.

If you are offered a grant, one of the conditions is that Creative New Zealand has the right to publish your name, a description of the project, and the amount of funding. We may also include a brief description of your project in our media releases and publications, including on the Creative New Zealand website. Creative New Zealand is subject to the Official Information Act 1982 and we may have to release information under that Act to third parties if requested. Creative New Zealand is also subject to the requirements of the Public Records Act 2005; this includes seeking permission from the Chief Archivist to destroy records or transfer records to Archives New Zealand.

Signing this application

I confirm that I am logged in to the Creative New Zealand portal and signing this application as myself, and not on behalf of any other individual.

Signed by:

Applicant

Signee

Date signed

Smythe, John : Theatreview

John Smythe

12/07/2016