

Theatreview: Theatreview editorial and website management

Towards Managing Editor, Associate Editor and Web Master fees and Web hosting overheads

External assessor 1

Submitted: 9/04/2016

Total weighted assessment score: 17/21

Overall comments

Theatreview is an essential tool for the arts in New Zealand - would be great to see strategy for development of online presence and also for other sources of funding/ advertising etc.

Question	Assessed Score	Comments
What: The idea - Allocate a mark based on your assessment of the strength and development of the idea/kaupapa/concept.	5	Clear concept, very much 'business as usual' however - potential for innovation through separately funded redevelopment of website as suggested. Potential for innovation and development of model? Some suggestions in survey conducted in January.
How: The process - Allocate a mark based on your confidence in the viability of the process and planned evaluation.	7	Clear model based on previous experience.
Who: The people - Allocate a mark based on your assessment of the ability and experience of the person/people/organisation involved to deliver the project.	5	The current team amply experienced as Editors of Theatreview - would be good to see an addition of audience engagement strategy specialist/ sponsorship &/or business specialist - on the tenth Anniversary it would be great to assess how Theatreview could become a stand-alone business into the future?

Theatre review: Theatre review editorial and website management
*towards Managing Editor, Associate Editor and Web Master fees and Web
hosting overheads*

External assessor 2

Submitted: 18/04/2016

Total weighted assessment score: 14/21

Overall comments

Question	Assessed Score	Comments
What: The idea - Allocate a mark based on your assessment of the strength and development of the idea/kaupapa/concept.	4	
How: The process - Allocate a mark based on your confidence in the viability of the process and planned evaluation.	4	
Who: The people - Allocate a mark based on your assessment of the ability and experience of the person/people/organisation involved to deliver the project.	6	

Theatreview: Theatreview editorial and website management

towards Managing Editor, Associate Editor and Web Master fees and Web hosting overheads

External assessor 3

Submitted: 11/04/2016

Total weighted assessment score: 17/21

Overall comments

Are there any other areas of funding they could also investigate? Private sponsorship? Donations from Theatre companies? Advertising? I'm sure they are! As other publications The Listener reduce their theatre reviewing, Theatreview is becoming an important fixture in NZ theatre.

Question	Assessed Score	Comments
What: The idea - Allocate a mark based on your assessment of the strength and development of the idea/kaupapa/concept.	6	Theatreview provides an important resource for the performing arts community and for the theatre going public. As theatre reviewing is becoming less of a priority in our media, with publications such as the Listener drastically reducing theatre reviews, Theatreview is becoming an increasingly valuable resource.
How: The process - Allocate a mark based on your confidence in the viability of the process and planned evaluation.	6	As proven over a number of years, Theatreview will continue to deliver. It is becoming a national backbone of theatre information and reviews. Are there any other areas of funding they could also investigate? Private sponsorship? Donations from Theatre companies? Advertising?
Who: The people - Allocate a mark based on your assessment of the ability and experience of the	5	The people involved in running Theatreview are proven and will continue to

<p>person/people/organisation involved to deliver the project.</p>		<p>deliver reviews and collate material for archival purposes. There is a wide range of reviewing ability and experience due to the nature of un paid volunteers. However Theatreview is up to date and becoming an increasingly important resource in the theatre scene nationally. Some of the reviews are of questionable quality, but this the nature of an unpaid "blog-force"</p>
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