

Disney
FROZEN
THE BROADWAY MUSICAL

Creative Handbook

Your Guide to Frozen and
CentreStage's Goals

“Fear will be your enemy, but love will be your guide.”

Our Goals

At CentreStage, our goal for Frozen is to create a visually breathtaking and emotionally authentic production that connects deeply with audiences of all ages.

This production centres on themes of identity, belonging, and the power of human connection. Through storytelling, music, and theatrical innovation, we aim to create a world that feels both intimate and expansive, where magic is grounded in truth. Frozen is more than a spectacle. It is a story about courage, leadership, and self-acceptance. Our approach prioritises emotional clarity, ensemble storytelling, and a strong sense of community both on and off the stage.

As a company, we are committed to:

- Inclusive and thoughtful casting
- High-quality artistic execution
- A safe and supportive rehearsal environment
- Creating meaningful opportunities for young performers

CentreStage aims to achieve a minimum of 85% audience capacity across the season, while delivering a production that strengthens our reputation for large-scale, high-impact musical theatre in regional Victoria.

Production Time Line

Key Dates Overview

Season: 5 March – 21 March 2027

Venue: Playhouse Theatre, Geelong Arts Centre

Bump-In: Saturday 27 February 2027

Tech Week Begins: Saturday 27 February 2027

Rehearsals Commence: Monday 19 October 2026

Christmas Break: Sunday 20 December 2026 – Sunday 10 January 2027

Rehearsals Resume: Monday 11 January 2027

Total Rehearsal Duration: 17 Weeks (excluding break)

Weekly Schedule:

- Mondays: 7:00pm – 10:30pm (excluding public holidays)
- Wednesdays: 7:00pm – 10:30pm
- Sundays: 1:00pm – 6:00pm

Phase	Dates
Audition Submissions Open	Monday 7 September 2026
Auditions Week 1	21 – 27 September 2026
Auditions Week 2	28 September – 4 October 2026
Callbacks	Early October
Cast Announcement	Mid October

Rehearsal Time Lines

Week	Dates	Notes
1	19–25 Oct	Rehearsals begin
2	26 Oct – 1 Nov	
3	2–8 Nov	
4	9–15 Nov	
5	16–22 Nov	
6	23–29 Nov	
7	30 Nov – 6 Dec	
8	7–13 Dec	
9 (Partial)	14–20 Dec	Final week before break

CHRISTMAS BREAK (3 WEEKS)

20 December 2025 – 11 January 2026

No rehearsals scheduled

Rehearsal Time Lines

Week	Dates	Notes
10	11–17 Jan	Rehearsals resume
11	18–24 Jan	
12	25–31 Jan	
13	1–7 Feb	
14	8–14 Feb	
15	15–21 Feb	
16	22–26 Feb	Final rehearsal week (compressed)
17	Buffer integrated across schedule	

Important Scheduling Notes

- *No rehearsals on Victorian public holiday Mondays, including:*
- *Australia Day (observed Monday)*
- *Any additional declared long weekends within the period*
- *Sunday rehearsals remain critical and will carry:*
- *Full cast work*
- *Runs and integration*
- *Christmas break is protected time*
- *No rehearsals, no required commitments*
- *Optional independent learning may be encouraged*
- *Additional calls*
- *Principals, choreography, or music calls may be scheduled outside standard times where required*

Rehearsal Stages

- *Weeks 1–5: Foundations and early blocking*
- *Post-Break Weeks 6–10: Full show build*
- *Weeks 11–14: Runs and refinement*
- *Weeks 15–17: Performance-ready polish*



Performance Schedule

- *Season: 5 March – 21 March 2027*
- *Venue: Playhouse Theatre, Geelong Arts Centre*
- *The performance schedule has been designed to balance audience accessibility, peak attendance periods, and cast sustainability across the three-week season.*

Week 1	Performance
Friday	7:30pm (Opening Night)
Saturday	1:30pm (Matinee) followed by a Q and A
Saturday	7:30pm - VIP event
Sunday	5.00pm Show

Week 2	Performance
Wednesday	On Hold (subject to sales)
Thursday	7:30pm
Friday	7:30pm
Saturday	1:30pm (Matinee)
Saturday	7:30pm
Sunday	12:00pm (Accessible Performance)
Sunday	5:00pm

Performance Schedule

Week 3	Performance
Wednesday	7:30pm - Scheduled Understudy Performance
Thursday	7:30pm
Friday	7:30pm
Saturday	1:30pm (Matinee)
Saturday	7:30pm (Final Performance)

- *The Accessible Performance (Sunday Week 2, 12:00pm) will be tailored to support a broad range of audience needs, including relaxed viewing conditions where applicable*
- *The Wednesday performance in Week 2 will be confirmed based on sales demand and marketing performance*
- *Cast and crew should be prepared for two-show days, particularly across weekends*
- *Performance calls, warm-ups, and backstage schedules will be issued separately by Stage Management*

Inclusive performances

Week 3	Performance
Wednesday	7:30pm - Scheduled Understudy Performance
Thursday	7:30pm
Friday	7:30pm
Saturday	1:30pm (Matinee)
Saturday	7:30pm (Final Performance)

- *The Accessible Performance (Sunday Week 2, 12:00pm) will be tailored to support a broad range of audience needs, including relaxed viewing conditions where applicable*
- *The Wednesday performance in Week 2 will be confirmed based on sales demand and marketing performance*
- *Cast and crew should be prepared for two-show days, particularly across weekends*
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The Production

Frozen tells the story of two sisters, Elsa and Anna, navigating love, fear, and identity in a world shaped by both magic and responsibility. At its heart, this is not simply a story of powers and spectacle, but one of human connection, emotional resilience, and the courage required to step into who we truly are.

Elsa's journey is defined by control. Raised to conceal her abilities, she lives in fear of the harm she might cause, ultimately choosing isolation as a form of protection. Anna, in contrast, embodies openness and optimism, driven by connection and an unwavering belief in love. The tension between these two perspectives fuels the narrative, creating a powerful exploration of what it means to belong, to lead, and to be seen.

Set in the kingdom of Arendelle, the story moves between grounded, intimate spaces and expansive, magical environments. From the warmth of the royal home to the stark beauty of the ice palace, each setting reflects the emotional landscape of the characters. This duality allows the production to shift seamlessly between quiet, character-driven moments and large-scale theatrical spectacle.

At its core, Frozen is about the tension between control and freedom, isolation and connection, and ultimately the transformative power of love. It challenges traditional ideas of "true love" and instead centres familial love, self-acceptance, and personal growth as the most powerful forces for change.

For CentreStage, this production is an opportunity to elevate both storytelling and theatrical craft. The focus will be on clarity of narrative, emotional truth, and ensemble connection. Every moment on stage must feel purposeful, with performers grounded in character and intention, regardless of scale.

This production will balance spectacle with storytelling, ensuring that every technical and design choice supports character and narrative. Lighting, set, costume, and effects will not exist for impact alone, but will actively shape the audience's understanding of the story and its themes.

The goal is to create a production that feels immersive, cohesive, and emotionally resonant. One where audiences are not only impressed by the scale, but moved by the honesty of the performances and the strength of the storytelling.

Set Design

The set design for Frozen will centre on creating a visually immersive and transformative world that seamlessly shifts between the grounded reality of Arendelle and the expansive magic of Elsa's ice palace.

This concept embraces a layered, portal-style staging approach, framing the action within a series of architectural and icy thresholds. These frames act as both physical and symbolic transitions, allowing the production to move fluidly between environments while reinforcing the emotional journey of the characters.

At its core, the design balances scale and clarity. The stage picture remains open and playable, ensuring performers are always prioritised, while large-scale scenic elements provide the visual impact expected of a production of this calibre.



Set Design

1. Framed Worlds & Visual Depth

The use of sculptural ice portals and architectural framing devices creates depth and perspective, allowing for dynamic staging and strong visual composition. These elements will support both intimate scenes and full ensemble moments without requiring constant set changes.

2. Transformation Over Replacement

Rather than relying on frequent set changes, the design will prioritise transformation. Through lighting, projection, and subtle scenic shifts, the same space will evolve from the warmth of Arendelle to the stark, crystalline environment of the ice palace. This ensures continuity and supports storytelling momentum.

3. Integration of Technology

Projection and LED surfaces will be embedded within the set to enhance environmental storytelling. Moving textures, snowfall effects, and atmospheric changes will be driven through digital design, allowing the set to feel alive and responsive to Elsa's magic.

4. Strong Central Iconography

The ice palace structure serves as the visual anchor of the production. Positioned centrally, it provides both a literal setting and a symbolic representation of Elsa's isolation and power. Its scale and design must feel aspirational, elegant, and structurally believable.



VISUAL REFERENCE ONLY. NOT ACTUAL SET

Set Design



VISUAL REFERENCE ONLY. NOT ACTUAL SET

Set Design



VISUAL REFERENCE ONLY. NOT ACTUAL SET

Set Design

Staging & Practical Considerations

- The stage floor will be treated to reflect a frozen surface, enhancing lighting effects and creating a cohesive visual language across all scenes
- Scenic elements will be designed for efficient movement and minimal interruption to pacing
- Clear sightlines will be maintained across all seating banks, ensuring accessibility and audience engagement
- The set will allow for safe and fluid performer movement, particularly during ensemble and transitional sequences

Collaboration with Lighting & Effects

Lighting is integral to the success of this design. The set has been conceived as a reactive environment, where colour, intensity, and texture shifts will define location and mood.

Key integrations include:

- Ice reflections and refracted light textures
- Snowfall and atmospheric haze
- Aurora-inspired colour palettes for key musical moments
- Focused specials to maintain intimacy within large-scale visuals

Overall Vision

The goal of this set design is to deliver a theatrical experience that feels expansive, magical, and cohesive, while remaining grounded in storytelling.

It should allow audiences to move effortlessly between worlds, support performers in delivering emotionally truthful work, and provide the creative team with a flexible, high-impact environment that elevates every moment on stage.



VISUAL REFERENCE ONLY. NOT ACTUAL SET

Front of House - Audience Connection

At CentreStage, the audience experience begins well before the curtain rises and continues long after the final bow. For Frozen, Front of House is not simply operational, it is an extension of the storytelling.

This production will transform the venue into a cohesive, immersive environment that reflects the world of Arendelle. From arrival to departure, audiences will be guided through a carefully curated experience that balances wonder, warmth, and professionalism.

Upon entering the Geelong Arts Centre, audiences will step into a space that immediately signals tone and scale. The foyer environment will be styled to reflect a winter-inspired aesthetic, incorporating cool tones, subtle lighting effects, and atmospheric elements that evoke snow and ice without overwhelming the space.

The goal is to create a sense of anticipation and occasion, while maintaining clear and accessible navigation for all patrons.

Key elements include:

- Soft ambient lighting shifts to reflect a winter palette
- Textural styling elements that suggest frost, ice, and Nordic design influences
- Clear signage and wayfinding integrated into the visual theme
- A welcoming, professional FOH team briefed on both logistics and to

Rather than relying on novelty, the FOH experience will focus on high-quality, intentional moments that enhance the audience's connection to the production.

Potential touchpoints include:

- A curated photo opportunity inspired by Arendelle or the Ice Palace
- Subtle environmental soundscapes or music to set the tone pre-show
- Opportunities for audiences, particularly families, to engage with the world in a simple and meaningful way
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These elements are designed to feel cohesive and considered, rather than distracting or overly commercial.

In the lead-up to the performance, the auditorium environment will shift gradually to prepare the audience for the world of the show.

- Lighting will transition into a cooler, atmospheric state
- Pre-show audio will support the tone of the production
- Front of House announcements will be clear, calm, and aligned with the style of the show

The tone/Announcement:

“Welcome to Arendelle. Please take your seat and prepare to step into a world of magic, mystery, and music.”

CentreStage is committed to ensuring the experience is welcoming and accessible to all audiences.

- Clear communication of accessibility options prior to arrival
- Consideration of sensory needs within FOH environments
- Trained staff prepared to support diverse audience requirements
- Inclusive and respectful engagement at all touchpoints

VIP & Community Engagement

Special events will be integrated into the FOH experience in a way that elevates the production while remaining aligned with its tone.

Opening Night Experience

- A refined and welcoming pre-show gathering
- Opportunities for connection between audience, creatives, and supporters
- A premium experience that reflects the scale of the production

Student & Community Engagement

- Structured post-show Q&A opportunities
- Clear pathways for young audiences to connect with the creative process
- Reinforcement of CentreStage's role in arts education and community development

Operational Excellence

While the experience is creative in nature, it is underpinned by strong operational delivery.

- Clear FOH staffing structures and communication
- Efficient ticketing and entry processes
- Strong coordination with stage management and technical teams
- Contingency planning for high-capacity performances

Overall Vision

The Front of House experience for Frozen will be immersive, considered, and audience-focused. It will enhance the storytelling without overshadowing it, ensuring that every audience member feels welcomed, engaged, and part of something meaningful.

The aim is simple:

To create an experience where the magic of the story begins the moment audiences arrive and stays with them long after they leave.

Accessible & Inclusive Performance

CentreStage is committed to ensuring Frozen is welcoming and accessible to all members of our community. As part of this commitment, a dedicated Accessible Performance will be offered during the season, designed to support audiences with diverse needs, including those with sensory sensitivities, mobility requirements, and communication preferences.

This performance maintains the integrity of the production while providing a more flexible and supportive environment for audiences to engage with the work.

Performance Adjustments

To create a more inclusive experience, the following adjustments will be implemented:

- Relaxed Seating Environment
- The front two rows of the auditorium will be removed and replaced with soft mats and bean bags. This creates a flexible, comfortable viewing area for patrons who may benefit from additional space or the ability to move during the performance.
- Adjusted Lighting Conditions
- House lights will remain dimmed throughout the performance rather than fully dark, supporting audience comfort and reducing sensory stress.
- Auslan Interpreter
- A professional Auslan interpreter will be present for the duration of the performance, positioned clearly within sightlines to ensure accessibility for Deaf and hard of hearing patrons.

Audience Experience

This performance is designed to be welcoming and low-pressure. Audience members are free to:

- Enter and exit the auditorium as needed
- Respond naturally to the performance
- Utilise the relaxed seating area throughout the show

Front of House staff will be briefed to provide additional support and ensure a respectful, understanding environment for all attendees.

Commitment to Inclusion

This Accessible Performance reflects CentreStage's broader commitment to inclusive practice. By proactively removing barriers and creating adaptable experiences, we aim to ensure that more people can engage with live theatre in a way that feels safe, comfortable, and meaningful.

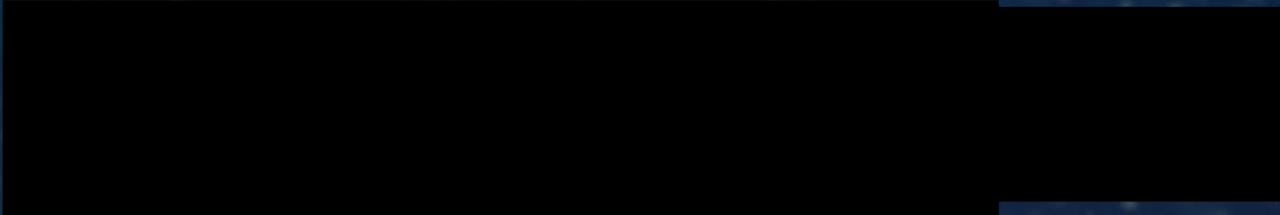
The goal is not to change the story, but to open the experience so that everyone has the opportunity to be part of it.



Financial Goals

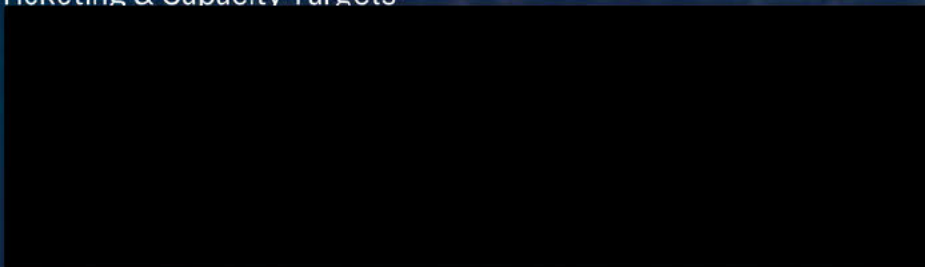
Season: 5 March – 21 March 2027

Venue: Playhouse Theatre, Geelong Arts Centre



Ticket Type	Price
Adult (Full Price)	\$59.90
Concession	\$55.90
Student	\$55.90
Group (10+)	\$55.90
Child (Under 10)	\$49.90
Companion Card	\$0

Ticketing & Capacity Targets



Revenue Projection (Based on Pricing Mix)

Category	Qty	Price	Revenue
Adult (Full Price)		\$59.90	
Concession / Student		\$55.90	
Groups (10+)		\$55.90	
Child (Under 10)		\$49.90	

Total Projected Revenue \$593,972

Realistic Sell-Out Revenue: \$628,000 (100% sell out season based on average ticket purchasing mix)

Expenses

Season: 5 March – 21 March 2027

Venue: Playhouse Theatre, Geelong Arts Centre

Total Performances: 15

Production & Venue Costs

Category	Description	Cost
Venue Hire & Theatre Charges	Playhouse Theatre hire, staffing,	
Performance Rights	Approx. 18% of gross revenue	

Technical Production

Category	Description	Cost
Lighting & LED Screen	Hire, programming,	
Audio	Sound system hire, microphones,	
Set Design & Construction	Scenic build, materials, labour	

Costume and Creative

Category	Description	Cost
Costume Design & Construction	Principal and ensemble	
Creative Team & Orchestra	Director, choreographer,	

Marketing & Audience Development

Category	Description	Cost
Marketing & Public Relations	Digital, print, campaigns, media	
Photography & Videography	Promotional and archival content	
Print & Signage	Posters, programmes,	

Operations & Delivery

Category	Description	Cost
Front of House Staffing	Ushers, supervisors,	
Cast Resources & Rehearsals	Rehearsal materials, space,	
Insurance & Contingency	Public liability, buffers,	

Total Estimated Expenses

Expense Distribution Overview

Area	Total
Venue & Rights	
Technical (Set, Lighting, Audio)	
Creative & Costumes	
Marketing & Media	
Operations & Contingency	

Rehearsal Schedule

The rehearsal process for Frozen has been carefully designed to balance consistency, creativity, and professional discipline. Over 17 rehearsal weeks, cast members will engage in a structured schedule that supports ensemble development, vocal strength, storytelling clarity, and the technical demands of the production.

This process is designed to build progressively, allowing performers to develop confidence and connection while preparing for the scale and complexity of the show. It includes weekly evening rehearsals, focused development periods, and key promotional activities that support the overall success of the production.

Weekly Rehearsals

- Mondays: 7:00pm – 10:30pm (excluding public holidays)
- Wednesdays: 7:00pm – 10:30pm
- Sundays: 1:00pm – 6:00pm

Sunday rehearsals serve as the primary full-cast working session, supporting ensemble integration, staging, and run-throughs. These sessions are critical to the success of the production.

Rehearsal Block

- Commences: Monday 19 October 2026
- Christmas Break: Sunday 20 December 2026 – Sunday 10 January 2027 (inclusive)
- Rehearsals Resume: Monday 11 January 2027
- Concludes: Wednesday 24 February 2027 (final studio rehearsal prior to bump-in)

Venue: CentreStage Studios (Norlane) and additional Geelong locations as scheduled

January Rehearsal Intensives

To maximise progress following the Christmas break and accelerate full show integration, two full-cast intensive weekends will be scheduled. These sessions will focus on choreography, transitions, ensemble cohesion, and sustained run-through work.

- Saturday 16 & Sunday 17 January 2027 — 9:00am to 5:00pm
- Saturday 23 & Sunday 24 January 2027 — 9:00am to 5:00pm

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Attendance at both intensive weekends is essential.

Rehearsal Schedule

Key Media & Promotional Dates

Character Photoshoot

- Date: Sunday 31 January 2027 (weather dependent)
- Locations: A selection of iconic Geelong backdrops, including the Waterfront, Little Malop Street, and surrounding laneways
- Wardrobe: Full costume and styled character looks (cast scheduled in groups)

Purpose:

To generate high-quality promotional content for digital campaigns, press kits, and social media marketing.

Studio Video Recording – Featured Song

- Date: Weekend of 6–7 February 2027 (exact session TBC)
- Location: Private studio (to be confirmed)
- Participants: Selected principal cast and vocal ensemble members

Purpose:

To produce a professionally recorded promotional video to support ticket sales, media engagement, and broader marketing activity.

This content will be used across CentreStage platforms and shared with press outlets, media partners, and promotional campaigns.

Overall Approach

The rehearsal process for Frozen is designed to create a disciplined, supportive, and high-performing environment. The focus is on:

- Building a strong and connected ensemble
- Delivering consistent vocal and physical performance quality
- Supporting performers through a structured and achievable progression
- Ensuring the production is fully prepared for the technical demands of the theatre

The expectation is that all cast members engage fully in the process, contributing to a culture of professionalism, respect, and shared commitment to excellence.

Centre / Stage



Disney
FROZEN
THE BROADWAY MUSICAL

MUSIC AND LYRICS BY

**KRISTEN ANDERSON-LOPEZ
& ROBERT LOPEZ**

BOOK BY

JENNIFER LEE

ORIGINALLY DIRECTED ON BROADWAY BY

MICHAEL GRANDAGE

BASED ON THE DISNEY FILM WRITTEN BY JENNIFER LEE
AND DIRECTED BY CHRIS BUCK & JENNIFER LEE

ORIGINALLY PRODUCED ON BROADWAY BY DISNEY THEATRICAL GROUP

5TH MARCH 2027 - 21ST MARCH 2027

AT THE GEELONG ARTS CENTRE

BOOKINGS AT WWW.GEELONGARTSCENTRES.ORG.AU OR PH: 1300 251 200