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Australian Arts Markets Survey

Originally presented at the PAC Australia Performing Arts Exchange, August 2017

Revised October 2017 and May 2018

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This document contains the summary data from the Arts Market Survey conducted by PAC Australia in June 2017 and again in April/May 2018. Due to the evolving requirements of arts markets and showcases, the data supplied is subject to change and should be used as a guide only. PAC Australia is not responsible for any inaccuracies or omissions

Introduction

Format of this report

The content of this report is compiled by PAC Australia, based on the responses to from each market to a survey initially completed in June 2017, with subsequent revisions in April and May 2018.

New respondents in this edition include NSW's *Salon*, Adelaide Fringe's *Honey Pot* and (in response to the renewed dialogue around Australia/New Zealand touring) PANNZ's *Arts Market*.

The original edition of this report provided a side-by-side comparison of each market to enable producers and presenters to easily identify which event most represented their particular needs and desired outcomes. This format is maintained in the second half of this edition, with an individual profile of each market making up the first half.

Further, since the original edition of this report, the new format of APAM was announced – the details provided for APAM in this report are based on the new 2020-2024 model, with the responses from Brisbane Powerhouse (in their role as producers of APAM 2014-18) now provided as Appendix 1.

PAC Australia will continue to release updates to this document – due to the evolving requirements of arts markets and showcases this document should be used as a guide only.

If you would like to participate in future editions of this report, please contact PAC Australia admin@paca.org.au

Participating Markets

Respondents:

<i>Organisation</i>	<i>Market/Showcase event</i>
Performing Arts Connections Australia (PAC Australia)	Performing Arts Exchange (PAX)
Confederation of Australian International Arts Festivals (CAIAF)	Major Australian Festivals Commissioning Site
Creative Victoria	Australian Performing Arts Market (2020-2024) (APAM*)
Arts South Australia	ShowBroker National Touring Arts Market
Adelaide Fringe	Honey Pot
Arts on Tour (NSW)	Salon
CircuitWest	Showcase WA
ArTour	Queensland Touring Showcase
Victorian Association of Performing Arts Centres (VAPAC)	Showcase Victoria
SA Presenters Association (SAPA)	SA Showcase
Performing Arts Network New Zealand (PANNZ)	The Arts Market

*Brisbane Powerhouse was a respondent to the previously released Arts Market Survey. The responses are provided as Appendix One to provide the historical context of APAM.

Performing Arts Exchange (PAX) – PAC Australia

PURPOSE

PAX exists to bring together producers and presenters to engage in genuine and robust dialogue leading to dynamic programming choices that support our great performance-makers and offer a broad range of performing arts experiences for audiences throughout Australia.

OBJECTIVES

- › Develop networks and partnerships – provide opportunities for sector participants to develop supportive relationships with their colleagues & partnerships with like-minded organisations.
- › Connect tour-ready work to potential buyers (programmers) & collaborators.
- › Introduce emerging producers/artists, projects in development and project concepts to other interested parties for feedback and the identification of potential partners.
- › Deliver professional development opportunities for both presenters and producers that supports sector development.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

PAX is for anyone in the performing arts industry that wants to connect with potential partners and enable touring opportunities. This includes new and established producers of small and large-scale work as well as small and large-scale presenters including venue and festival programmers. The market focuses on Australian and New Zealand producers wish to tour in Australia.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	n/a
International SELLERS (<i>Producers/Artists from outside Australia</i>)	Secondary Market
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Primary Market
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	Primary Market
State BUYERS (<i>Venues and festivals from your home state</i>)	n/a
State SELLERS (<i>Producers/Artists from your home state</i>)	n/a
Major (capital city) Arts Centres	Primary Market
Major (capital city) Festivals	Secondary Market

STATE FOCUS

PAX has a national-focus.

NATURE OF THE WORK PRESENTED AT PAX

The nature of work presented at PAX ranges from the mainstream to contemporary and is open to all artforms. Most of the work pitched is not from the commercial sector and is not large in scale (more than 15 people on the road). Predominantly the work is aimed at presenters with soft seat arts centres from 300-1000 seats although is increasingly focusing on work that can happen in alternative space and involves working with community.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Some
Work in development	Some
Community engagement projects	Some
Contemporary work	Some
Popular/mainstream	A little
Subsidised	Mostly
Commercial	A little

ARTFORMS PITCHED/PRESENTED

Ballet	Occasionally
Contemporary dance	Often
Physical theatre	Sometimes
Children & families	Often
Circus	Sometimes
Classical music	Occasionally
Contemporary music	Occasionally
New music	Occasionally
World music	Occasionally
Opera	Occasionally
Comedy (Stand up)	Occasionally
Cabaret & Musicals	Sometimes
Theatre/Drama	Often

APPLICATION / EOI PROCESS

PAX presents a range of works from concepts to fully formed, tour-ready productions. Applications to pitch/present are invited approximately five months prior to the event. The program of works are selected via a curatorial process (also accounting for a balance of artform, location and diversity) – the panel includes presenters, producers and touring agencies.

SELECTION CRITERIA

- › Artistic excellence; the quality, distinctiveness and significance of the work.
- › The potential for a deeper, longer engagement and the capacity for audience development.
- › The appropriateness and readiness of the work for a national market place.

SELECTION PROCESS

The PAX curatorial panel is comprised of producers, presenters and tour coordinators. The balance of work pitched needs to be balanced with the needs of the members of the Association. Final decisions are based on logistics, availability, technical requirements of the presentation, balance of artform. While the selection is highly directed by the curatorial committee is ultimately decided by PAC Australia management.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
August 2016	111	60	August 2017	135	68

TIMING AND FREQUENCY

The Performing Arts Exchange is held annually in August or September as this is the preferred timing for our members and to align with our annual conference.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
<ul style="list-style-type: none">› Encounter sessions› Pre-event professional development› Industry panels› Annual national performing arts conference	<ul style="list-style-type: none">› Developing a shared understanding of practice between presenters and producers helps build trust and relationships› Provides a space for emerging work and producers› Develops touring skills and knowledge› Directly delivers on our PD objectives

CONTACT

Performing Arts Connections Australia (PAC Australia)
www.paca.org.au

Respondent: Major Australian Festivals Commissioning Site (CAIAF)

PURPOSE

The Major Australian Festivals' Commissioning Site is an opportunity for potential co-commissioners (festival directors, programmers, venues and presenters) from Australia and abroad to see a selection of leading Australian companies and artists pitch new works, and to take part in a unique model of collaborative co-commissioning.

Commissioning Site exists to showcase projects which have been supported by, or are seeking investment from, the Major Festivals Initiative (MFI) fund through the Confederation of Australian International Arts Festivals. Projects are commissioned by two Confederation Member Festivals and third co-commissioner. Projects which have previously received seed funding or creative development funds through MFI for the purpose of seeking further funding to pre-production. New projects are presented seeking creative development funding or pre-production funding through the MFI fund.

OBJECTIVES

The primary objectives of the Major Festivals Commissioning site are:

- › To seek co-commissioning partners
- › To seek presenting partners

Secondary objectives include:

- › To showcase works available for touring outside the World Premiere Season
- › To promote international awareness of the quality of Australian performing artists and strengthen Australia's reputation as a sophisticated and artistic nation with a confident, outward-focussed arts sector.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

The Major Festivals Commissioning Site is designed for:

- › Members of the Confederation of Australian International Arts Festivals Inc
- › Prospective co-commissioners
- › Prospective presenters

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	Primary Market
International SELLERS (<i>Producers/Artists from outside Australia</i>)	n/a
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Primary Market
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	n/a
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	n/a
Major (capital city) Arts Centres	Primary Market
Major (capital city) Festivals	Primary Market

NATURE OF THE WORK PRESENTED ON THE COMMISSIONING SITE

The work presented at the Major Festivals Commissioning is new Australian work, predominantly performing arts, including theatre, opera, dance, music, circus and physical theatre. The works will have met the criteria for receiving funding through the MFI fund including:

Artistic:

- › Be new and innovative; and
- › Be distinctively Australian either in content, cast or crew, or by virtue of being driven or derived by Australian partners;
- › Be artistically competitive within the context of international arts festivals and exhibit characteristics of rarity and specialness, demonstrating creative leadership¹

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	-
Work in development	Mostly
Community engagement projects	Some
Contemporary work	Mostly
Popular/mainstream	Mostly
Subsidised	-
Commercial	-

¹ Response abridged within the context of the survey question

ARTFORMS PITCHED/PRESENTED

Ballet	Sometimes
Contemporary dance	Often
Physical theatre	Often
Children & families	Often
Circus	Often
Classical music	Sometimes
Contemporary music	Sometimes
New music	Occasionally
World music	Occasionally
Opera	Sometimes
Comedy (Stand up)	-
Cabaret & Musicals	Occasionally
Theatre/Drama	Often

APPLICATION / EOI PROCESS

All expressions of interest are to be channelled through the producer's home state Festival.

SELECTION CRITERIA

Artistic:

- › Be new and innovative;
- › Be distinctively Australian either in content, cast or crew, or by virtue of being driven or derived by Australian partners; and
- › Be artistically competitive within the context of international arts festivals and exhibit characteristics of rarity and specialness, demonstrating creative leadership.

Presentation:

- › Have a minimum of three (3) Commissioning Parties committed to the project: a confirmed presentation by the Administering Festival, at least one other Confederation Ordinary Member and one other presentation partner;
- › Have a confirmed commitment by the Commissioning Parties to work in partnership to ensure the potential of the funded project is met;
- › Be a polished finished product at its first festival presentation; and
- › Be a viable touring proposition or have good financial and logistical prospects of being remounted.

Financial:

- › Not request more than 50% of the total pre-production budget expenditure from the MFI fund;
- › Have a minimum financial commitment of 30% in total across the Commissioning Parties towards the total pre-production budget expenditure, including commitments of a minimum of 10% from each Confederation member
- › Have the remaining 20% of the total pre-production budget expenditure confirmed by the Producer and/or Administering Festival from other sources or have agreement with the Commissioning Parties to increase their commission contribution in order to make up the remaining 20%;
- › Remount costs must be identified clearly within the pre-production budget

SELECTION PROCESS

Confederation members meet to decide on projects which will receive funding.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
2015	›	10	2016	›	21

TIMING AND FREQUENCY

Commissioning Site may be held at different times (every 12-18 months) and may line up with one of the state Festivals.

CONTACT

Confederation of Australian International Arts Festivals
www.caiaf.org.au

Respondent: APAM 2020-2024 (Creative Victoria)

PURPOSE

The Australian Performing Arts Market (APAM) is an internationally focussed showcase of contemporary Australian performing arts. From 2020-24 Creative Victoria will deliver a new model for APAM in Melbourne.

With the focus of connecting Australian performing arts with national and international presenters, the new-look APAM will see the biennial event, bolstered and complemented by a year-round program of activity and platform events.

A dedicated APAM office will be established to deliver the program and actively broker international partnerships and touring opportunities for Australian artists and companies. The office will work in collaboration with key national events and festivals and the Australian performing arts sector more broadly.

OBJECTIVES

- › Facilitate selling of Australian work to national and international presenters
- › Broker relationships between artists, producers, agents and presenters
- › Support and promote First Nations artists, producers, presenters and organisations
- › Match product to market through targeted programming and visiting presenter programs
- › Support critical dialogue and exchange
- › Support skills exchange and capability building in market and audience development
- › Highlight Australia as a diverse, inclusive and open artistic environment
- › Nurture relationships with peers in the Asia Pacific region

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

In addition to having a biennial industry event, the new APAM will operate all year round to connect Australian performing arts organisations with national and international presenters.

A series of tailored programs will be designed around existing festivals and events each year, including networking opportunities, meetings, conference activity and pitch sessions.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	Primary Market
International SELLERS (<i>Producers/Artists from outside Australia</i>)	Secondary Market
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Secondary Market
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	Secondary Market
State BUYERS (<i>Venues and festivals from your home state</i>)	Secondary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Secondary Market
Major (capital city) Arts Centres	Secondary Market
Major (capital city) Festivals	Secondary Market

NATURE OF THE WORK PRESENTED AT APAM

Contemporary performing arts of all types and forms ranging from finished work to work in development.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	Some
Community engagement projects	Some
Contemporary work	Mostly
Popular/mainstream	Some
Subsidised	Some
Commercial	Some

ARTFORMS PITCHED/PRESENTED

Ballet	Occasionally
Contemporary dance	Often
Physical theatre	Often
Children & families	Often
Circus	Often
Classical music	Occasionally
Contemporary music	Often
New music	Sometimes
World music	Sometimes
Opera	Sometimes
Comedy (Stand up)	Occasionally
Cabaret & Musicals	Sometimes
Theatre/Drama	Often

APPLICATION / EOI PROCESS

The APAM office will work with designated platform events to identify tour-ready Australian content. In addition, the office will develop associated market development programs, including pitch sessions, professional development and networking functions and meetings. The EOI process is still to be finalised (April 2018).

SELECTION CRITERIA

- › Artistic excellence; the perceived quality, distinctiveness and significance of the work
- › Deeper, longer engagement and the capacity for audience development

SELECTION PROCESS

The final selection process is still to be finalised (as at April 2018).

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
2016	197	43	2018	TBC	48

TIMING AND FREQUENCY

The new APAM office will operate all year round to connect Australian performing arts organisations with national and international presenters, brokering relationships between artists and companies, and programmers, producers and presenters – before, during and after key events.

The new APAM will be year round with platform events designated each year and a major gathering every second year.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
<p>The APAM office will:</p> <ul style="list-style-type: none"> › Develop the annual program of platform events › Attract national and international programmers, producers and presenters and coordinate their attendance and activities › Embed First Nations programming and leadership in the new APAM model › Broker relationships between artists and companies, and programmers, producers and presenters – before, during and after key events › Manage an online presence, including creating and maintaining a database of national and international programmers, producers and presenters, and Australian performing artists and companies 	<p>A mobile, flexible marketplace which is active and online all year round and integrated with the Australian performing arts calendar, dedicated to:</p> <ul style="list-style-type: none"> › Facilitate selling of Australian work to national and international presenters › Broker relationships between artists, producers, agents and presenters › Match product to market through targeted programming and visiting presenter programs › Support critical dialogue and exchange › Supports skills exchange and capability building in market and audience development › Highlight Australia as a diverse, inclusive and open artistic environment › Nurture relationships in the Asia Pacific region.

CONTACT

www.creative.vic.gov.au

www.performingartsmarket.com.au

Respondent: ShowBroker National Touring Arts Market

PURPOSE

ShowBroker National Touring Arts Market is a national, face-to-face, performing arts market, which has a specific focus on transactional outcomes (i.e. tour bookings).

OBJECTIVES

- › Meet the needs of presenters, producers and tour coordinators in relation to developing and booking tours.
- › Encourage participation from a wide range of producers and presenters nationally, including those in regional and remote locations.
- › Provide a diverse range of tour-ready productions for presenters to book.
- › Provide producers and presenters with timely and appropriate pre-market information and opportunities for post-market follow up, to confirm tour bookings.
- › Complement the existing activity of national and State-based markets and showcases.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

ShowBroker is designed to encourage participation from a wide range of producers and presenters nationally, including established and emerging companies, producers and independent artists (working across genres and at various scales), and presenters in metropolitan, regional and remote locations.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	n/a
International SELLERS (<i>Producers/Artists from outside Australia</i>)	n/a
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Primary Market
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	Primary Market
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary Market
Major (capital city) Arts Centres	Primary Market
Major (capital city) Festivals	Primary Market

STATE FOCUS

ShowBroker has a national focus.

NATURE OF THE WORK PRESENTED AT SHOWBROKER

The program was selected/curated to ensure a diverse range of high quality, tour-ready work that was pitched/showcased to cater for all types of presenters.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	-
Community engagement projects	-
Contemporary work	Mostly
Popular/mainstream	Some
Subsidised	Mostly
Commercial	Some

ARTFORMS PITCHED/PRESENTED

Ballet	-
Contemporary dance	Sometimes
Physical theatre	Often
Children & families	Often
Circus	Occasionally
Classical music	-
Contemporary music	Often
New music	Often
World music	Often
Opera	Occasionally
Comedy (Stand up)	Sometimes
Cabaret & Musicals	Sometimes
Theatre/Drama	Often

APPLICATION / EOI PROCESS

In 2017, following a national call via the National Touring Selector (NTS) database, 199 applications were received to participate in ShowBroker. A national Selection Panel, comprised of presenters and producers from around Australia, assessed the applications according to published guiding criteria and selected 39 shows for inclusion in the program.

SELECTION CRITERIA

Quality:

- › Is the production of high quality and artistic merit?
- › Does the producer have previous tour and/or production experience?

Feasibility:

- › How 'tour ready' is this production?
- › Will this tour happen anyway without this market (commerciality)?
- › Will it appeal to regional and remote presenters and audiences?

Diversity:

- › What's the place of origin? (regionalism and/or at least one show from each state)
- › What level of diversity is there representing Australia? (e.g. culture, language, ethnicity, age, mixed ability, etc)
- › Is there a fair spread of work across genre & artform?
- › What's the mix of 'new' Producer/artist applicants to more established players?

Presenters interest:

- › Is there previous or current tour interest shown by presenters at other forums in either this production or the producer?

SELECTION PROCESS

A list of members of the Selection Panel is available on request. The Selection Panel assessed and voted on applications via the NTS and met to discuss their recommendations and endorse the program. The program was curated to ensure a diverse range of pitches and performances that met the objectives of ShowBroker and PATA's requirements. The ShowBroker Delivery Group endorsed the final program.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
2017	69	39	-	-	-

TIMING AND FREQUENCY

The ShowBroker Market was presented in February 2017, at the height of the Fringe and leading into the Festival of Arts, to enable delegates to experience a varied and extensive range of Australian work in a short period of time – alongside festival audiences and industry peers. The Market was also timed to enable presenter interest to be determined in time for applications to the June round of Playing Australia.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
<ul style="list-style-type: none">› Round Table Discussion sessions, facilitated by industry leaders› Networking cocktail function› Evening Program of eligible Adelaide Fringe shows and selected Adelaide Festival performances and special events.	<ul style="list-style-type: none">› The facilitated Discussion Sessions covered topics of particular relevance to producers and presenters engaged in touring, and particularly focused on the emerging issues and areas for development (e.g. contemporary/live music, Indigenous performance).› The Evening Program gave delegates opportunities to experience full-length performances of tour-ready work in the Fringe program.

CONTACT

www.touringselector.com/conference/showbroker/

Respondent: Honey Pot (Adelaide Fringe)

PURPOSE

Adelaide Fringe's Honey Pot is designed to forge relationships between Fringe artists and arts delegates: presenters, programmers and producers of festivals and venues from around the world.

OBJECTIVES

As one of the only Fringes in the world to provide this kind of program, it provides unique opportunities for registered artists to travel overseas and present their shows, engage new audience and build international partnerships.

Strategies employed to meet our objectives have included educating artists through professional development opportunities towards showing and selling their work; tailoring each Honey Pot experience to connect artists with presenters; providing complimentary tickets; and one-on-one networking sessions with artists and producers etc.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

Honey Pot is designed for both tour-ready Adelaide Fringe registered artists and presenters of venues and festivals from all over the world. Adelaide Fringe targets these delegates representing such innovation to attend the marketplace – principally because of their profound benefit to Australian independent artists. These presenters are seeking collaborations with exciting creative teams and are on the lookout for ground-breaking new work, and while they're in the position to program and fund the international works, they are not currently in the position to travel overseas and discover such works.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	Primary
International SELLERS (<i>Producers/Artists from outside Australia</i>)	Secondary
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Primary
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	Primary
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary
Major (capital city) Arts Centres	Primary
Major (capital city) Festivals	Primary

STATE FOCUS

BUYERS – Arts Centres in a particular State	SELLERS – Producers from a given State seeking to tour WITHIN their state	SELLERS – Producers from a given state seeking to tour OUTSIDE of their state?
n/a	SA	n/a

NATURE OF THE WORK PRESENTED AT HONEY POT

Over the last five years, Adelaide Fringe has seen a resurgence in independent and small companies bringing dynamic new works to the Fringe. Artists from all over Australia see Adelaide Fringe – amongst other things – as a testing ground for new works; as a place to premiere tour-ready contemporary productions; and via the Honey Pot marketplace, as a crucial hub to connect with a significant range of presenters. While Honey Pot artists are part of an open-access and non-curated event, by being a part of the market they're able to showcase their work in its entirety – the way it was intended, and in front of a festival-going audience.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Some
Work in development	Some
Community engagement projects	A little
Contemporary work	Mostly
Popular/mainstream	Mostly
Subsidised	A little
Commercial	Some

ARTFORMS PITCHED/PRESENTED

Ballet	Occasionally
Contemporary dance	Often
Physical theatre	Often
Children & families	Often
Circus	Often
Classical music	Occasionally
Contemporary music	Sometimes

ARTFORMS PITCHED/PRESENTED cont'd

New music	Occasionally
World music	Occasionally
Opera	Occasionally
Comedy (Stand up)	Sometimes
Cabaret & Musicals	Sometimes
Theatre/Drama	Often

APPLICATION / EOI PROCESS

Honey Pot is non-curated and artists' self-assess their tour readiness. They apply via a form, as part of our AVR online registration system.

SELECTION CRITERIA

n/a – Honey Pot is non-curated.

SELECTION PROCESS

n/a – Honey Pot is non-curated.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
2017	178	500	2018	203	300

TIMING AND FREQUENCY

Honey Pot is held annually in March to coincide with Adelaide Fringe.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
<ul style="list-style-type: none"> › Professional development panels; › Weekly 'hives' (a facilitated speed dating session enabling presenters to meet artists); › Weekly delegate only brunches; › Creative Surgeries (30 minute one-on-one session between surgeons (delegates) and patients (artists)); › A special delegate day out to the beach and winery region 	<ul style="list-style-type: none"> › It gives artists and presenters a rare face-to-face opportunity to come together and forge and develop relationships. It's also an outstanding showcasing opportunity for presenters to see work in its entirety and in front of a general, festival-going audience, all the while taking meetings, networking and running a range of professional development sessions.

CONTACT

Adelaide Fringe

www.adelaidefringe.com.au/delegates

Respondent: Salon (Arts on Tour)

PURPOSE

SALON is a meeting place for NSW-based artists, producers and presenters to connect and collaborate on the development and presentation of contemporary Australian work. It is designed to be intimate and 'lo-fi', with short pitches from both artists/producers and presenters to facilitate the process of finding collaboration opportunities.

OBJECTIVES

To provide an environment for deepening relationships between producers and presenters to facilitate:

- › More opportunities for metro-regional collaborations in both directions – regionally-made work touring to city venues, as well as vice versa;
- › Increasing presenters' knowledge and awareness of the diverse work being made to broaden programming choices;
- › A move away from the transactional, buy/sell approach to the presentation of work and an increase in other models of exchange, including residencies and artist exchanges
- › More opportunities for presenters and producers to collaborate in the development of new works.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

NSW-based artists, producing companies, producers, venue managers and venue programmers from regional and metropolitan NSW.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	n/a
International SELLERS (<i>Producers/Artists from outside Australia</i>)	n/a
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	n/a
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	n/a
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary Market
Major (capital city) Arts Centres	Secondary Market
Major (capital city) Festivals	n/a

STATE FOCUS

BUYERS – Arts Centres in a particular State	SELLERS – Producers from a given State seeking to tour WITHIN their state	SELLERS – Producers from a given state seeking to tour OUTSIDE of their state?
NSW	NSW	NSW

NATURE OF THE WORK PRESENTED AT SALON

All performing arts genres, with more of a focus on work by independent artists and small to medium companies that presenters don't already know, and who aren't already pitching at other showcases.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	Mostly
Community engagement projects	Some
Contemporary work	Mostly
Popular/mainstream	Mostly
Subsidised	Mostly
Commercial	A little

ARTFORMS PITCHED/PRESENTED

Ballet	Occasionally
Contemporary dance	Often
Physical theatre	Often
Children & families	Often
Circus	Often
Classical music	Occasionally
Contemporary music	Occasionally
New music	Sometimes
World music	Occasionally
Opera	Sometimes
Comedy (Stand up)	Occasionally
Cabaret & Musicals	Often
Theatre/Drama	Often

APPLICATION / EOI PROCESS

Call out to producers and presenters for expressions of interest to pitch. Producer pitches are assessed by a panel as per the specified criteria.

SELECTION CRITERIA

- › Artistic quality
- › Community and audience engagement opportunities and long-term legacy
- › Experience of the makers and viability of the project
- › Potential impact of the opportunity for the project/artists
- › Whether the project is being pitched elsewhere (indication of need)
- › Ensuring there is a balance of work presented in terms of scale, genre, cultural and gender diversity and audience appeal, as well as diversity of form and stage of development.

SELECTION PROCESS

Assessment panel of NSW-based producers and presenters to review each application and the overall balance of works being pitched.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
2017	15	10	n/a		

TIMING AND FREQUENCY

In 2018 there will be two events – one in Sydney in June and one in regional NSW to coincide with Artstate in November. Events will be held annually.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
> Facilitated conversations and networking time	> Finding connections and deepening relationships to identify opportunities for collaboration

CONTACT

Arts on Tour

www.artsontour.com.au

Respondent: WA Showcase (CircuitWest)

PURPOSE

Produced by CircuitWest, WA Showcase is an annual performing arts industry presentation event where presenters and producers from around the nation get to see and hear about the excellent work being made in Western Australia and consider options for presenting those shows.

OBJECTIVES

Connect – Broker relationships and bring people and organisations together where there is potential for mutual benefit. Connect WA work with state-wide and nation-wide presenters.

Enable – Through the connection between stakeholders (primarily presenters and producers) enable shared understanding and a culture of collaboration.

Develop – Through collaboration and shared understanding, develop creative projects and new ways of working.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

CircuitWest's WA Showcase is designed exclusively for the presentation of West Australian work to a local and national market. The event also targets producers, presenters and artists wanting to undertake professional development in programming, audience development and community engagement.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	n/a
International SELLERS (<i>Producers/Artists from outside Australia</i>)	n/a
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Primary Market
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	n/a
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary Market
Major (capital city) Arts Centres	Secondary Market
Major (capital city) Festivals	Secondary Market

STATE FOCUS

BUYERS – Arts Centres in a particular State	SELLERS – Producers from a given State seeking to tour WITHIN their state	SELLERS – Producers from a given state seeking to tour OUTSIDE of their state?
Open to all	WA	n/a

NATURE OF THE WORK PRESENTED AT WA SHOWCASE

There is a diverse range of works presented at WA Showcase from mainstream to contemporary and is open to all genres and sizes of producers. The work that is showcased can also be a process that tours and does not necessarily have to be a traditional performance. The work is a range of pieces from majors to small to mediums and independents.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	Mostly
Community engagement projects	Some
Contemporary work	Mostly
Popular/mainstream	Some
Subsidised	Mostly
Commercial	Some

ARTFORMS PITCHED/PRESENTED

Ballet	Occasionally
Contemporary dance	Often
Physical theatre	Sometimes
Children & families	Often
Circus	Sometimes
Classical music	Occasionally
Contemporary music	Sometimes
New music	Sometimes
World music	Sometimes
Opera	Occasionally
Comedy (Stand up)	Occasionally
Cabaret & Musicals	Sometimes
Theatre/Drama	Often

APPLICATION / EOI PROCESS

Work is submitted via an online form to the CircuitWest ED who then collates the information to present to a curatorial panel. The Showcase accepts work in four formats:

- › HELLO: A five minute slot with no tech which is an update or an introduction to artist, venue or organisation.
- › CALL ME: A ten minute 'pitch' session for experienced companies. This work must be tour-ready.
- › GET TOGETHER: Fifteen minute slot of moderated conversation about works that are in development, or inexperienced companies who have tour ready work.
- › MORE THAN WORDS: Fifteen minute performance excerpts.

SELECTION CRITERIA

The panel looks at EOI's in relation to its quality, diversity and feasibility of the submission.

SELECTION PROCESS

All submissions presented to the curatorial panel which is made of venues and producers. The work is then scored and ranked and then this ranking is discussed at a meeting of the curatorial panel and final decisions made on what will be pitched.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
2017	46	28	2018	37	38

TIMING AND FREQUENCY

WA Showcase is held annually in May to avoid clashing with the national showcase and to avoid a number of major events in WA.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
<ul style="list-style-type: none">> Professional development> Workshops	<ul style="list-style-type: none">> Provides avenues for development and collaboration and enables a fuller performing arts ecology in WA.

CONTACT

CircuitWest

www.circuitwest.com.au

Respondent: Queensland Touring Showcase (ArTour)

PURPOSE

Queensland Touring Showcase is an important annual event for live performance artists, producers, presenters, venues and key industry players across the Queensland touring network to come together and exchange ideas, discuss new opportunities, plan and collaborate.

OBJECTIVES

- › Develop and support touring networks between presenters and producers across Queensland
- › Opportunity for producers to pitch their work to presenters for consideration in regional venue programs
- › Provide professional development for producers covering all aspects of touring in current environment
- › Encourage presenters to share programming expertise and audience development successes
- › Connect Queensland touring network to other key stakeholders including funding bodies and support agencies
- › Create an accessible platform for Queensland producers and presenters who are unable to participate in national marketplaces.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

Queensland Showcase is for presenters from managed venues and festivals across Queensland with entrepreneurial programming budgets and for producers with professional, high quality touring productions of all scales from across Australia (and last year New Zealand) who are interested in touring within Queensland.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	n/a
International SELLERS (<i>Producers/Artists from outside Australia</i>)	n/a
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	n/a
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	Secondary Market
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary Market
Major (capital city) Arts Centres	Secondary Market
Major (capital city) Festivals	Secondary Market

STATE FOCUS

BUYERS – Arts Centres in a particular State	SELLERS – Producers from a given State seeking to tour WITHIN their state	SELLERS – Producers from a given state seeking to tour OUTSIDE of their state?
QLD	QLD	n/a

NATURE OF THE WORK PRESENTED AT QUEENSLAND SHOWCASE

Queensland Showcase includes all live performing art forms including: Theatre, classical and contemporary dance, comedy, opera, circus and physical theatre, cabaret, immersive art experiences, music and work for children and families. We generally have very limited (if any) contemporary popular music (bands). The work ranges from small touring productions (2-6 people touring parties) for 200-400 seat venues, large touring work (6-12 people) for 400-1500 seat venues and festival programming.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	A little
Community engagement projects	Some
Contemporary work	Mostly
Popular/mainstream	Mostly
Subsidised	Some
Commercial	A little

ARTFORMS PITCHED/PRESENTED

Ballet	Often
Contemporary dance	Often
Physical theatre	Often
Children & families	Often
Circus	Often
Classical music	Sometimes
Contemporary music	Occasionally
New music	Occasionally
World music	Occasionally
Opera	Occasionally
Comedy (Stand up)	Sometimes
Cabaret & Musicals	Often
Theatre/Drama	Often

APPLICATION / EOI PROCESS

Showcase has an open call out to Producers across Australia for submissions. Producers must list their work on the arTour website (free of charge) and answer Showcase-specific questions. A selection panel of Queensland presenters scores each work based on criteria supplied by arTour and then a moderation meeting is held to determine final program.

SELECTION CRITERIA

Selection criteria are aligned with Arts Queensland's Playing Queensland Fund:

- › Rigour / Quality – the production is well conceived and put together and the production/producer is among the best of its type in Australia
- › Distinctiveness – the production is interesting and different to other shows
- › Appeal – the production will have strong appeal to audiences
- › Value – the production is reasonably priced and represents a sound programming investment.

SELECTION PROCESS

The moderation meeting between arTour and the selection panel sets the final list of productions offered a place in the program. Changes to this are at arTour's discretion but we rarely add any productions to the program that haven't been vetted by the panel.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
March 2016	36	33	March 2017	38	40

TIMING AND FREQUENCY

Queensland Showcase will move to October in 2018 – previously held in March, the annual event timing had been inherited from previous incarnations of arTour because it aligns with Stage Queensland's Managers Conference and helps ensure a good representation from presenters.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
<ul style="list-style-type: none"> › Conversation circles – small group discussions about new work or projects with significant engagement opportunities. › Professional development sessions – primarily for Producers covering touring-related topics. › Touring Conversations – larger topics involving producers and presenters which encourage collaboration and new initiatives › Networking time – unstructured periods within the program for conversation to happen but not necessarily coinciding with a lunch/tea break. 	<ul style="list-style-type: none"> › These activities try to find the balance between the transactional needs of presenters and producers to build tours and the relational needs of strengthening our touring network in Queensland. We try to achieve some mutual understanding of the pressures faced by various stakeholders whilst remaining constructive and positive.

CONTACT

ArTour

www.artour.com.au

Respondent: Showcase Victoria (VAPAC)

PURPOSE

To build relationships principally between Victorian venue managers and producers, which will lead to greater access for all productions available to tour to or within Victoria.

OBJECTIVES

Showcase Victoria is structured to provide easy and effective access for venue managers and producers to share their views and build capacity for touring in Victoria. It is a one stop shop for many regional venues who do not have the capacity to attend other market places in Australia. Through the Touring Forum which is conducted as part of this two day event we also aim to provide an opportunity for the industry to share and discuss key issues. We encourage new producers to attend before applying to participate, so they can get a better understanding of the process, and the timeframes involved in touring, plus to build the relationships which are so critical to success in offering productions for touring.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

As our event is supported by Creative Victoria, the primary stakeholders we are servicing are Victorian venues and producers, but we do not exclude interstate applications and registrants, particularly if the productions fulfil genres or scale of productions not on offer from our state.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	n/a
International SELLERS (<i>Producers/Artists from outside Australia</i>)	n/a
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Secondary Market
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	Secondary Market
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary Market
Major (capital city) Arts Centres	Secondary Market
Major (capital city) Festivals	Secondary Market

STATE FOCUS

BUYERS – Arts Centres in a particular State	SELLERS – Producers from a given State seeking to tour WITHIN their state	SELLERS – Producers from a given state seeking to tour OUTSIDE of their state?
VIC	VIC	n/a

NATURE OF THE WORK PRESENTED SHOWCASE VICTORIA

We endeavour to ensure that a good balance of genres and scales of productions are offered – we do tend to have more smaller works suitable for 300-500 seat theatres than larger scale works from the state major performing arts companies who tend to go to the venues directly e.g. MSO, Australian Ballet etc. In 2017 we have consciously tried to increase the range of music touring options available to meet a recognised demand.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	A little
Community engagement projects	Some
Contemporary work	Mostly
Popular/mainstream	Some
Subsidised	A little
Commercial	A little

ARTFORMS PITCHED/PRESENTED

Ballet	Sometimes
Contemporary dance	Sometimes
Physical theatre	Often
Children & families	Often
Circus	Often
Classical music	Sometimes
Contemporary music	Sometimes
New music	
World music	Occasionally
Opera	
Comedy (Stand up)	Sometimes
Cabaret & Musicals	Sometimes
Theatre/Drama	Often

APPLICATION / EOI PROCESS

Applications are made via an online form approximately 4 months prior to the event. Applicants are supported through the process via online Q&A sessions and at the Victorian Touring Workshop which is usually held to coincide with the application process.

SELECTION CRITERIA

Applications are assessed with reference to the following guidelines:

Artistic quality and innovation:

- › Is the work of high artistic calibre?
- › Is the work particularly innovative in terms of form, content or genre?
- › Does the application involve a new Australian work?

Viability:

- › Does the application include a complete and relevant technical plan or does the panel feel the applicant has the capacity to develop one?
- › Does the panel feel the project budget would be appropriate and is in accordance with standard conditions?

Diversity and Accessibility:

- › Does the application involve artists/arts professionals, and/or appeal to audiences from culturally diverse backgrounds?
- › Does the application involve artists/arts professionals, and/or contribute to the development of audiences, who are of mixed abilities?

Audience Appeal and Community Engagement:

- › Does the application include a complete and relevant marketing plan and materials, or does the panel feel the applicant has the capacity to develop one?
- › Has the applications clearly identified relevant audiences and target markets?
- › Does the application contribute to the development of new and/or existing audiences?

SELECTION PROCESS

Applications are assessed by a Selection Panel made up of different industry representatives (including diverse member venues, community presenters and tour coordinators) each year. The Selection Panel ensures a strong balance of genres, scale of productions and cultural diversity. Successful applicants are allocated pitches, live excerpts, expo stalls or installations depending on what format panel members feel will best represent the work. The program itself is then curated by the Showcase Victoria EP.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
May 2017	71	72	April 2018	81	69

TIMING AND FREQUENCY

Showcase Victoria is held annually in April/May to ensure tour development can be completed before the Playing Australia funding deadline.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
<ul style="list-style-type: none"> › Victorian Touring Forum (discussion of industry issues) › Speed-networking event › "First-timer" networking and support › Community Presenter morning tea › Unstructured networking 	<ul style="list-style-type: none"> › The Forum provides a mechanism to have all the key players in the room for an overall industry conversation. We provide the Touring Workshop prior to Showcase to inform and discuss the processes and mechanism used in the industry to provide access to a greater variety of productions for touring. › The speed-dating provides structured relationship building opportunities, as does the "First-Timers" program.

CONTACT

VAPAC

www.vapac.org.au

www.showcasevictoria.com.au

Respondent: SA Showcase (SA Presenters Association)

PURPOSE

South Australian Presenters Association (SAPA) presents a yearly showcase, with the aim to present local shows for our member venues.

OBJECTIVES

Develop networks and partnerships – provide opportunities for sector participants to develop supportive relationships with their colleagues and partnerships with like-minded organisations.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

SAPA presents shows which are mainly tour ready and fit the criteria of budget and venue configurations for our member venues. We present shows which have appeal to our member venues that they know they can market and sell.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	n/a
International SELLERS (<i>Producers/Artists from outside Australia</i>)	n/a
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	n/a
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	n/a
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary Market
Major (capital city) Arts Centres	n/a
Major (capital city) Festivals	n/a

STATE FOCUS

BUYERS – Arts Centres in a particular State	SELLERS – Producers from a given State seeking to tour WITHIN their state	SELLERS – Producers from a given state seeking to tour OUTSIDE of their state?
SA	SA	>

NATURE OF THE WORK PRESENTED SA SHOWCASE

The nature of work presented range from cabaret, music, comedy and magic. These tend to be the main 4 categories with a small percentage of theatrical shows.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	Some
Community engagement projects	A little
Contemporary work	A little
Popular/mainstream	Mostly
Subsidised	A little
Commercial	A little

ARTFORMS PITCHED/PRESENTED

Ballet	-
Contemporary dance	-
Physical theatre	Occasionally
Children & families	Often
Circus	Occasionally
Classical music	Occasionally
Contemporary music	Occasionally
New music	Occasionally
World music	-
Opera	Occasionally
Comedy (Stand up)	Sometimes
Cabaret & Musicals	Often
Theatre/Drama	Often

APPLICATION / EOI PROCESS

This is the first time we put out an EOI. Previously we have opened it up to all. But we found this to be very successful. We open the EOI via our social media channels about 4 months prior to the showcase and target Producers via email.

SELECTION CRITERIA

Member venues budget and configurations, marketability and popularity.

SELECTION PROCESS

The committee is formed from our members venues so we try to balance the work based on our experience.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
Not supplied.					

TIMING AND FREQUENCY

The SA Showcase is held in June each year.

INCLUDED ACTIVITIES

<i>What other activities are included in the program?</i>	<i>How do these help achieve the objectives of the event?</i>
> We usually include a guest speaker who talks about a current topic relevant to our member venues.	> Develop networks and partnerships.

CONTACT

SA Presenters Association

www.sapresenters.com.au/pages.showcase.html

Respondent: NZ Arts Market (PANNZ)

PURPOSE

PANNZ market is a strategic event in the national arts calendar critical to the effective distribution of NZ performing arts work. The purpose of the market is to facilitate presentations and touring of NZ performing arts works within New Zealand and to provide opportunities for the sharing, buying and selling of work among artists, companies, presenters and venues.

OBJECTIVES

- › To create a programme that effectively showcases high quality NZ work that has the potential to tour, nationally and international
- › To create sustainable and successful networks and circuits, in partnership with venue/presenters
- › To provide access for the PANNZ membership, to the most up to date and relevant information resources and advice

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

The PANNZ market is designed for the arts sector – including artists, presenters, funders, partners and invited affiliate guests.

First and foremost it is for artists and presenters of work to engage, collaborate, network, build relationships and discover work, which has a mutual alignment – the outcome being that NZ work is toured and presented in NZ and international venues and festivals.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	Secondary Market
International SELLERS (<i>Producers/Artists from outside Australia</i>)	n/a
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Primary Market
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	Primary Market
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary Market
Major (capital city) Arts Centres	Primary Market
Major (capital city) Festivals	Primary Market

NATURE OF THE WORK PRESENTED AT PANNZ ARTS MARKET

The NZ Arts Market is open to works being pitched or showcased, from all genres of the performing arts – including music, dance, theatre, circus and comedy. Ranging from small to large scale works and contemporary to mainstream. The types of presenters are also varied from small 100 seater venues, to large arts centres and festivals, to touring agencies. It can include work that can be played in alternative spaces.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	Some
Community engagement projects	A little
Contemporary work	Mostly
Popular/mainstream	Some
Subsidised	Mostly
Commercial	A little

ARTFORMS PITCHED/PRESENTED

Ballet	Occasionally
Contemporary dance	Often
Physical theatre	Often
Children & families	Often
Circus	Sometimes
Classical music	Sometimes
Contemporary music	Often
New music	Occasionally
World music	Occasionally
Opera	Occasionally
Comedy (Stand up)	Sometimes
Cabaret & Musicals	Often
Theatre/Drama	Often

APPLICATION / EOI PROCESS

The NZ Arts Market receives applications for pitches and showcases. There is a criteria which must be met, depending on the category which is applied for – for some categories it must be a concept/idea and others (such as a showcase), it must be tour ready.

The program is selected by a curatorial panel of industry representatives (which covers geographical, venue and festival presenters, producer/artist and first nations).

SELECTION CRITERIA

- › Work will be appealing to a New Zealand regional theatre of festival audience
- › The work is of high quality. "High Quality" is determined by the strength of the idea, viability of process, experience/ability of people involved
- › Be tour ready – fully produced and ready to tour

SELECTION PROCESS

- › The program is selected by a curatorial panel of industry representatives (which covers geographical, venue and festival presenters, producer/artist, and first nations).
- › As part of the process the balance of work is also a consideration.

NUMBER OF BUYERS (PROGRAMMERS) & WORKS PRESENTED

Two most recent events

Event One			Event Two		
Date	# Buyers	# Works presented	Date	# Buyers	# Works presented
March 2017	62	60	March 2018	77	54

TIMING AND FREQUENCY

The PANNZ Arts Market is held annually in March to coincide with the two major NZ arts Festivals.

CONTACT

Performing Arts Network New Zealand

www.tourmakers.co.nz

SUMMARY OF ALL MARKETS

Use this section to review markets side-by-side to determine which markets best suit your organisation.

Purpose

What is the overall purpose of your market/event?

ORGANISATION / EVENT	PURPOSE
PAC Australia Performing Arts Exchange [PAX]	PAX exists to bring together producers and presenters to engage in genuine and robust dialogue leading to dynamic programming choices that support our great performance-makers and offer a broad range of performing arts experiences for audiences throughout Australia.
Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site	<p>The Major Australian Festivals' Commissioning Site is an opportunity for potential co-commissioners (festival directors, programmers, venues and presenters) from Australia and abroad to see a selection of leading Australian companies and artists pitch new works, and to take part in a unique model of collaborative co-commissioning.</p> <p>Commissioning Site exists to showcase projects which have been supported by, or are seeking investment from, the Major Festivals Initiative (MFI) fund through the Confederation of Australian International Arts Festivals. Projects are commissioned by two Confederation Member Festivals and a third co-commissioner. Projects which have previously received seed funding or creative development funds through MFI may be presented at Commissioning Site for the purpose of seeking further funding to pre-production. New projects are presented seeking creative development funding or pre-production funding through the MFI fund.</p>
Creative Victoria APAM	<p>The Australian Performing Arts Market (APAM) is an internationally focussed showcase of contemporary Australian performing arts. From 2020-24 Creative Victoria will deliver a new model for APAM in Melbourne.</p> <p>With the focus of connecting Australian performing arts with national and international presenters, the new-look APAM will see the biennial event, bolstered and complemented by a year-round program of activity and platform events.</p> <p>A dedicated APAM office will be established to deliver the program and actively broker international partnerships and touring opportunities for Australian artists and companies. The office will work in collaboration with key national events and festivals and the Australian performing arts sector more broadly.</p>

ORGANISATION / EVENT	PURPOSE
Arts South Australia ShowBroker National Touring Arts Market	ShowBroker National Touring Arts Market is a national, face-to-face, performing arts market, which has a specific focus on transactional outcomes (i.e. tour bookings).
Adelaide Fringe Honey Pot	Adelaide Fringe's Honey Pot is designed to forge relationships between Fringe artists and arts delegates: presenters, programmers and producers of festivals and venues from around the world.
Arts on Tour Salon	SALON is a meeting place for NSW-based artists, producers and presenters to connect and collaborate on the development and presentation of contemporary Australian work. It is designed to be intimate and 'lo-fi', with short pitches from both artists/producers and presenters to facilitate the process of finding collaboration opportunities.
CircuitWest WA Showcase	Produced by CircuitWest, WA Showcase is an annual performing arts industry presentation event where presenters and producers from around the nation get to see and hear about the excellent work being made in Western Australia and consider options for presenting shows.
ArTour Queensland Touring Showcase	Queensland Touring Showcase is an important annual event for live performance artists, producers, presenters, venues and key industry players across the Queensland touring network to come together and exchange ideas, discuss new opportunities, plan and collaborate.
VAPAC Showcase Victoria	To build relationships principally between Victorian venue managers and producers, which will lead to greater access for all productions available to tour to or within Victoria
SA Presenters Association SA Showcase	South Australian Presenters Association (SAPA) present a yearly showcase. With the aim to present local shows for our member venues.
PANNZ Arts Market	PANNZ market is a strategic event in the national arts calendar critical to the effective distribution of NZ performing arts work. The purpose of the market is to facilitate presentations and touring of NZ performing arts works within New Zealand, and to provide opportunities for the sharing, buying and selling of work among artists, companies, presenters and venues.

Objectives

What are the specific objectives of your market/event?

ORGANISATION / EVENT	OBJECTIVES
PAC Australia Performing Arts Exchange [PAX]	<ul style="list-style-type: none"> • Develop networks and partnerships – provide opportunities for sector participants to develop supportive relationships with their colleagues & partnerships with like-minded organisations. • Connect tour-ready work to potential buyers (programmers) & collaborators. • Introduce emerging producers/artists, projects in development and project concepts to other interested parties for feedback and the identification of potential partners. • Deliver professional development opportunities for both presenters and producers that supports sector development.
Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site	<p>The primary objectives of the Major Festivals Commissioning Site are:</p> <ul style="list-style-type: none"> • to seek co-commissioning partners • to seek presenting partners <p>Secondary objectives include:</p> <ul style="list-style-type: none"> • to showcase works available for touring outside of the World Premiere Season • to promote international awareness of the quality of Australian performing artists and strengthen Australia’s reputation as a sophisticated and artistic nation with a confident, outward-focused arts sector
Creative Victoria APAM	<ul style="list-style-type: none"> • Facilitate selling of Australian work to national and international presenters • Broker relationships between artists, producers, agents and presenters • Support and promote First Nations artists, producers, presenters and organisations • Match product to market through targeted programming and visiting presenter programs • Support critical dialogue and exchange • Support skills exchange and capability building in market and audience development • Highlight Australia as a diverse, inclusive and open artistic environment

ORGANISATION / EVENT	OBJECTIVES
Arts South Australia ShowBroker National Touring Arts Market	<ol style="list-style-type: none"> 1. Meet the needs of presenters, producers and tour coordinators in relation to developing and booking tours. 2. Encourage participation from a wide range of producers and presenters nationally, including those in regional and remote locations. 3. Provide a diverse range of tour-ready productions for presenters to book. 4. Provide producers and presenters with timely and appropriate pre-market information and opportunities for post-market follow up, to confirm tour bookings. 5. Complement the existing activity of national and State-based markets and showcases.
Adelaide Fringe Honey Pot	<p>As one of the only Fringes in the world to provide this kind of program, it provides unique opportunities for registered artists to travel overseas and present their shows, engage new audiences and build international partnerships.</p> <p>Strategies employed to meet our objectives (see above) have included educating artists through professional development opportunities towards showing and selling their work; tailoring each Honey Pot experiences to connect artists with presenters; providing complimentary tickets; and one-on-one networking sessions with artists and producers etc.</p>
Arts on Tour Salon	<p>To provide an environment for deepening relationships between producers and presenters to facilitate:</p> <ul style="list-style-type: none"> • More opportunities for metro-regional collaborations in both directions – regionally-made work touring to city venues, as well as vice versa; • Increasing presenters’ knowledge and awareness of the diverse work being made to broaden programming choices; • A move away from the transactional, buy/sell approach to the presentation of work and an increase in other models of exchange, including residencies and artist exchanges • More opportunities for presenters and producers to collaborate in the development of new works.

ORGANISATION / EVENT	OBJECTIVES
CircuitWest WA Showcase	<p>Connect – Broker relationships and bring people and organisations together where there is potential for mutual benefit.</p> <p>Enable – Through the connection between stakeholders [primarily presenters and producers] enable shared understanding and a culture of collaboration.</p> <p>Develop – Through collaboration and shared understanding, develop creative projects and new ways of working.</p> <p>Connect WA work with state-wide and nationwide presenters</p>
ArTour Queensland Touring Showcase	<ul style="list-style-type: none"> • Develop and support touring networks between presenters and producers across Queensland • Opportunity for producers to pitch their work to presenters for consideration in regional venue programs • Provide professional development for producers covering all aspects of touring in current environment • Encourage presenters to share programming expertise and audience development successes • Connect Queensland touring network to other key stakeholders including funding bodies and support agencies • Create an accessible platform for Queensland producers and presenters who are unable to participate in national marketplaces.
VAPAC Showcase Victoria	<p>Showcase Victoria is structured to provide easy and effective access for venue managers and producers to share their views and build capacity for touring in Victoria. It is a one stop shop for many regional venues in Victoria who do not have the capacity to attend other market places in Australia. Through the Touring Forum which is conducted as part of this two day event we also aim to provide an opportunity for the industry to share and discuss key issues. We encourage new producers to attend before applying to participate, so they can get a better understanding of the process, and the timeframes involved in touring, plus to build the relationships which are so critical to success in offering productions for touring.</p>
SA Presenters Association SA Showcase	<p>Develop networks and partnerships - provide opportunities for sector participants to develop supportive relationships with their colleagues, and partnerships with like-minded organisations.</p>
PANNZ Arts Market	<ul style="list-style-type: none"> • To create a programme that effectively showcases high quality NZ work that has the potential to tour, nationally and internationally • To create sustainable and successful networks and circuits, in partnership with venues/presenters • To provide access for the PANNZ membership, to the most up to date and relevant information resources and advice

Who is your event for?

Who is your market/showcase primarily designed for?

ORGANISATION / EVENT	WHO IS THE EVENT FOR?
PAC Australia Performing Arts Exchange [PAX]	PAX is for anyone in the performing arts industry that wants to connect with potential partners and enable touring opportunities. This includes new and established producers of small and large-scale work as well as small and large-scale presenters including venue and festival programmers. The market focuses on Australian and New Zealand producers wish to tour in Australia.
Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site	The Major Festivals Commissioning Site is designed for: <ul style="list-style-type: none"> - members of the Confederation of Australian International Arts Festivals Inc - prospective co-commissioners - prospective presenters
Creative Victoria APAM	In addition to having a biennial industry event, the new APAM will operate all year round to connect Australian performing arts organisations with national and international presenters. A series of tailored programs will be designed around existing festivals and events each year, including networking opportunities, meetings, conference activity and pitch sessions.
Arts South Australia ShowBroker National Touring Arts Market	ShowBroker is designed to encourage participation from a wide range of producers and presenters nationally, including: established and emerging companies, producers and independent artists (working across genres and at various scales), and presenters in metropolitan, regional and remote locations.
Adelaide Fringe Honey Pot	Honey Pot is designed for both tour-ready Adelaide Fringe registered artists and presenters of venues and festivals from all over the world. Adelaide Fringe targets these delegates representing such innovation to attend the marketplace – principally because of their profound benefit to Australian independent artists. These presenters are seeking collaborations with exciting creative teams and are on the lookout for ground-breaking new work, and while they're in the position to program and fund the international works – they are not currently in the position to travel overseas and discover such works.

ORGANISATION / EVENT	WHO IS THE EVENT FOR?
Arts on Tour Salon	NSW-based artists, producing companies, producers, venue managers and venue programmers from regional and metropolitan NSW.
CircuitWest WA Showcase	Produced by CircuitWest, WA Showcase is an annual performing arts industry presentation event where presenters and producers from around the state get to see and hear about the excellent work being made in Western Australia and consider options for presenting shows. The Showcase is exclusively for Western Australian work.
ArTour Queensland Touring Showcase	Qld Showcase is for presenters from managed venues and festivals across Queensland with entrepreneurial programming budgets, and for producers with professional, high quality touring productions of all scales from across Australia (and last year New Zealand) who are interested in touring within Queensland.
VAPAC Showcase Victoria	As our event is supported by Creative Victoria, the primary stakeholders we are servicing are Victorian venues and producers, but we do not exclude interstate applications and registrants, particularly if the productions fulfil genres or scale of productions not on offer from our state.
SA Presenters Association SA Showcase	SAPA presents shows which are mainly tour ready and fit the criteria of budget and venue configurations for our member venues. We present shows which have appeal to our member venues that they know they can market and sell.
PANNZ Arts Market	The PANNZ market is designed for the arts sector – including artists, presenters, funders, partners and invited affiliate guests. First and foremost it is for artists and presenters of work to engage, collaborate, network, build relationships and discover work, which has a mutual alignment – the outcome being that NZ work is toured and presented in NZ and international venues and festivals.

Market Types

Which are the primary/secondary market types for your event?

EVENT	International BUYERS - (Venues and Festivals from outside of Australia)	International SELLERS - (Producers/Artists from outside of Australia)	National BUYERS - outside of your home state (Australian Venues and Festivals)	National SELLERS - outside of your home state (Australian artists and producers)	State BUYERS - (Venues and Festivals from your home state)	State SELLERS - (Artists and producers from your home state)	Major (capital city) Arts Centres	Major (capital city) Festivals
Performing Arts Exchange [PAX]	n/a	Secondary Market	Primary Market	Primary Market	n/a	n/a	Primary Market	Secondary Market
Major Australian Festivals Commissioning Site	Primary Market	n/a	Primary Market	n/a	Primary Market	n/a	Primary Market	Primary Market
APAM 2020-2024	Primary Market	Secondary Market	Secondary Market	Secondary Market	Secondary Market	Secondary Market	Secondary Market	Secondary Market
ShowBroker National Touring Arts Market	n/a	n/a	Primary Market	Primary Market	Primary Market	Primary Market	Primary Market	Primary Market
Honey Pot	Primary Market	Secondary Market	Primary Market	Primary Market	Primary Market	Primary Market	Primary Market	Primary Market

EVENT	International BUYERS - (Venues and Festivals from outside of Australia)	International SELLERS - (Producers/Artists from outside of Australia)	National BUYERS - outside of your home state (Australian Venues and Festivals)	National SELLERS - outside of your home state (Australian artists and producers)	State BUYERS - (Venues and Festivals from your home state)	State SELLERS - (Artists and producers from your home state)	Major (capital city) Arts Centres	Major (capital city) Festivals
Salon	n/a	n/a	n/a	n/a	Primary Market	Primary Market	Secondary Market	n/a
WA Showcase	n/a	n/a	Primary Market	n/a	Primary Market	Primary Market		Secondary Market
Queensland Touring Showcase	n/a	n/a	n/a	Secondary Market	Primary Market	Primary Market	Secondary Market	Secondary Market
Showcase Victoria	n/a	n/a	Secondary Market	Secondary Market	Primary Market	Primary Market	Secondary Market	
SA Showcase	n/a	n/a	n/a	n/a	Primary Market	Primary Market	n/a	n/a
PANNZ Arts Market	Secondary Market	n/a	Primary Market	Primary Market	Primary Market	Primary Market	Primary Market	Primary Market

States

Does your event focus on a particular state (Australian markets only)?

EVENT	BUYERS – Arts Centres in a particular state?	SELLERS – Producers from a given State seeking to tour WITHIN their State?	SELLERS – Producers from a given state seeking to tour OUTSIDE of their state?
Performing Arts Exchange [PAX]	n/a	n/a	n/a
Major Australian Festivals Commissioning Site	n/a	n/a	n/a
APAM 2020-2024	n/a	n/a	n/a
ShowBroker National Touring Arts Market	n/a	n/a	n/a
Honey Pot	n/a	SA	n/a
Salon	NSW	NSW	NSW
WA Showcase	Open to all	WA	n/a
Queensland Touring Showcase	QLD	QLD	n/a
Showcase Victoria	VIC	VIC	n/a
SA Showcase	SA	SA	-

Nature of the work pitched/presented

Provide a short description of the nature and range of the work pitched or presented at your market/showcase.

ORGANISATION / EVENT	NATURE OF THE WORK
PAC Australia Performing Arts Exchange [PAX]	The nature of work presented at PAX ranges from the mainstream to contemporary and is open to all artforms. Most of the work pitched is not from the commercial sector and is not large in scale (more than 15 people on the road). Predominantly the work is aimed at presenters with soft seat arts centres from 300-1000 seats although is increasingly focusing on work that can happen in alternative space and involves working with community.
Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site	The work presented at the Major Festivals Commissioning Site is new Australian work, predominately performing arts, including theatre, opera, dance, music, circus and physical theatre. The works will have met the criteria for receiving funding through the MFI fund including: i) be new and innovative; and (ii) be distinctively Australian either in content, cast or crew, or by virtue of being driven or derived by Australian partners; (iii) be artistically competitive within the context of international arts festivals and exhibit characteristics of rarity and specialness, demonstrating creative leadership. ²
Creative Victoria APAM 2020-2024	Contemporary performing arts of all types and forms ranging from finished work to work in development.
Arts South Australia ShowBroker National Touring Arts Market	The program was selected/curated to ensure a diverse range of high quality, tour-ready work was pitched/showcased to cater for all types of presenters. Following the Market, 91.3% of presenters indicated that the shows pitched matched with their / their venue's needs and interests (Source: ShowBroker Survey)

² Response abridged within the context of the survey question

ORGANISATION / EVENT	NATURE OF THE WORK
Adelaide Fringe Honey Pot	Over the last five years, Adelaide Fringe has seen a resurgence in independent and small companies bringing dynamic new works to the Fringe. Artists from all over Australia see Adelaide Fringe – amongst other things – as a testing ground for new works; as a place to premiere tour-ready contemporary productions; and via the Honey Pot marketplace, as a crucial hub to connect with a significant range of presenters. While Honey Pot artists are part of an open-access and non-curated event, by being a part of the market they're able to showcase their work in its entirety – the way it was intended, and in front of a festival-going audience.
Arts on Tour Salon	All performing arts genres, with more of a focus on work by independent artists and small to medium companies that presenters don't already know, and who aren't already pitching at other showcases.
CircuitWest WA Showcase	There is a diverse range of works presented at WA Showcase from mainstream to contemporary and is open to all genres and sizes of producers. The work that is showcased can also be a process that tours and does not necessarily have to be a traditional performance. The work is a range of pieces from majors to small to mediums and independents.
ArTour Queensland Touring Showcase	Qld Showcase includes all live performing art forms including: Theatre, classical and contemporary dance, comedy, opera, circus & physical theatre, cabaret, immersive art experiences, music and work for children and families. We generally have very limited (if any) contemporary popular music (bands). The work ranges from small touring productions (2-6 people touring parties) for 200 - 400 seat venues, large touring work (6-12 people) for 400 - 1500 seat venues and festival programming.
VAPAC Showcase Victoria	We endeavour to ensure that a good balance of genres and scales of productions are offered - we do tend to have more smaller works suitable for 3- 500 seat theatres than larger scale works from the state major performing arts companies who tend to go to the venues directly, eg MSO, Aust Ballet etc. In 2017 we have consciously tried to increase the range of music touring options available to meet a recognised demand.
SA Presenters Association SA Showcase	The nature of work presented range from cabaret, music, comedy and magic. These tend to be the main 4 categories with small percentage of theatrical shows.
PANNZ Arts Market	The NZ Arts Market is open to works being pitched or showcased, from all genres of the performing arts – including music, dance, theatre, circus and comedy. Ranging from small to large scale works and contemporary to mainstream. The types of presenters are also varied from small 100 seater venues, to large arts centres and festivals, to touring agencies. It can include work that can be played in alternative spaces.

Types of work pitched/presented

To clarify the different types of work pitched or presented at your market/showcase, please indicate which types of work are pitched or presented

EVENT	Tour Ready	Work in development	Community Engagement Projects	Contemporary Work	Popular / Mainstream	Subsidised	Commercial
Performing Arts Exchange [PAX]	Some	Some	Some	Some	A little	Mostly	A little
Major Australian Festivals Commissioning Site	-	Mostly	Some	Mostly	Mostly	-	-
APAM 2020-2024	Mostly	Some	Some	Mostly	Some	Some	Some
ShowBroker National Touring Arts Market	Mostly	-	-	Mostly	Some	Mostly	Some
Honey Pot	Some	Some	A little	Mostly	Mostly	A little	Some
Salon	Mostly	Mostly	Some	Mostly	Mostly	Mostly	A little
WA Showcase	Mostly	Mostly	Some	Mostly	Some	Mostly	Some
Queensland Touring Showcase	Mostly	A little	Some	Mostly	Mostly	Some	A little
Showcase Victoria	Mostly	A little	Some	Mostly	Some	A little	A little
SA Showcase	Mostly	Some	A little	A little	Mostly	A little	A little
PANNZ Arts Market	Mostly	Some	A little	Mostly	Some	Mostly	A little

Artforms

Indicate the extent to which each artform is pitched or presented at your market.

	Performing Arts Exchange	Major Australian Festivals	APAM	ShowBroker	Honey Pot	Salon	WA Showcase	Queensland Touring Showcase	Showcase Victoria	SA Showcase	PANNZ Arts Market
Ballet	Occasionally	Sometimes	Occasionally	-	Occasionally	Occasionally	Occasionally	Often	Sometimes	-	Occasionally
Contemporary Dance	Often	Often	Often	Sometimes	Often	Often	Often	Often	Sometimes	-	Often
Physical Theatre	Sometimes	Often	Often	Often	Often	Often	Sometimes	Often	Often	Occasionally	Often
Children & Families	Often	Often	Often	Often	Often	Often	Often	Often	Often	Often	Often
Circus	Sometimes	Often	Often	Occasionally	Often	Often	Sometimes	Often	Often	Occasionally	Sometimes
Theatre/ Drama	Often	Often	Often	Often	Often	Often	Often	Often	Often	Often	Often

	Performing Arts Exchange	Major Australian Festivals	APAM	ShowBroker	Honey Pot	Salon	WA Showcase	Queensland Touring Showcase	Showcase Victoria	SA Showcase	PANNZ Arts Market
Classical Music	Occasionally	Sometimes	Occasionally	-	Occasionally	Occasionally	Occasionally	Sometimes	Sometimes	Occasionally	Sometimes
Contemporary Music	Occasionally	Sometimes	Often	Often	Sometimes	Occasionally	Sometimes	Occasionally	Sometimes	Occasionally	Often
New Music	Occasionally	Occasionally	Sometimes	Often	Occasionally	Sometimes	Sometimes	Occasionally	-	Occasionally	Occasionally
World Music	Occasionally	Occasionally	Sometimes	Often	Occasionally	Occasionally	Sometimes	Occasionally	Occasionally	-	Occasionally
Opera	Occasionally	Sometimes	Sometimes	Occasionally	Occasionally	Sometimes	Occasionally	Occasionally	-	Occasionally	Occasionally
Cabaret & Musicals	Sometimes	Occasionally	Sometimes	Sometimes	Sometimes	Often	Sometimes	Often	Sometimes	Often	Often
Comedy (Stand Up)	Occasionally	-	Occasionally	Sometimes	Sometimes	Occasionally	Occasionally	Sometimes	Sometimes	Sometimes	Sometimes

Process

Describe the process for receiving expressions of interest for work to be pitched/presented at your market/showcase.

ORGANISATION / EVENT	EXPRESSION OF INTEREST PROCESS
PAC Australia Performing Arts Exchange [PAX]	PAX presents a range of works from concepts to fully formed, tour-ready productions. Applications to pitch/present are invited approximately five months prior to the event. The program of works are selected via a curatorial process (also accounting for a balance of artform, location and diversity) – the panel includes presenters, producers and touring agencies.
Major Australian Festivals Commissioning Site	All expressions are to be channelled through the producer's home state Festival.
Creative Victoria APAM 2020-2024	The APAM office will work with designated platform events to identify tour-ready Australian content. In addition, the office will develop associated market development programs, including pitch sessions, professional development and networking functions and meetings. The EOI process is still to be finalised.
Arts South Australia ShowBroker National Touring Arts Market	In 2017, following a national call via the National Touring Selector (NTS) database, 199 applications were received to participate in ShowBroker. A national Selection Panel, comprised of presenters and producers from around Australia, assessed the applications according to published guiding criteria and selected 39 shows for inclusion in the program.
Adelaide Fringe Honey Pot	Honey Pot is non-curated and artists' self assess their tour readiness. They apply via a form, as part of our AVR online registration system.
Arts on Tour Salon	Call out to producers and presenters for expressions of interest to pitch. Producer pitches are assessed by a panel as per the specified criteria.

ORGANISATION / EVENT	EXPRESSION OF INTEREST PROCESS
CircuitWest WA Showcase	Work submitted via online form to the CircuitWest ED who then collates the information to present to a curatorial panel. The Showcase accepts work in four formats: HELLO A 5-minute slot with no tech that is an update or an introduction to an artist, venue or organisation. CALL ME A 10-minute “pitch” session for experienced companies. This work must be tour ready. GET TOGETHER 15-minute slot of moderated conversation about works that are in development, or inexperienced companies who have tour ready work. MORE THAN WORDS 15 min slot for the performance of an excerpt from your production only.
ArTour Queensland Touring Showcase	Showcase has an open call out to Producers across Australia for submissions. Producers must list their work on the arTour website (free of charge) and answer Showcase-specific questions. A selection panel of Queensland presenters scores each work based on criteria supplied by arTour and then a moderation meeting is held to determine final program.
VAPAC Showcase Victoria	Applications are made via an online form approximately 4 months prior to the event. Applicants are supported through the process via online Q&A sessions and at the Victorian Touring Workshop which is usually held to coincide with the application process.
SA Presenters Association SA Showcase	This is the first time we put out a EOI. Previously we have opened it up to all. But we found this to be very successful. We open the EOI via our social media channels about 4 months prior to the showcase and target Producers via email.
PANNZ Arts Market	The NZ Arts Market receives applications for pitches and showcases. There is a criteria which must be met, depending on the category which is applied for – for some categories it must be a concept/idea and others (such as a showcase), it must be tour ready. The program is selected by a curatorial panel of industry representatives (which covers geographical, venue and festival presenters, producer/artist and first nations).

Criteria

Detail any specific guiding criteria for the selection of work/projects

ORGANISATION / EVENT	CRITERIA
PAC Australia Performing Arts Exchange [PAX]	<ul style="list-style-type: none"> • Artistic excellence: the perceived quality, distinctiveness & significance of the work • The potential for a deeper, longer engagement & the capacity for audience development. • The appropriateness and readiness of the work for a national market place.
Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site ³	<p>Artistic –</p> <ul style="list-style-type: none"> i) be new and innovative; and (ii) be distinctively Australian either in content, cast or crew, or by virtue of being driven or derived by Australian partners; (iii) be artistically competitive within the context of international arts festivals and exhibit characteristics of rarity and specialness, demonstrating creative leadership. <p>Presentation –</p> <ul style="list-style-type: none"> (i) have a minimum of three (3) Commissioning Parties committed to the project: a confirmed presentation by the Administering Festival, at least one other Confederation Ordinary Member and one other presentation partner; (ii) have a confirmed commitment by the Commissioning Parties to work in partnership to ensure the potential of the funded project is met; (iii) be a polished finished product at its first festival presentation; and (iv) be a viable touring proposition or have good financial and logistical prospects of being remounted. <p>Financial –</p> <ul style="list-style-type: none"> (i) not request more than 50% of the total Pre-Production budget expenditure from the MFI fund, (ii) have a minimum financial commitment of 30% in total across the Commissioning Parties towards the total Pre-Production budget expenditure, including commitments of a minimum of 10% from each Confederation member

³ Response abridged within the context of the survey question. All inquiries from Producers should be made to their home state Festival in the first instance.

ORGANISATION / EVENT	CRITERIA
Cont'd... Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site	(iii) have the remaining 20% of the total Pre-Production budget expenditure confirmed by the Producer and/or Administering Festival from other sources or have agreement with the Commissioning Parties to increase their commission contribution in order to make up the remaining 20%; (iv) Remount costs must be identified clearly within the pre-production budget
Creative Victoria APAM 2020-2024	<ul style="list-style-type: none"> • Artistic excellence; the perceived quality, distinctiveness & significance of the work • Deeper, longer engagement and the capacity for audience development
Arts South Australia ShowBroker National Touring Arts Market	Quality <ul style="list-style-type: none"> • Is this production of high quality and artistic merit? • Does the producer have previous tour &/or production experience? Feasibility <ul style="list-style-type: none"> • How 'tour ready' is this production? • Will this tour happen anyway without this market (commerciality)? • Will it appeal to regional and remote presenters and audiences? Diversity <ul style="list-style-type: none"> • What's the place of origin? (regionalism &/or at least one show from each state) • What level of diversity is there representing Australia? (e.g. Culture, language, ethnicity, age, mixed ability, etc) • Is there a fair spread of work across genre & artform? • What is the scale of this work and affordability for presenters? • What's the mix of 'new' Producer/artist applicants to more established players? Presenter Interest <ul style="list-style-type: none"> • Is there previous or current tour interest shown by presenters at other forums in either this production or the producer?

ORGANISATION / EVENT	CRITERIA
Adelaide Fringe Honey Pot	n/a – Honey Pot is non-curated.
Arts on Tour Salon	<ul style="list-style-type: none"> • Artistic quality • Community and audience engagement opportunities and long-term legacy • Experience of the makers and viability of the project • Potential impact of the opportunity for the project/artists • Whether the project is being pitched elsewhere (identification of need) • Ensuring there is a balance of work presented in terms of scale, genre, cultural and gender diversity and audience appeal, as well as diversity of form and stage of development
CircuitWest WA Showcase	The panel looks at EOI's in relation to its quality, diversity and feasibility of the submission.
ArTour Queensland Touring Showcase	<p>Selection criteria are aligned with Arts Queensland's Playing Queensland Fund:</p> <p>Rigour / Quality - The production is well conceived and put together and the production/producer is among the best of its type in Australia</p> <p>Distinctiveness - The production is interesting and different to other shows.</p> <p>Appeal - The production will have strong appeal to audiences</p> <p>Value - The production is reasonably priced and represents a sound programming investment</p>

ORGANISATION / EVENT	CRITERIA
VAPAC Showcase Victoria	<p>Applications are assessed with reference to the following guidelines:</p> <p>Artistic Quality and Innovation:</p> <ul style="list-style-type: none"> • Is the work of high artistic calibre? • Is the work particularly innovative in terms of form, content or genre? • Does the application involve a new Australian work? <p>Viability:</p> <ul style="list-style-type: none"> • Does the application include a complete and relevant technical plan or does the panel feel the applicant has the capacity to develop one? • Does the panel feel the project budget would be appropriate and is in accordance with standard conditions? <p>Diversity and Accessibility:</p> <ul style="list-style-type: none"> • Does the application involve artists/arts professionals, and/or appeal to audiences from culturally diverse backgrounds? • Does the application involve artists/arts professionals, and/or contribute to the development of audiences, who are of mixed abilities? <p>Audience Appeal and Community Engagement:</p> <ul style="list-style-type: none"> • Does the application include a complete and relevant marketing plan & materials or does the panel feel the applicant has the capacity to develop one? • Has the application clearly identified relevant audiences and target markets? • Does the application contribute to the development of new and/or existing audiences?
SA Presenters Association SA Showcase	Member venues - Budget and configurations Marketability & popularity
PANNZ Arts Market	<ul style="list-style-type: none"> • Work will be appealing to a New Zealand regional theatre or festival audience • The work is of high quality. "High Quality" is determined by the strength of the idea, viability of process, experience/ability of people involved • Be tour ready – fully produced and ready to tour

Selection Process

Detail the final selection process for the work that is actually pitched/presented at your market/event

ORGANISATION / EVENT	FINAL SELECTION PROCESS
PAC Australia Performing Arts Exchange [PAX]	The PAX curatorial panel is comprised of producers, presenters and tour coordinators. The balance of work pitched needs to be balanced with the needs of the members of the Association. Final decisions are based on logistics, availability, technical requirements of the presentation, balance of artform. While the selection is highly directed by the curatorial committee is ultimately decided by PAC Australia management.
Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site	Confederation members meet to decide on projects which will receive funding.
Creative Victoria APAM 2020-2024	The final selection process is still to be finalised.
Arts South Australia ShowBroker National Touring Arts Market	A list of members of the Selection Panel is available on request. The Selection Panel assessed and voted on applications via the NTS and met to discuss their recommendations and endorse the program. The program was curated to ensure a diverse range of pitches and performances that met the objectives of Showbroker and PATA's requirements. The ShowBroker Delivery Group endorsed the final program.
Adelaide Fringe Honey Pot	n/a – Honey Pot is non-curated.

ORGANISATION / EVENT	FINAL SELECTION PROCESS
Arts on Tour Salon	Assessment panel of NSW-based producers and presenters to review each application and the overall balance of works being pitched.
CircuitWest WA Showcase	All submissions presented to the curatorial panel which is made of venues and producers. The work is then scored and ranked and then this ranking is discussed at a meeting of the curatorial panel and final decisions made on what will be pitched
ArTour Queensland Touring Showcase	The moderation meeting between arTour and the selection panel sets the final list of productions offered a place in the program. Changes to this are at arTour's discretion but we rarely add any productions to the program that haven't been vetted by the panel.
VAPAC Showcase Victoria	Applications are assessed by a Selection Panel made up of different industry representatives (including diverse member venues, community presenters and tour coordinators) each year. The Selection Panel ensures a strong balance of genres, scale of productions and cultural diversity. Successful applicants are allocated pitches, live excerpts, expo stalls or installations depending on what format panel members feel will best represent the work. The program itself is then curated by the Showcase Victoria EP.
SA Presenters Association SA Showcase	As mentioned above this was the first year we used the EOI. The committee is formed from our member venues so we try to balance the work based on our experience.
PANNZ Arts Market	The program is selected by a curatorial panel of industry representatives (which covers geographical, venue and festival presenters, producer/artist, and first nations). As part of the process the balance of work is also a consideration

Number of Buyers (Programmers)

How many buyers at your last two events

EVENT	EVENT 1		EVENT 2	
	DATE	NUMBER OF BUYERS	DATE	NUMBER OF BUYERS
Performing Arts Exchange [PAX]	August 2016	111	August 2017	135
Major Australian Festivals Commissioning Site	-	-	-	-
APAM 2020-2024	February 2016	197	February 2018	TBC
ShowBroker National Touring Arts Market	27 Feb – 1 Mar 2017	69	NA	NA
Honey Pot	14 Feb – 16 Mar 2017	178	16 Feb – 18 Mar 2018	203
Salon	Nov 2017	15	-	-
WA Showcase	May 2017	46	May 2018	37
Queensland Touring Showcase	March 2016	36	March 2017	38
Showcase Victoria	May 2017	71	April 2018	81
SA Showcase	-	-	-	-
NZ Arts Market	March 2017	62	March 2018	77

Number of Works

How many works were pitched at your last two events

ORGANISATION / EVENT	EVENT 1		EVENT 2	
	DATE	NUMBER OF WORKS	DATE	NUMBER OF WORKS
Performing Arts Exchange [PAX]	August 2016	60	August 2017	68
Major Australian Festivals Commissioning Site	January 2015	10	May 2016	21
APAM 2020-2024	February 2016	43	February 2018	46
ShowBroker National Touring Arts Market	27 Feb – 1 Mar 2017	39	NA	NA
Honey Pot	2017	500	2018	300
Salon	Nov 2017	10		
WA Showcase	May 2017	28	May 2018	38
Queensland Touring Showcase	March 2016	33	March 2017	40
Showcase Victoria	May 2017	72	April 2018	69
SA Showcase	-	-	-	-
NZ Arts Market	March 2017	60	March 2018	54

When

In which month is your market usually held, is there a rationale for this timing and how often if your event held?

ORGANISATION / EVENT	MONTH	TIMING RATIONALE	HOW OFTEN
PAC Australia Performing Arts Exchange [PAX]	August or September	Preferred timing for our members and aligns with our annual conference	Annually
Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site	-	Commissioning Site may be held at different times and may line up with one of the state Festivals	Every 12-18 months
Creative Victoria APAM 2020-2024	TBA	The new APAM office will operate all year round to connect Australian performing arts organisations with national and international presenters, brokering relationships between artists and companies, and programmers, producers and presenters – before, during and after key events.	Year round with platform events designated each year and a major gathering every second year.
Arts South Australia ShowBroker National Touring Arts Market	February	The Showbroker Market was presented in February 2017, at the height of the Fringe and leading into the Festival of Arts, to enable delegates to experience a varied and extensive range of Australian work in a short period of time - alongside festival audiences and industry peers. The Market was also timed to enable presenter interest to be determined in time for applications to the June round of Playing Australia.	The inaugural ShowBroker Market was held in 2017
Adelaide Fringe Honey Pot	March	Honey Pot coincides with Adelaide Fringe	Annually

ORGANISATION / EVENT	MONTH	TIMING RATIONALE	HOW OFTEN
Arts on Tour Salon	Not supplied	This isn't set yet. In 2018 we'll do 2 events – one in Sydney in June and one in regional NSW to coincide with Artstate in November	To be determined.
CircuitWest WA Showcase	May	It was avoiding the national showcase but now clashes with some state based. Also avoids a number of major events in WA.	Annually
ArTour Queensland Touring Showcase	March Moving to October in 2018	Our timing has been inherited from previous incarnations of arTour because it aligns with NARPACA's Managers Conference and helps ensure a good representation from presenters. There's a desire to move our dates to another time of year.	Annually
VAPAC Showcase Victoria	April/May	We need the tour development to be completed before the Playing Australia funding deadline.	Annually
SA Presenters Association SA Showcase	June	No particular reason, but seems to fit in well with presenters who a programming and are looking to fill in their year.	Annually
PANNZ Arts Market	March	Historical and also to tie in with the two major NZ Arts Festivals at this time	Annually

Other Activities

Other than pitches/presentations of tour-ready work or work in development, what other activities are included in your event?

ORGANISATION / EVENT	ACTIVITIES
PAC Australia Performing Arts Exchange [PAX]	Encounter sessions Pre-event professional development Industry panels Annual national performing arts conference
Confederation of Australian International Arts Festivals Major Australian Festivals Commissioning Site	Networking activities
Creative Victoria APAM 2020-2024	The APAM office will: <ul style="list-style-type: none"> • Develop the annual program of platform events • Attract national and international programmers, producers and presenters and co-ordinate their attendance and activities • Embed First Nations programming and leadership in the new APAM model • Broker relationships between artists and companies, and programmers, producers and presenters – before, during and after key events • Manage an online presence, including creating and maintaining a database of national and international programmers, producers and presenters, and Australia performing artists and companies
Arts South Australia ShowBroker National Touring Arts Market	Round Table Discussion sessions, facilitated by national industry leaders Networking Cocktail Function Evening Program of eligible Adelaide Fringe shows and selected Adelaide Festival performances and special events

ORGANISATION / EVENT	ACTIVITIES
Adelaide Fringe Honey Pot	Professional Development panels; weekly 'hives' (a facilitated speed dating session enabling presenters to meet artists); weekly delegate only brunches; Creative Surgeries (30 minute one-on-one session between surgeons (delegates) and patients (artists)); a special delegate day out to the beach and winery region
Arts on Tour Salon	Facilitated conversations and informal networking time
CircuitWest WA Showcase	Professional Development and Workshops
ArTour Queensland Touring Showcase	<p>Conversation circles - small group discussions about new work or projects with significant engagement opportunities.</p> <p>Professional development sessions - primarily for Producers covering touring-related topics.</p> <p>Touring Conversations - larger topics involving producer and presenters which encourage collaboration and new initiatives</p> <p>Networking time - unstructured periods within the program for conversation to happen but not necessarily coinciding with a lunch/tea break.</p>
VAPAC Showcase Victoria	<p>Victorian Touring Forum (discussion of industry issues)</p> <p>Speed-networking event</p> <p>"First-timer" networking and support</p> <p>Community Presenter morning tea</p> <p>Unstructured networking</p>
SA Presenters Association SA Showcase	We usually have a guest speaker who talks about a current topic relevant to our member venues.
PANNZ Arts Markets	Forums and workshops

Other Activities - Event Objectives

How do the previously specified additional event activities help achieve the objectives of your event?

ORGANISATION / EVENT	ACTIVITIES
PAC Australia Performing Arts Exchange [PAX]	<ul style="list-style-type: none"> • Developing a shared understanding of practice between presenters and producers helps build trust and relationships • Provides a space for emerging work and producers • Develops touring skills and knowledge • Directly delivers on our PD objectives
Major Festivals Initiative Major Australian Festivals Commissioning Site	-
Creative Victoria APAM 2020-2024	<p>A mobile, flexible marketplace which is active and online all year round and integrated with the Australian performing arts calendar is dedicated to:</p> <ul style="list-style-type: none"> • Facilitate selling of Australian work to national and international presenters • Broker relationships between artists, producers, agents and presenters • Match product to market through targeted programming and visiting presenter programs • Support critical dialogue and exchange • Support skills exchange and capability building in market and audience development • Highlight Australia as a diverse, inclusive and open artistic environment • Nurture relationships in the Asia Pacific region
Arts South Australia ShowBroker National Touring Arts Market	<p>The facilitated Discussion Sessions covered topics of particular relevance to producers and presenters engaged in touring, and particularly focused on emerging issues and areas for development (e.g. contemporary/live music, Indigenous performance). The Evening Program gave delegates opportunities to experience full-length performances of tour-ready work in the Fringe program.</p>

ORGANISATION / EVENT	ACTIVITIES
Adelaide Fringe Honey Pot	It gives artists and presenters a rare face-to-face opportunity to come together and forge and develop relationships. It's also an outstanding showcasing opportunity for presenters to see work in its entirety and in front of a general, festival-going audience, all the while taking meetings, networking and running a range of professional development sessions.
Arts on Tour Salon	Finding connections and deepening relationships to identify opportunities for collaboration.
CircuitWest WA Showcase	Provides avenues for development and collaboration and enables a fuller performing arts ecology in WA.
ArTour Queensland Touring Showcase	These activities try to find balance between the transactional needs of presenters and producers to build tours and the relational needs of strengthening our touring network in Queensland. We try to achieve some mutual understanding of the pressures faced by various stakeholders whilst remaining constructive and positive.
VAPAC Showcase Victoria	<p>The Forum provides a mechanism to have all the key players in the room for an overall industry conversation. We provide Touring Workshop prior to Showcase to inform and discuss the processes and mechanism used in the industry to provide access to a greater variety of productions for touring.</p> <p>The speed-dating provides structured relationship-building opportunities, as does the "First-timers" program</p>
SA Presenters Association SA Showcase	Develop networks and partnerships.

Appendix One - Respondent: APAM 2014-18

Brisbane Powerhouse

PURPOSE

The general aims of the APAM Project are to:

- › Provide Australian performing artists and companies with opportunities to generate international and national market development outcomes through showcasing work to targeted presenters and agents.
- › Support the exchange of ideas, dialogues, skills building, partnerships, collaborations and networks between local and international peers.

OBJECTIVES

- › Deliver the 2018 edition of APAM that is visionary and innovative in approach, responsive to sector needs and focussed on targeted market development activities that generate touring, partnerships, skill and artistic development outcomes for Australian artists and companies.
- › Provide pathways for lasting networks for all APAM delegates and artists within a relevant and dynamic industry event.
- › Deliver APAM as a platform to connect and collaborate with representatives of the local, national and global arts community.
- › Create a significant international gathering that engenders dialogue and understanding of the place of Australia performing arts in a regional and global context.
- › Position the market as the major industry event for the performing arts and in Asia
- › Position APAM within the context of a program that explores international contemporary performance within an Australian and global context and the place of Australia and the Asian region in a global context.
- › Position the market as an active and continuous player in Australian arts export and support and facilitate collaborations, nationally and internationally
- › Build deep, enduring and successful partnerships with all key stakeholders including State and Territory arts funding and development agencies, Department of Foreign Affairs and Trade, Austrade and other national and international agencies and organisations focused on export, exchange and cultural development.

WHO IS YOUR MARKET/SHOWCASE PRIMARILY FOR?

- A. International presenters, buyers and agents, who will increase viability, creative opportunity and generate income for Australian artists and companies
- B. National presenters, buyers and agents
- C. Australian performing artists and companies
- D. Federal and State arts agencies and funding bodies, peak organisations and supporting networks.

WHICH ARE PRIMARY/SECONDARY MARKETS?

International BUYERS (<i>Venues and festivals from outside Australia</i>)	Primary Market
International SELLERS (<i>Producers/Artists from outside Australia</i>)	Secondary Market
National BUYERS (<i>Outside of your home state – Australian venues & festivals</i>)	Primary Market
National SELLERS (<i>Outside of your home state – Australian Producers/Artists</i>)	Primary Market
State BUYERS (<i>Venues and festivals from your home state</i>)	Primary Market
State SELLERS (<i>Producers/Artists from your home state</i>)	Primary Market
Major (capital city) Arts Centres	Primary Market
Major (capital city) Festivals	Primary Market

NATURE OF THE WORK PRESENTED APAM 2014-2018

The nature of the work presented at APAM is contemporary performing arts and is open to all art forms and scale including works that fit into 300-1000 seat arts centres, major festivals, outdoor site specific works as well as intimate performances for audiences of 4 people. All works must be no more than two years old or alternatively works in development.

TYPES OF WORK PITCHED/PRESENTED

Tour Ready	Mostly
Work in development	Some
Community engagement projects	Some
Contemporary work	Mostly
Popular/mainstream	Some
Subsidised	Some
Commercial	Some

ARTFORMS PITCHED/PRESENTED

Ballet	Occasionally
Contemporary dance	Often
Physical theatre	Often
Children & families	Often
Circus	Often
Classical music	Occasionally
Contemporary music	Sometimes
New music	Occasionally
World music	Occasionally
Opera	Sometimes
Comedy (Stand up)	Occasionally
Cabaret & Musicals	Sometimes
Theatre/Drama	Often

APPLICATION / EOI PROCESS

There is a Curatorial Panel to guide the selection of works to be included in the APAM program. For APAM 2018 this is comprised of eight members who have knowledge of a wide range of practice and international experience. Observers to the Panel who will provide specific perspective include those from Brisbane Powerhouse, Australia Council and a production specialist.

SELECTION CRITERIA

1. Artistic Excellence
 - › The quality, distinctiveness and significance of the work
 - › The work's suitability for national and international audiences
 - › The creative team, the artistic realisation (if applicable), critical review, and audience response (if applicable) to the proposed work
2. An articulated market development plan and how and they have demonstrated that an APAM Showcase or Pitch will deliver national and international opportunities. These may include activities such as touring, residencies, exchange, co-productions and co-commissioning opportunities. These may include activities such as touring, residencies, exchange, co-productions, and co-commissioning opportunities. They will consider how well the APAM Showcase fits within a wider, targeted and feasible market development plan. Specifically for showcases the panel will consider the artist/company's capacity to follow up on opportunities that arise through an APAM Showcase referred to as Tour-Readiness.