

APAX

APPLICATIONS GUIDE



2024 AUSTRALIAN PERFORMING ARTS EXCHANGE

APAX 2024 APPLICATIONS GUIDE

19 - 23 August, Naarm / Melbourne

+ Advance Pitching Program

Applications are now open to present at the 2024 Australian Performing Arts Exchange (APAX) for individuals, artists, producers and other companies with an interest in reaching performing arts presenters from across Australia.

This guide is designed to support the application process and can be read in conjunction with the *2024 APAX Arts Market Programming Framework* and *Form Preview*.

IMPORTANT LINKS:

Online information session - Thursday 21 March:
1.00pm AEDT: National Presenter Outlook. Find out about current trends in presenting and programming.

2.00pm AEDT: Market Applicant Information Session

[REGISTER](#)

(The session will be recorded if you are unable to attend).

[START YOUR APPLICATION](#)

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Cover Image: Beanstalk by Spare Parts Puppet Theatre.
Photographer: Rebecca Mansell.

Video Applications

If you would prefer to respond to the long-form questions in the application in video format instead, you are welcome to do so. Relevant questions will be marked in the application form and a time limit provided – please provide the YouTube or Vimeo link and any password details in the text box.

Presentation Types

- Pitches (8 minutes) - this may be for tour-ready work, work in development, or an “elevator pitch” to introduce yourself, your work and your ambitions.
- Artist Profiles (8 minutes) – this presentation type is specifically to introduce artists, regardless of whether there is a work to pitch.
- Company Updates (8 minutes) – promote new strategies, opportunities or programs. This is not a multi-work pitch.
- Showcases - Production excerpts – up to 15 minutes (including any introduction or closing comments).

Showcases will be presented in a theatre which does not have a fly tower. Showcases can be supported within the following broad technical parameters:

- Sound: a number of hand held or radio mics will be available. The type available may be dependent upon COVID safety requirements.
- Lighting: standard lighting rig – specials can be included if stock is available.
- AV: an AV screen will be available, size and location to be determined.
- Stage size: pending the location of the AV screen.
- Showcases must be able to be bumped in, plotted, teched and rehearsed within 45 minutes.
- Any additional technical equipment required for your showcase may come at additional expense.
- Roundtable conversations - an opportunity for a longer conversation with a small group about a

work in development, concept, partnership opportunity, etc. (not an extended pitch!)

- Performance experiences, installations...or tell us your idea! – We also want to hear from you about how you want to present your production or project. The application form provides space for you to let us know how you can best present your work, rather than fitting into a prescribed format.

Pitches in the market program will be split between the Advance Pitching Program online on Thursday 8 August, followed by the in-person market from Monday 19 August evening – Wednesday 21 August. The individuals or companies selected for the Advance Pitching Program online will be those who already have a high degree of familiarity with presenters, so we can prioritise new voices who need the profile of a live pitching spot.

To ensure enough companies and artists are given opportunities, generally only one presentation per company can be provided, however producers working on behalf of multiple creators may be offered multiple opportunities or an extended pitch time if appropriate.

If you are not selected for the APAX program in 2024 we may offer to include your work in a *1 minute short* series of pre-recorded digital presentations, supporting you to alert delegates to your presence at the event and introduce your work/production/company. There will only be about 10 of these *1 minute short* spots available which will only be offered to individuals or companies who go through the application process and plan to attend APAX in person.

Selection Criteria:

Applications are reviewed based on:

1. The capacity to drive diverse and dynamic programming choices.
2. The quality, distinctiveness, and significance of the work (including any audience / community engagement).
3. Audience demand and the capacity for audience development.
4. The appropriateness and readiness of the work for a national market and national touring.

Eligibility Criteria:

Applicants must:

- ✓ be either Australian or New Zealand producers and creators
- ✓ have attended an arts market previously
- ✓ demonstrate a considered touring strategy for Australia
- ✓ be available to attend, or be represented at APAX, to ensure the opportunity is fully leveraged.

While we prioritise applications from Australian or New Zealand producers and creators, we do accept applications from international companies with a specific strategy for touring into Australia.

If you don't meet these requirements but are interested in applying, please contact Programs Manager Lynda de Koning to discuss this further at lynda@paca.org.au.

2024 Curatorial Panel Members

PAC Australia gratefully acknowledges and values the commitment of our curatorial panel members, who volunteer their time to review applications and support the market selection and programming process. On behalf of the PAC Australia board and staff, and the wider sector, we thank our curatorial panel members for their efforts and support.

Panel members should not be directly contacted, lobbied or harassed. They are also bound by confidentiality to not disclose the discussion around any applications.

If you have any questions about the application or would like to request feedback following the curatorial process, you can direct your request to admin@paca.org.au.

Names correct as at 5 March 2024.

- Tom Molyneux, Senior Producer, First Nations, Monash University Performing Arts Centres
- Wanyika Mshila, Community Engagement Manager, Sydney Opera House
- Daniel Clarke, Head of Programming, Canberra Theatre Centre
- Jeanette Wedmaier, Program & Engagement Manager, Empire Theatres
- Kate Fell, Artistic Director, Darwin Festival
- Penny McCabe, Head of Programming, Geelong Arts Centre
- Raina Savage, Transitional Performing Arts Centre Manager, Wollondilly
- Rhen Soggee, Interim Senior Manager, Arts Programs, Carclew / Independent Producer
- Shayne Price, Manager Arts and Cultural Services, The Round
- Sukhjit Kaur Khalsa, Executive Director, The Blue Room
- Susannah Sweeney, Head of Public Programming, Adelaide Festival Centre
- Aotearoa Observer: Dolina Wehipeihana, Kaiārahi Māori, The Performing Arts Network of New Zealand (PANNZ)
- Observer: Tiffany Rowland, Dubbo Regional Theatre & Convention Centre

Key Dates

Applications open: Tuesday, 5 March

National Presenter Outlook and Application Information Session: Thursday, 21 March at 1.00pm AEDT

Applications close: Tuesday, 9 April, 11.59pm AEST

Offers to present commence^{**}: Tuesday, 21 May

APAX Market program announced: Thursday 6 June

APAX Advance Pitching Program: Thursday, 8 August

APAX Market in-person: Monday 19 (evening event), Tuesday 20 and Wednesday 21 August

If you are selected for the program:

Preparing for APAX information sessions:

- Advance Pitching Program presenters: Thursday 11 July
- In person presenters: Thursday 25 July

Registration and content deadlines will be outlined in your letter of offer.

*** If you do not receive correspondence from us on or by this date, your application has not been successful in the first round of offers, but we will provide a final confirmation of the outcome of your application on or by Wednesday 5 June.*

Application Information Session

Please join us for this information session where we'll explore current trends in programming, discuss what a strong application looks like and what you'll need to prepare for APAX to ensure you are able to present if your application is successful. There'll also be plenty of opportunities for questions and discussion.

Thursday, 21 March:

- **1.00pm AEDT: National Presenter Outlook.** Find out more about current trends in presenting and programming.
- **2.00pm AEDT: Market Applicant Information Session**

[REGISTER](#)

Other resources

- [APAX 2024 Market Programming Framework \(Word accessible\)](#)
 - [APAX 2024 Market Programming Framework \(PDF\)](#)
 - [Form Preview – Word accessible](#)
 - [What is community engaged practice?](#)

The application form does contain a question about Community Engagement options, but we recognise that not all projects lend themselves to this practice - your application will not be penalised if it's not a component of your work.
 - [Australian National Touring Charter](#)

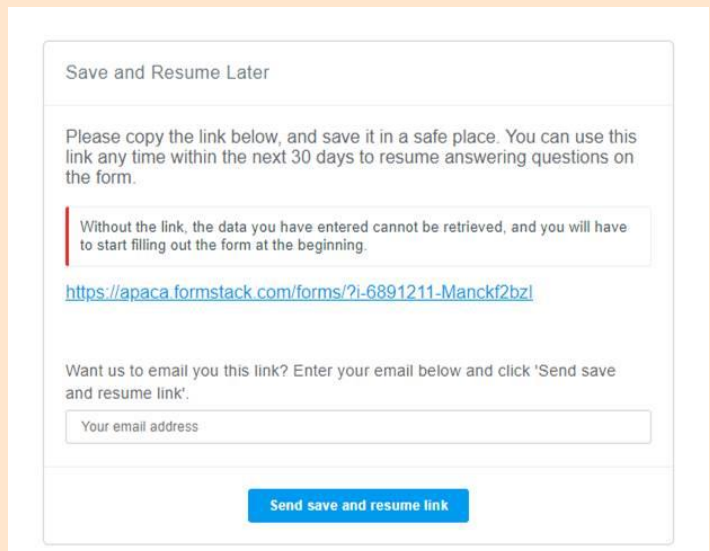
The Touring Charter provides the standard expectations and framework of obligations throughout all stages of tour development to allow parties to achieve their individual and agreed outcomes.
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Your Application

- **Applications are open from Monday, 5 March and will close on Tuesday, 9 April (11.59pm AEST) – unfortunately, no extensions will be possible.**
- Applications can be started via the links in this document or directly from the [APAX website](#). Applicants are encouraged to review the form in advance to assist with the development of your application.
- Multiple applications are welcome from companies and artists with multiple productions or projects, but you will need to complete a separate application for each.
- Application fees are waived for unsalaried independent artists and producers. For all other applicants, a fee of AUD\$50.00 (inc GST) applies for each application. The application fee is non-refundable, and payment must be made prior to submitting your application.

- You can save an incomplete application and return to it later by clicking “Save and Resume Later” after you progress past the first page of the form. Copy the unique link provided to return to your application.

This will only save any information entered so far. You will need to save a new link to include any new information added to your application.



The screenshot shows a web form titled "Save and Resume Later". It contains the following text: "Please copy the link below, and save it in a safe place. You can use this link any time within the next 30 days to resume answering questions on the form." Below this is a red-bordered warning box: "Without the link, the data you have entered cannot be retrieved, and you will have to start filling out the form at the beginning." A blue hyperlink is provided: <https://apaca.formstack.com/forms/?i-6891211-Manckf2bz1>. Below the link, it says: "Want us to email you this link? Enter your email below and click 'Send save and resume link'." There is an input field for "Your email address" and a blue button labeled "Send save and resume link".

Do not simply exit your browser. We cannot retrieve partially completed applications on your behalf.

START YOUR APPLICATION

<https://apaca.formstack.com/forms/2024apaxapplication>

For more information or assistance with your application, please contact Programs Manager Lynda de Koning at lynda@paca.org.au
