

APAX

ARTS MARKET PROGRAMMING FRAMEWORK



2024 AUSTRALIAN PERFORMING ARTS EXCHANGE

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APAX 2024
19 - 23 August, Naarm / Melbourne
+ Advance Pitching Program

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Chris Herzfeld, Camlight Productions.

Don't have time to read this in full? Have questions?

You are warmly invited to join us for an online information session on **Thursday 21 March**:

1.00pm AEDT: National Presenter Outlook. Find out more about current trends in presenting and programming.

2.00pm AEDT: Arts Market Applicant Information Session

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

[REGISTER](#)

The purpose of this document is to articulate the programming priorities of the performing arts market at the 2024 Australian Performing Arts Exchange (APAX), for potential applicants to determine their readiness to apply and present.

It's our version of a Programming Statement.

Please also refer to the *APAX Application Guide* and *Form Preview* for specific advice about completing your application.

About APAX

APAX is the Australian national arts market and professional development conference that supports the touring and presenting ecologies, and cultivates the relationships that deliver presentation outcomes for audiences and communities across Australia.

Complementing the formal pitching program is an array of structured and unstructured opportunities to connect and network.

The types of work programmed at APAX are professional, often subsidised contemporary works, with some commercial projects also profiled. Projects may include tour-ready works, community based site-specific works, residencies, and project concepts or projects in development.

The artforms programmed include theatre, contemporary dance, circus, physical theatre, participatory/immersive works, ballet, music (classical, contemporary, new, world etc), opera, cabaret and musical theatre. (We consider children to be an audience, not an artform.)

The presenting organisations who attend APAX are primarily regional and metropolitan venues and festivals, and major capital city arts centres across Australia.

APAX – Market Objectives

1. Connect tour-ready work and projects in development to potential buyers (presenters) and other collaborators.
2. Establish and expand national networks and partnerships.
3. Profile leadership, best practice and new touring models to drive sector innovation.
4. Enhance curatorial skills and drive diverse and dynamic programming choices.
5. Provide a forum for important sector conversations about issues affecting presenting, touring, and sector sustainability and prosperity.

2024 Programming Priorities

PAC Australia recognises there are ongoing gaps within the presenting ecosystem, and we strongly encourage individual and company applications from First Nations people, people from diverse backgrounds, d/Deaf and disabled people, and gender-diverse people.

Other priorities for 2024 include:

1. Works that elevate First Nations storytelling and build opportunities for presentation outcomes for First Nations artists and companies.
2. Works that can demonstrate audience demand, have an impact in communities, or tell important stories of our time.
3. Works that demonstrate new ways of working, whether that be in the system of touring, innovative partnerships or engagement with presenters and audiences.
4. Works that may be available for touring straight out of season (or other strategies for reducing the call on remount costs).
5. While not an assessment criterion, we strongly encourage applications that prioritise wellbeing and environmental sustainability in their touring strategy.

2024 Format

In 2024 APAX will be held in Naarm / Melbourne from Monday 19 – Friday 23 August.

The program will be presented in two key components:

Performing Arts Market	<p><u>IN ADVANCE - Thursday 8 August</u> Advance Pitching Program* and Know Before You Go session (ONLINE 1-3pm AEST)</p> <p><u>Monday 19 August</u> Evening networking/opening event.</p> <p><u>Tuesday 20 August</u> Pitches, showcase performances, artist profiles and company updates.</p> <p><u>Wednesday 21 August</u> Roundtable discussions, presenter updates, meeting opportunities and the Impact Awards.</p>
Conference	<p><u>Thursday 22 – Friday 23 August</u> Keynotes, plenaries, roundtables and breakouts.</p>

In the 2024 market program we plan on providing slightly shorter and fewer pitch / presentation opportunities than previous years, to create more time in the program for artists/producers and presenters to directly engage with one another.

***What is the Advance Pitching Program?**

Now entering its third year, the Advance Pitching Program is presented online and enables presenting organisations to engage their teams in the curatorial process, with marketing, technical, and programming staff collectively watching some pitches in advance of the main program, and provide opportunities for collective decision making about which works to engage with in person at APAX.

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 an in-person pitching spot.

It is expected that artists or companies selected for the Advance Pitching Program attend APAX to build on interest generated through the online program.

In 2024, the Advance Pitching Program will be a single session in an accessible Zoom meeting format. This session will be live and available to anyone (you don't need to be registered for APAX to attend). Extracts from the session will also be screened at APAX, to keep the content front of mind for delegates.

ADVANCE PITCHING PROGRAM (online presentations)

Presentation formats for online presentations in the Advance Pitching Program include:

- Production / project pitches (8 minutes)
- Artist profiles (8 minutes)
- Company or strategic updates (8 minutes)

IN-PERSON PRESENTATIONS

There will be approximately 35 opportunities to present at APAX in person and in a variety of formats.

Presentation formats for APAX in person can include:

- Production / project pitches (8 minutes)
- Artist profiles (8 minutes)
- Company or strategic updates (8 minutes)
- Showcase performances (excerpts – 15 minutes)

- Roundtable conversations (NOT an extended pitch, rather an opportunity for a longer conversation with a small group about a work in development, concept, partnership opportunity, etc.)
- Other performance experiences or installations.

There will be a range of structured networking opportunities across the market to support these presentations and meaningfully connect delegates.

IMPORTANT #1: If you have an idea to better present your work in a more suitable format – let us know! We will keenly embrace less prescriptive format suggestions and will work with you to ensure your work is presented in the most effective way possible.

IMPORTANT #2: If you are not selected for the APAX program in 2024 we still strongly encourage your attendance to experience the market and expand your network in this actively engaged environment. We can support your attendance by including your work in a “*1 minute short*” series of pre-recorded digital presentations. These are bite-size videos screened to the full in-person delegation on the first full day of APAX so you can alert delegates to your presence at the event and introduce your work/production/company.

Due to timing constraints, there will only be about 10 of these *1 minute shortspots* 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:

Applicants must:

- ✓ be either Australian or New Zealand producers, creators or presenters.
- ✓ 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.

You can find out more about the criteria and eligibility at the webinar on Thursday 21 March. Registration details are provided on page 2.

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 or 0438 860 020.

If you would like to discuss the Arts Market Programming Framework in further detail, please contact Programs Manager Lynda de Koning lynda@paca.org.au



www.apax.org.au

admin@paca.org.au

Tel: +61 8 9221 8992

Please note: While we have staff working across WA, QLD, VIC and SA, our head office is in WA so phone calls will be answered between 9am – 5pm AWST.
