APAM

Boorloo/Perth
February 23-27, 2026

APPLICATION GUIDE

APAM OVERVIEW

The Australian Performing Arts Market (APAM) is a strategic initiative of Creative Australia, designed to showcase Australian and New Zealand contemporary dance, theatre, music, and emerging and experimental arts nationally and internationally. APAM 2026-2030 is supported by the Western Australian Government's Department of Local Government, Sport, and Cultural Industries and produced by PAC Australia.

From 2026, APAM will be held every two years in Boorloo Perth on the lands of the Whadjuk people of the Noongar nation and will align with the final week of the Perth Festival.

With multiple entry points for artists and producers based on their readiness to engage with the international market, a range of outcomes will be supported, from selling of fully-realised works, to co-developments and artistic exchanges. APAM will also be investigating and promoting models of innovation across touring, sustainability and the logistics of international mobility.

KEY DATES

Applications open	**Wednesday 9 April 2025**
Applications close	**Monday 26 May 2025 (11:59pm AWST)**

All applicants will be notified of the outcome of their application by 18 July 2025.
APAM program will be announced (and registrations open) in September 2025.

ACCESSIBILITY

Accessibility is central to our planning. We would be happy to have a conversation should you want to discuss your accessibility needs prior to applying, including if you would like to submit your application by video or any other format.

NEED HELP?

Reach out to the team:
apam@paca.org.au
+61 (08) 9221 8992

Support is available between 9am and 5pm, Monday to Friday, **AWST** (Western Australia time zone GMT+8)

APAM WEBSITE

The APAM website is undergoing a refresh and will be re-launched in May – in the meantime key APAM information is available on the APAM page of the PAC Australia website - https://paca.org.au/events/apam

APPLICANT INFORMATION

Am I ready to apply for APAM program?

Eligible applicants will be:

- either Australian or New Zealand producers and artists working in the performing arts
- available to attend, or be represented at, APAM to ensure the opportunity is fully leveraged.

Applicants who can demonstrate an existing international touring or market development strategy will be looked upon favourably.

If you have previously pitched or showcased the work you are applying for at another international arts market, you are still eligible to apply, however we will ask you to include this information in your application.

If you're not ready to apply for the program, or your application is not successful, you are still warmly encouraged to attend APAM as a delegate.

APAM Priorities for 2026

While our outreach is global, presenters within the Asia Pacific region have been identified as a strategic priority. Venues, presenters and markets in this region will be strongly represented at the gathering and works that would be considered of interest to these regions will be considered highly in the programming of APAM.

APAM 2026 will also highlight and showcase Theatre for Young Audiences (TYA). More time will be allocated within the program for these works than other artforms/audiences. However, applications for projects of any artform and for any audience are encouraged to apply.

What can I apply for?

A range of desired outcomes will be supported through the APAM program including:

- Finding presenters or partners for a touring outcome
- Finding partners to co-fund/commission an idea or work in development
- Finding partners for an artistic/cultural exchange not specifically related to a touring outcome
- Introducing your company, or an artist, to international presenters

You can apply for:

- A pitch or general presentation format
- Showcase a performance excerpt
- Showcase a full-length work
- A performance installation or experience

You can also let us know how you would prefer to present your work if it doesn't lend itself to the above presentation types.

IMPORTANT: The number of showcases of full-length work will be highly dependent upon the availability of specific performance spaces that can accommodate your specific technical/show requirements.

Online Information Session

Wednesday 16 April 1:00 – 2:30PM AEST
Support for completing your application – including a Q & A section.

Register for this session and view recordings of previous sessions:
https://paca.org.au/events/apam/

APAM Curatorial Panel

The APAM curatorial panel will include international representation. At time of publishing, the panel is being finalised – this information will be made available on the APAM page of the PAC Australia website as soon as possible.

Applications will be reviewed by the panel based on:

- **Artistic strength** – the calibre of the work, showcasing the quality, relevancy and distinctiveness of Australian and New Zealand artists.
- **Market demand** – the ability of the work to attract both presenters and audiences.
- **Access** – creating opportunities and pathways for artists and audiences to thrive.
- **Impact** – the potential of the work to have an impact on audiences, whether at a large scale or within smaller communities.

Please note, your work does not have to be equally strong across all four of these categories or indeed reference all four. However at least two of these elements should be strongly identifiable in your application.

FAQS

Will I receive feedback if my application is unsuccessful?

APAM does not have the resourcing capacity to routinely provide feedback when notifying unsuccessful applicants of the outcome, however we will endeavour to support any requests for feedback that we receive.

If my application for the APAM program is successful, will this mean I'm in the Perth Festival program and vice versa?

No, Perth Festival and APAM will be making curatorial decisions independent of one another.

HOW TO APPLY

https://apaca.formstack.com/forms/2026apamapplication

You can apply to present more than one project. We need a separate application form for each.

Save your form: You can save an incomplete application and return to it later by:

- click to Next Page
- click 'Save & Resume Later'
- You'll be given a link to save in a safe place. This link will expire after 30 days.
- You will need to save a new link each time you add any new information to your application

BUDGETARY CONSIDERATIONS

We recommend considering the cost of participating in APAM before you apply – here's some information that might help.

Application fee

You'll be asked to pay an AUD$65 (inc GST) fee for each application you submit.

Registration fees

One complimentary registration will be provided for every presentation in the program. Anyone else attending will need to hold a paid registration.

Fees to attend APAM are still being finalised but will sit within a range of AUD400 – AUD 1300. We are devising a new registration model to be as accessible as possible, and the final cost of paid registrations will be based on the size of your organisation and the number of days you participate in the program. There will also be heavily discounted artist passes for a range of APAM events.

Showcasing a full-length work

If you are planning to apply to showcase a full-length work, we strongly recommend that your budget does not rely on selling general public tickets to the showcase in order to subsidise the cost of showcasing, given the high volume of tickets on the market through Perth Festival.

Accommodation & ground costs

Discounted room nights are being secured with a number of hotels including the APAM hub venue, the Pan Pacific Perth. Overall accommodation rates in the Perth CBD will vary from AUD150 – AUD300. Generally speaking, ground costs in Perth are more affordable than other Australian capital cities.

Catering

Catering will be supplied on most days including morning tea, lunch and afternoon tea, subject to the final event schedule.

Funding support

Requests for funding through Creative Australia to attend/participate in APAM should be directed to a general project round. We encourage you to contact the Creative Australia international team regarding funding support for APAM outcomes.
international@creative.gov.au

New Zealand artists and producers should refer to Creative New Zealand's Development Fund for Artists and Producers for support to attend/participate in APAM.

PAC Australia are currently working with funding bodies for all states and territories regarding potential funding support for travel bursaries, and for applicants who are successful in securing a pitch or showcase opportunity. We will communicate these opportunities through the usual channels.