

AUSTRALIAN  
PERFORMING  
ARTS MARKET

# APAM

## Profile Expression of Interest (EOI) Overview

# Profile: APAM Gathering at Asia TOPA

## **APAM Gathering at Asia TOPA** **(Asia–Pacific Triennial of Performing Arts)** **24–28 February 2020**

APAM has prepared this document to step you through Profile; a series of opportunities for the APAM Gathering at Asia TOPA in February 2020.

This document will give a description of what Profile is, how to apply, and the selection process. For more general information on APAM and what to expect at Gatherings, please read the **APAM Program Overview** which you can download from our website.

Profile opportunities are offered through a national expression of interest for Australian and New Zealand artists and arts organisations.

<b>Profile EOIs open</b>	Friday 19 July 2019
<b>Profile EOIs close</b>	12 midnight, Friday 30 August 2019 (AEST)
<b>Notification</b>	by 1 October 2019

### **Apply**

To apply, read this document and, when you are ready, please complete the simple online form **here**.

You can submit two expressions of interest.

### **Contact**

w: [apam.org.au](http://apam.org.au)  
e: [hello@apam.org.au](mailto:hello@apam.org.au)  
p: +61 3 8683 3159\*

\* Please note: because we are travelling for the APAM Roadshow over July and August, the best way to contact us is to email with your questions and some preferred times for us to call you back.

# About

## What is Profile?

Profile is the APAM program profiling the ideas, works and practices of Australian and New Zealand artists and organisations.

At APAM Gatherings, Profile sessions offer opportunities for artists, companies and groups to share their repertoire, ideas and ambitions.

For Asia TOPA, APAM will offer Profile sessions during the day for participants at the Gathering to hear from artists and companies.

There will be three types of Profile session:

**Pitches** / for works in development seeking commission or presentation

**Snapshot** / an insight into an artist or company's body of work

**Tour-Ready** / for works with a completed premiere that are ready for further touring and presentation seasons

By grouping Profiles into these three session types, we hope to invite collaboration, exchange and opportunities for artists and organisations at all stages of a works' lifespan.

All Profile sessions are open to both Australian and New Zealand artists and companies.

More information on each of these sessions is provided later in this document.

## Profile selection process

Following the call out, Profiles will be selected by a curatorial panel for the APAM Gathering at Asia TOPA.

Successful applicants to Profile will articulate clear and well-timed market development objectives, and will consider those attending the APAM Gathering as potential advocates and supporters.

APAM anticipates that national and international presenters participating in the Asia TOPA Gathering will have a broad set of objectives and interests including, but not limited to, Australian and New Zealand work and engagement and collaboration in the Asia-Pacific region.

## APAM curatorial panel

APAM's curatorial panel will assess and curate all Profile sessions. The panel will also influence the wider Asia TOPA Gathering by contributing to other APAM programs and events, and determining priorities for international visitor invitations.

The APAM curatorial panel for the Asia TOPA Gathering includes: Angela Conquet, Dancehouse; Annette Shun Wah, Contemporary Asian Australian Performance; Eva Grace Mullaley, Yirra Yaakin; Louise Partos, Artback NT; Lynn Fu; Madeleine Flynn and Tim Humphrey; Merindah Donnelly; Natalie di Risio, The Last Great Hunt; Sasapin Siriwanij, Bangkok International Performing Arts Market (BIPAM); Steph Walker, Auckland Arts Festival; and Stephen Armstrong, Asia TOPA.

Please send any enquiries to APAM; not the panel. All panel meetings will utilise a conflict of interest process for curatorial members and APAM staff.

## Profile sessions

Each Profile slot will be no longer than 15 minutes and you will need to set-up in 5 minutes or less and be able to present after one short technical rehearsal. Each Profile session will include between 5–10 Profile slots.

Each Profile session will be hosted by an arts leader as an MC who will introduce you and facilitate questions. APAM will connect you with the host MC prior to the Gathering.

The exact format for each Profile session will be developed in consultation with your host MC.

### **If invited to Profile**

If you are invited to Profile, APAM will offer one free registration. If there are other collaborators or participants required for your Profile slot, they will receive a session pass.

You, or someone who can represent you, will need to be present for the full 5–days of the Gathering. Outside of the one free registration, all costs to attend the Gathering are at the participant's expense.

### **The three Profile categories are:**

#### **PITCH / for ideas or works in development seeking commission or presentation**

Pitch is for works and ideas at commissioning, research or early development stage. Projects may include partners and confirmed presentation opportunities but must not have premiered at the time of the pitch. Applicants must be clear about the investment or opportunities that they are seeking through the pitch.

#### **SNAPSHOT / an insight into an artist or company's body of work**

Snapshot offers artists or companies an opportunity to connect artistic practices, processes, investigations, forms, or subject matter across a body of recent work. The repertoire of works presented in Snapshot can be at different stages of development.

#### **TOUR-READY / for works with a completed premiere**

Tour-Ready is for single works that have already had a premiere season and are available to tour. APAM encourages Tour-Ready Profiles to involve a presenter who can advocate with artists and companies about the work (in person, or pre-record).

Tour-Ready Profiles will prioritise artists and companies who are presenting work immediately before or after the Gathering dates (including interstate presentations).

## Online form

Apply for a Profile by completing the online Expression of Interest (EOI) form [here](#).

We've shown the questions the form asks below if you want to plan in another document first.

There is no SAVE button on the form, once submitted you cannot make changes.

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- **Name of work/s** / a working title for your Expression of Interest
- **Profile opportunity** / select which of the Profile sessions you are applying for: Pitch, Snapshot or Tour-ready.
- **Contact first Name**
- **Contact second Name**
- **Position**
- **Organisation (if applicable)**
- **Contact email**
- **Contact phone number**
- **Website**
- **State/ Territory**
- **Artist/ Company type** / select which of the following best apply: Independent artist, collective/ group, Project Company (unfunded), Company (recurrent funding), Major Performing Arts Company, Major Institution/ Government/ Venue, Other
- **Artist or Organisation bio** / 300-word short bio
- **Artform** / select as many that apply: Dance, Theatre, Emerging, Experimental, Something else
- **Artists identify as** / select as many that apply: Aboriginal, Torres Strait Islander, First Nations, Artists with a Disability, Deaf, Culturally and/or Linguistically Diverse, LGBTIQ
- **Choose three words that describe your work**
- **Target regions** / select as many that apply: Africa, Australia, Europe, New Zealand & the Pacific, North America, North Asia, South America, South East Asia
- **Promo image** / please supply a promotional image if applicable
- **Video URL (if applicable)** / If you have a trailer or full-length documentation of the project, please provide
- **Video password**

The online form will then ask for 3 x 1-page attachments.

- **Outline (max 1 page)**
- **Market development plan (max 1 page)**
- **Financial model (max 1 page)**

Please supply attachments as .pdf or .doc or .docx files. An overview of what to address in each attachment is provided on the next page.

APAM welcomes you to upload attachments in a format or style that best communicates your Profile opportunity. You do not need to provide a full 1-page of written material; short, succinct and easy to navigate information is preferred.

# Attachments

## OUTLINE (max 1 page)

Upload a 1–page outline of what you plan to talk about in your Profile. The format and what you choose to include is up to you; the panel will use this to get a sense of the quality, ambition, and context of your project/s and your capacity to clearly communicate this to others.

The APAM curatorial panel will want to see a vibrant, succinct and exciting description of your Profile (Pitch, Snapshot or Tour–Ready).

You will need to give some fundamental information about the project/s: the who, where, what and how. As an additional prompt, you might consider including: a creative rationale, partnerships, recent developments or project evolution, social or political context for the work/s, other similar projects in recent years, audience or critical responses, outline of the process, artist profiles, or further artistic questions to explore.

## MARKET DEVELOPMENT PLAN (max 1 page)

Upload a 1–page outline of your market development plan as it relates to your Profile. This document must include the outcomes you expect to have as a result of a Profile opportunity.

Your market development plan can be as simple or as detailed as you like but should articulate how you imagine engagement in your target region unfolding. For example:

- a summary of recent and upcoming activities, seasons, tours, developments, residencies and national/ international exchange

- an outline of your current and potential future contacts, advocates and networks
- who might be interested in you or this work, and why? An idea of target markets or regions for this work considering scale, artform, genre, country, language, content
- short, mid and long–term ambitions and plans for the work and the artist or company
- how your proposal might be of interest to prospective national or international audiences, and the context of your work artistically, socially or politically in your target regions.

## FINANCIAL MODEL ( max 1 page)

Upload a simple 1–page financial model for your project. No need to be complicated — this should show the kind of request you might provide to a potential presenter or commissioner if they like the sound of your Profile.

For example, you could provide:

- a topline budget for the premiere of your new work
- a basic commissioning budget
- an example request to a presenter for an international residency: flights, accommodation, per diems and fees
- a deal proposal: like weekly touring costs or a flat presentation fee

The panel will only review your financial model to understand the viability and scale of your project, and the kind of investment or engagement you are requesting from presenters. We won't hold you to it!