

APAM

AUSTRALIAN PERFORMING ARTS MARKET

2016

BRISBANE / AUSTRALIA

22-26 FEBRUARY



Dedicated to a better Brisbane



Queensland
Government



Tourism and Events
Queensland

APAM 2016 Trailer



View the APAM trailer on [YouTube](#)

Save the date

- When: Monday, 22 February – Friday, 26 February 2016
- Where: Brisbane, Queensland

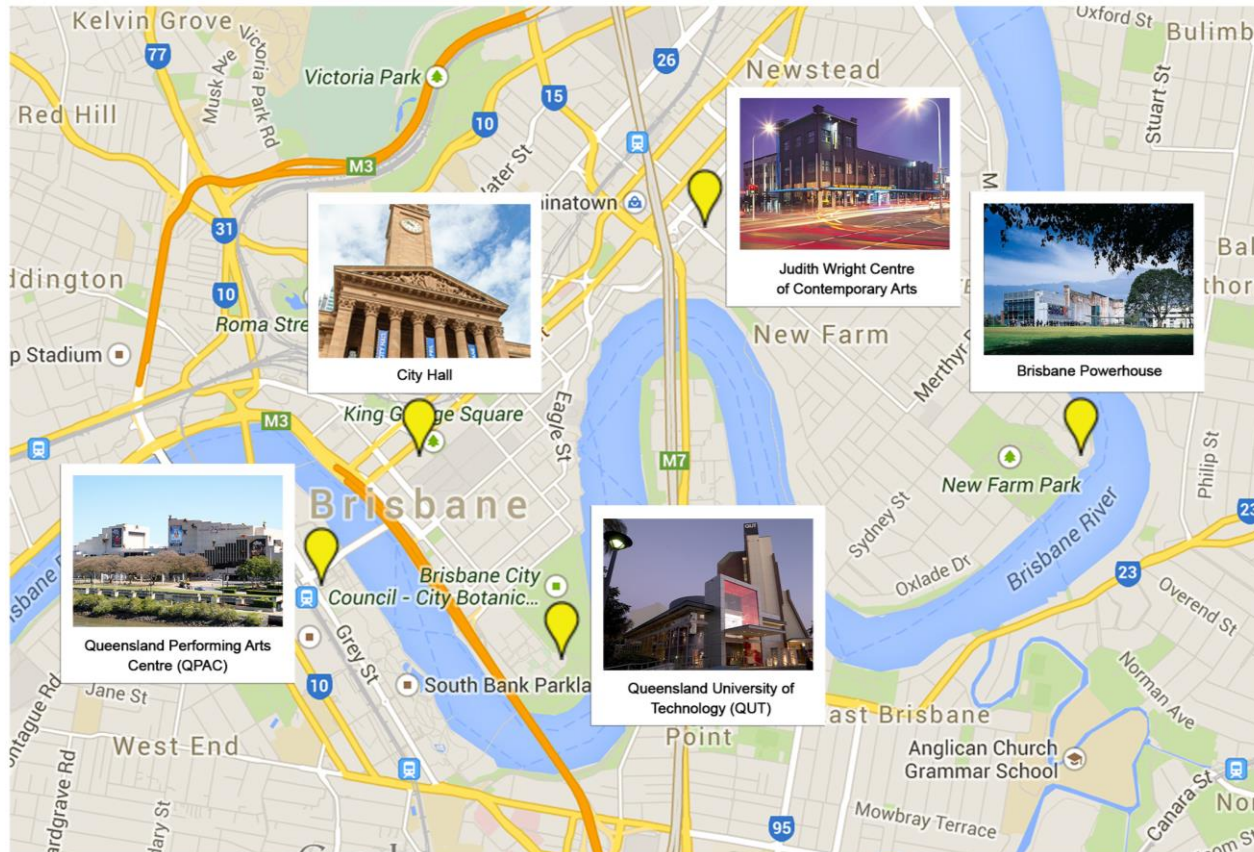


Showcase – Trade Winds. Marc Grimwade 2014

What is APAM?

- Leading biennial industry event for contemporary performing arts in Australia and the Asia Pacific Region
- APAM's key purpose is to increase international and national touring opportunities for Australian contemporary performing arts groups and artists.
- APAM 2016 will coincide with **WTF**, Brisbane Powerhouse's contemporary performance event.

Venues



Why artists should apply?

- **Present** live to an international and national audience of presenters
- **Introduce** the artistic creator behind a work
- **Build awareness** of your organisation and practice
- **Meet face-to-face** with presenters, agents and influencers
- **Reconnect** with colleagues
- **Find new collaborators & make new contacts**
- **See** latest works by Australian and New Zealand peers
- **Update** your international market development knowledge
- **Explore** national and international touring opportunities

What is involved?

- Program application by **1 July 2015**
- Showcase or Pitch work at APAM 2016
- APAM provides: venue, crew, 1 delegate pass, promotional opportunities.
- Company/ artists cover all other costs e.g. travel, accommodation, freight, artist fees.
- Professional representation at APAM
- For an additional delegate pass, delegate registrations open **21 October 2015**

The Application includes:

- Key contact for application
- Information about work
- Production information
- Promotional material
- Market development plan
- Support material



Showcase – Forklift. Marc Grimwade 2014

The Exchange Program

The Exchange Program at APAM provides the opportunity for a focused program of conversation, dialogue, networking opportunities and engagement between delegates.



Marc Grimwade 2014

Key Dates

- 04 March 2015 - Program applications and booth holder EOIs open
- 01 July 2015 - Program applications close
- 04 September 2015 - Notification of program applicants
- 14 September 2015 - Booth holder EOIs close
- 23 September 2015 - Notification of booth applicants
- 30 September 2015 - Booth holder fees due



Key Dates

- 21 October 2015 - APAM 2016 program announcement & early bird delegate registrations on sale
- 04 December 2015 - Early bird delegate registrations close
- 15 January 2016 - Delegate registrations close (if not sold out prior)
- **22 - 26 February 2016 - APAM**



2014 Review and Outcomes



APAM 2014 Opening Ceremony



Marc Grimwade 2014

APAM 2014 Overview

Participants

- 627 delegates - 186 international delegates
- 389 artists, crew, producers aligned to specific showcases
- 90 staff
- 72 volunteers

Program

- Showcases: full length, excerpt and outdoor/site specific presentations
- Pitches: works in development
- On display booths
- The Exchange Program



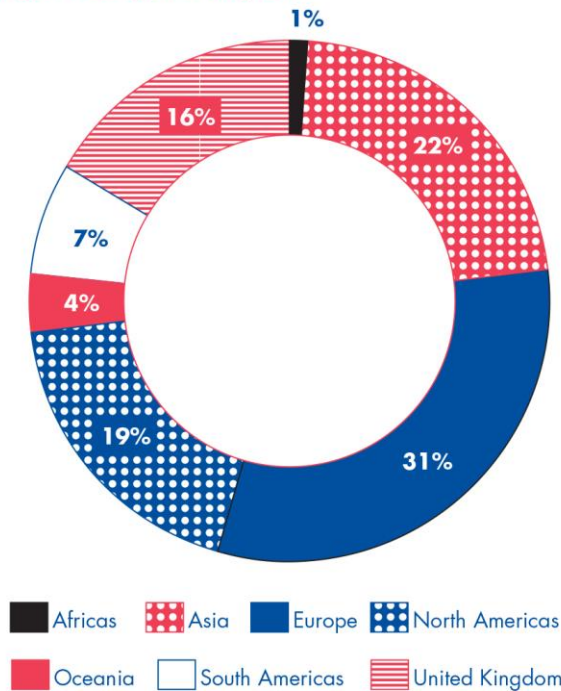
APAM 2014



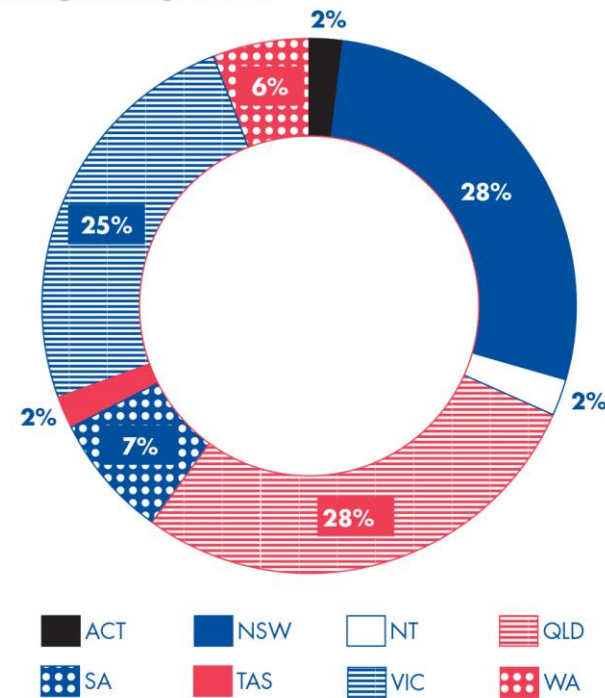
APAM 2014 Key Statistics

- Over 600 delegates from 30 countries

Target Delegate Regions



Delegates by State



APAM 2014 Key Statistics

- 78 showcases: excerpts and full length presentations of new Australian and NZ work
- 15 pitches: moderated pitch sessions of work in development
- 17 events within The Exchange program
- Additional stakeholder functions
- 15 booths showcasing 22 companies and arts bodies: purchased space for national and international artists and companies to promote their work



Showcases: 133 applications received 27% increase from 2012
37 companies presented

Pitches: 86 applications received 25% increase from 2012
15 companies presented

Evaluation

QUT's Research & Evaluation Unit is completing a research and evaluation study over six years to track:

- Export opportunities
- Collaborations and partnerships
- A review of the delegate experience & the content
- Structure and management of APAM



APAM Outcomes

After rigorous event feedback and evaluation, APAM 2016 will see new additions and some changes.

Examples include:

- Introduction of mobile app to guide delegate experience
- A stronger platform for booth holders
- Streamlined daily program



APAM Outcomes

2014 Outcomes

International outcomes

- Australian season at Dublin Theatre Festival 2014 including performances of Nicola Gunn's *Hello my name is* and ILBIJERRI Theatre Company's *Jack Charles V The Crown*
- Antony Hamilton's *Black Project 1* presented at Taipei Arts Festival 2014
- PVI Collective's *Deviator* at Malmo Festival, Skanes Dansteater, Sweden, August 2015

National outcomes

- Vicki Van Hout's *Long Grass* at Sydney Festival 2015
- Six week, ten venue tour of Force Majeure's *Never Did Me Any Harm* in 2016

Showcase – The River Eats






Marc Grimwade 2014

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