

AUSTRALIAN  
PERFORMING  
ARTS MARKET

APAM

# APAM Gathering at Darwin Festival

## Expression of Interest Overview: Profile

### ARTISTS & MAKERS

APAM has prepared this document to walk you through **Profile**: a series of opportunities for the APAM Gathering at Darwin Festival in August 2021.

This document will give a description of what Profile is, how to apply, and the selection process. Profile opportunities are offered through a national expression of interest for Australian and New Zealand artists and arts organisations.

Please note that if your project has been presented as a Profile or Showcase during a previous APAM, it is ineligible for Profile consideration as part of APAM Gathering at Darwin Festival.

To apply, read this document and, when you are ready, please complete the online form here: <https://airtable.com/shrgZC6y3cT7SCrzw>

The APAM Gathering at Darwin Festival will focus on works which consider diversity in form and practice, works which sit seemingly alongside a multi-artform festival and are driven through collaboration. In curating Profile within the Gathering at Darwin Festival, we want to hear about works which consider space and site.

### **Key Dates**

- + Profile EOIs open 9 March 2021
- + Profile EOIs close 16 April 2021
- + Notification of successful EOIs 30 April 2021
- + Digital Gathering Dates 10–19 August 2021
- + In–Person Gathering Dates 14–17 August 2021

### **Contact**

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# About

## What is Profile?

Profile is the APAM program profiling the ideas, works and practices of Australian and New Zealand artists and organisations, as well as international presenters of Australian and New Zealand performance work.

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

At the APAM Gathering at Darwin Festival, all Profile sessions will be presented online to ensure their accessibility to all delegates.

Online formats may include: one or more Profile participants speaking live to webcam or camera; use of images and pre-recorded content; live or pre-recorded Q&A.

There are two Profile categories for Artists & Makers, and one Profile category for Presenters & Curators.

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

Applications that address new modes of international mobility are encouraged.

## Profile selection process

Following the close of EOIs, Profiles will be selected by a curatorial panel for the APAM Gathering at Darwin Festival.

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 Darwin Festival 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 all EOIs and curate the Profile sessions. The panel will also influence the wider Darwin Festival Gathering by contributing to other APAM programs and events, and determining priorities for international visitor invitations.

The APAM curatorial panel for the Darwin Festival Gathering includes: Rachael Azzopardi, Jacob Boehme, Merindah Donnelly, Louise Partos, Felix Preval, Joyce Rosario, Mina Wang.

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

## Profile sessions

Each Profile slot will be no longer than 10 minutes. Each Profile session will include between 5–10 Profile slots.

All Profile sessions will take place online and may be a mix of pre-recorded and live content.

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 the APAM team.

### **If invited to Profile**

If you are invited to Profile, you will be entitled to one free Gathering registration. At the time of accepting the offer to profile, you'll need to confirm whether you will attend the Gathering online, or in person in Darwin.

In accepting the invitation to Profile you agree to attend or have representation for the duration of the Gathering either digitally or IRL. IRL attendance is four days. The Digital Gathering is spread over ten days with a daily commitment of a couple of hours.

The two Profile categories are:

### **HERE'S WHAT WE MADE**

APAM invites artists and companies to pitch performance works which have already had a presentation in some form, whether in-person (theatre, site specific) or digitally. The work must have been presented in some form prior to 10 August 2021.

This opportunity is for Australian and New Zealand performing artists and companies seeking future presentation opportunities, and/or seeking commissioning or presenting partners in remaking the work for new presentation formats.

### **HERE'S OUR IDEA**

APAM invites artists and companies to pitch ideas and works in development: either in-theatre, site specific, digitally, or any other format. This category also includes works which have a premiere presentation confirmed, taking place after the Gathering.

This opportunity is for Australian and New Zealand performing artists and companies seeking partners for creative collaboration, commissioning, and premiere presentations in a variety of formats.

## Online form

Apply for a Profile by completing the online Expression of Interest (EOI) form:

<https://airtable.com/shrgZC6y3cT7SCrzw>

We've shown the questions the form asks below so you can plan in another document first. There is no SAVE button on the form. Once submitted you cannot make changes.

- **Name of project** / a working title for your Expression of Interest
- **Profile opportunity** / select which of the Profile sessions you are applying for: HERE'S WHAT WE MADE, or HERE'S OUR IDEA
- **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 Practice, Circus & Physical Theatre, Multi Artform, Multigenerational Audiences
- **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
- If you selected 'Aboriginal', 'Torres Strait Islander' and/or 'First Nations', does the lead artist(s) of the work self-identify as First Nations person(s)? If the representative of an organisation or collective is submitting this EOI, is that organisation or collective led by self-identified First Nations person(s)?
- **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 promo material which supports the project, please provide no more than 5 mins total.
- **Video password**
- List a maximum of three (3) international presenters, curators or influencers who you'd like at the Gathering to see your Profile. Please include their name, organisation, email address and country.

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

- **Project 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.

# Attachments

Prompts listed are suggestions only. You are welcome to describe your project in the way that makes most sense to you. We encourage you to remember that those reading your EOI may not be familiar with you or your work. We welcome you to upload attachments in a format or style that best communicates your project and your intentions for it. Short, succinct and easy to navigate information is preferred.

## PROJECT OUTLINE (max 1 page)

### Prompts:

- + What project/s do you plan to talk about in your Profile?
- + List the three key aspects of your company or practice.
- + List the three key aspects of your project.
- + What is the creative rationale of the project/s?
- + What is the context of your artistic practice or company?
- + Where would you like to have it presented?
- + What audiences would you hope to attract; who is it written for?
- + Who are your partners or collaborators?
- + If your partners or collaborators include First Nations individuals and community members, please specify who has agreed to collaborate with you. How are you prioritising the telling of First Nations stories by First Nations persons in a way that upholds principles of self-determination?
- + What is the background of the project? What political or social contexts does it sit within?
- + Tell us about the evolution of the project?
- + What development process is it going through / did it go through?
- + What have been the critical responses and/or audience responses to past work?
- + What artistic developments do you plan for this project to undertake in the future?
- + How is the work adaptable to disruption in a post-COVID landscape?

## MARKET DEVELOPMENT PLAN (max 1 page)

Please note, this plan is not a Marketing Plan, but a plan for the development of a market for your work.

### Prompts:

- + Which regions are you focusing on for this project? Have you had experience in these regions before? Do you have existing contacts or networks in the region?
- + Have you undertaken recent activities (seasons, tours, residencies, developments or collaborations) in the region?
- + Who might be future international contacts or advocates for the work?
- + Why would they be interested in the work?
- + What would the work gain from a network in this region?
- + What are your short-term ambitions for the work / artist / company?
- + What are your long-term ambitions for the work / artist / company?
- + How do aspects of the work (scale, artform, genre, language, content, themes) connect to the target region?
- + How do you imagine your future engagement with your target regions unfolding?
- + What outcomes do you expect to have as a result of a Profile opportunity?
- + How is the work future-proofed against further disruption in the market?

## FINANCIAL MODEL (max 1 page)

This is to understand the viability and scale of your project, and the kind of investment you are seeking.

### 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