

AUSTRALIAN
PERFORMING
ARTS MARKET

APAM

Program Overview



APAM 2020–2024 is an initiative of the Australian Government through the Australia Council for the Arts, and the Victorian Government through Creative Victoria.

January 2022

Introduction

The Australian Performing Arts Market (APAM) works year-round, and across Australia, to connect contemporary Australian theatre, dance, emerging and experimental art with international and national opportunities.

APAM deepens relationships and creates new markets and pathways across the globe for contemporary Australian performance. If you are an Australian artist or company, a venue, a festival or an international presenter or producer, APAM invites you to connect through the APAM Office.

The History of APAM

25 years of development: The Australian Performing Arts Market (APAM) was established in 1994 by the Australia Council for the Arts. It was held as a large-scale, curated, biennial event in Canberra (1994–1998), Adelaide (1998–2012), and Brisbane (2014–2018).

APAM is currently being delivered by Creative Victoria as the APAM Office. The APAM Office is committed to exploring what a useful and effective market is – even more since the recent disruption of the pandemic – through a model of experimentation, testing and trialling different ways of working.

APAM acknowledges the Traditional Owners of country throughout Australia and recognises their continuing connection to land, waters, communities, and culture. We pay our respect to Elders past and present and, through them, to all Aboriginal and Torres Strait Islander people.

Principles

- + First Nations as central
- + Reciprocity
- + Artist-centric
- + Sustainable and equitable
- + Experimentation
- + Asia-focused

First Nations Focus

Central to APAM's continued success is the celebration of Aboriginal and Torres Strait Islander artists, companies and communities.

APAM works with ILBIJERRI Theatre Company, an internationally significant First Nations-run and led performing arts company, as the First Nations Lead for APAM. ILBIJERRI brings extensive expertise and leadership to APAM, and focuses in particular on building capacity, skills, and networks among First Nations arts leaders. The First Nations Advisory Group frames and guides APAM's First Nations relationships and programming, ensuring that cultural sensitivity and consideration are embedded in APAM's processes. The First Nations Advisory Group comprises performing arts sector leaders from First Nations across the country. They guide the work of the First Nations producing team employed by ILBIJERRI, who are based in the APAM Office. The First Nations Advisory Group has a rotating membership to connect to community and specialised knowledge around Australia.

Who is APAM for?

Australian and New Zealand performing artists in the global marketplace. International artists, producers and presenters looking to connect with Australian and New Zealand artists.

APAM is a strategic initiative of the Australia Council for the Arts. It is designed to showcase Australian and New Zealand contemporary dance, theatre, emerging and experimental arts nationally and internationally.

APAM seeks to work with artists and organisations that have strategic market development plans and engage professional artists. APAM operates at a national level as well as an international one. APAM's events and activities take place in different locations across the country, giving participants a variety of opportunities and situations to build their market development capacity and develop interstate and international relationships and networks.

What's APAM's purpose?

As a strategic initiative of the Australia Council for the Arts, APAM has operated for 26 years. The impact of this investment history is that Australian and New Zealand artists and arts organisation are well-connected, savvy and resilient market leaders. They work across a spectrum of international engagement that includes touring, co-commissioning, collaboration and residencies.

APAM is currently delivered by Creative Victoria and has evolved to reflect the increasingly connected, sophisticated and established Australian performing arts sector. The role of APAM is to deepen relationships through exchange, reciprocity, and hospitality.

APAM's three functions

- 1.** An APAM Office, open year-round to facilitate visitors to Australia. Based in Melbourne with a national remit, a small, dedicated staff of advocates is ready to welcome, host and connect international artists, presenters, and partners with contemporary Australian performance.
- 2.** Hosting 1–2 annual APAM Gatherings at established festivals around Australia. Gatherings replace the previous biennial market events, increasing the number of APAM events and the diversity of contexts in which to visit performing arts communities around the country.
- 3.** Market intelligence for contemporary Australian performance. APAM will serve as an Australian-based hub of market intelligence that will benefit contemporary Australian performance and its advocates internationally.

The APAM Office

The APAM Office is open year-round, serving as both a physical and virtual welcome desk for inbound visitors and delegations to Australia, including outside Gatherings. The experienced team at the APAM Office is open to international visitors who are interested in connecting with contemporary Australian performance. Although Gatherings will be the main focus of APAM and the most popular time to visit, the APAM Office offers itineraries, platform events, or networking opportunities for international presenters, artists and producers to connect with the Australian sector.

For programs and opportunities run by the APAM Office keep an eye on the [opportunities](#) section of our website or sign up to our monthly [enews](#).

Market Intelligence

The APAM Office is Australian-based hub for market intelligence about and for the contemporary performing arts.

APAM develops resources, tools and intelligence-sharing programs to assist the sector in keeping abreast of changes and shift in the international market.

Programs include the APAM Wire series held monthly. Keep an eye on the Resources section for our website for new developments.

APAM Gatherings

APAM hosts 1–2 Gatherings each year around Australia. Like previous markets, APAM Gatherings invite participants to pay a registration fee to attend, alongside other participants whose attendance is subsidised. Gatherings will include programs such as pitches, exchange of ideas, and networking that you've come to expect at APAM and other performing arts markets.

APAM Gatherings are held at a range of festivals and cities, allowing participants to experience Australian contemporary performance on a variety of scales and through various lenses. Some APAM Gatherings will have an artform-specific context or special interest area. All Gatherings will include significant contributions from First Nations artists and companies.

APAM Gatherings enable national and international presenters to experience Australian and New Zealand contemporary performance in context and under ideal presentation conditions: at full scale, full length, with uncompromised production values, and with a public audience.

In the wake of the COVID-19 pandemic, Gatherings will be held as hybrid events: accessible both online and in-person (travel restrictions permitting).

APAM's partnerships with host festivals will increase the number, diversity and geographic spread of APAM activities. Gatherings draw the sector to established Australian festivals, helping national,

international, artist and industry-focused participants to mingle.

- APAM will make rolling announcements as Gatherings are confirmed at festivals. APAM partners with festivals that:
- Are curated, and that present high-quality works by Australian and New Zealand artists.
- Present and commission new Australian work, remunerating the artists and companies they program.
- Have an established presence in their community and are well attended by local audiences.
- Include significant works and relationships with First Nations artists and companies.
- Are densely programmed, encouraging participants to attend multiple works each day.
- Have an enthusiastic and collaborative relationship with their local performing arts community.

APAM subsidises the attendance of priority international visitors at Gatherings. The purpose of facilitating international presenters' visiting Australia is to assist them to get to know and understand Australian contemporary performing arts. This will strengthen existing relationships and spark new ones.

The next APAM Gathering will be held in May 2023.

What to expect at Gatherings

Participants at Gatherings will experience a range of activities including:

Showcased works in the festival

Curated and presented as part of the host festival.

All showcased works will be available to members of the public. Participants at Gatherings will need to purchase tickets to see showcased works. APAM will ensure a limited number of tickets for all showcased works are made available to Gathering participants.

Profiles

Selected by a national curatorial panel from an expressions-of-interest process.

Profile sessions offer opportunities for artists, companies and groups to share their repertoire, ideas and ambitions. Profile sessions include works in development, tour-ready works which have already had a premiere season, and other curatorial categories responding to market demand.

The curatorial panel will be made up of industry leaders who draw on a range of practice and international experiences. The panel will liaise closely with the Australia Council for the Arts' International Development Managers (IDMs).

Local Partner Events

Curated by presenters and producers who are based in the host festival's city.

Designed to offer participants a window into the contemporary performing arts sector locally, these events are collaborations between APAM and local players. Local partners curate talks, events and programming (not the presentation of full-length works), grouped by genre, form, subject matter, process or special interest.

Exchange

Curated by APAM.

Exchange includes keynotes, panels, talks and networking programs at Gatherings. Exchange is informed by the host festival's context, and incorporates national and international perspectives.

National focus

Within each Gathering there will be a focus on the most relevant dialogues or conversations that need addressing within the national sector. These conversations may be co-hosted by partner organisations and may differ from Gathering to Gathering in agenda, artform or approach.

apam.org.au

hello@apam.org.au

+61 3 9947 1020

G5, 152 Sturt Street
Southbank VIC 3006