

AUSTRALIAN
PERFORMING
ARTS MARKET

APAM

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Associate Producer Position Description

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.



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

July 2022

ASSOCIATE PRODUCER POSITION DESCRIPTION

BACKGROUND & CONTEXT

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. 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.

The principles guiding all APAM's work are:

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

APAM respectfully acknowledges the Boon Wurrung and Wurundjeri people of the Kulin Nation as the traditional custodians of the land on which we work. We pay our respect to Elders, past, present and future.

OFFICE OVERVIEW

As a strategic initiative of the Australia Council for the Arts, APAM operated for 24 years as a biennial market event (1994–2018). 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 2020–2024 is delivered by Creative Victoria and has evolved to reflect the increasingly connected, sophisticated and established Australian performing arts sector. The role of APAM in its new iteration is to deepen relationships through exchange, reciprocity, and hospitality.

APAM's three functions

A. 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.

B. Hosting 1–2 annual APAM Gatherings at established festivals around Australia

C. 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.

A. The APAM Office

The APAM Office is now open year-round, serving as both a physical and figurative welcome desk for inbound visitors and delegations to Australia — even 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 are the main focus of APAM and the most popular time to visit, the APAM Office offers itineraries, informal events, or networking opportunities for visiting international presenters to meet the Australian sector and make their visit more productive.

B. APAM Gatherings

APAM hosts 1–2 annual Gatherings around Australia. 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 Australian festivals and cities, which will allow 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. They can be up to five days in length — often shorter — and are calibrated to the context of the host festival. 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.

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's next Gathering will be held in Melbourne alongside RISING Festival in June 2023.

C. Market Intelligence

APAM manages, produces and maintains a number of resources, tools and intelligence-gathering exercises to benefit Australian artists and companies. The APAM website is a key hub for this information.

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 six 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 in order to connect to community and specialised knowledge around Australia.

PURPOSE OF THE POSITION

The Associate Producer reports to the Program Producer and supports the successful delivery of all APAM programs. The delivery plan for APAM Programs includes program management, stakeholder liaison, marketing and communications, participant development and visiting delegations. The Associate Producer implements and monitors timelines, programs and budgets for the timely and effective delivery of Programs in order to deliver the objectives of APAM and maintain a commitment to continuous improvement. The Associate Producer works closely with APAM's First Nations Lead producing team and through them the First Nations Advisory Group. The position is full time and employment contract is via Auspicious Arts.

The position is a full-time yearlong contract commencing in October based in the APAM Office in Southbank. Employment is through Auspicious Arts Projects with a salary range of \$70,000 -75,000 per annum.

KEY RESPONSIBILITIES OF THE POSITION

Program implementation and delivery

- Coordinate the delivery of the Program including but not limited to:
 - A. APAM Office Activity – coordinating information, responses and targeted activities for inbound visitors and delegations including those visiting Australian festivals and platforms.
 - B. APAM Gathering – delivery of successful Gathering events annually.
 - C. Market Intelligence – maintenance and delivery of timely and efficient communications that contribute to the development of the market objectives of Australian companies and artists including mechanisms such as the Wire sessions, APAM's database and the APAM website and social media accounts.
- Provide strong guest hospitality and hosting for visitors – local, national and international – at all APAM programs.

- Coordinate detailed scheduling and stakeholder communication to ensure the seamless delivery of the APAM programs, events and activities.
- Manage and deliver the artist and delegate logistical requirements of the Program in consultation with the Program Producer and First Nations Leads as guided by the APAM Curatorial Panel and First Nations Advisory Group.
- Ensure appropriate risk management procedures are developed and implemented according to the APAM's risk management strategy.
- Develop processes and templates for the recruitment and procurement of APAM volunteers across all areas of the Program as required.
- Coordinates with the Program Producer to run regular and effective Production meetings and administration, specific to upcoming Gatherings.
- Maintain accurate, centralised Program administration, files, correspondence and databases.
- Manages enquiries from artists, industry and stakeholders regarding the Program including managing the relationship with ancillary activities that sits alongside the Program.
- Liaise with stakeholders to assist in their delivery of visiting international delegations.
- Actively participate, host and welcome artists, partners and audiences during the Program.

Communication

- Contribute to the development of the Programs communications strategy.
- Working with and to APAM's marketing, communications and publicity plan to ensure APAM issues timely, clear and consistent communication to relevant stakeholders across a range of platforms including: APAM website, social media channels and e-news.
- Maintain strong connections with all stakeholders, industry and community partners in order to ensure the smooth delivery of events.
- Liaise with internal/external stakeholders and cross-organisational project contacts (including artists, arts and community organisations, producers, staff and other stakeholders).
- Lead in communications including the collection, collation and dissemination of key information to artists, partners, stakeholders, visiting delegates and industry

Finance, Administration and Reporting

- Coordinate planning, budgeting, production and resourcing requirements for programs and activities under the direction of the Program Producer and working closely with short-term staff including the Production Manager and Digital Producer.
- Deliver and negotiate activities to be as cost effective as possible and within budget parameters through collaborations with presenting and venue partners.
- Monitor and manage program related revenue and expenditure to meet revenue targets and operate within budget parameters.
- Contribute to the preparation of stakeholder reports and analysis to ensure APAM's programs and focus are delivering on market development objectives.

- Negotiate and prepare contracts, agreements, funding applications and acquittals associated with designated programs,.
- Coordinate event delivery staff to finalise technical and artist/company/venue schedules.
- Manage the day-to-day smooth running of programs during Program delivery.
- Manage contract and administrative requirements of programs including visa and logistics requirements and ensure necessary paperwork is in place.
- Maintain information and data collection strategies and processes.

KNOWLEDGE, SKILLS AND EXPERIENCE

The role of Associate Producer requires the following knowledge, skills and experience:

- Knowledge of and experience in the complexity of performing arts touring and international exchange.
- Demonstrated skills and experience working collaboratively with diverse artists, companies and / or communities.
- Demonstrated experience in project management – programming, producing and delivering – of industry-focused projects and events from concept to completion.
- Proven ability to work collaboratively with stakeholders and teams to deliver objectives in a diversity of cultural environments.
- Strong proficiency in budget management.
- Strong verbal and written communications skills and administrative experience.
- Strong interpersonal and negotiation skills.
- High level of motivation and energy and the capacity to meet deadlines, problem solve and manage competing demands.

TO APPLY

Please email your application to hello@apam.org.au and include a cover letter outlining your knowledge, skills, and experience as these relate to the knowledge, skills and experience required for the role. Please include your CV and contact information for three referees. Applications that do not include referee details will not be considered.

Applications close 5pm Friday 12 August. For queries, please email hello@apam.org.au
Applicants should be available for interviews to be held on 17 & 18 August.