

The Performing Arts Network of New Zealand (PANNZ)

# ARTS MARKET

## 2019 Application Guidelines

### PANNZ Arts Market 2019 Pitch Applications

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### Tour-Makers 2020 Expressions of Interest

Applications to pitch at PANNZ Arts Market 2019 and Expressions of Interest to tour with Tour-Makers in 2020 will open on **Thursday 16 August**.

If you're considering submitting an application, and/or expressing interest, then read through this guide.

Do not leave applying to the last minute as late applications may not be able to be accepted. If you have any questions – get in touch ahead of time and we can help.

For general enquiries: [info@pannz.org.nz](mailto:info@pannz.org.nz)

# Key Dates

Date	PANNZ Arts Market 2019	Tour-Makers 2020
<b>Thursday 16 August 2018</b>	<b>Applications to pitch at PANNZ Arts Market 2019 open through National Touring Selector (NTS)</b>	<b>Expressions of interest to tour with Tour-Makers 2020 open through National Touring Selector (NTS)</b>
<b>Monday 17 September 2018</b>	<b>Applications to pitch at PANNZ Arts Market 2019 close.</b>	<b>Expressions of interest to tour with Tour-Makers 2020 close.</b>
<b>Friday 5 October 2018</b>	Applicants notified of outcome of their application	Applicants notified if they have been long-listed for touring with Tour-Makers
<b>Friday 12 October 2018</b>	Successful applicants to return signed MOU document as acceptance, and pay pitch fee.	
<b>Thursday 18 October 2018</b>	Delegate registrations to attend PANNZ Arts Market 2019 open.	
<b>November – date to be advised</b>	Online pitching workshop	
<b>Thursday 15 November 2018</b>	Presentation outline to be supplied	Detailed budget, tech specs, and marketing information to be provided
<b>Monday 26 – Wednesday 28 November</b>		Long-list presented at EVANZ (Entertainment Venues Association of New Zealand) end of year conference, feedback sought from venues to inform short-list
<b>Friday 14 December 2018</b>	Final presentations and outline to be supplied	
<b>February – dates to be advised</b>	One-on-one pitching workshops	Applicants notified if they have been short-listed
<b>Tuesday 5 – Thursday 7 March 2019</b>	PANNZ Arts Market 2019	Short-list presented at PANNZ Arts Market 2019, further discussion with potential presenters
<b>End of April</b>		Applicants notified of final outcome

# PANNZ Arts Market Overview

PANNZ core objectives are to promote and encourage a sustainable performing arts touring network, and to facilitate and develop communications networks within the professional performing arts community in Aotearoa New Zealand. As the sole marketplace for performing arts in NZ, the PANNZ Arts Market is integral to supporting the industry. The Market can also play a key role in supporting international opportunities for New Zealand work.

After carefully gathering feedback, consulting with the industry and attending international markets – in Australia and Canada – we are ready to make meaningful changes, and to deliver a revamped programme for PANNZ Arts Market 2019.

## **There will be fewer pitches, but deeper engagement opportunities**

There will be fewer pitches, but presenters will come away with a more in-depth understanding of your work. We've included more opportunities for presenters to see live performance, and for you to provide feedback to presenters – with 15-20minute live excerpts and the addition of 3 x full-length showcases, and Q & A sessions.

## **Breakfast of bright ideas, replaced with “What’s New” encounter sessions**

The breakfast of bright ideas will be replaced by “What’s New”. These encounter sessions will include a standard pitch, and then you will have dedicated time and space to discuss further with presenters who are interested in developing or investing in the work, in order to see it fully realised.

## **Aligning opportunities through a curatorial approach**

Work that is selected by our industry panel, will be chosen primarily on the basis that it is likely to be selected for presentation either in NZ or internationally. The programme will be curated to ensure that presenters are seeing work and meeting artists, and other presenters, that they are interested in having a relationship with in the future.

## **Increased international opportunities**

We will be inviting more international presenters and creating a programme that has more networking opportunities, and time to get to know people, than ever before.

# Tour-Makers Expressions of Interest Overview

Tour-Makers supports the national touring of contemporary New Zealand theatre, music and dance and is a key initiative working toward a sustainable touring network in New Zealand.

We tour professional New Zealand performing arts work, right throughout New Zealand. We have a strong focus on audience development and working toward sustainable audiences. Previous tours include: *Daffodils*, *That Bloody Woman*, *The Mooncake & the Kumara*, *The Modern Maori Quartet*, *Little Shop of Horrors*, *The White Guitar*, *Anzac Eve*, *The Book of Everything*, *Triumphs and Other Alternatives*, *As Night Falls*, and *Jekyll & Hyde*.

If you meet the Tour-Makers eligibility criteria, you may submit an Expression of Interest alongside your application to pitch at PANNZ Arts Market 2019, or you can submit an Expression of Interest for Tour-Makers only. Either way, the process is the same – you just need to indicate your preference when you submit your application (see: Application Process).

For questions about Tour-Makers, contact **Senior Producer Drew James:**  
**[drew@pannz.org.nz](mailto:drew@pannz.org.nz)**.

## PANNZ Arts Market Eligibility Criteria

**Applicants must meet the following criteria to be considered for pitching or showcasing at the PANNZ Arts Market:**

- Be a New Zealand production, produced in New Zealand\*
- Must adhere to agreement deadlines for material and/or technical plans as required

### **Panel Assessment Guidelines:**

- The production is of high quality
- The budget is accurate and achievable
- The Producer or organisation has a track record of successfully pitching, producing and/or touring productions
- Preference given to shows that have not previously pitched or showcased, other than in the following instances:
  - Previously pitched in Breakfast of Bright Ideas, can be accepted for pitch or showcase if they have been premiered
  - Previously pitched, and premiered, can be showcased
- The marketing plan and materials are good quality, with a realistic target audience, audience development and engagement opportunities.

- There is value in presenting this production in New Zealand or internationally e.g. culturally unique, diversity, important New Zealand story, innovative production, educational value, only opportunity
- The production shows potential presenter demand in New Zealand or internationally

### **Full Showcase applications will be assessed for:**

- Technical production requirements to showcase at the Herald Theatre
- International touring goals and capability (please upload and International Strategy if available)

### **Recommended**

- It is strongly advised that all artists/producers who are pitching or showcasing, also register as a delegate and attend all 3 days of the Arts Market to meet and build relationships with Presenters.
- Take up opportunity to attend Pitching workshops (ensuring your pitch is the best it can be)
- Supply as much information as possible in National Touring Selector

## Tour-Makers Eligibility Criteria

### **Productions must:**

- Be a New Zealand production, produced in New Zealand\*
- Be a medium to large-scale production, incorporating a minimum of 3 performers on stage
- Be suitable for venues with a capacity of 200+
- Have already been premiered, or has a confirmed premiere date in venue or festival, by April 2019
- Not already funded by Creative New Zealand to tour. Extensions to funded touring may be considered
- Be available for touring in 2020
- Provide support material including budget, technical specification and marketing materials and plan

### **Panel Assessment Guidelines:**

- The production is of high quality
- The budget is accurate and achievable
- The Producer or organisation has a track record of successfully producing and/or touring productions
- The production is designed, or can be re-designed to tour e.g. freight requirements, set-up time, and achievable lighting and sound requirements in a regional venue context (the production will be assessed and rated by an expert to be made available to the panel)
- The production is accessible for regional communities, shows potential presenter demand
- The marketing plan and materials are good quality, with a realistic target audience, audience development and engagement opportunities.
- There is value in touring this production to regional New Zealand e.g. cultural, diversity, important New Zealand story, innovative production, educational value, only opportunity

\* Note: New Zealand productions may be an adaptation or version of an international work, but must be produced in New Zealand by a New Zealand-based company, and engaging predominantly New Zealand-based artists.

# PANNZ Arts Market 2019

## Presentation Categories

Session Type	Length / Scheduling	Description / Format
<b>Pitches</b>	<p>Live presentations of up to 10 minutes + Q &amp; A session managed by Arts Market MC or session presenter.</p> <p>Scheduled before lunch each day.</p>	<p>A presentation with no performance element.</p> <p>Powerpoint presentation format which may include video content.</p> <p>Presentation outline must be supplied by Thursday 15 November.</p> <p><b>Category in NTS: In Development, Buy Now or Tour Ready</b></p>
<b>Encounters – What’s New</b> <i>(replacing Breakfast of Bright Ideas)</i>	<p>Live presentations of up to 10 minutes to entire delegation and also a meeting with matched presenters to discuss the work further.</p> <p>Scheduled immediately prior to lunch and meetings with interested presenters will be held in a private space over the lunch period for up to 30 minutes (lunch provided).</p>	<p>New ideas that require focused discussion with presenters to develop further.</p> <p>Powerpoint presentation format which may include video content.</p> <p>Presentation outline must be supplied by Thursday 15 November.</p> <p><b>Category in NTS: An Idea</b></p>
<b>Short Showcases/ Excerpts</b>	<p>15 minutes of live performance + 5 minute presentation and Q &amp; A session managed by Arts Market MC or session presenter.</p> <p>Scheduled in the afternoon.</p>	<p>A presentation with a live performance element. May also include a powerpoint presentation as part of the showcase.</p> <p>No technical support (AV/lighting etc.) is available for this presentation, other than standard elements provided for pitches.</p> <p>Presentation outline must be supplied by Thursday 15 November.</p> <p><b>Category in NTS: In Development, Buy Now or Tour-Ready.</b></p>

Session Type	Length / Scheduling	Description / Format
<b>Full Showcases</b>	Full length performances held in the evening.	<p>A full length showcase of works that are tour-ready for international presentation. These showcases must be able to fit on to the Herald Theatre Stage (11m wide x 6.7m deep, 1.1m high. – download tech info at <a href="http://www.pannz.org.nz">www.pannz.org.nz</a>).</p> <p>Venue, lighting and AV elements supplied (please note that tech will be shared with other companies who are also selected for full-length showcases).</p> <p>Full tech specs, including lighting plans, must be ready at time of submitting application. Short-listed applicants will be contacted for this information. Information supplied must be accurate.</p> <p><b>Category in NTS: Buy Now or Tour-Ready.</b></p>

*Note: Only one show can be pitched or showcased in the allocated slot. If there are two (or more) shows that an artist/producer wishes to pitch/showcase these must be put up as separate applications. Productions will be individually assessed on their own merit.*

**National Touring Selector (NTS) Category Key**

Category	Encounter - What's New	Pitches	Short Showcases/ Excerpts	Full Showcase
The Idea	●			
In Development		●	●	
Buy Now		●	●	●
Tour ready		●	●	●

# Application Process

Below are a list of questions that you will be asked when you apply through National Touring Selector.

## 1. What are you applying for?

- Pitch (10-minute presentation + Q&A session)
- Short Showcases/Excerpt (15-minute performance + 5 minute presentation)
- Full Showcase (Full length performance)
- Encounter – What’s New (10-minute presentation + meeting with matched Presenters)
- Tour-Makers ONLY – not applying to present at PANNZ Arts Market

## 2. Would you like to be considered for Tour-Makers 2020?

- Yes – I/we wish to apply to Pitch at Arts Market 2019 and to be considered for Tour-Makers 2020 and my production satisfies eligibility criteria.
- Yes – I/we wish to apply to apply for Tour-Makers 2020 only but not to present at PANNZ Arts Market 2019, and my production satisfies eligibility criteria.

## 3. If you are accepted to Pitch at the Arts Market do you intend to?:

- Attend for the time of my presentation slot only (for which I understand I pay pitch fee).
- Attend for my pitch and as a delegate at the Arts Market (for which I understand I pay a pitch fee and a delegate registration fee, per person, for the number of days I/we attend.)

## 4. Terms & Conditions

- I/we understand that there are no fees for applying to present but that if I am offered a slot at PANNZ Arts Market 2019 I will be sent an invoice for the Pitch fee, which must be paid by the due date for the slot to be confirmed and that non-payment of the Pitch fee may result in my offer being cancelled.

- I/we understand if I am offered a slot or Tour-Makers opportunity that I must accept the offer and provide all the information, including technical requirements and AV presentation by the due date(s) and that failure to do so by the due dates may result in my offer being withdrawn.
- I/we understand that to attend the Arts Market as a Delegate, for more than the length of my Pitch, that I/we will need to register as a Delegate and pay a Delegate registration fee, per person, for the number of days I/we wish to attend.

Below is a list of information that you can include in National Touring Selector (NTS) about your production. Important: You should be as detailed as possible, this is the information that the selection panel will use when assessing your application and its readiness to be presented.

### General Information

This is a summary of key information that will form the front page of your production profile. This will be the only information seen by non-registered National Touring Selector (NTS) users and other producers. It features a short synopsis, a strong review quote and your “hero” image.

### Performance Information

A more detailed synopsis of the production as well as YouTube/Vimeo links. It also outlines the production’s availability, duration and past seasons.

### Personnel

Details of who was involved in the production’s creation and who will go on tour.



## **Fees**

Details of remount fees, weekly fees and royalties. Only the totals in these 3 areas will be seen by presenters. Remount is the cost of preparing a production for a tour. This may involve some re-rehearsal, re-design, preparation of new marketing materials etc. It will be the same for any length of tour.

Weekly fee is the total cost of having the production on tour for a week. It does not include any touring costs, such as vehicle hire, fuel, flights accommodation or living away allowances. It covers wages and fees of the touring party and any company overheads.

Royalties are percentages of net box office income paid to personnel involved in the creation of the work.

You can also list a per-performance rate, a joint venture rate and your basic contract requirements.

## **Marketing**

Details of how a presenter can best market the production. Media reviews, marketing segments, sponsors and what marketing materials will be available. Samples of marketing materials can also be uploaded.

## **Technical Specifications**

This is the most complex section of the profile. It is designed to cope with very large scale productions, so some fields will not be relevant to small scale work. Have a look over this section and judge for yourself how best to represent your work. Note that you can upload your own version of tech specs as a PDF, but it is advisable to also use the relevant online fields. For an explanation of the A to D technical ratings visit: [touringselector.com/about/production\\_ratings](https://touringselector.com/about/production_ratings)

## **Crewing**

List the crew you need the venue to supply here. It is divided into bump-in, performance and bump-out and you need to select the type of crew, the number you require of each and the number of hours.

## **Assets (images, video and other material)**

See the guide about using assets here:

[https://touringselector.com/about/managing\\_assets](https://touringselector.com/about/managing_assets)

# Pitch workshop opportunities

**Market development and pitch workshops will be offered to all successful applicants (for a small fee).**

Working closely with Fenn Gordon, Executive Producer, Tandem, PANNZ has developed the following:

- An online pitch workshop; followed by a one-on-one intensive for artists selected to pitch at PANNZ.

- Individual market development consultations for each of the three artists/arts organisations selected to present full showcases. This can be either to develop international market development plans or refine existing plans.

Online workshop will happen in November (date TBC)

One-on-One Workshops & Market Development Consultations for Full Showcases will be in February (date TBC)

## Fees

**There are no fees to submit an application, but if offered a slot the cost will be \$150 + GST (all categories).**

The fee does not include registration to attend the PANNZ Arts Market and if you do wish to attend (recommended), you will need to register as a

delegate, and pay a delegate registration fee, per person, for the number of days you wish to attend. It is highly recommended that you attend all 3 days of the Arts Market to meet and build relationships with potential Presenters for your work. Delegate registrations open Thursday 18 October.

# Ready to apply?

## Applications open Thursday 16 August 2018

### 1. **STEP 1 Register a user account on National Touring Selector (NTS), unless you already have one.**

Once you register, we will check it through and make sure the basic information is in order and that you have registered in the relevant category. Your account will then be activated and you will receive an email confirming this. This should take less than 2 days. Once your account is active, you can login and begin to build your profile via the Members Dashboard.

### 2. **STEP 2 Create a Producer profile**

This gives an overview of your company and describes the type of work you create. Once you have set up your profile you can add other registered users who will be able to edit and manage your National Touring Selector (NTS) content and who will also receive news and other information.

### 3. **STEP 3 Create a Production Listing**

You can then create a Production Listing for your production. As above, these listings contain a great deal of information about the productions and cover technical needs, marketing, images and video, personnel and costs.

### 4. **STEP 4 To publish your Production you will need a subscription.**

Use promo code **PANNZ#19** to redeem a 12 month complimentary subscription to National Touring Selector (NTS).

### 5. **STEP 5 Enter your production(s) into a Market/Round**

Markets/Rounds give producers the opportunity to offer up their latest works for touring and presenters an opportunity to view and select online productions that they wish to include in their future programs. The PANNZ Arts Market 2019 round (which includes Tour-Makers 2020 expressions of interest) will open on Thursday 16 August 2018.

#### How to enter into the market

- Step 1 Go to the Markets tab on the dashboard
- Step 2 Select the PANNZ Arts Market 2019
- Step 3 Carefully read selection criteria and important dates to gauge your eligibility
- Step 4 Click the Green 'Submit Production' button (bottom of the page)
- Step 5 Choose the production you would like to enter into the Market

#### For more information on National Touring Selector (NTS):

An introduction to NTS for Producers and Artists: <https://touringselector.com/producer/info/process>

How to list a production on NTS: [https://touringselector.com/about/production\\_listing\\_guide](https://touringselector.com/about/production_listing_guide)

# Have questions?

Please email us at: [info@pannz.org.nz](mailto:info@pannz.org.nz) at any time if you have a question.