



The Performing Arts Network of New Zealand
2022 Application Guidelines

PANNZ Arts Market 2022 Pitch Applications

Applications to pitch at PANNZ Arts Market 2022 are open from **Monday 30 August 2021** and close at 5pm, **Sunday 26 September 2021**.

Please apply as early as possible, as late applications will not be accepted.

Before submitting an application for the 2022 PANNZ Arts Market, please take a moment to read through this guide first.

Please join our **PANNZ information hui on Monday 06 September at 11am**

<https://us06web.zoom.us/j/85482459720> to join the Zoom session.

Need help? Please email us at: info@pannz.org.nz at any time if you have a question or need assistance with your application.

Our Kaiārahi Māori is able to assist any Māori arts practitioners and companies. Please email Dolina at dolina@pannz.org.nz

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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 New Zealand, the PANNZ Arts Market is integral to supporting the industry. The PANNZ Arts Market also plays a key role in supporting international opportunities for New Zealand work.

As 2021 has shown us, ongoing uncertainty around alert levels means a hybrid format for the Arts Market is the most viable option for showcasing work and protecting artist resource, therefore we are continuing with this format for 2022. Should a change in alert levels affect the in-person component, we will postpone this element to another date.

The 2022 PANNZ Arts Market will see pitching and showcasing take place over a four-day Digital Arts Market, combined with a one day In Person Market at the end of the week (28 February – 4 March 2022).

Digital Arts Market

In 2021, in partnership with Arts Front, we created a bespoke digital platform where the Digital Arts Market takes place. We are partnering again with Arts Front, building and adding new features onto the platform for 2022.

To apply to present at the 2022 PANNZ Arts Market, you will need to submit an EOI application form. As a successful applicant, you will have a profile made for you on the Arts Front digital platform, where you can take part in the Digital Arts Market.

All sessions for the 2022 Digital Arts Market will all take place via the platform, so you will simply log-in and tune in!

The Digital Arts Market will take place 28 February - 3 March 2022. This will include pitches, international showcases and one-minute pitches.

We are also partnering again with Auckland Live, enabling us to live-stream the PANNZ Arts Market and our lead up events and with Creative New

Zealand to support the creation and presentation of digital showcases and a virtual programme for international Te Manu Ka Tau delegates.

Please note: It is more important than ever before that **you have the rights to the music, recording and any material you may wish to use**, which will sit on the platform.

There are more details on this, further down.

In Person Arts Market

The In Person Arts Market (alert level dependent) will be held in Auckland, on Friday 4 March 2022, concluding our week of the PANNZ Arts Market 2022. We will have a focus on networking and panel discussions, and allow further discussion between artists and presenters, face to face. It is important you attend this valuable day of coming together.

The full programme is currently being developed, and we will have more announcements to follow later in the year.

Fees

EOI Application

There is no cost to apply.

PANNZ Arts Market 2022

For 2022, there will be one fee for the whole programme, which includes registration and access to the platform for 12 months, as well as the In Person Arts Market. There will be no reduction in the fee if you choose to attend only part of the programme.

Should the In Person Arts Market not be able to go ahead (due to Covid), there will be no refund on this component, as we will deliver this at another time of year.

It is highly recommended that all pitching and showcasing artists register and attend the whole week to maximise their opportunity to connect with the industry and promote their work. Those artists who choose to engage are the ones whose works result in the highest number of their shows being programmed by presenters from around New Zealand and internationally.

The fee for artists will be \$125 +GST for the entire week, and includes work and profiles being held on the platform for 12 months.

Registrations for everyone to attend the hybrid PANNZ Arts Market 2022 will open **Monday 1 November.**

Pitches and Showcase enable deeper engagement opportunities

- Presenters will come away with a more in-depth understanding of your work.
- By going digital there is the potential for more presenters to see your work and meet you as the creator/producer of the work.

Aligning opportunities through a curatorial approach

- We will be bringing together an industry based panel to curate a programme of works that align with national and international presenters.
- The programme will facilitate opportunities for engagement between presenters and artists that have expressed a desire for future relationships.
- There will be a focus on diversity of art form and developing relationships for Māori and Pasifika artists and presenters.

Increased international opportunities

- In 2021 we had more than 50 international presenters engage with the PANNZ Arts Market.
- This online format and how we curate the programme sees a high level of engagement between artists/producers and our international guests.

As a condition of submitting your application / receiving an offer for a pitch or showcase you MUST have the rights to use any content that will be held on the platform.

You will be responsible for securing these rights, and if you do not secure the rights then you will be personally liable.

PANNZ is committed to protecting the income of all artists, which includes the assurance that all who we work with are aware of their obligations to pay royalties or secure the rights of content created by others.

To secure rights or ask any questions in regard to using material created by others **(this includes iconography, images, music and recordings).**

For music rights and recording rights you may contact:

APRA AMCOS NZ: Oliver Khouri
Email: OKhourif@apra.co.nz

Recorded Music NZ: Liz Diamond
Email: Liz@recordedmusic.co.nz

PANNZ Digital Arts Market 2022

Presentation Opportunities

- One-minute pitches
- Online pitches
- Online international showcases*

You may choose one or more of the presentation opportunities for your show, however please refer to the PANNZ Presentation options guide below to clarify which opportunity will fit best, for the stage of development of your work.

If you are applying to pitch/showcase multiple works you will be required to complete one application form per work.

Provide the same email address for all applications submitted as this will ensure we link these works to your producer profile.

If you presented at the 2021 PANNZ Arts Market and have a profile already created for you on the Arts Front platform, please use the same email address you used last time.

Please note:

- The person applying for the pitch/showcase opportunity should be the main point of contact for the work/s.
- Profiles created on the Arts Front platform must be for individuals, not multiple collaborators or organisations.
- Once registrations are open, there will be an opportunity for you to link other collaborators to the work/s.

In addition to your pitch or showcase: You may submit full length show videos, which will be available to view via the platform. These will be curated by the PANNZ panel, and available for delegates to view on request, password protected.

We will advise you when a request to view your work has been made.

* Alongside the hybrid market, Creative New Zealand and PANNZ will be virtually co-hosting a group of *Te Manu Ka Tau* delegates.

Creative New Zealand's *Te Manu Ka Tau* programme is designed to increase awareness of New Zealand and its arts, to build relationships with international partners, presenters and collaborators and to develop international audiences and opportunities for artists from Aotearoa. It supports the development of new or strengthening of existing global relationships – keeping our artists connected to key decision makers and collaborators and informing a global network about the extraordinary work being made here.

During the PANNZ arts market, we will invite international festival directors, curators, presenters, agents and producers from the global performing arts community to watch showcases, meet artists and makers, attend networking events and share knowledge from their parts of the world.

They will be hosted digitally and provided with a bespoke programme, research materials and conversations with artists and colleagues - tailored to their curatorial and programming interests. We are interested in fostering relationships and networks – and through these developing invitations for work to be presented overseas (in-person/digitally/hybrid format), for the adaption of work for presentation in collaboration with overseas partners and for innovative approaches to presentation and collaboration in response to the COVID context.

PANNZ Presentation Options Guide

Category	One-minute Pitch	Pitches	International Showcases
An idea	●		
In Development	●	●	
Ready to Premiere	●	●	
Tour Ready (work which has premiered)	●	●	●

Session Type	Length / Scheduling	Description / Format
<p>One-minute Pitches</p> <p>Must be received by Friday 28 January 2022</p> <p>Please note: We will endeavour to include all one minute pitches submitted, however PANNZ does reserve the right to curate or limit the number on the platform should the content not meet a high standard or we have an overwhelming response.</p> <p>If artists/producers are not successful in being selected for an online pitch/showcase they may be invited to present an one-minute pitch.</p>	<p>Each one-minute pitch will be self-recorded, and last no longer than 1 minute.</p> <p>Any video longer than one minute may result in it not being included on the platform.</p>	<p>Your one-minute pitch:</p> <p>A persuasive pre-recorded promo video used to spark interest in an idea, or pitch either a work in development or a work which is ready for presentation.</p> <p>One-minute pitches will be spotlighted throughout the week of the digital PANNZ Arts Market. These will be curated at the discretion of PANNZ.</p>
<p>Pitches</p> <p>Please note: There will be up to 25 opportunities to present pitches at the 2022 PANNZ Arts Market.</p>	<p>Online presentations streamed via the platform.</p> <p>Each pitch is up to a maximum of 8 minutes, and includes video content and pitch presentation.</p> <p>Artists/producers will be notified of their day and time slot by end of January 2022.</p> <p>If you have any restrictions on the day or time you will be able to pitch, please let us know asap so we can accommodate you in the schedule.</p>	<ol style="list-style-type: none"> 1. Introduction to you and your work by a PANNZ MC on the platform 2. Pre-recorded video presentation and live pitch (up to a max of 8 mins combined) 3. Post presentation – 2 min kōrero with PANNZ MC. <p>T and Cs:</p> <ul style="list-style-type: none"> • Pre-recorded videos must be supplied by Friday 28 January 2022

Session Type	Length / Scheduling	Description / Format
<p>International Showcases</p> <p>These are supported and funded by Creative NZ (International team).</p> <p>Please note: There will be a maximum of 12 opportunities to present an International Showcase at the 2022 PANNZ Arts Market.</p> <p>It is intended that international showcases will be for shows which will have an international, as well as a national focus for presentation or collaborations.</p> <p>Applications for international showcases <u>must</u> have an international plan, or market development plan.</p> <p>Please read the Creative NZ guidelines on developing your international plan.</p>	<p>Online International showcases will have a level of investment to assist you to create your showcase.</p> <p>We will work with each artist/ company to create or support the artist to create a short doco video that will be played during their showcase slot.</p> <p>This footage will be available to the artist/company to keep as their own collateral to use in any way they choose following the market.</p> <p>Each international showcase session will be hosted by a PANNZ MC.</p> <p>Following the presentation, the PANNZ MC will facilitate a conversation with the artist/ producer to gain further insight to the work presented (up to 5 mins).</p> <p>Artists/producers will be notified of their day and time slot by end of January 2022.</p>	<ol style="list-style-type: none"> 1. Introduction to you and work by a PANNZ MC on the platform 2. Pre-recorded video presentation which could include: <ol style="list-style-type: none"> a. The pre-recorded short doco video made with PANNZ b. Show excerpt or trailer c. Performance element d. (please note the total pre-recorded material (including short doco) is not to exceed 15 minutes. The pre-recorded short doco video, featuring the artist/company will be done in consultation with the artist/producer and will be between 3-5 mins) 3. Post presentation – 5 min kōrero with PANNZ MC to gain further insight into the artist and work <p>Please note: More details of the format and structure and one on one consultation of this will be discussed with successful applicants.</p> <p>T and Cs</p> <ul style="list-style-type: none"> • Pre-recorded trailers or show excerpts must be supplied by Friday 28 January 2022.

Key Dates

Monday 30 August 2021	Applications for the 2021 PANNZ Arts Market open at 9am
Monday 6 September 2021	Join the PANNZ team for an application information hui with Q and A about the PANNZ 2021 Arts Market at 11am Click here to join Zoom session
Sunday 26 September 2021	Applications to pitch at PANNZ Arts Market 2021 close, 5pm
Week of 11 October 2021	Applicants notified of outcome of their application, and advised of ongoing process
Monday 18 October 2021	Successful applicants to return signed MOU document as acceptance and confirmation of attendance at PANNZ hui below
November/early December – date TBC	Successful applicants join us for a 'how to pitch online' hui and Q and A session with the PANNZ team to discuss the Arts Market, with emphasis on the digital arts market. You can choose to attend on either Thursday 3 or Friday 4 December 2020
Monday 1 November 2021	Delegate registrations to attend PANNZ Arts Market 2021 open
Week of 8 November 2021	Final presentations submitted to PANNZ (video or Powerpoint content) for digital Arts Market - pitches, short showcases and elevator pitches by Artists/Producers
Friday 28 January 2021	PANNZ Digital Arts Market 2021
Monday 28 February – Thursday 3 March 2022	PANNZ In Person Arts Market 2021
Friday 4 March 2022	

Application Process

Terms and Conditions

There are no fees for applying to present or if selected to pitch, however if offered a slot at PANNZ Arts Market 2022, it is important that you adhere to instructions, deadlines, including signing and returning the MOU sent to you as part of the offer from PANNZ.

We recommend you attend the online/zoom huis that are offered, so you remain well informed through the process.

There will be quite a lot of information that will be sent to you prior to the PANNZ Arts Market 2022, so we suggest you make a folder or have a process whereby you can refer back to information at any time.

Information you can include on the platform about your production:

We advise you to be as detailed as possible.

The more information you can supply will enable the curatorial panel to understand your work in more detail, as to its alignment with the category you wish to apply for. Historically applications which have full information filled in, have successfully received an offer.

If there are any questions that do not apply or you don't yet know, please answer N/A.

Again a reminder, that any International Showcase applications must be accompanied by an International Strategy or Market Development plan.

Contact Information

This is so that presenters and delegates know who the best person to get in contact is regarding the production.

Please name any companies/organisations involved in the show, with preferred billing.

If you need to edit this information later, you can do so, once your profile on the Arts Front platform has been created.

Please note: Your mobile number will not be made public, this is for PANNZ team only, so that we can call you if we need to. It will not be made available to delegates.

General Information

This is key information that will populate your production profile.

Include a short bio of your company or organisation, the title of your production, the art form you consider your work to represent, including any cross-disciplines, a brief synopsis of the show (including duration, and subject matter guidance) and the creative team and crew involved.

Tour-Ready

If your production is tour-ready (works that have already had a premiere season) please advise how many people are included in the touring party.

This will assist presenters in understanding quickly the costs in terms of travel, accommodation, per diems etc. to align with their budgets and programming.

It is important this information is as accurate as possible.

Any Previous Seasons

If your production has had a previous season(s) please list these.

This will assist in any advocacy of the work to presenters.

Marketing Information

Information for a presenter to best market the production.

Hero Image

A hero image is used in marketing and publicity. It is the main image used across your marketing collateral to connect audiences to your show. Please upload a high-res file up to 5MB in size.

Production Photos

Production photos can be from previous seasons of the show, or in rehearsal/ development. They could also be other marketing images aside from the hero image, that tell a story about your show. Please upload up to 4 high-res images as separate files up to 5 MB in size.

Review Quotes

Pull quotes from previous reviews or audience response, or links to full reviews.

Organisation/Company Logo

Company or organisation logos associated with the show, if you have them. Please upload up to 4 high-res images as separate files up to 5MB in size.

Video Links

Please link to either a trailer, short excerpt, or full length recording of the show. We can only accept YouTube or Vimeo links videos for the trailer or short excerpt, that aren't password protected. Please provide passwords only for access to full length show recordings.

Technical Rider

If you have a current technical rider, please upload it as a file.

Again, this will assist presenters and their teams to determine quickly the scale of your production, and what is required to present your production at a venue and if this will fit their venue, programming and budget. It is critical that information supplied is as accurate as possible.

Should you not have a technical rider, it is advisable to supply as much information about the show as you know and advise that further scoping is required to realise the technical rider.

For new works yet to be realised to stage, this will not be feasible, so again as much information you can supply as to how you will envisage the work will be helpful to presenters.

International Strategy (applicable only to applications for an international showcase)

If you are applying to present an international showcase, you MUST provide an international strategy for the work.

Here is a link to the Creative NZ website for a guide to developing your international plan: <https://www.creativenz.govt.nz/development-and-resources/research-and-reports/a-guide-to-developing-your-international-plan>

Permissions

By checking the box at the end of the application form, you agree that the information you submit will be available to other delegates via PANNZ Arts Market platform.

You also agree that any media you supply may be recorded and distributed via the platform during and after the PANNZ Arts Market, along with any online events you participate in (via Zoom, for example) that take place over the course of the PANNZ Arts Market, and you have the correct permissions and rights contained within your digital content provided.

This will be for the purpose of advocating the work for presentation opportunities and will be available to registered 2022 PANNZ Arts Market delegates, which will be available on the platform for up to one year.

Please note: While your information and media will be available during and after the market, you are able to log on to the PANNZ Arts Market platform at any time, once your profile has been created, and edit, update or delete your profile and any other information you have provided.

Submitting your Application

Once you have submitted your application, this advises us that the application is ready to be assessed, so please ensure you have included all the information requested before hitting the submit button.

We suggest you complete the application in one go, and gather your materials together before starting your application.

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**

*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.

Panel Assessment Guidelines

- The production is of high quality
- The technical specifications are 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 instance
- Previously pitched, and premiered, can be showcased for the purpose of international opportunities (a strong case of either supplying an international strategy, plan or networks will be required to be considered).
- The marketing collateral (effective marketable imagery, video content etc will support your application to be stronger).
- 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

International showcase applications will be assessed for:

- The work being presented is appropriate for international presentation or collaboration **and/or**
- The work is responding in an innovative way to the challenges of the COVID context in terms of presentation format, adaptation of the work, potential for international collaboration.
- The international strategy/market plan is clear and realistic, with well considered target markets/audiences/platforms and has taken into consideration the current COVID context.
- There is good potential for the applicant to develop international opportunities/markets/audiences/networks as a result of showcasing.

Recommended

It is strongly advised that all artists/producers who are pitching or showcasing during the Digital Arts Market attend the one day In Person PANNZ Arts Market to meet and build relationships with Presenters.

- Take up the opportunity to attend the online event designed to understand what presenters are looking for, and how best to present yourself and your work (date TBC)
- Supply as much information as possible on the platform. Your application may be at a disadvantage if there is important information missing.