**PANNZ Arts Market Logo.
Two circles with thin black outlines and white centres. One slightly overlapping the other. The left circle has the words Arts Market in it. The right circle has the acronym  PANNZ in it. The font is all capitalised, bold and black. **

**THE PERFORMING ARTS NETWORK OF NEW ZEALAND**

**2023 Application Guidelines**

**PANNZ Arts Market 2023 Pitch Applications**

Applications to pitch at PANNZ Arts Market 2023 are open from **Thursday 10 November 2022** and close at 5pm, **Monday 5 December 2022**

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

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

**Need help?** Please email us at: [info@pannz.org.nz](mailto: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](mailto: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.

The PANNZ Digital Platform has proven to be an excellent and accessible  way to share pitches and showcases with international delegates and others who are not able to join us in person, therefore we are continuing with the hybrid format of the Arts Market.

The 2023 PANNZ Arts Market will see pitching and showcasing take place over a two-day digital market, combined with a two day In Person Gathering.

**Digital Arts Market**

We are partnering again with Arts Front, building and adding new features onto the platform for 2023.

Artist applications and delegate registrations will be via the platform, as well as the digital market sessions for the 2023 PANNZ Arts Market.

The digital event will take place 13 and 14 March 2023.

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.

**Please note:** It is important 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 Gathering**

The in-person event will be held in Auckland, on 15 and 16 March 2023.

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 these valuable days 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. If your pitch or showcase is selected there will be a fee for participation in the market (details below).

**PANNZ Arts Market 2023**

For 2023, 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 Gathering.

There will be no reduction in the fee if you choose to attend only part of the programme.

Should the In Person Gathering not be able to go ahead (due to any ongoing Covid-19 impacts), 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 NZ and internationally.

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| Full fee | $600 +GST |  |
| Reduced fee | $50 +GST | **Eligibility:** Independent artists or producers who are not employed/contracted by companies that receive Investment Funding from CNZ under the Toi Tōtara Haemata and Toi Uru Kahikatea progammes. |

Fees are for the entire week, and include work and profiles being held on the platform for 12 months.

**Please note:** If pricing is a barrier, or you have been invited as a guest - please select our option to attend free of charge when registering.

Registrations for everyone to attend the hybrid PANNZ Arts Market 2023 will open Monday 12 December 2022.

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| **Pitches and Showcases 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 2022 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. |

Creative New Zealand’s Te Manu Ka Tau programme aims to increase awareness of Aotearoa and its arts by informing a global network about the extraordinary work being made here.

The programme supports the development of new international relationships and the strengthening of existing ones, allowing local artists to connect with key decision makers and collaborators.

During the PANNZ Arts Market 2023, Creative NZ and PANNZ will co-host international delegates 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.

We will provide them with a bespoke programme, research materials and conversations with artists and colleagues - all tailored to their curatorial and programming interests.

**PANNZ Digital Arts Market 2023**

# Presentation Opportunities

* One-minute pitches
* Eight-minute pitches
* 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 2022 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. (This is so we can bring your profile over from 2022)

**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.

**PANNZ Presentation Options Guide**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | One-minute Pitches | Eight-minute Pitches | International Showcases |
| **An idea** | **Y** |  |  |
| **In Development** | **Y** | **Y** |  |
| **Ready to Premiere** | **Y** | **Y** |  |
| **Tour Ready (work which has premiered)** | **Y** | **Y** | **Y** |

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| **Session Type** | **Length / Scheduling** | **Description / Format** |
| **One-minute Pitches**  **Please note:** We will endeavor 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.  If artists/producers are not successful in being selected for an online pitch/showcase they may be invited to present an one-minute pitch. | Each one-minute pitch will be self-recorded, and last no longer than one minute.  Any video longer than one minute may result in it not being included on the platform. | Your one-minute pitch:  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.  One-minute pitches will be spotlighted throughout the week of the digital PANNZ Arts Market. These will be curated at the discretion of PANNZ.  Pitch videos must be supplied by **Friday 10 February 2023** |

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| **Session Type** | **Length / Scheduling** | **Description / Format** |
| **Eight-minute Pitches**  **Please note:** There will be up to 25 opportunities to present pitches at the 2023 PANNZ Arts Market. | Online presentations streamed via the platform.  Each pitch is up to a maximum of 8 minutes,  and includes pre-recorded video content and live pitch presentation. (via Zoom).  Artists/producers will be notified of their day and time slot by the **end of January 2023.**    **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. | 1. Introduction to you and your work by a PANNZ MC on the platform      1. Pre-recorded video presentation and live pitch via Zoom (up to a max of 8 mins total)      1. Post presentation panel kōrero with all pitch artists in your session via Zoom.   Pre-recorded  videos must be supplied by **Friday 10 February 2023**. |

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| **Session Type** | **Length / Scheduling** | **Description / Format** |
| **International Showcases**  These are supported and funded by Creative NZ (International team).  **Please note:** There will be a maximum of 9 opportunities to present an International Showcase at the 2023 PANNZ Arts Market.  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.  **Applications for international showcases must have an international plan or market** **development plan.**  Please read the Creative NZ guide on developing your international plan and email [info@pannz.org.nz](mailto:info@pannz.org.nz) if you need a template or additional support.  Link: <https://www.creativenz.govt.nz/development-and-resources/research-and-reports/a-guide-to-developing-your-international-plan> | In 2023 International Showcase artists will be offered $3000 towards creating a digital showcase.  Each international showcase session will be hosted by a PANNZ MC.  Following the digital showcase the artist will join a panel conversation facilitated by the PANNZ MC. Featuring the showcase artists from that session (up to 3) plus special industry guests this conversation will provide  further insights to the work presented and the artists. . This will happen live in studio.  Artists/producers will be notified of their day and time slot by the **end of January 2023.** | 1. Introduction to artists by a PANNZ MC (live)      1. Digital showcase: Pre-recorded video presentation is not to exceed 15 minutes. 2. Post presentation panel kōrero with all showcase artists in your session, with industry guests live in studio.   In addition to the financial investment, PANNZ will host one-on-one workshops with successful applicants.  Showcase Pre-recorded material must be supplied by **Friday 17 February 2023** |

# Key Dates

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| **Thursday 10 November 2022** | Applications for the 2023 PANNZ Arts Market open at 9am. |
| **Monday 21 November 2022** | Join the PANNZ team for an application information hui with Q and A about the PANNZ 2023 Arts Market at 11am.  Click [here](https://us02web.zoom.us/j/81566768007?pwd=eHRJRTVEVDF4MWwwSkRueFBaS1NjZz09) to join the Zoom session. |
| **Monday 5 December 2022** | Applications to pitch at PANNZ Arts Market 2023 close, 5pm. |
| **Monday 12th December 2022** | Delegate registrations to attend PANNZ Arts Market 2023 open. *Please note, If your EOI is successful and you are selected as a pitch or showcase artist you do not need to register separately.* |
| **Wednesday 14 December** | Applicants notified of outcome of their application, and advised of ongoing  process. |
| **Monday 19 December** | Successful applicants to return signed MOU document as acceptance and confirmation of attendance at PANNZ online event below. |
| **Friday 10 February 2023** | Final video presentations submitted to PANNZ for Digital Arts Market - Eight-minute Pitches, and One-minute pitches by artists/producers. |
| **Friday 17 February 2023** | Final video presentations submitted to PANNZ for Digital Arts Market - International Showcases. |
| **Monday 13 March – Tuesday 14  March 2023** | PANNZ Digital Arts Market 2023 via the Arts Front platform. |
| **Wednesday 15 and Thursday 16 March 2023** | PANNZ In Person Gathering 2023 held at Auckland Live. |

# Terms and Conditions, and Application Process

**Terms and Conditions**

* If offered a slot at PANNZ Arts Market 2023 you must adhere to instructions and deadlines, including signing and returning the MoU sent to you as part of the offer from PANNZ.
* **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.

For music rights and recording rights you may contact:

APRA: events[@apra.co.nz](mailto:dpritchard@apra.co.nz)

Recorded Music NZ:  [**info@recordedmusic.co.nz**](mailto:info@recordedmusic.co.nz)

* **I**nternational Showcase applications must be accompanied by an International Plan or Market Development plan.

* There are no fees for applying to present, or if you are selected to pitch.

**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 2023 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 and edit, update or delete your profile and any other information you have provided.

**Recommendations**

* It is recommended you attend any online/Zoom hui 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 2023. We suggest you have a process whereby you can refer back to information at any time.

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

* We advise you tobe as detailed as possible in your pitch/showcase application. This will enable the curatorial panel to more fully understand your work and its alignment with the category you wish to apply for. Historically applications which have full information filled in, have successfully received an offer. Your application may be at a disadvantage if there is important information missing. (If there are any questions that do not apply or you don’t yet know, please answer N/A.)

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

**Information you can include on the platform**

**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.

Note: Your mobile number will not be made public, this is for the 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 Information**

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 quickly understanding 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**

This content provides 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. This will assist presenters and their teams to quickly determine 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 Plan (applicable only to applications for an international showcase)**

**Applications for international showcases must have an international plan or market** **development plan.**

Please read the Creative NZ guide on developing your international plan and email [info@pannz.org.nz](mailto:info@pannz.org.nz) if you need a template or additional support.

Link: <https://www.creativenz.govt.nz/development-and-resources/research-and-reports/a-guide-to-developing-your-international-plan>

# 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 supplying an international plan 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:**

* International touring goals and capability.
* Have an International Strategy or Market Plan
* Probability of gaining international presentation opportunities/collaborations