



NOTES FROM APPLICATIONS HUI

An open hui was held on 26 June 2025 for all artists and producers interested in applying to pitch/showcase at the PANNZ Arts Market 2026. These notes summarise all the information that was shared and have been circulated with those in attendance and those who were unable to attend.

Contents

Reminder of Key deadlines/dates	1
An overview of opportunities	2
Application Form	4
Questions Raised at the Hui	4
Need help?	6

Reminder of Key deadlines/dates

21 July 2025	Applications Close
13 August 2025*	Artists Notified of application outcome
27 November 2025	For pitching artists- Tips and tricks on how to pitch hui 11am-12pm

*We've opened the applications early this year for the Arts Market to line up with the CNZ Funding deadlines - artists will be notified of their successful applications to PANNZ by 13 August so that for those artists applying to the CNZ Creative Impact Fund which opens 18 August, you could include the Arts Market pitch/presentation in your application if relevant.

Arts Market Application Guidelines

<https://www.pannz.org.nz/arts-market-application-guidelines-2026/>

<https://www.pannz.org.nz/arts-market-2026-guidelines-maori/>

An overview of opportunities

One-Minute Pitches

These can be: An idea, a work in development, work that is ready to premiere, work that is tour Ready (work which has premiered). Each One-Minute Pitch will be a self-recorded video, and last no longer than one minute. It should be used to spark interest in an idea, or a pitch of either a work in development or a work which is ready for presentation. One-Minute Pitches will be spotlighted during the three-day Market. These will be curated at the discretion of PANNZ. Pitch videos must be supplied by Friday 30 January 2026. Any video longer than one minute may result in it not being included in the Market.

Five-Minute Pitches

These can be: A work in development, work that is ready to premiere, work that is tour-ready (work which has premiered). Each pitch is up to a maximum of five minutes and can include pre-recorded video content played from the stage during your live pitch. Pitches will take place in the concert chamber - the stage has a large screen and a lectern. The pitches are about putting your best foot forward in describing your work to presenters. Any pre-recorded videos / PowerPoints / digital content must be supplied by Friday 30 January 2026.

2024 photo examples of the stage set up for 5-Minute Pitches:



PANNZ Arts Market 2026

Wheako Showings

These can be: An idea, a work in development, work that is ready to premiere.

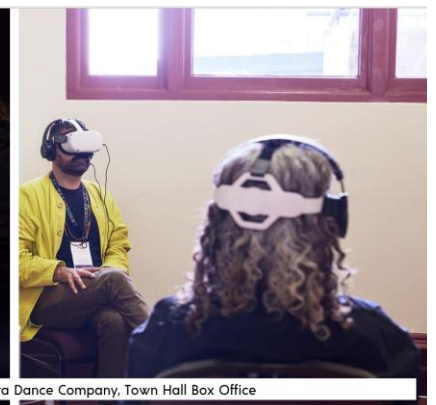
Wheako are for artists/producers wanting to invite presenters and delegates to experience their work in some way. This could be in the form of a table reading, an open rehearsal, a workshop, performance excerpts, or similar.

These sessions may take place in a space provided by PANNZ. Examples of spaces we used in previous years are the Town Hall Supper Room, Vault at Q Theatre and Basement Theatre with a maximum capacity of 60 people.

Works in the WHEAKO programme are intended to be 'pared back' with minimal technical and set requirements. Artists/Producers are expected to cover their own presentation costs, except for the venue (this is provided by PANNZ).

Each session should be no longer than one hour. This includes any time you need for introductions, post-showing discussions and questions.

2024 photo examples of the Wheako Showings:





Full-Length Showcase

We will again partner with NZ Music Commission who will curate the music showcase, and we will partner with Te Ahurei Toi o Tāmaki Auckland Arts Festival for full-length works which are part of the festival programme.

In addition to these showcases there will be an option to indicate on your application pitching form if you are keen to discuss any full-length showcase opportunities for your work.

Application Form

ENGLISH: artsfront.com/event/221310-pannz-arts-market-2026/eoi/artist-producer

TE REO MĀORI: artsfront.com/event/221310-pannz-arts-market-2026/eoi/artist-producer-te-reo-maori

FAQs and Questions Raised at the Hui

Can you apply for both a 1-Minute and 5-Minute Pitch for a single work?

Yes, you can apply for multiple opportunities for a single work within the one application. You can apply for all opportunities for a single work. It would be useful to know which is your preference when you write about the work (as you will only be offered one of the opportunities to present). Make sure you provide enough information to cover all the opportunities you are applying for.

How many different applications to pitch (i.e. for different works) can I make?

You can apply for as many different works as you like. There is no limit. Each work should be a different application. If you intend for two works to be presented as a double-bill then these should be a single application.

Is it possible to pitch more than one work within one pitch?

Ideally only one work is presented per pitch. However, we have had artists/producers use their time to pitch a primary work and then mention another work they have and encourage delegates to find out more about that work on the Digital Platform.

What are the rates of success in presenting a work as a 5-Minute Pitch versus a 1-Minute Pitch?

This is hugely dependent on the work, its stage of development and your goals for its lifetime. Often with pitches and outcomes the works that are most successful (i.e. securing presenting opportunities both nationally and abroad) are those that have producers/artists invest in the relationship-building 'long-game'. For this reason, attending the entirety of the Arts Market and not just the session where you are pitching is important for making meaningful connections and engaging in conversation with presenters who may be interested in your work.

It isn't unusual for a work to have multiple pitches/presentations at the PANNZ Arts Market over a few years - perhaps starting as a 1-Minute Pitch and then as it develops securing longer more experiential pitch opportunities.

While 5-Minute Pitches provide more time on stage to present your work, a well-produced 1-Minute Pitch video alongside you staying at the Market to have follow up conversations can be just as effective. 1-Minute Pitch



videos are also uploaded to the Arts Market Digital Platform and remain there for all delegates to see for a full year after the event.

Are 5-Minute Pitches recorded and uploaded to the Digital Platform?

No. However, the work does have its own profile tab on the Platform where videos or trailers can be uploaded. Artists/Producers can therefore upload any video relating to their pitch onto this tab.

Is it possible to have a 5-Minute Pitch at the Arts Market if I am unable to attend in person?

There is no reason why this couldn't happen. We would recommend choosing a trusted person/colleague to attend on your behalf. They can introduce your pitch and close off the pitch with any key elements you'd like conveyed in person. You can use the remainder of the 5 minutes to present a pre-recorded piece. It would be ideal for your nominated representative to stay on for the Market so that they could take any queries / interest in the work on your behalf.

Are all Wheako Showing opportunities 1 hour long?

Yes. We had one exception to this in the 2024 Market - Atamira showcased their VR experience which ran across the whole day in 15-minute sessions.

What is the difference between a Wheako Showing and a Full-Length Showcase opportunity?

Wheako Showings are limited to 1 hour only and are not typically in theatre venues. They are pared back (in terms of set and technical production). Full-Length showcases present the work in its entirety (both in terms of length and production values) within the theatre.

Should the application come from the artist or the producer?

The person who is the primary contact for the work should make the application. Once selected, the other creatives (e.g. the artist) can register as a delegate and their profile can be linked to the work.

If you've created a PANNZ profile previously, is it carried over from year to year? Or do you need to create a new one for each new market?

Profiles are carried over from previous years, but you must use the same email address as previous years as this is the unique identifier for your profile on the digital platform.

Do you have a music-specific showcase section next year or would music pitches be included with general arts?

We will once again have a music-specific showcase which is programmed directly in partnership with the New Zealand Music Commission. Musicians/Artists are still able to apply for one- and five-minute pitches outside of this showcase.

What curatorial framework or artistic vision guides the selection of works across your different offerings? Is there an overarching narrative or direction driving what kinds of work are prioritised for the showcase or pitches?

The Application Guidelines outline the criteria assessed in our selection of works, however there isn't a new theme or artistic narrative assigned to each year of the Arts Market.

Who are on the assessment panel, and do they cover all art forms?

From PANNZ Louise Gallagher (CEO), Jo Bond (Senior Producer) and Dolina Wehipeihana (Kaiārahi Māori | Kaitohutohu Rautaki) assess the applications. PANNZ also consults with a range of practitioners from all different art forms, locations across the motu and experience.

This year there was an international pitch showing - will that happen again this year?

PANNZ do not have an open call for international artists to pitch. We work with companies who tend to already be investing time, money and relationship building in the New Zealand market. We also work with our partners



CAPACOA and APAM to help us identify what opportunities there may be for their artists, and we work collaboratively to identify artists from their territories that may have potential to be picked up by NZ presenters.

What costs are covered by PANNZ?

There is no fee to pitch or showcase at the Arts Market, however artists/producers are expected to cover presentation costs and registration fees to attend the entirety of the Arts Market. There is no fund from PANNZ for rehearsals, remount, travel, artists fees etc. Artists should consider any costs for presenting or attending any arts markets (ours or international markets) as part of their annual plans and budgets, and funding plans.

For the Wheako Showings PANNZ does provide the venue and standard inclusions that come with that venue. Anything that is required above and beyond this cost is passed onto the artist and such details are provided once selected. The location of each showing will be decided in consultation with PANNZ. These showings are intended to be 'pared back' with minimal technical and set requirements all provided by the artists.

Will there be international delegates this year and do I need to submit an international strategy?

Yes there will be international delegates in 2026, but you no longer need to submit an international strategy. However, if you do have one and would like to share it you can send it in.

Need help?

Please email us at: info@pannz.org.nz at any time if you have a question or need assistance with your pitch. Our Kaiārahi Māori can assist any Māori arts practitioners and companies. Please email info@pannz.org.nz