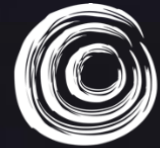


WA SHOWCASE

Pitching Application Guide



CIRCUITWEST





WA SHOWCASE

Pitching Application Guide

Applications are now open to pitch at WA Showcase for artists and companies with an interest in reaching performing arts presenters across the state.

This application guide will support you through the application process.

Key Dates

Monday 15 April	Applications to pitch open at 9am
Tuesday 23 April	Online pitching workshop and information session at 10am
Sunday 19 May	Applications to pitch close at 11.59pm
Thursday 6 June	Offers to pitch will be made from this date
Monday 22 July	Deadline for submitting all presentation materials
Tuesday 23 July	Online “On The Day” information session at 10am
Monday 5 August - Thursday 8 August	WA Showcase at Subiaco Arts Centre

Useful Links

[Application Form](#)

[WA Showcase website](#)

[Pitching Overview](#)

[Eligibility & Selection Criteria](#)

[Registration for online pitching workshop and information session](#)

[Dear Performing Artists, Are You Ready To Tour? \(VIDEO\)](#)

[The Producer’s Songbook \(PDF\)](#) – This resource outlines the key elements that help to promote and tour a great performing arts work. Presenters choose work based on more than just a few minutes of a pitch, so the more you can tell them what their audience will experience and how you can assist them to communicate that, the better.

CircuitWest acknowledges the Traditional Custodians of the Country on which we live and work, the Whadjuk people of the Noongar Nation, and their connections to land, sea and community. We pay our respects to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander people.



Pitching Overview

Pitching is about sharing your passion for a performing arts project with the sector at Western Australia's annual arts market and conference. The aim of pitching is to start conversations with interested presenters about touring, programming and partnerships.

Pitching is about showing the heart and soul of your work – why WA audiences must see it, and why regional and outer-metro communities need it in their venues.

The subject of a pitch can be one of the following:

- A tour-ready work
- A work in development or in rehearsal
- A concept or idea
- An artist profile
- A company update

You can select one or more of the following artforms in your application:

- Ballet and Dance
- Children and Families
- Circus and Physical Theatre
- Classical and Traditional Music
- Comedy and Magic
- Contemporary Music
- Interdisciplinary or Hybrid
- Musical Theatre and Cabaret
- Participatory and Immersive
- Theatre and Puppetry

A curatorial panel will consider the applications against a range of criteria and then determine who is offered a pitching slot this year. The curatorial panel is selected each year and drawn from a mix of regional and outer metro presenters and producers.



Pitching Types

There are a variety of ways you can pitch at WA Showcase.

An artist or company may pitch more than once but must apply separately for each work, concept or idea, artist profile or company update.

An artist or company can request to prerecord their pitch as a video if they will be unable to attend WA Showcase in person. If you already know you will be unable to attend, please note this in your application form.

Pitch 10 minutes

A Pitch is a 10-minute pitching slot. It is usually a verbal and visual presentation where you can share slides, videos and images with presenters. The Pitch format is most often used to talk about a tour-ready work, but can also work well to describe a work in development or in rehearsal, or a concept or idea that you are working on.

CircuitWest strongly recommends the use of quality video to support your Pitch.

Pitch Plus 15 minutes

A Pitch Plus is a 15-minute pitching slot where you can perform a live excerpt from your show, as well as share slides, videos and images. It is up to you how you use your time and how much of your pitch is taken up with your live excerpt.

Pitch Pluses are best suited to works that are light, nimble, and still look and sound great with minimal support.

WA Showcase is a conference and there will be limited technical and production support available on the day.

Pitch Pluses will generally be scheduled after a morning or afternoon tea break, which means you will only have 15 minutes of onstage rehearsal time. We are unable to offer dedicated spaces for rehearsal at the venue on the day.

We encourage you to apply for a Pitch Plus only if you are confident this is the best way of pitching your work.



Ponder 20-30 minutes

This 20–30-minute pitching slot is designed to start conversations and initiate relationships in a small group.

A Ponder is a forum to support creative projects that require deeper discussion, explanation or understanding. It could be devoted to sharing plans for a creative development, starting conversations about a collaboration between artists, venues and communities, or gathering feedback about the best ways to take an idea further.

Ponder sessions are typically delivered in non-performance spaces such as small rooms or foyers and are not offered technical or production support. You are welcome to share handouts and to show slides or video on a personal device like a laptop.

While a Ponder is best suited to discussing a work in development or in rehearsal or a concept or idea, you could also discuss a tour-ready work.

Profile 8 minutes

An 8-minute pitching slot to profile an artist or provide a company update about strategies, opportunities or programs.

The Profile is a verbal and visual presentation where you can share slides, videos and images with presenters.

You can also tell us that you'd like to pitch in a different way to one of these formats. Please speak to Maddie (myoung@circuitwest.com.au) or Rebecca (rnelson@circuitwest.com.au) at CircuitWest first.



[Online pitching workshop and information session](#)

Anyone interested in pitching at WA Showcase is invited to attend an online information session with CircuitWest's Tour Team about pitching and the application process.

Tuesday 23 April | 10 am - 11 am WST
Registration essential

Pitching is your chance to tell your story to the people who present performing arts across the state.

This session will go through all facets of pitching – deciding whether you're ready, what category is right for you, how to apply, and to what it might lead.

A must for anyone who's keen to expand their producing horizons and get their work to new stages!



Eligibility Criteria

- Priority will be given to WA-based artists and companies.
- Consideration may be given to interstate companies with WA-based producers or artists, or where the company has a plan for bringing touring work to WA.
- An artist or company may pitch more than once but must apply separately for each work, concept or idea, artist profile or company update.
- Artists or companies that apply to pitch a work, idea or concept that has previously been pitched at WA Showcase should use the application form to explain how a follow up pitch will be beneficial for delegates.
- The artist or company must provide all information requested as part of the application form honestly and to the best of their ability.
- Applications to pitch are ineligible if they discriminate (or are likely to) against individuals or groups of people based on a person's: age, disability, race, including colour, national or ethnic origin or immigrant status, sex, pregnancy, marital or relationship status, family responsibilities or breastfeeding, sexual orientation or gender identity or intersex status.
- A pitch, or a work, concept or idea that is the subject of a pitch, must not violate any third parties' lawful rights, including intellectual property rights.
- Creative practitioners who work with First Nations artists or engage with Indigenous cultural heritage in projects should comply with [Creative Australia's Protocols for using First Nations Cultural and Intellectual Property in the Arts](#).



Selection Criteria

Applications are reviewed based on:

1. The artistic or cultural strengths of the project: its quality, authenticity, distinctiveness, captivation, relevance, innovation, challenge or rigour.
2. The reach and appeal of the project or its capacity for audience development, or both.
3. The capacity or potential to create opportunities for deeper engagement and connection between artists, companies, presenters and communities.
4. The professionalism and experience of the artist or company and, in the case of a work, the readiness of the work for presentation or touring or both.

The curatorial panel's final selection of pitches should offer presenters the opportunity to draw together a dynamic annual program of performing arts experiences.

Programming Priorities

1. Projects that connect audiences with First Nations storytelling.
2. Projects that put access and inclusion at the heart of the performing arts.
3. Projects that model or champion environmental sustainability.
4. Projects that have not been pitched before at WA Showcase.



Your Application

Applications can be submitted from Monday 15 April until Sunday 19 May at 11.59pm WST. No extensions will be possible after this time.

Applications can be commenced via the links in this document or from the [WA Showcase website](#). Applicants are encouraged to view the form in advance.

There are no application fees for applying to pitch at WA Showcase.

Completing Your Form

You may wish to consider completing longer answers in a word document and copying and pasting them into your application form.

You can save an incomplete application and return to it later by clicking “Save and Resume Later” after you progress past this page. Copy the unique link provided to return to your application. Your unique link will only save any information you have entered so far. You will need to save a new link to include any new information you add subsequently.

We will not be able to retrieve partially completed applications on your behalf.

Accessibility

There is an option to provide longer form answers to some questions in the application form in the form of short videos.

If you have any access needs in order to apply, please email Nick at nmaclaine@circuitwest.com.au



Required Materials

If your application is successful and you applied to pitch a tour-ready work or a work in development or in rehearsal, you must supply the following materials within two weeks:

- Marketing Pack (PDF) - see CircuitWest's marketing pack checklist [here](#)
- Technical Specifications (PDF) - see CircuitWest's technical specifications checklist [here](#)

If you cannot supply these materials, please speak to CircuitWest before applying.

Optional Materials

If your application is successful, we will invite you to supply the following optional materials, also within two weeks:

- Audience Development Plan (PDF)
- Community Engagement Plan (PDF)
- Education Pack or Resource (PDF)

Presentation Materials

If your application is successful, we will ask you to supply all materials and information required for your WA Showcase pitch by Monday 22 July at the latest. This includes any PowerPoint slides or videos, which shall be supplied in the format requested by CircuitWest.

By submitting an application form you acknowledge that CircuitWest will not be able to accept any materials or information sent after this deadline.

CircuitWest will not be able to accommodate requests to replace or update slides or videos in your pitch after this deadline.



Online “On the Day” session

Successful applicants will be invited to register to attend an online information session about what to expect when presenting at WA Showcase.

Tuesday 23 April | 10 am - 11 am WST
Registration essential

So, you’ve been accepted to pitch at WA Showcase – possibly for the first time!

*“Where do I check in? What happens before and after my pitch?
And what about parking?”*

Join CircuitWest’s Tour Team for a walkthrough of what it’s like to present at WA Showcase.

We’ll cover everything you need to know about what happens “on the day” – including parking! – with some tips on how to pitch your work as successfully as possible.

This is a great session for anyone who’s never been to WA Showcase before, or for anyone who likes having as much information as possible to help manage those “on the day” nerves.



Support

If you have any questions about pitching, including which pitching type is right for you, or if you need any advice or assistance about your application form, please contact anyone from our touring team and request a time to chat. We're here to help.

- Nick Maclaine – nmaclaine@circuitwest.com.au
- Maddie Young – myoung@circuitwest.com.au
- Rebecca Nelson – rnelson@circuitwest.com.au

We can assist you any time up until 5pm on Friday 17 May.

For any other enquiries about WA Showcase, please email aridzuan@circuitwest.com.au

START YOUR APPLICATION

https://circuitwest.formstack.com/forms/2024_pitches

REGISTER FOR PITCHING WORKSHOP AND INFORMATION SESSION

<https://events.teams.microsoft.com/event/fce222d4-519d-4755-a4b7-724da14699f5@b6762799-ff0d-4fa4-af44-22a096441415>

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