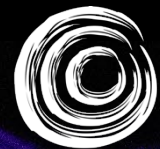


WA SHOWCASE

Pitching Application Guide



CIRCUITWEST





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

This application guide will support you through the application process and can be read in conjunction with the application form preview.

[Download the application form preview](#)

Key Dates

Tuesday 1 April	Applications to pitch open at 9am
Tuesday 8 April	‘Pitch Good’ online information session for artists and producers interested in pitching at WA Showcase
Thursday 1 May	Application support from CircuitWest closes at 5pm
Friday 2 May	Applications to pitch close at 12pm (midday)

If your application is successful:

Friday 16 May	Offers to pitch will be made from this date
Wednesday 11 June	‘Preparing for WA Showcase’ online information session for artists and producers pitching at WA Showcase
Friday 13 June	WA Showcase full pitching program published
Tuesday 15 July	‘On The Day’ online information session for artists and producers attending WA Showcase for the first time
Tuesday 22 - Friday 25 July	WA Showcase at Subiaco Arts Centre

Registration and content deadlines will be outlined in your formal offer.

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.



Useful Links

[Application Form](#)

[Application Form Preview](#)

[WA Showcase website](#)

'Pitch Good' online information session – [register here](#)

Useful Resources

[Australian National Touring Charter](#) – Represents the expectations and considerations for participating in touring activity, ensuring high-quality touring outcomes that make performing arts experiences accessible to audiences and communities across Australia. It articulates standards and defines responsibilities between all parties involved to ensure fair, transparent, efficient, and mutually beneficial touring practices.

[Dear Performing Artists, Are You Ready To Tour?](#) (VIDEO) – Some invaluable tips from leading artists, producers and presenters to help you create a great pitch.

[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.

[What is community engaged practice?](#) (ARTICLE) – The application form contains a question about community engagement. We recognise that not every project lends itself to community engagement – your application will not be penalised if it's not a part of your project. This article offers an excellent introduction to community engagement.

[Engaged Communities](#) (PDF) – Creative Australia's community engagement resource.



Pitching Overview

Pitching is about sharing your passion for a professional 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 to introduce artists, regardless of whether there is a work to pitch
- A company update to promote new strategies, opportunities or programs

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

How Pitches are Selected

WA Showcase aims to provide a pitching program that offers presenters the opportunity to draw together a dynamic annual program of performing arts experiences.

CircuitWest appoints an industry panel each year that draws on a mix of regional and outer metro presenters, producers and artists. This industry panel considers applications from artists and companies to pitch against the [Eligibility](#) and [Selection Criteria](#), and recommends which should be offered a slot in the pitching program.

CircuitWest may invite or pre-approve applications to curate a strong pitching program, and has final responsibility for the content of the pitching program.

To ensure enough artists and companies are given opportunities, generally only one application per artist or company can be offered. Producers who work on behalf of multiple creators may be offered multiple opportunities or an extended pitch time.



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.

Hello

8 minutes

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

“Hello” is a verbal and visual presentation where you can share slides, videos and images with presenters.

“Hello” applications will be assessed against the [Additional Criteria](#).

Call Me

10 minutes

A 10-minute pitching slot. It is usually a verbal and visual presentation where you can share slides, videos and images with presenters. The “Call Me” 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.



More Than Words

15 minutes

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.

“More Than Words” is 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.

“More Than Words” 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 “More Than Words” only if you are confident this is the best way of pitching your work.

Get Together

Up to 60 minutes

This pitching slot is designed to start conversations and initiate relationships in a small group. You will have an hour and can use as much of that time as you would like.

A “Get Together” 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.

“Get Togethers” 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 “Get Together” 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.

You can also tell us that you’d like to pitch in a different way to one of these formats. This could be a performance experience, an installation, or something else! Please speak to Maddie (myoung@circuitwest.com.au) at CircuitWest first.



Eligibility

Applicants must be:

- An artist or company based in Western Australia
- Available to attend, or be represented at WA Showcase, to ensure the opportunity is fully leveraged

If you have questions about these requirements, please email:

nmaclaine@circuitwest.com.au

Terms and Conditions

- The person or people applying to pitch 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.
- Applications that include touring or project budgets must pay professional artists and arts workers industry award payment or better. Applicants must otherwise be able to demonstrate that their budgeting aligns with recognised and relevant industry practice. Applicants should include superannuation for all fees and wages and consider necessary and/or appropriate oncosts and insurances.
- Applicants who wish to alter the subject or content of their pitch after acceptance and programming must notify CircuitWest immediately. Such changes will only be permitted under exceptional circumstances. CircuitWest reserves the right to decline these requests or remove the pitch from the program.
- 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](#).
- Artists or companies engaged in projects involving children under 18 must have a working with children and young people policy. This policy must comply with relevant laws and safeguards for children's wellbeing, and outline procedures for obtaining consent and handling sensitive content. Refer to [Creative Australia's](#)



[Protocols for Working with Children in Art](#) and the [Australian Human Rights Commission's Child safety and wellbeing tools](#) which include a policy template.

- 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.



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.
5. The appropriateness and readiness of the work for a state arts market, presentation and touring.

Additional Criteria

“Hello” applications are reviewed based on:

1. The specificity, timeliness or time sensitivity of what is being presented.
2. The benefit to delegates and the sector from hearing the presentation.
3. The value of the profiling opportunity to the artist or company.

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 Tuesday 1 April until Friday 2 May at 12pm (midday) 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.

Application Form Preview

We have created downloadable and editable versions of the application form. You can use these to draft your answers, then transfer them to the application form and submit.

[Download the application form preview](#)

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 Maddie at myoung@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 Friday 4 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 Information Sessions

‘Pitch Good’ online information session

Artists, producers and companies are invited to register to attend an online information session about pitching and applying to pitch at WA Showcase.

Tuesday 8 April | 10 am – 11 am WST

Registration essential – [register here](#)

This session will go through all facets of pitching and applying to pitch – deciding whether you’re ready, which pitch type is right for your work, how to apply, and to what it might lead. We will also cover what a strong application looks like, and what you will need to do to prepare for WA Showcase if your application to pitch is successful.

This session is open to all artists and producers interested in pitching at WA Showcase. It is also open to artists and producers with a general interest in pitching.

‘Preparing for WA Showcase’ online information session

Successful applicants will be invited to register to attend an online information session about crafting and delivering a strong pitch at WA Showcase.

Wednesday 11 June | 11 am - 12 pm WST

Registration essential

This session will go through all facets of pitching and applying to pitch – deciding whether you’re ready, which pitch type is right for your work, how to apply, and to what it might lead. We will also cover what a strong application looks like, and what you will need to do to prepare for WA Showcase if your application to pitch is successful.

This session is open to all artists and producers pitching at WA Showcase.



‘On the Day’ online information session

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

Tuesday 15 July | 11 am - 12 pm WST
Registration essential

This session is intended for artists and producers who are attending WA Showcase for the first time in any capacity.

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

This session provides a walkthrough of what it’s like to pitch at WA Showcase. It’s an ideal session for people who like to have as much information as possible to help manage ‘on the day’ nerves. Our team will be ready to answer any questions you have.

All pitching artists and producers will be sent written information about the venue, schedule, registration desk, parking and transportation options, and catering.



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.

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

We can assist you any time up until 5pm on Thursday 1 May.

If you have questions about the Eligibility, Selection Criteria or Programming Priorities, please email nmaclaine@circuitwest.com.au

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

START YOUR APPLICATION

[CLICK HERE](#)

DOWNLOAD THE APPLICATION FORM PREVIEW

[CLICK HERE](#)

REGISTER FOR 'PITCH GOOD' ONLINE INFORMATION SESSION

[CLICK HERE](#)

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