

PITCH GOOD



ONLINE INFORMATION SESSION



CIRCUITWEST



Department of Local Government, Sport and Cultural Industries
Department of Primary Industries and Regional Development



KAYA WANJU



CIRCUITWEST

PITCH GOOD

Pitching

Applying to pitch





HOUSEKEEPING

All questions are welcome

The Application Guide is the best place to find answers after this session...

... and you can always contact us!

This session is being recorded

“

We develop and connect those in the business of performing arts so that WA audiences have the quality cultural experiences they deserve.

”



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GEMMA SHARPE
Operations Coordinator

BECK NELSON
Tour Coordinator

NICK MACLAINE
Manager, Touring
and Community
Engagement

PHILIPPA MAUGHAN
Executive Director

MADDIE YOUNG
Tour Coordinator

**NASTASYA (TASH)
SUHANDINATA**
Finance Manager

WENG-SI CHEANG
Manager, Research and
Audience Development



PITCHING



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WHAT IS PITCHING?

Sharing your **passion** for a performing arts work or project with members of the industry, with the goal of starting **conversations** about touring and programming

Communicating the heart and soul of your work – why audiences should experience it, and why presenters should have it in the venues



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WHAT IS PITCHING?

The most common ways of pitching include:

- A short verbal or video presentation, often with slides
- A live performance excerpt or showcase
- A roundtable discussion

Different arts markets have different ways to pitch



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Show status: |

BEING READY TO PITCH

- You have a **tour-ready work** with outstanding support materials
- You are the **expert** in your show and are ready to take questions
- You can communicate **what it is** and **who it is for**
- You can give the presenters **everything they need** to program you



BEING THE EXPERT IN YOUR SHOW

- When is it available?
- What does it cost?
- Who is the target audience?
- What spaces can it go into?
- Does the bump in time in your tech specs assume any pre-rigging?
- What engagement can you offer?
- Does it have an awesome trailer?
- Does it have an archival recording?
- What makes it unique?
- Can you call it something else?



WHAT HAPPENS AFTER A PITCH?

- CircuitWest will ask presenters which shows they want in their venues and which artists or companies who gave updates they want to hear more from
- CircuitWest will share this information with each pitching producer
- This includes the contact details you need to contact the presenters
- Your online pitch program listing will stay up until the next WA Showcase



WHAT HAPPENS AFTER A PITCH?

- No interest in this show, this time
- One or more presenters program the work (**one-off presentation**)
- Multiple presenters want to program the work (**potential tour**)
- **Unexpected outcomes** blossom from new relationships
- Personal growth, professional development, learning from others
- Back next year to pitch new projects and connect with the sector



WHAT MAKES A GOOD PITCH

- Preparation
- Confidence
- Authenticity
- Passion that you can back up
- Professionals speaking to professionals



WHAT MAKES A GOOD PITCH

- What you're pitching is **unique** and of **terrific quality**
- It's about starting a **conversation**, not making a sale
- It's about **sharing generously** and extending an invitation
- The pitch **sparks something** in the people listening to it
- The pitch doesn't stop when the person leaves the stage



WHAT MAKES A *MEMORABLE* PITCH

- An authentic and connected presentation by the speaker
- An exceptional live performance that captures the work perfectly
- Humour and the unexpected
- Start and end strong



APPLYING TO PITCH



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WA SHOWCASE





KEY DATES

Tuesday 1 April

Applications open

Thursday 1 May

Last day we can
support applicants

Friday 2 May

Applications close

Friday 16 May

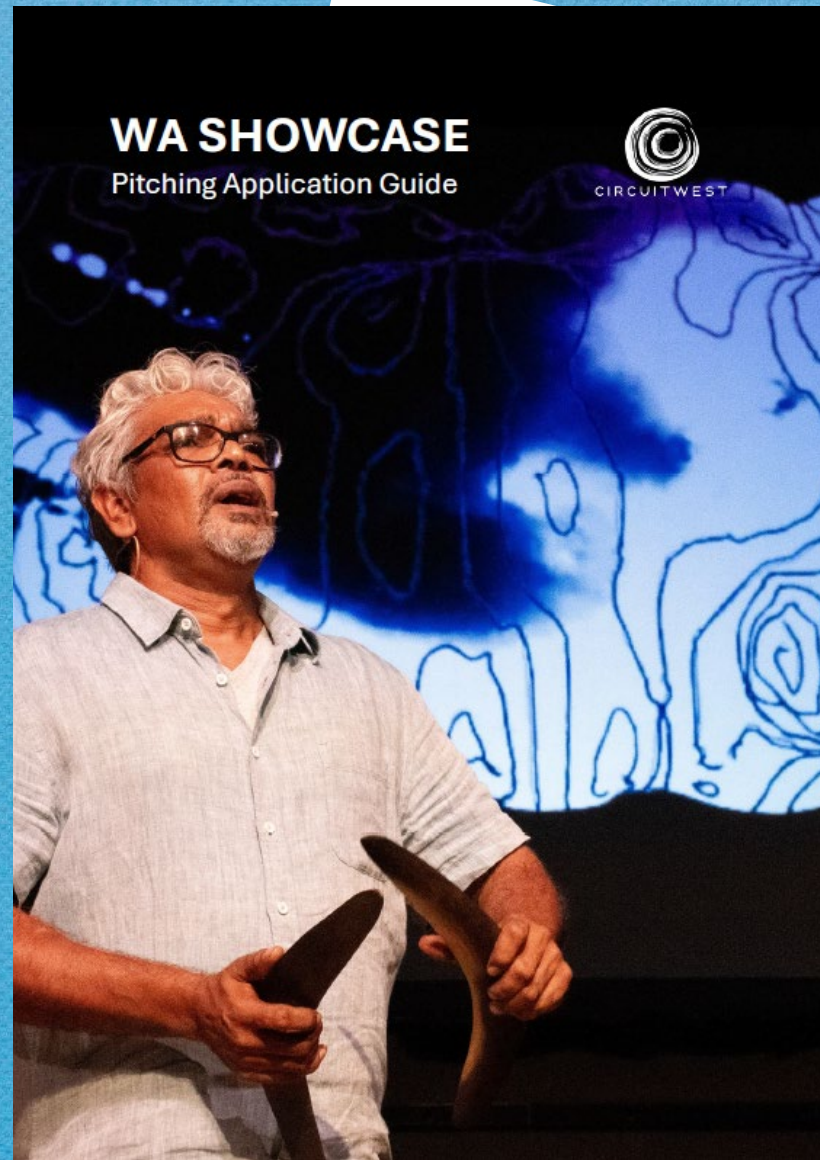
Offers to pitch made
from this date

22 – 25 July

WA Showcase



Follow us on Facebook for important pitching updates



Professional artists and
writers across the state.
The process and can be read

Artists and
Showcase
at 5pm

Considerations
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cross
parties
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Available on our [website](#)

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



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SELECTION CRITERIA

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.



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.



PITCHING OVERVIEW

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
- A company update to promote new strategies, opportunities or programs



PITCHING OVERVIEW

You can select one or more of the following artforms:

- 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





CALL ME

Length:

10 minutes

Format:

Onstage or
prerecorded

Suits:

Tour-ready work
Work in rehearsal

Recommended:

Brilliant video



MORE THAN WORDS

Length:

15 minutes

Format:

Onstage

Suits:

Tour-ready work

Recommended:

Works that need it,
and that look and
sound terrific with
minimal support



HELLO

Length:	8 minutes
Format:	Onstage or prerecorded
Suits:	Company updates Artist profiles
Recommended:	Have something to say and say it well!

ADDITIONAL CRITERIA

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.





GET TOGETHER

Length:	60 minutes
Format:	Roundtable
Suits:	Tour-ready work Work in development Ideas or concepts
Recommended:	You'll listen twice as much as you'll talk

WHAT MAKES A STRONG APPLICATION

The application:

- Communicates something unique
- Provides all the requested detail
- Is easy to understand the first time
- Spells things out and backs things up
- Has been written with the panel in mind
- Captures some of the company's ethos



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WRAP UP

Know your show

Authenticity and
passion supported by
good preparation

Know your audience

What they want to know,
how they want to feel, and
what they want from you



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Email Maddie: myoung@circuitwest.com.au

Email Beck: rnelson@circuitwest.com.au

Email Nick: nmaclaine@circuitwest.com.au

For more information: www.circuitwest.com.au

(search for WA Showcase on the homepage)



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