

WA SHOWCASE 2026

Pitching Application Guide





Applications are now open to pitch at WA Showcase for tour-ready 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

Monday 2 March	Applications to pitch open at 10am
Wednesday 11 March	‘Pitch Good’ online information session for artists and producers interested in pitching at WA Showcase
Thursday 2 April	Application support from CircuitWest closes at 5pm
Friday 3 April	Applications to pitch close at 12pm (midday)

If your application is successful:

Monday 27 April	Offers to pitch will be made from this date
Monday 1 June	WA Showcase pitching program published from this date
Tuesday 4 August - Friday 7 August	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.



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 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:

<ul style="list-style-type: none">• Ballet and Dance• Children and Families• Circus and Physical Theatre• Classical and Traditional Music• Comedy and Magic	<ul style="list-style-type: none">• Contemporary Music• Interdisciplinary or Hybrid• Musical Theatre and Cabaret• Participatory and Immersive• Theatre and Puppetry
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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. Applicants must still be able to meet the [eligibility requirements](#) about attending or being represented at WA Showcase.

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.

Hello 8 minutes

For:

- *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*

This pitching slot is a verbal and visual presentation, delivered onstage, where you can share slides, videos and images with presenters.

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

Call Me 10 minutes

For:

- *A tour-ready work*
- *A work in development or in rehearsal*

This pitching slot is a verbal and visual presentation, delivered onstage, where you can share slides, videos and images with presenters.

Designed for pitches of tour-ready works, it can also support a pitch of a work that is in its final stages of development or in rehearsal, and that will soon be ready to tour.



More Than Words 15 minutes

For:

- *A tour-ready work*
- *A work in development or in rehearsal*

A longer pitching slot where you can perform a live excerpt from your show. It is up to you how you use your time and how much of your pitch is taken up with your excerpt.

Designed for pitches of tour-ready works, it can also support a pitch of a work that is in its final stages of development or in rehearsal, and that will soon be ready to tour.

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 45 minutes

For:

- *A tour-ready work*
- *A work in development or in rehearsal*
- *A concept or idea*

This pitching slot is an opportunity for a longer conversation with a small group, where the subject of the pitch requires deeper discussion, explanation or understanding.

“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 or speakers.

If you would instead like to host an industry conversation (not a pitch) about a topic, provocation, strategy, opportunity or program, WA Showcase might be able to facilitate this as part of its conference program. Please speak to Nick nmaclaine@circuitwest.com.au at CircuitWest and he can direct your query.



Eligibility

The pitching program is open to tour-ready artists and companies based in Western Australia that uphold the Agreed Standards. This includes:

- Publicly funded and commercial performing arts companies
- Independent artists and producers
- Community Arts and Cultural Development (CACD) organisations
- Youth Arts organisations

The pitching program is not open to:

- Amateur or pro-am groups or companies
- Primary, secondary and tertiary education institutions
- Private training bodies and their affiliated production companies (e.g. dance schools)

Agreed Standards

- Paying professional artists and arts workers at or above industry award rates
- Paying superannuation in accordance with legal requirements
- Offering touring conditions and allowances that meet or exceed award standards
- Maintaining appropriate insurances and risk management measures
- Demonstrating the skills and expertise needed to support and/or deliver high-quality audience development and community engagement outcomes
- Applying industry-recognised practices that are appropriate to the tour's context

Additional Requirements

- Applicants working with First Nations artists or engaging with Indigenous cultural heritage must comply with Creative Australia's [Protocols for using First Nations Cultural and Intellectual Property in the Arts](#).
- Applicants working with children and young people must meet child safe requirements in their state or territory. Organisations should also implement the [National Principles for Child Safe Organisations](#).
- Applicants must be available to attend, or be represented at, WA Showcase.

If you have questions about these requirements, please email:
nmaclaine@circuitwest.com.au



Terms and Conditions

Applicants to the pitching program must:

- Provide all requested information in the application form honestly and to the best of their ability.
- Ensure that their pitch does not harass, bully, victimise or defame any person.
- Ensure that their pitch does not discriminate against any person based on age, political or religious conviction, race (including skin colour, ethnicity or national origin or descent), disability, sex, sexual orientation, gender identity, intersex status, marital or relationship status, family responsibility, pregnancy or breastfeeding.
- Ensure that their pitch and any work, concept or idea presented does not infringe on any third-party rights, including intellectual property rights.
- Notify CircuitWest immediately if they wish to alter the subject or content of their pitch after acceptance and programming. Changes will only be permitted under exceptional circumstances, and CircuitWest reserves the right to decline these requests or remove the pitch from the program.
- Submit a separate application for each work, concept or idea, artist profile or company update they wish to pitch.
- If pitching a work, idea or concept previously presented at WA Showcase, explain in the application form how a follow-up pitch will be beneficial for delegates.

Supporting Arts Market Collaboration

By submitting an application to pitch, you acknowledge and agree that limited details from your application (organisation or artist name, production name, the market applied for, and the year of application) may be shared confidentially with the Australia and New Zealand Arts Market Manager Group. This information will be used solely to support improved data collection and collaboration across the markets.

If you have any concerns or do not wish for this information to be shared, please email: nmaclaine@circuitwest.com.au



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.

We strongly encourage applications that consider wellbeing and environmental sustainability in their touring strategy.

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, inclusion and community at the heart of the performing arts.
3. Projects that demonstrate impactful or innovative ways of working or touring.
4. Projects that have not been pitched before at WA Showcase.



Your Application

Applications can be submitted from Monday 2 March until Friday 3 April 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.

Application Form Preview

We have created a downloadable and editable version of the application form. You can use this to draft your answers before transferring them into the application form.

[Download the application form preview](#)

Saving Your Application

You can save an incomplete application and return to it later by clicking “Save and Resume Later”. You will need to 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

Application Fees

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



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 10 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 may 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.

Wednesday 11 March | 1 – 2 pm 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.

‘Pitching for Pitchers’ online information session

Successful applicants will be invited to register to attend an online information session about delivering a successful pitch and getting the most out of being in this year's pitching program.

Wednesday 24 June | 11 am - 12 pm WST

Registration essential – by invitation

The session is tailored for first- or second-time pitchers, but experienced artists and producers are welcome to join and contribute to the learning experience.

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 28 July | 11 am - 12 pm WST
Registration essential – by invitation

“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.

This session is intended for artists and producers who will be attending WA Showcase for the first or second time in any capacity.



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
- Simonne Matthews – samatthews@circuitwest.com.au

We can assist you any time up until 5pm on Thursday 2 April.

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 OR SCAN THE QR CODE](#)



DOWNLOAD THE APPLICATION FORM PREVIEW

[CLICK HERE](#)

REGISTER FOR ‘PITCH GOOD’ ONLINE INFORMATION SESSION

[CLICK HERE](#)

Image Credit on Title Page: *Same Time Next Week*, Nick Page-Oliver & Scott McArdle, photo by Andrea Mae