
SHOWCASE VICTORIA 2020 | 12 – 14 May 2020 | Ulumbarra Theatre, Bendigo.

INFORMATION FOR APPLICANTS

About Showcase Victoria

Showcase Victoria is Australia's leading state-based performing arts marketplace and a critical component of the touring process. It provides a unique platform for producers, artists and theatre-makers to build relationships and promote their work to a wide range of venues and programmers with the ultimate aim of facilitating touring.

Applications are encouraged from all genres of the performing arts (including original contemporary music) and we are interested in productions looking to tour in 2021/22 to metro and regional venues large and small, including performing arts centres, festivals, community halls, libraries and galleries.

What's New?

In 2020, for the first time ever Showcase Victoria will be held in a regional centre at the beautiful Ulumbarra theatre in Bendigo. As the geographical centre of Victoria, Bendigo is the perfect location for Showcase Victoria and we are delighted to be gathering there as artists, producers and presenters.

2020 Program Structure

Designed to encourage a greater diversity of work, the format will include works that needn't necessarily fit into the traditional main stage category. It will also allow venues and programmers flexibility around which sessions to attend depending on individual programming needs. The program also include a session with a selection of Australia's major performing arts organisations and speed-dating for venues and producers.

The program streams are as follows -

- **Main Stage** - works of scale of all genres suitable for the main stages of performing arts centres
- **Small Stage** – one to three handers suitable for a variety of spaces including black boxes, halls, galleries, libraries and festivals
- **Music Makers** – original and/or contemporary music suitable for a range of spaces
- **Site Specific** – installations dotted around the venue for attendees to experience

Successful applicants will be allocated either a **Pitch** (8-minute live spoken presentation) or an **Excerpt** (12-minutes of live performance) within one of the above program streams.

The Selection Process

Applications are assessed by the Showcase Victoria Selection Panel, which is made up of different industry representatives each year. Applications are competitive and are assessed against the following criteria:

Artistic Quality and Innovation

- Is the work of high artistic calibre?
- Is the work innovative in terms of form, content or genre?
- Does the application involve a new Australian work?

Viability

- Does the application include a complete and relevant technical plan or does the Panel feel the applicant has the capacity to develop one?
- Does the Panel feel the project budget would be appropriate and is in accordance with standard conditions?

Diversity and Accessibility

- Does the application involve artists / arts professionals, and / or appeal to audiences, from culturally diverse backgrounds?
- Does the application involve artists / arts professionals, and / or contribute to the development of audiences, who are who are of mixed abilities?

Audience Appeal and Community Engagement

- Does the application include a complete and relevant marketing plan & materials or does the Panel feel the applicant has the capacity to develop one?
- Has the application clearly identified relevant audiences and target markets?
- Does the application contribute to the development of new and / or existing audiences?

Links and Resources

The following resources are available on the [Showcase Victoria](#) website to help with your application –

- [Application FAQs](#)
- [Application Drafting Tool](#): lists all the questions asked on the online form so that you know what to expect and can prepare in advance of applications opening
- [Budget template](#): a tool to help you work out the running costs of your show
- A guide to the [Technical Rating System](#) used in the application form
- A link to the [Showcase Victoria 2019 Production Profiles](#) for inspiration on how to answer application questions and write about your show

Key Dates

25 November 19 - Showcase Victoria applications open 1pm (EST)

9 January 20 - Showcase Victoria applications close 1pm (EST)

19 February 20 - Applicants notified of outcomes

30 March 30 - Registrations open

10 April 20 - Orientation webinar

12 – 14 May 20 - Showcase Victoria 2020

1 June 20 - Program participants sent survey results

17 June 20 - Post Showcase Victoria workshop for tour planning

For further information, please contact

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