SHOWCASE VICTORIA 2025
EOI INFORMATION + SELECTION GUIDELINES

When is Showcase Victoria 2025?

Showcase Victoria will have a full two-day format in 2025. We are excited to provide artists, producers, and presenters with the opportunity to connect and experience the latest and most exciting work from across Australia.

Showcase Victoria 2025 will be presented on the 20th and 21st of May at The Round.

Background Information
Showcase Victoria is an annual event connecting performers with venues and audiences through a program of outstanding live performances. Proudly presented by the Victorian Association of Performing Arts Centres (VAPAC) and supported by Regional Arts Victoria and Creative Victoria, Showcase Victoria is Australia's leading state-based performing arts market, playing a key role in facilitating touring.

Expression of Interest Submissions:
Artists and producers interested in participating in Showcase Victoria submit an Expression of Interest (EOI). The EOI form is of a minimal format but allows for more detail via weblinks and Dropbox/Google drive.

EOIs will be reviewed by the Showcase Victoria Selection Committee, who make recommendations to the Showcase Victoria Executive Team.

The Submission and Selection Process Timeline

1) Interested parties complete a Showcase Victoria 2025 Expression of Interest Form (with relevant supporting material) by **Jan 31st at 11:59pm.**
2) The Selection Committee assesses the EOIs throughout February, before meeting at the end of the month to make programming decisions.
3) Applicants will be notified of the outcome of their EOI by early March.

Eligibility Guidelines:

To be eligible to progress to the Selection Committee, the EOI application must meet the following guidelines:

- Does the applicant demonstrate a high degree of professionalism and experience, to a level that would allow them to undertake touring activity?
- Has the applicant confirmed they, or a representative of their project, would be available to attend and participate in Showcase Victoria in May 2025?
- Has the applicant completed all applicable fields in the Expression of Interest form?

Selection Guidelines

The Expressions of Interest will be assessed with reference to the following guidelines:

Artistic Quality and Innovation

- Is the work of high artistic quality?
- Is the work particularly 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?
- Is the cost of the work proportionate to its capacity to attract an audience?

Diversity and Accessibility

- Does the work involve artists or workers, or contribute to the development of audiences, from the following communities:
    - First Nations Communities
    - Culturally and Linguistically Diverse Communities
    - Deaf and Disabled Communities
    - LGBTQIA+ Communities

Audience Appeal and Community Engagement

- Does the application include a complete and relevant marketing plan and 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?

Tips on submitting your EOI:

Before you start!

- Have you carefully considered how regional touring sits in your artistic and business plans?
- Have you looked at the projects selected for Showcase Victoria 2024 to better understand if your project is appropriate for this event? If you're not sure, ask us!
- Gather your copy, images, video, marketing materials, tech plans, articles, reviews, etc.

Think about your goals and strategy.

- What are you hoping to achieve from participating in Showcase Victoria? Do you want to build a tour for a remounted show? Are you looking for additional presenters for a new work you are developing? Be clear on your goals.
- Can you summarise clearly what outcome you need in terms of financial contributions, number of touring venues/locations, the ways in which partners can participate etc.?

Touring is about places and the people who live there.

- What makes your proposal innovative, important, and appealing to audiences and communities?
- Have you considered who in particular will love your project and researched the communities where these people live?
- Consider carefully what you hope to achieve via Showcase. Is it for several venues to host your show on a tour, a co-production relationship or something else entirely?
- How do you plan to use Showcase to achieve these goals?
- What kinds of venues/locations/partnerships are best suited to supporting this project – think big and outside the square!

What material should you supply to support your proposal?

- How will you demonstrate the artistic merit of your proposal?
- You will need to provide links to video footage, images, websites, reviews etc., and you can use a Dropbox for additional material.
- Be snappy – too much information can lead further from the essential aspects of the proposal. Think about as few as possible supporting items of a very, very high quality.

Is the proposal viable?

- Consider how exactly you would deliver the proposal. Will it meet award standards in terms of remuneration and working hours/conditions? Is it feasible to the terms of the kinds of venues that will come to this market?
- If your proposal is about a remounted show, then absolutely include your budget and technical plan. While it's not compulsory to include a budget and technical plan, you should at least have a very good idea of how and when you will create these.
- Include marketing materials or biographies of personnel as applicable.

BE BRIEF AND PRECISE! Expressions of Interest have a very limited word length. Your first test will be in creating a compelling proposal that sits within these limits. This will ensure that Selection Committee members will understand your proposal and what you aim to achieve at Showcase.

PLEASE NOTE: If you plan to use pre-recorded music not specially commissioned for the show, you must carefully consider your obligations to APRA AMCOS http://www.apra-amcos.com.au/

How to Apply

1) Visit the Showcase Victoria Website and read through all relevant information regarding EOI's and the 2025 event.
2) Read the submission guidelines. If you have any questions, contact VAPAC.
3) Gather your copy, images, video, reviews, feedback, marketing materials etc.
4) Fill out the Expression of Interest Form here. Applications close at 11:59pm on Jan 31st. No late applications will be accepted.