

MEDIA RELEASE

Friday 2 February 2018

Creative Victoria announced as partner for Australian Performing Arts Market

The Australia Council for the Arts has awarded Creative Victoria the tender for the delivery of the 2020, 2022 and 2024 Australian Performing Arts Markets (APAM).

APAM is Australia's international performing arts market, bringing together Australian art with programmers from across Australia and around the world. For more than 20 years, this platform has showcased new and established talent, fostered new networks and collaborations, and been a critical driver for market and audience development of Australian performing arts.

With the existing delivery partnership with Brisbane Powerhouse concluding with APAM 2018 the Australia Council initiated a tender process for the next APAM partner for 2020-2024.

The Australia Council is pleased to announce that after a highly competitive process Creative Victoria has been successful with an innovative new approach to the next three editions of APAM. Working with a consortium of Victorian arts leaders and organisations, Creative Victoria will deliver APAM as a year-round marketplace aligned to key events and festivals, establishing an ongoing office to help broker connections with a global and national network of presenters, as well as platforms for live performances open to industry and public audiences.

Australia Council CEO Tony Grybowski said he was pleased that the proposal from Creative Victoria would ensure the ongoing success and development of APAM.

"We are delighted to partner with Creative Victoria on this signature platform. APAM has such an important role to play in our national performing arts sector and needs to respond to evolving practice and market trends. It will be exciting to see how a fresh approach to the APAM model will build on the existing strong foundation and expand opportunities for Australian artists and producers to reach new audiences with their work," he said.

APAM was established by the Australia Council for the Arts in 1994 as a platform to increase international and national touring opportunities for Australian contemporary performing arts groups and artists. Since its inception, APAM has grown from 200 participants in its first year to a thriving international marketplace of more than 1200 participants from all around the world.

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For more information on the Australian Performing Arts Market [click here](#).