



NOTES FROM APPLICATIONS HUI

An open hui was held on 17 September 2026 for all artists and producers interested in applying to pitch/showcase at the PANNZ Arts Market 2027. These notes summarise all the information that was shared and have been circulated with those in attendance and available on the PANNZ website for those unable to attend.

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Reminder of Key deadlines/dates

28 September 2026, 11AM	Pitching Applications close
14 October	Artists Notified of application outcome
22 October	Zoom information hui held to
Early November	Delegation registrations open
1 – 4 March	Arts Market takes place in Tāmaki Makaurau Auckland

Arts Market Application Guidelines

<https://www.pannz.org.nz/arts-market-application-guidelines/>

<https://artsfront.com/event/399410-pannz-2027/eoi/artist-producer>



An overview of opportunities

One-Minute Pitches

These can be: An idea, a work in development, work that is ready to premiere, work that is tour Ready (work which has premiered). Each One-Minute Pitch will be a self-recorded video, and last no longer than one minute. It should be used to spark interest in an idea, or a pitch of either a work in development or a work which is ready for presentation. One-Minute Pitches will be spotlighted during the four-day Market. These will be curated at the discretion of PANNZ. Pitch videos must be supplied by Friday 29 January 2027. Any video longer than one minute may result in it not being included in the Market.

Five-Minute Pitches

These can be: A work in development, work that is ready to premiere, work that is tour Ready (work which has premiered). Each pitch is up to a maximum of five minutes, and can include pre-recorded video content played on stage during your live pitch. Pitches will take place in the Concert Chamber - the stage has a large screen and a lectern. The pitches are about putting your best foot forward in describing your work to presenters. Any pre-recorded videos / powerpoints / digital content must be supplied by Friday 29 January 2027.

2024 photo examples of the stage set up for 5-Minute Pitches:





Wheako/Experience Showings

These can be: An idea, a work in development, work that is ready to premiere.

Wheako/Experiences are for artists/producers wanting to invite presenters and delegates to experience their work in some way. This could be in the form of a table reading, an open rehearsal, a workshop, performance excerpts, or similar.

These sessions may take place in a space provided by PANNZ. Examples of spaces we used in the past are the Town Hall Supper Room, Lightlight Room at Auckland Live and Basement Theatre, with a maximum capacity of 60 people.

Works in the Wheako programme are intended to be 'pared back' with minimal technical and set requirements. Artists/Producers are expected to cover their own presentation costs, with the exception of the venue (this is provided by PANNZ).

Each session should be no longer than one hour. This includes any time you need for introductions, post-showing discussions and questions.

2024 photo examples of the Wheako Showings:





Full-Length Showcase

We will again partner with New Zealand Music Commission | Te Reo Reka o Aotearoa who will curate the music showcase, and we will partner with Te Ahurei Toi o Tāmaki Auckland Arts Festival for full-length works which are part of the festival programme.

In addition to these showcases there will be an option to indicate on your Eoi pitching application if you are keen to discuss any full length showcase opportunities for your work.

Application Form

ENGLISH: <https://artsfront.com/event/399410-pannz-2027/eoi/artist-producer>

TE REO MĀORI: <https://artsfront.com/event/399410-pannz-2027/eoi/artist-producer-te-reo-maori>

Arts Front platform

PANNZ has a digital platform on artsfront.com with artist profiles and information about the work you are pitching or showcasing, and other works in your repertoire. It will be a directory and resource for all delegates and available for 12 months post market with delegate contact details. The platform also has the programme and other helpful information about the market.

Your Arts Front profile will be created from your application, so please remember to put in as much information as you can. You will be able to edit your Arts Front profile once set up.

FAQs and Questions Raised at the Hui

Can you apply for both a 1-Minute and 5-Minute Pitch for a single work?

Yes you can apply for multiple opportunities for a single work within the one application. You can apply for all opportunities for a single work. It would be useful for the selection panel to know which is your preference when you write about the work (as you will only be offered one of the opportunities to present). Make sure you provide enough information to cover all of the opportunities you are applying for.

How many different applications to pitch (i.e. for different works) can I make?

You can apply for as many different works as you like. There is no limit. Please complete a separate application for each work you would like to pitch.

Is it possible to pitch more than one work within one pitch?

Ideally only one work is presented per pitch. However we have had artists/producers use their time to pitch a primary work and then mention another work they have and encourage delegates to find out more about that work on the Digital Platform.

What are the rates of success in presenting a work as a 5-Minute Pitch versus a 1-Minute Pitch?

This is hugely dependent on the work, its stage of development and your goals for its lifetime. Often with pitches and outcomes the works that are most successful (i.e. securing presenting opportunities both nationally and abroad) are those that have producers/artists invest in the relationship-building



'long-game'. For this reason attending the entirety of the Arts Market and not just the session where you are pitching is important for making meaningful connections and engaging in conversation with presenters who may be interested in your work.

It isn't unusual for a work to have multiple pitches/presentations at the PANNZ Arts Market over a few years - perhaps starting as a 1-Minute Pitch and then as it develops securing longer more experiential pitch opportunities.

While 5-Minute Pitches provide more time on stage to present your work, a well-produced 1-Minute Pitch video alongside you staying at the Market to have follow up conversations can be just as effective. 1-Minute Pitch videos are also uploaded to the Arts Market Digital Platform and remain there for all delegates to see for a full year after the event.

Are 5-Minute Pitches recorded and uploaded to the Digital Platform?

No. However, the work does have its own profile tab on the Platform where videos or trailers can be uploaded. Artists/Producers are able to therefore upload any video relating to their pitch onto this tab.

Is it possible to have a 5-Minute Pitch at the Arts Market if I am unable to attend in person?

PANNZ hasn't had this happen in the past. However, yes, there is no reason why that couldn't happen. We would recommend choosing a trusted person/colleague to attend on your behalf. They can introduce your pitch and close off the pitch with any key elements you'd like conveyed in person. You can use the remainder of the 5 minutes to present a pre-recorded piece. It would be ideal for your nominated representative to stay on for the Market so that they could take any queries / interest in the work on your behalf.

Are all Wheako Showing opportunities 1 hour long?

Yes, all Wheako showings are a maximum 1 hour long.

What is the difference between an Wheako Showing and a Full-Length Showcase opportunity?

Wheako Showings are limited to 1 hour only and are not typically in theatre venues. They are pared back (in terms of set and technical production). Full-Length showcases present the work in its entirety (both in terms of length and production values) within the theatre.

Should the application come from the artist or the producer?

The person who is the primary contact for the work should make the application. Once selected, the other creatives (e.g. the artist) can register as a delegate and their profile can be linked to the work.

What costs are covered by PANNZ?

Any costs incurred in preparing for your One and Five Minute pitches will be covered by the pitching artists and producers (e.g. video content creation).

For the Wheako/Experience Showings artists/producers are expected to cover their own presentation costs, with the exception of the venue (if this is provided by PANNZ). The location of each showing will be decided in consultation with PANNZ. These showings are intended to be 'pared back' with minimal technical and set requirements all provided by the artists.

How long should the blurb for my work be?

There is no word limit on your bio or short synopsis, however the first two paragraphs are what is pulled



through to the programme page, so it's good to make sure these paragraphs include your most key information.

You can see an example of what this will look like in the programme here:



All The Things I Wish I Could Be
FRI-AM

An Epic Kids' Adventure Lands in Aotearoa!

Get ready for lift-off, laughs, and loud singalongs! Tamariki and their grown-ups are invited on a wild, musical ride with two lovable dads—Jeff and Tom—as they explore all the things they've ever dreamed of being. From All Blacks to ballerinas, monkeys to monsters, All The Things I Wish I Could Be is a joyful, high-energy celebration of imagination, friendship, and the freedom to be whoever (or whatever!) we want.

This brand new Aotearoa-made adventure stars local legends Tom Knowles (Shrek in Shrek The Musical, Capital E national tours, Global Children's Entertainment Awards winner)...



Tom Knowles

Creative and performer @ **Full Noise Productions**
 See more of this artist's work [here](#).

What is the difference between the profile image and hero image?

Your profile image should be a photo of you so that other delegates can put a face to the name, while you hero image is the leading image for your work.

Need help?

Please email us at: info@pannz.org.nz at any time if you have a question or need assistance with your pitch. Our Kaiārahi Māori is able to assist any Māori arts practitioners and companies. Please email info@pannz.org.nz