



info@poppyseed.net.au
www.poppyseed.net.au

8 Munster Terrace
North Melbourne
VIC 3051,
Australia

Who can apply?

Anyone. We want to be the last collective push that sets your idea or project in motion. We are fully inclusive and want to hear stories that reflect the diverse societies that comprise Australia and the world we live in. We are interested in all theatrical forms (ie plays, musicals, cabaret, storytelling etc) and in supporting emerging and mid-career artists. Please note, remounts of pre-existing productions will not be considered for selection without significant artistic reasoning. We support independent theatre makers and the independent theatre sector, we are here to support you in the creation of your art, and in building and sustaining a career. Previously successful applicants are prohibited from applying, however this does not affect their ability to be included in an application that is not lodged by them or their organisation.

How can I apply?

The application process is two-fold – after completing an online application form, complete with support material and a budget, a minimum of 12 applicants are invited to attend a Live Pitch Day in which they present their concept to the Artistic Panel - a brains trust comprised of industry professionals whose collective skill and expertise cover a broad range of artistic practice. This presentation can be an excerpt from the intended production, draft design work, a script reading, slide show – it is left to the artist to decide how best to represent their work. Five successful projects are invited to become part of the 2017 Poppy Seed Festival season.

A boutique festival:

Fundamentally, the success of the Festival is directly related to the collective strength and commitment of our participants. You maintain responsibility for realising your own production including technical, marketing and artistic aspects of your show: it's about your work.

So where do we come in?

We program projects into participating venues and provide financial, creative, marketing and logistical support to each project. In addition the Festival provides mentorship opportunities and professional development workshops (led by industry professionals from outside the Festival). The aim is to enhance each team's resources and reach. In addition, we will also provide broad marketing support, within which each team will be expected to run its own campaign.

We've created the platform and provide generous support but ultimately, you're in the driver's seat. It is this mutual commitment and an ethos of shared responsibility that makes this platform unique.

We're looking for theatre-makers that are excited by this kind of in-depth collaboration, both with the core Festival team and with the other Festival participants – that is, the 2017 Poppy Seed ensemble. We will problem-solve together, cross-promote shows and share ideas and resources in a lively and dynamic exchange. This exchange happens at the festival ensemble meetings that take place between August and the end of the festival. The meetings are scheduled either weekly or fortnightly throughout this period and are the platform where industry professionals from outside of the festival present workshops and seminars on touring, budgeting, marketing and publicity.

For this model to work, it is imperative for us to source high calibre applications in order to create a truly vibrant and diverse season of work in 2017.

Festival Procedures

Poppy Seed Festival launches it's new, exciting curated season on Thursday 28 September. It is important to understand that prior to the launch event, we will require all successful applicants to have finalised their production hero image, have completed marketing plans, finalised designs, program information and their media release. If you are presenting a devised piece it will be required that you have a working script and are well into the development process prior to launch to ensure your production is accurately represented at this event. It is also important to remember that during the devising process, your final production must closely resemble that which was presented at the Live Pitch Day.

Please scroll down for a list of important dates

Important Dates when applying

Info Night	Frid 21 April 7:00-9pm
Info Day Saturday	Sat 6 May 1:30-3:30pm
Invites to Live Pitch Day sent	Sun 18 June*
Live Pitch Day	Sat 8 July
Offers and Acceptance	Sun 9 July- Mon 10 July

* Unsuccessful applicants will be notified within three days of this time and will have the chance to request feedback.

Important Dates for successful applicants

1 st Ensemble Meeting	Mon 7 August*
Festival Launch	Thu 28 September
Show 1	Tue 31 Oct- Sun 12 Nov
Opening Night Gala	Wed 1 November
Show 2	Thu 9 Nov – Sun 19 Nov
Show 3	Tue 14 Nov – Sun 26 Nov
Show 4	Tue 21 Nov – Sun 3 Dec
Show 5	Tue 28 Nov – Sat 9 Dec
Closing Night Party	Sat 9 December

* Attendance at Festival Ensemble meetings is mandatory and ongoing for the duration of the festival – it is the forum where ideas are shared, workshops are scheduled and networking happens!