



ACT
Government

Chief Minister, Treasury and
Economic Development

2018 PROJECT FUNDING – INFORMATION FOR APPLICANTS

Before you begin:

- Thoroughly read through the Project Funding guidelines.
- Attend the public Information Session and/or face to face conversation with artsACT staff.
- Know your project and understand what you are trying to achieve.
- Contact artsACT – Arts Support [staff](#) are available to help you on (02) 6207 2384.
- Contact a relevant [Key Arts Organisation](#) or [Program](#) funded organisation if you require assistance in planning a project.
- Capture the imagination of the panel with an exciting project backed up by high quality support material.
- Understand that Project Funding is highly competitive. Approximately 30% of applications are able to be funded so the application needs to be exceptional.
- Assume the panel does not know you or your work.
- Use clear, concise, plain English.
- Answer all the questions and use the word count given in the application form.
- Be specific about how the project will take place. Include the planning process, timelines and the people involved.
- Consider staging your project. It may not be possible to fund all aspects of a project in one year. Consider breaking large or complex projects into separate stages and applying for one stage at a time. Clearly explain this in your application.
- Spend time on your budget – make sure the income and expenditure are equal including the funding being requested. The budget is an area where otherwise competitive applications are often let down. Include any explanatory detail on the budget, particularly for any large amounts.
- Make sure your support material is relevant to your project, high quality, clearly labelled and in the format requested.

- Ask someone with knowledge of funding applications or the arts sector to comment on your draft application.
- Allow plenty of time to gather your support material and prepare and submit your application.

Assessment Questions

The Peer Assessment Panel will assess your application against the Project Funding purpose and responses to the three questions below.

The purpose of Project Funding is to support:

- self determined artistically interesting and exciting projects
- excellence in arts practice across artforms
- unique arts development opportunities for artists at all stages of their careers
- quality arts activities in which the ACT community can actively participate

In answering the questions you should consider how the proposed activity meets one or more of the above points. To help you think about each question, some prompts have been provided.

1. What is the project and why is it important?

This is your opportunity to capture the imagination of the panel. Remember - do not assume the panel will know you or your work.

- Explain the activity and what will be achieved.
- Describe how the project is special, valuable, exciting or innovative.
- Explain why it is important to do the project at this particular time/point in your career.

2. How will it develop your (or the community's) artistic skills/practice?

This is your opportunity to describe the arts development outcomes of the project.

- Describe how the project will develop either your artistic skills/practice, those of your organisation's membership and/or a sector of the ACT community.
- If applying to make a product (e.g. a recording, book, exhibit, or production), explain how the *process* of creating it will progress your arts practice.
- If proposing a community project, explain how the activity will transfer artistic skills and experience to participants. Community projects must actively involve the community, not just present a product or activity. While there may be social outcomes, the focus of the project must be on the arts outcomes.

3. How will the project be delivered?

This is your opportunity to show you have the skills, resources, processes and planning to make the project a success.

- Outline the project timeline, including major milestones. Remember the activity must occur in 2018.
- If the application is for one stage of a multi-staged project, identify the stage for which you are seeking funding.
- Explain how the project will be managed and the resources required, e.g. art materials, insurance requirements, venue hire, access to research sources etc.
- Demonstrate the project offers value for money and will have the financial support necessary to be completed to a high standard.
- Outline the roles and responsibilities of key artists and personnel, and explain the skills and experience they will bring to the project.
- Provide a letter or email from all major participants to show they are willing to be part of the project within the timelines. Their strong support for the project is also helpful.
- If some key personnel have not been confirmed, indicate the skills and experience needed and how they will be recruited.
- If relevant, consider how the project will be promoted or the product distributed.

Artform information

Theatre and Dance

Activities may include creative development or production of an existing or new work, theatre script development or other performance related activity including touring. Given the complexity and high cost of developing and producing quality theatre, staged development of your project should be considered. Productions must evidence high quality scripts, choreography, dramaturgy, artistic direction and production values including a marketing strategy.

Amateur groups are eligible to apply. Activities may include employing a mentor, for example a professional set or lighting designer to work closely on a project with emerging designers, or employing key actors or dancers to work with an emerging director or choreographer focusing on artistic development and skills transfer.

Proposals should include, where applicable, reasonable development and rehearsal time; marketing costs; and box office revenue.

Ticketed performance activities should include box office income based on a clearly explained calculation of realistic ticket sales, and a well-developed marketing strategy and associated costs.

Literature

Activities may include research; writing (fiction, non-fiction, poetry and creative prose), publishing, conducting a literary event or project; professional development or manuscript editing costs. The artistic development of an artist, group, organisation or the community should be evidenced in the project.

Applications seeking funding for publishing a book should include how the process of publishing would progress their professional development. This can be evidenced through the being mentored, engaging a professional editor or working with the publisher on the book, where the process of publishing is important, not just the end product.

Proposals seeking costs for self-publishing must include printing and design quotes, and an effective marketing and distribution plan.

If costs towards publication by a publishing house are being requested, a contract to publish or a letter of offer demonstrating the publisher's commitment to the project must be provided. This should include a financial contribution towards the publication costs, appropriate royalties, and an effective marketing and distribution plan.

Music

Activities may include composition; developing a new musical work; the staging of a musical performance; touring or the recording or documentation of musical performance. All stages of the creative process, from research and development to production, performance and distribution are eligible.

Ticketed performances should include a box office income estimate based on a clear and realistic calculation of ticket sales, and a well-developed marketing strategy and associated costs.

Sales revenue, e.g. from recordings, only needs to be included where the income will be earned in the year the funding is received.

The artistic development of an artist, group or organisation is critical. Therefore applications seeking funding for recording, mixing or mastering of tracks or albums need to demonstrate artistic development as an important part of the process, not just the end product.

Applicants seeking funding for the hire of Llewellyn Hall in 2018 must apply, and be assessed, through Project Funding, the same as any other request for venue support. Applications will need to respond to the Project assessment questions and Project Funding Purpose.

Visual Arts

Projects may include researching or creating new work; development of new work for an exhibition; mounting an exhibition; staging a visual arts and craft event; undertaking a residency; or attendance at an interstate or international visual arts convention or festival.

As the focus of Project Funding is on progressing the artistic practice of an artist, group or organisation, applications for exhibition and catalogue costs should clearly explain the

benefits and opportunities of these activities, and why they are important at this stage of your career.

Proposals seeking support to mount an exhibition must include a letter of confirmation from the participating gallery/exhibition space. Where the venue is unable to be confirmed, applications should explain when confirmation will be available and offer alternative venue options.

Digital Arts/New Media

Digital and New Media projects can be supported across all artforms and should be applied for under the most relevant artform category, nominated by the applicant.

Multi Arts/Cross Arts Collaborations

Applicants should nominate the artform in which you wish the application to be assessed, usually the artform which is most prominent at this stage of the project. The assessment panel consists of representatives from a range of artforms.

Community Arts

A community-based arts project is one created by, with, and for the community where an artist works with a community to facilitate a creative process.

Applications should demonstrate community involvement in all stages of the project and place emphasis on the participants' artistic development, the creative processes and the artistic outcomes. Community-based arts projects often also achieve a range of social outcomes.

Where the application is planning on working with a particular community sector, the application should include evidence of the sector's wish to be involved in the project.

Festivals

Arts festivals or specific arts components within a festival can be supported through Project Funding. Project costs can include artists' fees, venue hire, and administrative costs. On the application form, you should nominate the artform in which you wish the application to be assessed. Applicants proposing a festival activity are also encouraged to contact EventsACT www.events.act.gov.au.

Preparing Your Budget

The budget table outlines how you will spend your funding, should you be successful. A detailed, balanced budget is essential.

Applications must demonstrate value for money. The level of funding requested should reflect the project outcomes. Do not inflate or underestimate the request; ask for the amount required to complete the project. In general, artsACT will not offer partial funding.

Applicants seeking support for large projects are encouraged to seek funding from a variety of sources for your project. Follow this link for some [other options for funding and support](#).

Provide details of other partners or sponsors, including funding bodies and in-kind support from individuals and/or organisations.

If additional funding is to be sourced through crowd funding, provide details of any previous experience and success in running a crowd funding campaign and/or the strategies you will use to achieve your funding target.

Where there is a level of unconfirmed funding, applicants need to consider the impact on the delivery or quality of the activity should the funding not be secured.

Clarify any elements of the budget that are complex or require further explanation in the Budget Justification space provided after the budget table.

Attach as support material, quotes for major expenditure items.

About expenditure

- Include all the costs associated with your project, for example, venue hire, salaries, and materials.
- Indicate the costs you would like covered by the Project Funding request.
- Salaries and fees should include payments made to artistic and other personnel as well as any on-costs such as superannuation, and travel and accommodation expenses.
- If it is a complex project with significant expenditure on fees and salaries, attach a detailed budget including payment rates and number of hours employed.
- Quotes must be provided for significant items of expenditure.

About Income

- Include all the expected income, such as the Project Funding request, other funding and sponsorships, your own contribution (which can be financial or in-kind), and any estimated earned income, such as ticket, CD or book sales.
- Do not include royalties or sales that may be earned after the Project funding calendar year.
- It is expected that organisations applying for large scale projects/funding will demonstrate their own significant financial contribution to the project.
- The estimated earned income should be realistic and earned as a result of the project.
- Include in-kind support, such as free or discounted goods and services, free use of rehearsal space or volunteer labour.
- In-kind support should be recorded in both the income and expenditure columns. For example, if the cost of hiring the rehearsal space is usually \$2,000 but it is given to you for free, in your expenditure column you would write 'rehearsal space; \$2,000' and in

the income column you would write 'rehearsal space: in-kind; \$2,000'. Do not seek funding for expenditure items that are being provided as in-kind support.

The bottom line of the budget must balance/be equal. This means the total expenditure and the total income figures (which includes the funding request) must be the same.

Incorporated organisations may be requested to provide a copy of the organisation's most recent audited financial statements at any time during the assessment process. These do not need to be included in your application.

Artists' Fees

artsACT expects fair payment to professional artists being engaged in the project in recognition of their professional status, skills and experience. Applications need to include fair payment to artists in the budget and should be appropriate to the level of skill and experience of the artists employed and reflect the accepted rates in the sector. You may wish to state the basis of these rates in your application.

The following organisations may be of assistance in obtaining information about professional artists' fees:

- [Fair Work Ombudsman](#)
- [National Association for the Visual Arts](#)
- [Media, Entertainment and Arts Alliance](#)
- [Musicians Union of Australia](#)
- [Australian Performing Rights Association](#)
- [Australian Society of Authors](#)
- [Australian Writers' Guild](#)

Where applicants are seeking payment for their own time on a self determined project, it may be more appropriate to seek assistance with living expenses than the payment of an artist fee. Artist's fees will generally not be supported for an applicant being mentored, or to attend a workshop, conference or other professional development opportunity.

Taxation

Funding provided under the ACT Arts Fund may be assessable income and may need to be included in your income tax return. For further information on taxation issues, including special income tax provisions, allowable deductions, income averaging and GST, you should consult your tax adviser or visit the Australian Taxation Office website at www.ato.gov.au

Do not add GST to your total funding request. If you are registered for GST and your application is successful you will automatically be paid the additional 10%.

Insurance

artsACT strongly advises all applicants to seek their own advice regarding insurances. If any aspect of your project is to be undertaken in public premises or on public land, you may need to hold an appropriate level of public liability insurance. Applicants may include the cost of public liability insurance in their funding request.

Support Material

Support material is critical. High quality, recent examples of your work or practice will showcase your expertise and may capture the panel's interest. Other support material, such as CVs, letters of support, quotes, etc, can demonstrate good planning and project management.

All applicants must provide:

- recent, high quality artform support material. Only choose material relevant to the activity you are proposing.
- a current CV of no more than one page for each of the key artists/personnel involved with the project.
- written confirmation of involvement by key parties. This includes correspondence confirming participation of key parties involved in the project including artists, venue/s, publishers, other collaborators and funding agencies. Where possible, letters of confirmation should confirm the role of the participant, their payment and the time frame of their involvement. It may also be helpful for the letter to include why the party is keen to be involved with you and/or your project.
- letters confirming any sponsorship or other support (including in-kind support).

Where applicable you may also wish to attach:

- letters of support - maximum of two and must be directly relevant to your project
- relevant critical reviews of previous work
- additional information e.g. marketing plan, detailed timeline, business plan
- If you propose to work with a particular sector of the community, you must demonstrate their support in the application and include a letter of support
- Projects that contain representations of Indigenous artistic and cultural practice, or intended outcomes relating to Aboriginal or Torres Strait Islander artists or communities, must provide letters from the relevant communities or artists. Letters must show clear evidence of support and agreement for the activities to take place.

Format

Support material must be attached to your online application. Hardcopy support material will not be accepted.

To assist the panel, please label all attachments with names that clearly reflect the contents, e.g. 'CV for Joe Bloggs' and not 'Document 1'.

The application form limits individual file attachments to 25MB. This size limit should be enough for any word files or documents that are scanned or saved as a PDF. It should also be sufficient for uploading audio (MP3) files and picture (JPEG or PNG) files. If you wish to attach a video file, this will need to be uploaded onto a video sharing site and an access link provided.

You may also provide web links if you have a website or material online. If you are directing assessors to a website, link directly to the material you want the panel to view. Panel members will not search websites for the support material. The relevant page/s need to remain static until the assessment process is complete.

Maximum artform support material limits:

- Images: maximum ten images, presented as a single PowerPoint or individual JPEG or PNG files.
- Text and printed material: maximum ten pages, presented as a Word document or scanned and attached as a PDF. This material may include excerpts from a published work or script, a synopsis, critical reviews, etc.
- Audio files: maximum three tracks, and not more than six minutes in total, provided in the MP3 format.
- Video file: maximum three files, and not more than six minutes in total, provided as URL web links.

It is your responsibility to upload into the application form support material that is accessible to the panel. You should prepare and attach support material well in advance of the closing date to ensure there are no technical issues.

REMEMBER: the amount of support material the panel will view is limited.

Assistance with your application

Applicants are strongly encouraged to discuss their projects with artsACT.

artsACT provide a public Information Session and individual consultation sessions for applicants. Details can be found [here](#). [artsACT staff](#) are also able to provide information assistance over the phone on (02) 6207 2384.

artsACT staff can provide information on the eligibility of an activity, the information to include in an application and how to address the assessment criteria. For reasons of time and equity they are not able to read or comment on the details of an application. Please contact artsACT if you have any questions.