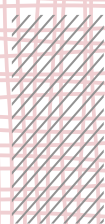


FUNDING AND PROJECT DEVELOPMENT

A GUIDE



connections
creativity
communities

Arts North West supports and facilitates
arts and cultural activity in the
New England North West.

CONTENTS



How can Arts North West help?.....	1
Funding in Australia	2
Arts agencies and information to bookmark	3
Generic grants finders	3
Keeping abreast of what's out there	4
Arts & Philanthropy/business/law	4
Funding breakdown with more detail	5
REGIONAL ARTS FUNDING	5
STATE	6
FEDERAL	8
FOUNDATIONS	8
Getting the project and the funding started... ..	9
Before you start, ask yourself	9
What Is the idea	9
What are the benefits and outcomes	9
Things to consider	9
Quick tips	10
Reality Checks	10
Writing the application	10
Support material	10
Recap – important concepts	11
View from the other side	11
Basic Project Template	12
Notes	13

HOW CAN ARTS NORTH WEST HELP?

We are a not-for-profit, incorporated association with board representatives from across the region and a small but dedicated staff based out of an office in Glen Innes.

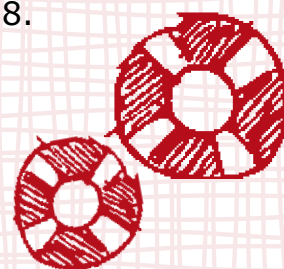
We offer support services including funding advice and connections, project assistance, workshops, professional development, networks, resources, auspicing, news services, arts policy, research, advocacy, and marketing.

We also offer a comprehensive range of projects and programs designed to meet the diverse needs of the New England North West, its artists and communities.

Arts North West forms part of an active state network of regional arts boards providing regional arts development in NSW.

For more information on our services and programs please visit our website www.artsnw.com.au or call our office on 02 6732 4988.

If in doubt....call us.



Arts North West is assisted by the NSW Government through Create NSW and twelve local government authorities in the New England North West.

Arts North West acknowledges Aboriginal people as the traditional custodians of the lands we work on; we recognise the strength, resilience and capacity of Aboriginal people and respect Aboriginal Elders past and present.

FUNDING IN AUSTRALIA

Funding in Australia can be broken down into four (4) basic tiers:

1. Federal Government and National funding agencies (e.g. The Australia Council for the Arts)
2. State Government and State-based funding agencies (e.g. Create NSW, Trade and Investment Arts NSW, Department of Education, Regional Arts NSW)
3. Local Government and local/regionally-based funding agencies (e.g. Councils, Regional Development Australia (Northern Inland))
4. Private Enterprises, Sponsorship, Philanthropy, Donations etc.

Arts North West can provide advice on funding options for your particular project/need, as well as the information, relevant contacts, support, additional resourcing, and even auspicing services that you might need to fulfill any funding application. In some instances such as the Country Arts Support Program, Arts North West acts as the regional funding agency.

This guide is aimed to give you a few ideas to start with and provides links to the key funding opportunities available for arts related activity. Take your time to go through the range of options and see which might best suit your project, look at the guidelines and application forms and see what is required, check deadline dates and eligibility etc. If you have any questions or need further assistance, don't hesitate to contact Arts North West. That's what we're here for. Although we can't 'do' your funding application for you, our review and assistance service can help you or your partners to do so.



ARTS AGENCIES AND INFORMATION TO BOOKMARK

Arts North West	www.artsnw.com.au
Regional Arts NSW	www.regionalartsnsw.com.au
Create NSW	www.create.nsw.gov.au
Museums & Galleries NSW (MGNSW)	www.mgnsw.org.au
National Association of Visual Artists (NAVA)	www.visualarts.net.au
Music NSW	www.musicnsw.com
Screen NSW	www.screen.nsw.gov.au
Arts On Tour NSW	www.artsontour.com.au
Accessible Arts NSW	www.aarts.net.au
Australia Council for the Arts	www.australiacouncil.gov.au
Ministry for the Arts	www.create.gov.au
Creative Partnerships Australia	www.creativepartnershipsaustralia.org.au

GENERIC GRANTS FINDERS

(Not necessarily arts but may apply to your project)

<https://www.communitydevelopment.org.au/> – information on grants, scholarships and awards offered by the NSW Government, Federal and local government, institutions, philanthropic trusts and companies as well as grant-writing guide and links to funding directories.

<https://www.create.nsw.gov.au/category/funding-and-support/> – The Australian Government provides funding and grants to arts and cultural organisations and individual artists from across Australia to advance our rich cultural and Indigenous sectors.

<https://www.business.gov.au/Grants-and-Programs> – Listing of grants programs for individuals, businesses and communities.

KEEPING ABREAST OF WHAT'S OUT THERE

Arts North West e-bulletin – Join via our website www.artsnw.com.au or email us with your contact details and we can sign you up. Free monthly e-bulletin with opportunities, grants, news, employment and more.

www.ourcommunity.com.au (Easy Grants Newsletter) – monthly e-newsletter featuring the latest new and recurring government, philanthropic and corporate grants. Subscription rate applies.

Regional Arts NSW e-bulletin – Regional Arts NSW have a free monthly e-bulletin that lists latest grants, awards and scholarships that you can subscribe to <http://regionalartsnsw.com.au/>

ARTS & PHILANTHROPY/BUSINESS/LAW

Australian Directory of Philanthropy - www.philanthropy.org.au – national peak body for philanthropy.

Creative Partnerships Australia

www.creativepartnershipsaustralia.org.au – Makes connections between businesses, arts organisations, individual artists, trusts and foundations and provides advice, professional development, volunteering and networking opportunities.

Arts Law Centre of Australia – www.artslaw.com.au – provides specialised legal and business advice and referral services, professional development resources and advocacy for artists and arts organisations.

Office of Fair Trading NSW – www.fairtrading.nsw.gov.au – Has information on developing a business, association or cooperatives



FUNDING BREAKDOWN WITH MORE DETAIL REGIONAL ARTS FUNDING

Country Art Support Program (CASP) – CASP is a devolved funding program from Create NSW managed by Regional Arts NSW. Arts North West manages the delivery of CASP funding throughout the New England and North West region. Funding is usually limited up to \$3,000 per project but is a great way to get local arts projects up and running. An annual program due in July.

Regional Arts Fund (RAF) – Grants supporting arts and cultural activities in regional NSW that are sustainable, have long term cultural, economic and social benefits, develop partnerships and cultural networks and provide skills development opportunities. There is one round per year with closing date of about mid-August for projects commencing in the following calendar year. Multiple year funding and grants of more than \$20,000 per year are available but must be discussed with Regional Arts NSW prior to applying.

Regional Arts Fund objectives

The objectives of the Fund are to support and promote participation in, and access to, Australia's arts and culture in regional and remote Australia by:

- Encouraging and supporting sustainable economic, social and cultural development in regional communities.
- Developing partnerships and networks which leverage financial and/or in-kind support for specific projects and encourage ongoing collaboration.
- Developing audiences and broadening community engagement with the arts.
- Increasing employment and professional development opportunities for, and raise the profile of, regional and remote artists.



REGIONAL ARTS
NSW

RAF assessment criteria

Each application will be assessed against the following criteria:

- Development of arts and cultural activities in regional communities
- Skills development opportunities for individuals and organisations in regional Australia
- Promoting networks and/or partnerships that support community and cultural exchange and activities
- Increasing employment and professional development opportunities for regional artists / arts workers /cultural workers
- Economic and/or social development benefits within regional communities
- Engagement with Aboriginal, isolated or disadvantaged communities
- Evidence of adequate planning (achievable and realistic)
- Capacity to manage the project (financially viable, sufficient resources, history of project management)
- Evidence of local consultation to meet a need for the project in this particular community/communities
- Aims to achieve high quality artistic output (if project related to specific artistic practice)
- Has long-term benefit or capacity to leverage sustainable activity

state

Create NSW (State) funding is state government funding and can vary from year to year. www.create.nsw.gov.au

Currently funding includes:

- Project
- Creative Koori
- Annual Organisation
- Multi-Year for Independent Arts & Cultural Organisations
- Local Government Authorities (LGA) Arts & Cultural Programs
- Small Project Grants (Quick Response)
- Fellowships

It is important to look at all the grant categories that could apply to your project and see if you are eligible. If you have any questions call Create NSW or Arts North West for advice.

Create NSW has a number of guides and fact sheets: <https://www.create.nsw.gov.au/funding-and-support/resources-for-funding-applicants/how-to-apply-guide-and-fact-sheets/>



Create NSW Program Objectives

The Arts and Cultural Funding Program is guided by three key objectives:

1. Grow creative leadership and programming excellence in NSW

- We foster world-class arts and cultural ambition by investing in creative leadership and programming excellence – including contemporary, innovative and daring practices, the delivery of new works and support for plans that bring works to new audiences
- We support organisations, artists and arts and cultural workers that facilitate an understanding of different cultures and opportunities for creative encounters that help build a cohesive and open society.

2. Strengthen NSW arts and cultural activity that drives community and social benefits

- First Peoples' arts and culture is acknowledged as a key pillar of arts and culture in Australia, and we promote new opportunities for their professional development, self-determination and leadership
- We support arts and cultural activity that benefits the many in NSW, inclusive of the wide variety of communities and the diverse creative ecology across the State
- Our activity delivers accessible creative experiences that nurture creative skills, improve well-being and enable a widely-engaged and diverse community of artists in NSW
- We are committed to increasing equity in accessing resources and opportunities amongst underrepresented groups across the State.

3. Showcase NSW as a leader for strategic arts and cultural governance and strong financial management

- We support projects and programs that exemplify financial resilience backed by best-practice governance, budgeting, marketing and strong strategic planning that demonstrates increased creative production, sustainability and activation in NSW
- We support the continual improvement of the sector through activity that delivers opportunities for professional development to foster strong leadership and delivery
- Successful projects demonstrate their economic viability through the use of strategic partnerships, diversified income streams and innovative approaches that build organisations' capacity to secure funding from alternative sources.

FEDERAL

Australia Council for the Arts (National)

<https://www.australiacouncil.gov.au/funding/>

The Australia Council for the Arts is the peak national arts organisation for Australia. It has a range of arts funding categories, fellowships, and programs operating on a national scale. It has a number of resources such as reports and statistics that assist in providing evidence for your project. <http://www.australiacouncil.gov.au/research/arts-nation-research-library/>



Festivals Australia

Festivals Australia is an Australian Government program which funds Australian regional and community festivals to present quality cultural projects. Funding is available to add a new or special sort of cultural activity. <https://www.arts.gov.au/funding-and-support/festivals-australia>

There are other Federal departments that fund arts projects including:

- Playing Australia
- National Library of Australia

FOUNDATIONS

FRRR - www.frrr.org.au – The Foundation for Rural and Regional Renewal is well placed to use new approaches to regional and rural development as it facilitates partnerships and mentor's relationships which may otherwise not have happened.

The Myer Foundation & Sidney Myer Fund

www.myerfoundation.org.au – The Myer Foundation's and Sidney Myer Fund's mission is to build a fair, just, creative, sustainable and caring society through initiatives that promote positive change in Australia, and in relation to Australia's regional setting.

Newcastle Permanent Charitable Foundation

www.newcastlepermanent.com.au

There are too many charitable foundations and private funding programs to mention here but websites like www.philanthropy.org.au are a good place to start looking for more. Look out also for local community grants via your council, local businesses and community groups. Speak to your local representatives about potential support.

GETTING THE PROJECT AND THE FUNDING STARTED...

BEFORE YOU START, ASK YOURSELF

what is the idEa

- What (event / activity / project) do you want funding for?
- Who is the applicant? (organisation or individual)
- Who is the artist/s?



WHAT ARE THE BENEFITS AND OUTCOMES

- Why is the project needed or important? (rationale)
- What will the project achieve or change?
- When is the best time to hold your project and how long will it take to fund and organise? (lead time and 'turnaround' time)
- Who is going to do all the work?
- How much will it cost? (budgeting expenditure)
- Where is the money? (budgeting income)
- Addressing the guidelines
- Finding and demonstrating support for your project

THINGS TO CONSIDER

- Determine what you want this project or program to achieve and how does it relate to your organisation's future planning?
- How does your project and its aims or themes meet the funding criteria?
- Do you need a grant or would you be better seeking some sponsorship or community partners?
- Research your project and its relationship to funding options
- Talk, talk, talk...get talking to people for ideas, partnerships, feedback, participants, in-kind support
- Jot it all down and include a timeline and a budget and start drafting well in advance
- Talk to the proposed funding body/sponsor about what they expect of those that they fund
- Don't promise things you can't fulfill and keep to your aims
- Read the guidelines and do some draft application forms, get feedback, THEN do a quality application and keep to the guidelines

quick tips

- Start with an idea, not a desire to get a grant
- Define your project before you look at the forms
- Be brief, clear and make it sound exciting!
- Plan ahead – give yourself plenty of time
- Research funding agencies and their closing dates
- Read the guidelines and the aims and objectives
- Is your project right for this grant and agency?
- Does it fit the guidelines? If it fits, address each criteria.

reality checks

- are you eligible? Do you need an ABN? Can an individual apply? Do you need an auspicing body? Check the eligibility criteria
- what projects were funded in the last round? Read the list of successful applicants from previous rounds on funding bodies' websites: is your project of similar quality / importance / relevance to guidelines/ Is your idea innovative or has it been done?
- how much funding did approved projects get the last round? Consider how much you are likely to get from the agency and budget accordingly. Does the project require a funding partner?
- have you contacted the agency? Contact the staff of the funding body to discuss the proposal, take notes of the discussions to incorporate in your application.
- do you have the capacity to deliver? Don't promise too much! Prepare a project timeline, including acquitting the grant.

writing the application

- Aim to finish a week before the deadline to allow time to edit and review
- Do a step by step project plan, then budget to match it
- Address each and every one of the selection / assessment criteria – imagine you will get a score out of 10 for each one.

support material

- Find out what you need and don't do overkill!
- Images / CDs, DVDs – check limits
- Include up-to-date CVs and other material asked to provide
- Make sure you have time to collect letters of support – and make it easy for the people you ask!

RECAP – IMPORTANT CONCEPTS

- Defining your project - conversion of an idea into a project,. Try 150 words to see if you can sum up your project clearly and succinctly
- Benefits - professional, artist, audience, community
- Partnerships*- community, business, local government, other agencies

*Partners' refer to individuals or organisations that will help make the project happen. The partners will work in collaboration with the applicant towards a shared vision and may contribute financially or in-kind to the project.



VIEW FROM THE OTHER SIDE

- Find out how funding applications are assessed
- Talk to the Program Manager or Program Officer
- Talk to the staff of your local Regional Arts Development Organisation
- Get a friend to read it – can they understand what you want to do?
- Find out who is making the decision
- Get experiences assessing projects yourself
- Imagine yourself as an assessor
- Is your idea clear and simple?
- Does it fit the guidelines?
- Is it special? Does it stand out?

basic project template

name of project:

aim of project:

project description:

resources needed:

(People, Money, Infrastructure, Materials)

audience:

Who benefits?

possible partners:

Who will do what?

Delegate different tasks to those involved in the project

budget:

(artist fees, travel, accommodation, equipment, materials)

This image shows a full page of a notebook or worksheet. It features a series of evenly spaced, horizontal blue dashed lines running across the entire width of the page. The background is a solid light blue color. There are no margins, text, or other markings on the page.

Arts n rth west

PO Box 801 Glen Innes NSW 2370

P: 02 6732 4988

E: office@artsnw.com.au

www.artsnw.com.au