

CREATE NSW

ARTS & CULTURAL FUNDING PROGRAM GUIDELINES 2022/23

APPLICATION HELP GUIDE

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Overview

This guide is designed to assist you in preparing an Arts and Cultural Funding Program application through Create NSW. In this booklet you will find information on how to write a competitive grant application.

Accessibility, Inclusion and Support

Create NSW is committed to ensuring better practice and ease of access to the Arts & Cultural Funding Program.

If you require any assistance with your application, you may contact us between 9am and 5pm Monday to Friday (excluding Public Holidays).

Telephone: (02) 8289 6520

Email: arts.funding@create.nsw.gov.au

Contacting Create NSW

Create NSW staff can provide technical and general advice on the interpretation of the guidelines, including types of projects eligible for funding, and support on the application questions and assessment processes.

Create NSW staff cannot help directly with your application. To maintain a fair and equitable process, staff cannot edit or correct any applications or provide advice on the content or choices required against the assessment criteria.

You may contact us between 9am and 5pm Monday to Friday (excluding Public Holidays).

Telephone: (02) 8289 6520

Email: arts.funding@create.nsw.gov.au

Or you may contact the Arts Funding and Development team **directly**.

You can also book in for a Pre-Application Enquiry, Lab Session or Feedback Session with a member of the team to discuss any questions you may have about your application pre and post submission. This is organised through Picktime via this link - <https://www.picktime.com/creatensw>

Support for Regional NSW Applicants

If you live and/or work in regional NSW, and are applying for arts and cultural funding, you can contact your **Regional Arts Development Organisations (RADOs)**, which are independent, not-for-profit associations funded by Create NSW and local governments.

RADOs are there to support you with your application and can provide letters of support or administer your grant.

If you are an Aboriginal applicant, some RADO's may have an Aboriginal Arts Officer you can talk to about your project/program idea and can provide support letters.

For more information on your local RADO and how to contact them, details are [here](#).

Before you make an Application

Make sure you:

- Read the relevant [Arts & Cultural Funding Program \(ACFP\) Guidelines](#).
- Check that you meet the eligibility requirements.
- Ensure the program is the right fit for you by reviewing whether the relevant round objectives align with the aims of your project/program.
- Review the additional resources and [fact sheets](#) available to help you with your application.
- Allow enough time to complete your application thoroughly and accurately, and source support materials.
- Contact a member of the team with any questions you may have, or book in for a Pre-Application Enquiry or Lab Session through Picktime here - <https://www.picktime.com/creatensw>

Eligibility

In this section of your application form we will ask various questions that are required to check if you are eligible for that specific funding round. If you have passed the eligibility requirements, then you can continue filling out your application.

If you are unsure of your eligibility or which guidelines for your project or program and would like to check with staff, please contact us between 9am and 5pm Monday to Friday (excluding Public Holidays).

Telephone: (02) 8289 6520

Email: arts.funding@create.nsw.gov.au

Or you may contact the Arts Funding and Development team [directly](#).

About your project/program

In this section of your application form we will ask about your project/program, this includes:

- The project/program title
- A brief description of your project/program (50 words)
- Start/End dates
- The type of Project/Program funding you are requesting:
 - Presentation
 - Development
 - Or both
- Funding Level request

This information required will vary depending on the program/project round you are applying to.

Title and description

Your project/program title and description should be brief and factual. This short description should give the Artform Advisory Board a quick insight into what your project/program idea involves. You will have the opportunity to describe your project in more detail when addressing the Project/Program Description. If successful, this may also be used for media purposes.

Start and end dates

Your start and end dates for Creative Koori Projects, Project Funding and Annual Organisation Funding must be start and end:

Round 1

Start date: 1 January 2023

End date: 30 June 2024

Round 2

Start date: 1 July 2023

End date: 31 December 2024

Project/program Funding type

Presentation

This means that your project/program is at a stage intended to be delivered or presented to an audience. How the presentation is defined will depend upon your individual and/or the organisation's purpose and the artform that you have selected. Examples may include:

- Exhibitions
- Performances
- Touring
- Publishing and/or distribution
- Recording and/or distribution
- Promotion and Marketing

Development

This means that your project/program is at a stage of research and/or development. Examples may include:

- Playwriting or play development
- Archival or collection research
- Writing towards a fiction/creative non-fiction draft

- Curatorial research
- Material practice research
- A first stage choreographic process
- Composition development
- The creation of a series of paintings/sculptures or a body of work
- Devising a new performance work
- Non-Tertiary Education forms of training and skills development
- Mentorships

Funding Request

In this section you will be asked the amount of funding you are requesting and total cost of the project. You must not request funding for the total cost of your project. You must contribute other cash or in-kind support towards your project.

Independent Financial Contribution

Create NSW does not provide 100 percent funding for projects/programs. Applicants are required to secure other sources of non-NSW government income (cash and/or in-kind). In-kind support can include non-cash assistance such as:

- Administrative services
- Staff costs
- Voluntary hours
- Donated materials or products
- Venue and equipment hire

Requesting Above the Cap

Organisations wishing to apply for Annual Funding more than the default cap, please refer to the [Process for Request above the Cap Fact Sheet](#). You will need to submit your application for above the cap funding as follows :

- Round 1 by 8 August 2022 at 5pm AEST
- Round 2 by 9 January 2023 at 5pm AEST.

Artform

In this section we ask you to select the primary artform of your project/program and the subcategory of your primary artform. There is another comment box to write – ‘Other’ if your specific subcategory is not in the selection listed.

You will need to choose a Primary Artform (aligned with your selected Artform Advisory Board). The Secondary Artform is a sub-category under the Primary Artform that best describes your project/program.

Artform Advisory Boards

In this section (non-applicable to Creative Koori Projects applications) you will be asked which Artform Advisory Board you would like your application to be assessed by. Your choice should be based on the main artform of your project/program you are proposing to deliver. If your project/program involves more than one main artform, think about the context in which the project will be taking place, who the audience is, and/or what you are best known for.

There are 10 Artform Advisory Boards:

- Aboriginal Arts & Culture Board
- Classical Music, Opera & Choral Board
- Contemporary Music Board
- Dance & Physical Theatre Board
- Festivals Board
- Literature Board
- Multi-arts Board
- Museums & History Board
- Theatre & Musical Theatre Board
- Visual Arts Board

The Chair and members of each board are listed on the [Create NSW website](#).

The purpose of the Artform Advisory Boards is to assess applications made to the Arts and Cultural Funding Program, to provide recommendations and advise the Minister on strategic directions for the sector. They are made up of professionals from small, medium and large Arts & Cultural organisations, and individual artists. A Board may recommend your application to another Board for advice or assessment. You will be notified if this occurs.

Responding to the Criteria

For Project Funding and Creative Koori Projects, if you are requesting for funding under \$20,000, you can respond to the Merit and Impact sections with Video Responses.

You can choose:

- Text (no more than 300 words),
- Video File (must not exceed 25MB), or
- Video URL (no more than 3 minutes).

Your writing style should:

- Be clear, direct and in plain English.
- Use dot points, paragraphs and headings when needed.
- Ensure that your application speaks directly to the criteria.

When planning a video response (merit / impact) for projects under \$20,000, think about:

- Location and background.
- Equipment – computer camera or phone camera.
- Style of video – are you answering the questions or is a friend interviewing you?
- The quality of video – is it visually clear and is the sound clear?
- Creating a script to get your points across.
- Practicing getting more comfortable and become more natural in front of the camera.
- Watching the video and make notes on where you can improve or make more appropriate responses.
- If you feel the need to edit, you could use programs like, iMovie or Final Cut.
- Make sure you answer the question and have fun.

Project/Program Description (Merit)

This is your opportunity to articulate your vision for your project/program and to demonstrate the aims and what the project wants to achieve. Excellence speaks to the rigour of thinking behind a project/program including its timeliness, originality and artform contribution. These questions and prompts may help you respond to Merit in your application.

Tell us about your proposed project/program idea

- The who, what, where, why of your project/program
- Why is this project necessary to realise?
- How will the project/program contribute to your development and artform engagement as an artist/organisation?
- The reason you are undertaking this project/program.
- What are the key activities?

Tell us about the aim/s of your project/program and what you/the group/ want to achieve

- Does your project/program have a clear vision for what the process or the outcome might be?
- What is the purpose of your application?
- What will your project achieve?
- Who will it benefit?

Project Plan

In this section you are asked to tell us about the key activities of your project/program by submitting a Project Plan. We will provide you with a Project Plan Template that you can download to help with planning your activities. It is a practical table that breaks down and describes the steps and resources involved in the delivery of your project/program.

It should include primary activities, a timeline, key personnel, and collaborators (lead creatives, key collaborators, partners, or organisations) and locations, and other Key Milestones relating the project/program.

- What are the key activities to plan and deliver the project?
- Consider the key milestones and stages of the development and/or presentation of the project.
- Are your key project personnel and locations confirmed?

Project Support Material (Merit)

Provide samples of work as links or uploaded documents. All supporting evidence must be submitted at the same time as your application.

Samples can be submitted as:

- Written material - limit: 10 pages (provided as one document)
Still images - limit: 10 images (provided as one document)
- Audio/visual - limit: 5 minutes each file, in electronic format, max 3 files

Samples of Work

Think about how you would like to present relevant samples of work that best supports your project/program. This can include your work, your groups, and your collaborators.

You can submit your samples of work as:

- **Links/URLs**

Relevant samples of work from previous projects/programs, or Recordings of video/time-based work or live performances.

Please make sure that links are still live and you provide a password if needed.

- **Uploaded files**

Relevant still images of your previous current work or works-in progress.

Excerpts from a range of written texts that you feel best demonstrates your practice.

- **Both of the above**

For example, you could submit 3 video works/performances in a 6-minute showreel and 2 or 3 still images showing the works installed in a gallery or a script.

Letters of support

You are required to submit relevant and current letters of support and/or confirmation letters from partners, supporters and/or collaborators as part of your application. These letters should champion you as an artist/group/organisation and/or the project/program. Up to 5 documents can be uploaded in this section.

Aboriginal Cultural Elements

If your project/program involves Aboriginal cultural elements, community, or heritage, you will be asked to outline how you plan to adhere to Create NSW

Aboriginal Cultural Protocols. You will be expected to also provide letters of support from the relevant Aboriginal communities and/or organisations that are prepared to speak to your experience and/or your project/program proposal.

Please read:

- [Create NSW Aboriginal Arts and Cultural protocols](#)

Letters of Support - For proposals engaging Aboriginal people or communities:

If your project/program engages/collaborates/partners with Aboriginal individuals/communities and/or organisations, you will be expected provide letters of support/confirmation from the relevant Aboriginal communities and/or organisations that are prepared to speak to your experience and/or your project/program proposal.

Biography/CV

Biographies and/or CVs should briefly detail your artistic/cultural practice or that of your collaborators. This can include a summarised history and a description of your work.

Your CV should tell your story succinctly and be a maximum of one A4 page. It should include:

- **Relevant qualifications** – including the name of the qualification, institution, and the graduation date (actual or expected).
- **Your professional experience** – including the title of the project or exhibition, venue or publication/platform and date.
- **Relevant work experience** as an artist or arts/cultural worker – including the position, organisation, and date.
- **Previous awards/grants/residencies** – including the title, location, and year.

Additional Merit Supporting Information

In this section, you have an opportunity to upload 3 more files if you need to add more supporting information. You can add additional letters of support/confirmation, more sample photos or written text.

Importance of Project/Program (Impact)

Audience Information

In this section you be asked to detail who will be involved in your project.

Number of Audiences

This is the estimated number of people who will experience your activity.

Number of Participants

This is the number of people who will actively engage and/or contribute to the process and/or presentation of the activity. People attending a workshop are an example of participants.

Number of Artists/Cultural practitioners

This is the number of artists and/or cultural practitioners who will be employed or actively involved in the delivery of proposed activity.

Please provide an estimate as whole numbers only.

Why is this project/program important?

In your response you should:

- Identify the contribution to arts and culture that you/the group or your organisation provides currently
- Identify what changes may occur for either audiences/communities, artform or organisation/s if your proposed activity/ies went ahead. This is about what you contribute to the sector
- Discuss how will this project contribute to your artform and/or cultural practice
- Provide details and examples of how your project will benefit you and or your community/audience
- Identify if and how the project/program will create social/community change.

Impact Criteria Selection

You/the group or organisation are required to choose and address ONE impact criteria option to demonstrate the importance of your project:

- Audience
- Social
- Artform
- Organisation (Annual Funding Organisations applicants only)

If the project engages with the needs of a community or has outcomes that benefit specific priority group/s, please include these details in the impact section.

Audience Impact

Audience Impact is about how your project/program will reach people, enrich their experience of arts and culture, or engage them. It considers your capacity to create meaningful arts and cultural experiences for new and/or existing audiences in NSW, nationally or internationally.

Your strategies to increase, develop and/or diversify your audience should consider what kind of audience you have (their demographics), what appropriate methods and channels you should use to reach or engage them (this may be informed by any previous engagements or reference data). If applicable, this should also include a discussion of how your activities are engaging with the relevant Priority Areas.

Create NSW five Priority Areas:

- NSW Aboriginal people
- People with disability or who are d/Deaf

- People from culturally and linguistically diverse backgrounds
- Young people
- People living and/or working in regional NSW
- People living and/or working in Western Sydney

Social Impact

Social impact can include impact of wellbeing, access to arts and cultural activity, community and cultural development activity for specific communities, artists, groups. In detailing how your project/program creates social impact, you may like to consider:

- Does your project/program engage with specific communities, artists or groups?
- How does the project/program impact those involved?
- What processes are in place to engage those involved?
- Is there a demonstrated need and support for the activity by those who will be involved?

Artform Impact

Artform impact speaks to the contribution of your project/program to your artform or sector, through qualities such as innovation and experimentation, diversity of cultural expression, collaboration, accessibility, and/or leadership. Artform impact is about enriching, expanding, and diversifying artforms, practices and the sector. In detailing how your project/program impacts the artform, you might like to consider:

- Does your project/program engage a diversity of artists, arts and cultural practitioners?
- Does your project/program expand or increase access to the artform?
- Does it develop creative collaborations across the sector?
- Are you providing leadership in your area of practice?
- Do you engage with diverse or specific communities?
- Are you building creative capacity or telling unique stories of NSW through this artform?

Operational Impact (Annual Funding Organisation applicants only)

Operational impact is about building a diversity of funding sources, fundraising capacity, developing capacity, partnerships, etc., to make your organisation more operationally robust and sustainable. You might like to consider:

- Does your program increase your organisation's capacity to engage philanthropic support, develop partnerships across and outside the sector, or secure matched funding?
- Does it contribute to your ability to leverage funding for support from other sources?
- Have you developed new business models and/or practices that are responsive to the current environment?
- Does it provide further employment and/or investment in skills development?

If your program engages with the needs of a community or has outcomes that benefit specific priority group/s, please include these details in your chosen impact section.

Additional Impact Supporting Information

In this section, you have an opportunity to upload 3 more files if you need to add more supporting information.

Evaluation: Measuring Your Success (Impact)

For Create NSW to measure the success of what you are delivering, we request that you provide targets for your key activities.

In this section, you will be asked to:

- How you will measure the success of project/program
- Choose and your capacity to collect the necessary data
- Total NSW Artists and arts/cultural/museum workers involved in activities (including employees, contractors and/or volunteers)
- Activities per Region
- Measuring Merit
- Measuring chosen Impact (Audience, Social, Artform, Operational)

Methods for obtaining qualitative or quantitative data

Survey	Collection of data obtained by asking individuals questions.
Specialist Tools	Resources developed by third parties that uses a method for collecting specific data, which then reflect certain outcomes.
Attendance	Data representing audience or participant numbers, how they are obtained include registration, ticket sales, head counts.
Media/Critical response	An industry assessment of the overall quality of the activity. Includes media coverage, published articles, reviews, social media engagement, industry acclaims.

Budget

Budget is evidence that the project/program can and will be delivered. The more funding you are requesting in your application, the more detailed your evidence will need to be. A budget template is provided to assist you to plan and complete the budget fields in the Budget section.

Please read the instructions in the Budget Template. It is strongly recommended you complete the BUDGET TEMPLATE first as you will use the figures from the template into the application form.

Budget Template

Budgets are a key part of your application. As all assessment criteria are equally weighted, it is important that you spend as much time on the budget section of your application as you do on other areas.

Tips:

- Budgets should state whether income is 'confirmed' or 'unconfirmed'
- Both income and expenditure items should include an appropriate level of detail in the comments section.
- For organisations, please note that when filling out the balance sheet information you need to enter a 'zero' in the fields that are not applicable.
- Project funding and Creative Koori Projects funding applications are required to present a break-even budget with no surplus or deficit.

Annual Organisation (including LGAs) funding applications may include a deficit or surplus budget; however, applicants must provide a clear reason for this.

Fees

Payment of fees and salaries to artists, creatives, cultural consultants, and arts workers should be consistent within industry standards. Create NSW will be looking for appropriate rates quoted in your application budget or an explanation as to why payments are not within industry standards.

Service Organisations can provide up to date advice on payment rates for artists, creatives, and arts workers.

Sector	Contact Number	Website
Visual Arts	1800 046 282	https://visualarts.net.au/
Museums & Galleries	1800 046 282	https://visualarts.net.au/
Literature	1300 656 513	https://www.meaa.org/
Dance	1300 656 513	https://www.meaa.org/
Music	1300 656 513	https://www.meaa.org/
Theatre	1300 656 513	https://www.meaa.org/

Risks

This section should include the top risks against achieving your objectives. It should describe what the consequence and likelihood of these risks are and the strategies that your organisation has put in place to eliminate or minimise them.

- Consider what your contingency plan is and how you will manage these risks.

Governance, Management Arrangements and Organisation Structure

This applies to Annual Funding Organisations (including LGAs) only.

You should describe the role of the project/program board and any relevant sub-committees. Your response should also provide an insight into how the board monitors performance against this plan. You will need to provide an attachment of your organisation's structure.

Financial Statements

This applies to Annual Funding Organisations (including LGAs) only.

You will be required to attach either the most recent audited financial statement, or both your profit and loss statement and balance sheet as at the end of the last financial year, signed by the head of the organisation (if not required by law to audit).

Priority Areas

The NSW Government is committed to equity access by all communities and individuals across NSW. Create NSW has current priorities that it seeks to address through its funding program.

Create NSW Priority Areas:

- NSW Aboriginal people
- People with disability or who are d/Deaf
- People from culturally and linguistically diverse backgrounds
- Young people
- People living and/or working in regional NSW
- People living and/or working in Western Sydney.

You will need to provide details on the respectful engagement and provide letters of confirmation, support, or endorsement.

Successful applicants

All applicants will be notified of the outcome of their applications under embargo by late November 2022 (Round 1) and May 2023 (Round 2).

Under Embargo

When applicants are notified under embargo, they are not permitted to publicise the outcome until the official announcement has been made by the Minister for the Arts or by Create NSW. The embargo period is taken seriously and failure to comply may impact your current or future funding eligibility.

Funding agreements

If your application is successful, you will be sent a letter of offer. This outlines the conditions of funding, how you will be paid and your grant reporting requirements.

Successful applicants will be required to sign a funding agreement that covers their obligations, including:

- **Acceptance:** Return a signed contract, and any other required documentation, within two weeks of receipt.
- **Publicity:** The NSW Government **must be acknowledged** in any marketing/publicity collateral.
- **Timing:** Completion of your project must take place within two years of the funding commencing.
- **Reporting:** Reporting and monitoring requirements will be appropriate to the scale of the funding received.

Please see [Contracts and Payments](#) for more information.

Acquittals

Successful applicants will be required to complete and submit an acquittal report at the end of the project/program on how the grant funding was expended and the outcomes achieved. This must be submitted within three-four months of completion of the funded project/program.

If you have nominated your funding to an administering body, you will need to obtain financial information from them to complete the financial requirements of an acquittal report.

Overdue Acquittals

If you have received a grant or administered a grant from Arts NSW/Create NSW in the past and that grant has not been satisfactorily acquitted, payment of new funding may be delayed until your previous acquittal has been submitted.

Tax

Please note that grants paid by Create NSW may be considered part of your income in a financial year and may be subject to tax. You must determine your own taxation liabilities. Create NSW suggests you consult your financial adviser or contact the Australian Taxation Office on 13 28 66. Successful applicants who also receive Government payments such as the Disability Support Pension must also advise the appropriate agency.

Glossary

The 22/23 ACFP Glossary can be found on [here](#).

Other information

The following further information can be found on our [website](#):

- [Complaint's process](#)
- [Privacy Policy](#)

- [Government Information \(Public Access\) Act 2009](#)
- [Fact sheets](#)
- [Toolkit for Creating New Income](#)
- [Creative Kids](#)