

creative KIDS

PROVIDER
GUIDELINES



PROGRAM OVERVIEW

Create NSW want NSW kids to get creative!

Creativity plays an important part in a child's development. Engaging in creative activities can have a profound effect on interpersonal skills, and emotional development. It assists in fostering curious, courageous minds in young people allowing them to confidently problem solve and express themselves.

Creative Kids provides school aged children and young people with the opportunity to try new creative and cultural experiences and learning activities. Creative Kids is designed to support children and young people in enjoying a diverse range of creative activities, from painting to coding, graphic design to poetry, and music to theatre.

Creative Kids represents a significant investment from the government and is one of the ways it is helping to reduce the cost of living for families, while giving children access to important creative pursuits. The \$100 vouchers are available for all parents, guardians and carers of school aged children and young people, and can be used towards the cost of registration, participation or membership in eligible creative programs.

Creative industries, arts and cultural organisations are encouraged to register for the program, which aims to provide thousands of great options for children to experience the benefits of getting involved in creative activities.

This program is a NSW Government initiative supported by Create NSW and Service NSW.



in the arts, we all want young people to access as many arts and cultural opportunities as they can.

Creative Kids makes it easier for them to do that, which is fantastic 

POLLY BRETT

HEAD OF OPEN PROGRAMS, SYDNEY DANCE COMPANY

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Larry Brandy performing with young people. Photo: Otis Williams

ABOUT CREATIVE KIDS

Since January 2019, NSW parents, guardians and carers of school aged children and young people aged 4.5 to 18 years have been able to apply for a \$100 voucher to use for creative and cultural learning activities.

In response to COVID-19 and the associated impact on schooling, Creative Kids is being extended to include creative and cultural activities that support the school curriculum for 2020. The eligibility of digital programs has been expanded so that providers have more options when delivering online activities for children and young people at home.

To assist further, Creative Kids is also allowing vouchers to be redeemed for creative supplies and equipment during COVID-19 through approved Creative Kids Providers. This allows providers to send items such as instruments, art and craft supplies or other equipment/materials to children or young people who are at home and unable to attend workshops or classes. This will also benefit children or young people who are unable to participate in digital programs due to limited access to internet.

The voucher can be redeemed towards payment of participation fees, memberships and hiring of instruments or equipment that are part of a structured program with an approved provider registered with the Creative Kids program. The rebate is available once a year for four years.

CREATIVE KIDS OBJECTIVES

The objectives of the program are to:

- 1 Support** the cost of living for NSW families
- 2 Increase** the participation of school-enrolled children in creative and cultural activities or lessons
- 3 Support** the growth of creative thinking in children to enhance their future opportunities.



ELIGIBLE PROVIDERS

To register as a provider with the Creative Kids program, you must deliver a creative or cultural program and meet the following provider requirements:

Provider Requirements

- Be based or have a physical presence in NSW
- Hold a current ABN and must not have any outstanding actions or enforcement orders recorded by NSW Fair Trading (ensure that your details are up to date with the Australian Business Register)
- Have Child Safe Policy or completed the Child Safe Organisation e-learning model by the Office of the Children's Guardian
- Obtain Working With Children Check clearance for all staff and/or volunteers who work with children
- Hold current Certificates of Currency for Indemnity and Insurance policies appropriate to the type and level of activities being delivered.

Provider Qualification Requirements

Providers must hold appropriate skills, experience, or qualifications for the activities provided, including appropriate accreditation for high-risk activities e.g circus activities.

Providers with one (1) to five (5) employees must provide an overview of the qualifications and experience that their staff hold to teach the chosen activities. You must demonstrate that your organisation is able to meet at least ONE of the following criteria:

- Two or more years of professional experience in a relevant field
- A teaching degree and practical experience in a relevant field
- A degree or tertiary qualification in a relevant field i.e. fine arts, drama, music
- Awards, industry recognition or accreditation in a relevant field
- For cultural experiences, be a cultural elder or provider within that culture recognised by their community as having the appropriate cultural knowledge to pass on.

If you do not meet the requirements outlined but provide an eligible activity that is:


- In rural or remote NSW
- For children with disability or
- An Aboriginal Culture Activity or Program led by a recognised Aboriginal person or elder in your community.

Please contact creativekids@create.nsw.gov.au.

Service NSW reserves the right to contact you during the application process to discuss the application and may need to refer to Create NSW to complete the assessment. All requests will be assessed, and all decisions are final.

If your situation changes and you no longer meet the eligibility criteria, you or an authorised representative must notify Service NSW immediately.



there's no doubt that **Creative Kids** has been advantageous to everyone. I have more students, and even the students that I've had for some time now get a bit of a break thanks to the \$100 voucher 

ZAC ISAACS
BRED 2 JAM

ELIGIBLE ACTIVITIES



Eligible activities are those provided as part of a structured program with clear creative or cultural outcomes. The primary purpose is for children or young people to learn or participate in creative or cultural activities. The activity must demonstrate value for money and be relevant to the age and skill level of participants. The following are eligible structured activity types:

- Learning and developing a specific creative skill (private or group based) delivered in person or online* through a set of lessons/activities/workshops and/or performances/events
- Online Providers will need to show that children and young people are able to ask questions or seek lesson support. This can be via phone, email, live video or an online messaging platform
- Cultural and creative learning experiences that provide skills and knowledge of cultural identity, for example, Aboriginal cultural learning workshops. Experiences may be delivered in person or online
- Individual items such as instruments, arts and craft supplies or other equipment/materials are eligible
 - Any items or materials sent to participants must include an instructional program/lesson plan to guide children or young people on how to complete an activity or develop creative skills

- Participants must be able to ask questions or seek lesson support from an educator/artist who has demonstrated qualifications or experience in the relevant field.
- Membership fees or hiring instruments/equipment that are part of a structured program
- Participation and learning activity package such as a concert/performance/exhibition tour may be delivered in person or online, followed by:
 - An interactive workshop, or
 - A masterclass or question time, relating to skills and artform development.
- Eligible activities include those that support or link to the school curriculum, and co-curricular/extra-curricular activities.

If your program has been developed or changed in response to COVID-19 and does not meet the above requirements, please contact Create NSW to discuss your program at **creativekids@create.nsw.gov.au**

*Online programs include delivery through platforms such as Skype, Zoom, YouTube, Vimeo, Microsoft Teams, Google Hangouts, webinars and digital video hosting platforms (e.g. access to pre-recorded material).



ELIGIBLE ACTIVITIES

Creative Kids activity categories include:

Visual Arts

- Drawing
- Photography
- Sculpture
- Sketching
- Painting
- Printmaking
- Advertising
- Public art
- Screen art
- Media arts
- Design
- Multimedia
- Craft
- Other visual arts

Performing Arts

- Music
- Drama
- Singing
- Circus arts
- Choreography
- Parkour
- Theatre
- Puppetry
- Dance
- Other performing arts

Creative Industries

- Architecture
- Coding
- Game design
- Industrial design
- Graphic design
- Fashion design
- Radio
- Robotics
- Augmented/virtual reality

Literary and Linguistics Arts

- Creative writing
- Languages
- Publishing
- Public speaking
- Poetry
- Debating
- Spoken word
- Slam poetry

Cultural Programs

Structured learning activities with a focus on strengthening Aboriginal and culturally diverse community practices, for example:

- Aboriginal Cultural Knowledge Program
- Cultural Experience (Aboriginal and Culturally Diverse Communities)

INELIGIBLE ACTIVITIES

Activities that are not eligible are:

- After-school care services with no structured creative arts program
- Membership fees that do not include a structured creative arts program
- School run competitions, concerts, drama programs, including weekend activities or interschool competitions or activities

Ineligible activity categories

- Cookery Classes
- Games and gaming (board games, chess, digital games)
- Gardening
- Gymnastics
- Aerobic dance
- Martial Arts
- Pole Dancing
- Physical Culture
- Yoga

Ineligible activities will be regularly reviewed.

Costs that are excluded are:

- Examination fees for qualifications and assessment
- Travel costs to and from activities.





HOW TO REGISTER

There are three simple steps to register as a provider:

- 1** Visit service.nsw.gov.au/creativekids to learn if you are eligible.
Use the checklist on the following page to make sure you have all the details and documents you will need to register.
- 2** Create a **MyServiceNSW** account, or log into your existing account and **set up a Business Profile** if you don't already have one.
- 3** Register for the **Creative Kids Program**. Enter your details, upload your documents and activity program, **then submit for approval**.

You may be contacted by the Creative Kids team during the assessment process. Your assessment outcome will be confirmed within 28 days. You will receive an email once your business has been approved.

we're all about encouraging children and their families to children to create, grow and inspire together, and this enables more children to have the opportunity to do that. 

SUSIE RUGG

KIDS AND FAMILIES COORDINATOR
MUSEUM OF CONTEMPORARY ART AUSTRALIA

CHECKLIST

New Account

- Email address
- Identity documentation such as a driver licence, passport or Medicare card

Existing Account

- MyServiceNSW login details – email address and password

Business information

- ABN*
- Business names*
- Director's name*
- Mobile number*
- Email address
- Website (if applicable)
- Child Safe Policy or completed Child Safe eLearning module provided by Office of the Children's Guardian

*Ensure that the details are as per the Australian Business Register

Businesses with 1- 5 staff working with children

For **all staff** who are over 18 years and working with children:

- Name
- Working With Children Check number and expiry date
- Date of Birth
- PDF document (resumé or bio) which details the skills, qualifications or experience related to the activity being delivered

Businesses with 6+ staff working with children

- Business registration number issued by the Office of the Children's Guardian (Number starts with REG followed by seven digits i.e. REGXXXXXXX)

Insurance

Certificate of Currency insurance (in PDF format). You can obtain a copy of this document from your insurer.

It needs to:

- Include a minimum public liability cover of \$10 million for low risk activities and \$20 million for high risk* activities
- List the activity/activities you are covered for i.e music lessons, dance, craft workshops

*Examples of high-risk activities include those which are water based, have physical contact, are dangerous, extreme (e.g. circus arts) or require specialised safety equipment.

Program Structure (activities on offer for Creative Kids vouchers only)

- Brief description outlining your structured, focussed program with the clear creative skill development outcomes you offer to students and a timetable of the program. (in PDF format)
- Fee Structure which details the cost for the activities on offer as described in your program document. (in PDF format)

Banking details (to receive funds)

- Bank account name, BSB and account number

PROMOTING CREATIVE KIDS



Promoting the program to your community and customers

The NSW Government supports creative industries, arts and cultural organisations and this program represents an opportunity to grow your business. **Creative Kids** will support your current customers by reducing costs. We encourage you to introduce programs that allow children and young people to explore the creative arts. The program will support families in easing the cost of living pressures.

Service NSW will supply all providers with an electronic on-boarding pack. This will support you with the program and provide you with tools and resources to promote your approved provider status for the Creative Kids program in your area.

The on-boarding pack will include:

- Digital marketing tools with images and copy blocks to promote on your website, share with local schools and on your social media channels
- Print ready poster files.

having the **Creative Kids** voucher available to all kids has stimulated parents to seek out a creative interest for their child where they may not have before, and visual arts has been top of the list for many

JENNIFER MCNAMARA
DIRECTOR, ART EST ART SCHOOL

MORE INFORMATION

WEBSITE

service.nsw.gov.au/creativekids

CONTACT US

Phone 13 77 88

FOR PARENTS

Email info@service.nsw.gov.au

FAQs service.nsw.gov.au/creative-kids-faqs-parents-guardians-and-carers

FOR PROVIDERS

Email creativekids@create.nsw.gov.au

FAQs service.nsw.gov.au/creative-kids-faqs-providers

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