

# NSW festival relaunch package



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# FESTIVAL RELAUNCH PACKAGE

## GUIDELINES

### Overview

The aim of this package is to assist established festivals to relaunch after almost two years of major disruption brought about by COVID-19.

The package has been developed in recognition of the significant economic stimulus festivals bring to the NSW economy, particularly to regional NSW.

The package will provide a one-off cash injection to stabilise these businesses and organisations, ensure employment opportunities remain for key personnel, and to ensure future festivals can be planned and delivered with confidence.

The package is open to both for-profit and not-for-profit music, screen, and arts festival companies.

### Key Dates

Funding round opens: Wednesday 27 October 2021

Funding round closes: Wednesday 17 November 2021 at 5pm AEDT

Funding announced: December 2021

### Eligibility

To be eligible for funding, applicants must be able to demonstrate ALL of the following:

- Have held at least **three** eligible festivals in NSW since 1 January 2017
- Average paid attendance at these previous events exceed 1,000
- Intention to hold an eligible festival in NSW before 30 June 2023
- Generated income from ticket sales from the eligible festivals
- Have experienced financial loss as a direct result of COVID-19 Public Health Order/s
- Have not already received any COVID-19 related act of grace payments from the NSW Government.

In addition to the above, to be **eligible**, organisations must demonstrate that the primary purpose of the festivals they delivered showcased the work of artists engaged in one or more of the following activities:

- Music – including but not limited to contemporary, country, electronic, classical, and jazz performances
- Screen – for example film festivals
- Arts – including writers festivals, dance and theatrical performances and visual art exhibitions

Organisations will be **ineligible** if the primary purpose of the activity they deliver is any of the following:

- Un-ticketed / free festivals
- Festivals whose primary purpose is to sell food / beverage / arts and crafts and/or other consumer goods including cars, boats, agricultural products, recreation and leisure pursuits
- Festivals whose primary purpose is to promote goods and products, cultural, religious or educational activity
- Any festival where music, screen or arts activity is ancillary to primary purpose of the festival
- Festivals run by State or Federal government bodies.

### Funding amount

Calculation of the funding amount will be based on a standard agreed percentage of average annual expenditure in NSW net of any government grants received by the applicant.

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The standard percentage that will be applied under this package will be determined by the specialist assessment panel once applications have been received and assessment of eligibility of all applications complete.

Note that any support received by the applicant under any NSW Government COVID support package (excluding JobSaver) will be deducted from payments to be made under this package.

## Who should submit the application?

Any business or organisation that intends to hold an eligible festival before 30 June 2023 and can demonstrate that it held at least three eligible festivals since 1 January 2017.

In the case where there are multiple possible promoters / organisers for one festival, the eligible business or organisation will be the one that holds the public liability insurance for the festival

Performing arts activity including theatrical and musical performances not defined as a festival under this package may be eligible for support under the Performing Arts COVID Support Package and / or the Performing Arts Relaunch Package. Information relating to these packages can be found

[www.create.nsw.gov.au/funding-and-support/nsw-performing-arts-covid-support-package/](http://www.create.nsw.gov.au/funding-and-support/nsw-performing-arts-covid-support-package/)

[www.create.nsw.gov.au/funding-and-support/nsw-performing-arts-relaunch-package](http://www.create.nsw.gov.au/funding-and-support/nsw-performing-arts-relaunch-package)

## Assessment Criteria

Applications will be assessed using the following criteria:

1. Whether you have delivered at least three eligible festivals since 1 January 2017
2. The degree of certainty that you will deliver another eligible festival before 30 June 2023 including examination of plans, budget and contracts.
3. The extent of financial loss you have incurred as a direct result of COVID-19 Public Health Orders

## Application requirements

The following material will be required when making your application to this package:

1. Contact details including ABN, address, website and any other information required to identify the company or other relevant legal entity submitting the application in relation to the eligible festival activity.
2. Bank account details.
3. Evidence of eligible festivals that you have held from 1 January 2017 including but not limited to marketing material and social and other media coverage.
4. Evidence of ticket sales through a recognised ticketing system.
5. Financial report for the previous 3 financial years to establish financial position (e.g 2017/18 – 2019/20) and financial reports to demonstrate your current financial position. It is important to note that the assessment process will require an 'open book' approach. Create NSW will require access to audited accounts, tax returns and / or signed declarations from if applicable to the corporate structure of the applying company.
6. Evidence of plans and contractual negotiations for future festivals.
7. Disclosure of all NSW Government COVID-19 support received by you (whether or not you were the applicant).
8. Acknowledgement that your ABN details and any funding provided under this package may be shared with other NSW Government agencies including Service NSW for the purpose of checking for duplicate funding applications.
9. Acknowledgement that financial and other information provided as part of your application will remain strictly confidential, unless required to be disclosed by law. Noting that financial analysis and summarised material will be provided to the assessment panel as part of the assessment process. All panel members will be subject to confidentiality obligations. .
10. Statutory declaration that all information provided by you is true and complete.

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## Eligibility check

Once received through the online grants system, all applications will undergo an pre-eligibility check. Information collected for assessment at this stage will include but is not limited to:

1. Checking of ABN and other business or corporate information to substantiate that the business or organisation operates in NSW plus the business or organisations's legal and tax status.
2. Assessment of marketing and social media material to ensure that the applicant has held at least **three** eligible festivals since 1 January 2017
3. Assessment of financial material provided to establish direct financial loss as a result of COVID-19 Public Health Orders and that they applicant has delivered three eligible festivals since January 2017.
4. Cross check with other applications made to this package to ensure no duplication.
5. Cross check with Create NSW and other NSW Government agencies to identify other COVID-19 support that has been paid to the applicant.

## Assessment Process

If your application meets to pre-eligibility criteria, your applications will proceed to formal assessment to be undertaken by a specialist panel comprising peak industry specialists and government representatives.

This panel will review all applications and confirm eligibility against the assessment criteria referred to above and determine the funding framework by which all eligible festivals will receive allocations from this package.

The funding framework will be published in the guidelines once finalised.

In line with Government policy, all recipients of funding through the NSW Festival Relaunch package will be published on a public register.

## Definitions

**Eligible festival:** Is a festival that meets all eligibility criteria as detailed on page 1 of these guidelines.

**Festival:** A festival for the purposes of this funding package is defined as a group of at least five performances, presentations or screenings marketed or perceived to be marketed under a single banner with a collective running time of greater than five hours.

**Financial loss:** The two lead indicators of financial loss will be demonstrated deterioration in working capital and / or demonstrated reduction of staffing levels linked directly to COVID-19 Public Health Orders. Additional indicators (if required) will be determined by the specialist panel and published in these guidelines.

**Performance:** Includes any staged music, dance, theatrical, spoken word presentation that is a minimum of 20 minutes in duration.

**Recognised ticketing system:** Applicants must demonstrate that they use a formal system to sell tickets for the festival. Indicators of a formal ticketing system include

- an online portal that accepts credit card, debit card or third party (ie Paypal) payment.
- capacity to provide detailed reporting of number of tickets sold; ticket price paid and – where applicable – the date and title of the performance

**Screening:** Work that is either projected onto a surface, or displayed via an electronic screen device that is a minimum of 20 minutes in duration.

**Standard Percentage:** This percentage will be determined during the assessment process. How the percentage has been determined will be made publicly available on announcement of funding decisions.

**Working capital:** Current assets less current liabilities

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## Apply now

To submit your application, you will need to complete and submit the relevant application form through our secure online grants system, [SmartyGrants](#).

## Accessibility

If you are an applicant with disability, and you require this information in a format which is accessible to you, or if you require this information in another language, you can contact us on the details below between 9am and 5pm Monday to Friday.

- Telephone: (02) 8289 6520
- Email: [arts.funding@create.nsw.gov.au](mailto:arts.funding@create.nsw.gov.au)
- Or contact the Arts Funding team directly.

### **The National Relay service numbers are:**

TTY users: Phone 133 677 then ask for (02) 8289 6520

Speak and Listen users: Phone 1300 555 727 then ask for (02) 8289 6520

Internet Relay users: Connect to NES then ask for (02) 8289 6520.

## What support is available to me?

Applicants are strongly encouraged to read these Guidelines.

For queries about the guidelines, deadlines, or questions in the application form, please email [sector.support@create.nsw.gov.au](mailto:sector.support@create.nsw.gov.au)

Watch the information session webinars which answer questions about the support package.

Please note guidelines are current at the time of publication and may be subject to change.