



## Information and Funding Application Package

Apply for up to \$10,000 to help you develop new audiences in Joondalup!

Applications for first round close **Thursday 7 May 2020, 4.00pm.**

Applications for second round close **Thursday 29 October 2020, 4.00pm.**

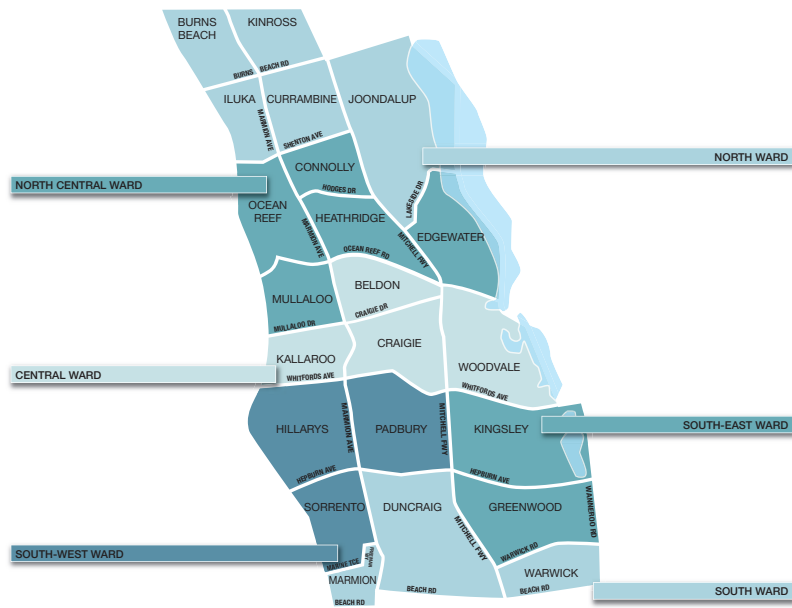
# Background

The City of Joondalup Arts Development Scheme is a fund designed to develop new audiences in the Joondalup area. The aim of the Scheme is to bring professional performing arts companies to the City of Joondalup for performances and workshops.

The Scheme represents an opportunity for professional performing arts organisations in Western Australia to develop an audience base in the northern metropolitan area of Perth.

## The Scheme objectives are:

- To encourage professional arts organisations to stage performances and workshops in the Joondalup region;
- To increase the number and diversity of quality performing arts projects in the Joondalup region;
- To provide opportunities for students and community groups to interact with professional performers;
- To stage performances and participatory workshops that result in an increase in community skills and knowledge;
- To gain recognition for the City's support of cultural activities;
- To enhance the quality of life of the community.



# About Joondalup

The City of Joondalup is a vibrant, modern and rapidly developing regional centre, located in the northern suburbs of Perth, between 15 and 30 kilometres from the Perth CBD. The City is bounded by the City of Wanneroo in the north and east, the City of Stirling in the south and the Indian Ocean to the west.

The City is home to approximately 160,995 people (ABS ERP 2016). Statistical analysis, based on the Australian Bureau of Statistics 2016 Census data, shows the following general trends among the local populations.

As compared with the Greater Perth Region, Joondalup households have:

- A larger percentage of 'older workers and pre-retirees' aged 50 to 59 (14.7% compared to 12.2%) as well as 'secondary schoolers' aged 12 to 17 (8.1% compared to 7.2%);

- A larger proportion of high income households (those earning \$2,500 per week or more);
- A higher proportion of couple families with children (39.7%) in comparison to greater Perth (32.3%).

For more information about the Joondalup population, visit the Community Statistics page of the City's website at [joondalup.wa.gov.au](http://joondalup.wa.gov.au)

The City of Joondalup has a vibrant cultural life with an annual cultural calendar of events including concerts, festivals, art exhibitions and a host of community events. However, the City does not have its own professional performing arts organisations, so the Arts Development Scheme was established to attract visiting companies.



# Who is eligible for funding?

Grants will be provided to professional performing arts organisations, wishing to deliver a performing arts project in the City of Joondalup.

- Recipients must be recognised legal entities with an Australian Business Number and Public Liability insurance, such as an incorporated body, company or trust; or
- Independent professional performing arts practitioners or non-legal entities such as artist collectives, may seek the services of an incorporated body (sponsor) to auspice the project on their behalf. The sponsor will be required to accept legal and financial responsibility for the project or activity.

The following entities are not eligible for funding:

- Government departments or agencies; and
- Amateur groups such as community theatres, hobbyist choirs/orchestras or dance groups that do not pay their performers. These groups are encouraged to enquire about the City's Community Funding Program.



# What sort of projects are suitable?

## Art Form

Projects must be primarily focused on the performing arts such as theatre, dance and movement, spoken word, music, puppetry and circus arts.

Film, multi-media, projection and electronic arts projects will be considered only where they engage the community in participative arts experiences. Screenings alone are not suitable.

Applications incorporating emerging, hybrid or other art forms are welcomed, where there is a substantial performing arts component.

Projects without a core performing arts component are not suitable.

## Project Type

Projects may be any performing arts initiative that engages the community and meets the funding criteria. Examples include workshops, theatre performances, community cultural development and concerts.

## Typical activities that would be considered by the City include:

- Touring performances or workshops at high schools or primary schools;
- A series of performances or workshops at Leisure Centres or Libraries in the municipality;
- Performances in major venues in the area such as shopping centres, parks, community facilities; and
- Performances as part of other City projects (eg: Joondalup Festival, Little Feet Festival, NAIDOC week).

## The City will not fund the following:

- Capital works;
- Deficit funding – for organisations that are experiencing a shortfall in cash revenue or anticipated revenue;
- Retrospective funding – expenses incurred prior to the application closing date;
- Recurrent salaries and recurrent operational costs;
- More than one request for funding in a twelve month period (Financial Year 1 July to 30 June);
- Costs that are not directly project related.

# Assessment

## How are the applications assessed?

Applications will be assessed against the funding criteria below, based on the attached application form, subject to the following factors:

- All eligibility criteria for funding are met and conditions of funding are accepted;
- Appropriate accountability processes are in place;
- All relevant documentation has been attached including quotes and letters of support;
- All previous grants have been successfully acquitted; and
- The application complies with the City's Arts Development Scheme Guidelines.

## Funding Criteria

Projects will be evaluated on how well they meet the following criteria. Projects should:

- Offer professional artistic content;
- Have a clearly identified target market;
- Diversify and enrich the cultural opportunities available in Joondalup;
- Demonstrate tangible benefits for the Joondalup community;
- Have potential to generate widespread community interest or involvement;
- Provide opportunities for community groups to observe and/or interact with professional performers;
- Demonstrate a well planned, achievable approach to project execution including marketing strategy;
- Demonstrate financial and/or in-kind input from the recipient organisation and/or other sources.

## What are the conditions of funding?

- Applicants may apply for support funding up to the value of \$10,000. Organisations can only apply successfully for one contribution during each financial year (1 July to 30 June);
- Organisations seeking funds through this scheme must be prepared to sign a Funding Agreement in the event that their application is successful;
- For all grants, it is a requirement that a formal acquittal of funds, together with a report outlining the success of the project in meeting its objectives, is provided. Photographic documentation along with permission to use these photographs to promote the Scheme or for archival or reporting purposes is also required. The acquittal of funds is to occur within twelve (12) weeks of completion of the project, activity or event;
- It is expected that the City's financial support will be acknowledged through all promotion and publicity associated with any project, activity or event. This includes incorporating the City's logo onto all printed materials and advertising and obtaining design approval for each item;
- Successful recipients will be expected to allocate up to 12 free sponsor tickets to the City, where applicable;
- Please note that canvassing of elected members will disqualify applicants; and
- All applications must be submitted exclusive of GST.

## Responsibility of Project

Sponsored organisations are solely responsible for the planning and delivery of the project and the City does not undertake to assist with administration, promotions, supply of venue or other resources. The Principal Arts Officer is able to guide the applicant with marketing and venue information within the City of Joondalup. Please contact the Officer for a fact sheet if required.



# How Do I Apply?

## General Application Information

You should discuss your application with the Principal Arts Officer by calling **9400 4925**.

There are two funding rounds, and the City of Joondalup must receive your application by:

Applications for first round close  
**Thursday 7 May 2020, 4.00pm.**

Applications for second round close  
**Thursday 29 October 2020, 4.00pm.**

Applications received after this date will not be considered.

Applications must be for activity starting at least eight weeks after the closing date of the funding round.

Your application is to be made in writing, using the appropriate application form included in these guidelines, and incorporate separate attachments where necessary.

Applications should be concise and have clearly addressed the criteria and questions.

Only one application per organisation will be funded in any financial year (1 July to 30 June).

Applicants will be advised of the outcome of their application within two months of the closing date of applications. All applications are forwarded for approval by the Chief Executive Officer (on the recommendation of the assessment panel).

# Submitting Your Application

**E:** [lynsey.trench-murphy@joondalup.wa.gov.au](mailto:lynsey.trench-murphy@joondalup.wa.gov.au)

**M:** Principal Arts Officer,  
City of Joondalup  
PO Box 21  
JOONDALUP WA 6919

**T:** 9400 4925

**Please note:** All applicants will be contacted by e-mail to confirm receipt of applications. It is the applicants' responsibility to ensure applications are received by the closing date and the City accepts no responsibility for applications not received due to technical or delivery issues.



# Arts Development Scheme 2020 Application Form

**Art Form**  
(please tick)

- |                          |                   |
|--------------------------|-------------------|
| <input type="checkbox"/> | Theatre/puppetry  |
| <input type="checkbox"/> | Music             |
| <input type="checkbox"/> | Circus            |
| <input type="checkbox"/> | Dance/movement    |
| <input type="checkbox"/> | Multi-Arts/hybrid |
| <input type="checkbox"/> | Other             |

**Specifically** (eg: “Jazz concert”, “touring theatre piece”, “circus skills workshops”, “contemporary dance performance”).

**Funds Sought:** \$ \_\_\_\_\_

**Total Project Cost:** \$ \_\_\_\_\_

## Project Title

## Project Summary

## Applicant Details

Name of organisation:		
Address:		
Project coordinator name:		
Email:	Phone:	Fax:
Alternative contact:		
Email:	Phone:	Fax:



## Company Background and Previous Experience (Applicant)

Give a brief overview of your organisation and outline your previous experience with similar projects.

## Tax Information

<b>Legal Entity</b> Applicants must be recognised legal entities with an Australian Business Number, or be supported by an auspicings body. Is the applicant: <input type="checkbox"/> A recognised legal entity (incorporated organisation or registered business)? <input type="checkbox"/> An individual practitioner or unincorporated group auspicings by a sponsor organisation?	
<b>Business Structure</b> The legal entity applying or sponsoring the application is: <input type="checkbox"/> Incorporated non-profit organisation <input type="checkbox"/> Small business (partnership or sole trader) <input type="checkbox"/> Trust <input type="checkbox"/> Private or public company <input type="checkbox"/> Educational Institution <input type="checkbox"/> Other: _____	
Is your organisation registered for GST? <input type="checkbox"/> Yes <input type="checkbox"/> No	Date registered:
ABN:	Date of incorporation/company registration:
Does your organisation agree to the issue of a Recipient Created Tax Invoice? <input type="checkbox"/> Yes <input type="checkbox"/> No	

## Alternative Funding

The City of Joondalup encourages community groups to apply for funding from alternative sources, either prior to or simultaneous with their application for funding to the City.

Has your organisation sought funding from any other funding body? <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>If Yes:</b> Which funding bodies has your organisation sought funding from and what amount was sought? NB include details of other income in your budget and indicate whether they are confirmed or non-confirmed.





## Project Description

In up to 250 words, describe your project. What is the purpose of your project?  
What is the project's artistic nature and content?

## Project Objectives

In up to 100 words, provide a list of your specific project objectives.

## Anticipated reach of the project:

Fill out the expected number of people for each point, approximate only.

_____ people will participate in the project or N/A	<input type="checkbox"/>	N/A
_____ people will be part of the audience for the project or N/A	<input type="checkbox"/>	N/A
_____ total people involved or N/A	<input type="checkbox"/>	N/A
_____ of workshops/activities will take place in the City of Joondalup or N/A	<input type="checkbox"/>	N/A
_____ professional artists involved in the project or N/A	<input type="checkbox"/>	N/A



### **Project Key Performance Indicators**

In up to 100 words, list the KPIs for the project and how you intend to measure the success of the project. E.g. we intend to run 10 x school workshops, 2 x performances in front of family and friends and 1 x lecture series with a satisfaction rating of 90% for those who attend.

### **Performers/Practitioners**

In up to 200 words, list which professional performers will be involved? Are there any opportunities for the community to interact with them? In what way?

### **Target Audience**

In up to 100 words, specify which audience/s the project is designed to reach, including age groups, anticipated audience/ participant numbers and catchment area.



## Community Benefits

In up to 250 words, outline who this project benefits, directly and indirectly, and how?

## Timeline

In up to 200 words, outline the dates and location for each stage of the project. If you require information on potential venues in the City, please speak to the Principal Arts Officer.

Dates	Project stage (include location and brief descriptions)

## Marketing

In up to 250 words, summarise your marketing plan for the project. How will you generate widespread community interest or involvement?

## Proposed budget (exclusive of GST)

Income	
Income derived from project (sales, tickets, fees)	\$
Funding sourced from other organisations (please indicate if confirmed or non-confirmed)	\$
Other income (specify)	\$
<b>Funding requested from the City of Joondalup</b>	\$
<b>Total Income</b>	\$

Expenditure		Office Use Only
Administration costs	\$	
Capital costs	\$	
Operating costs	\$	
Other costs	\$	
<b>Total expenditure</b>	\$	

Your organisation's in-kind contribution (labour, materials, time, rent, services). Please provide specific details.	\$ value, if applicable



# Attachments

All applicants must provide copies of:

- Certificate of Incorporation or Company Registration of legally responsible organisation;
- Legally responsible organisation's audited Financial Statement; and
- Certificate of Currency for Public Liability Insurance.

Optional additional attachments include:

- Quotes or evidence of research supporting your application and budget;
- Letters of support from the community or arts sector representatives; and
- Brief additional information about your organisation or the project itself, including photographs or media clippings if applicable.

Where a sponsor organisation is involved:

- Letter from the sponsor, confirming acceptance of legal and financial responsibility for the project.

# Checklist

**Have you:**

- Discussed your project with the City of Joondalup's Principal Arts Officer?
- Read the Funding Guidelines?
- Completed each section of the Application Form?
- Attached any research or documentation to support your application?
- Attached the Certificate of Incorporation and Financial Statement?

# Funding agreement

Should this application be successful your organisation will be required to enter into a formal Funding Agreement with the City of Joondalup. This agreement will contain a comprehensive set of provisions designed to protect the interests of the applicant organisation and the City of Joondalup.

# Authorisation

I (print name), \_\_\_\_\_

Certify that I am authorised to submit this application on behalf of the organisation.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_



**T: 08 9400 4000**

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[joondalup.wa.gov.au](http://joondalup.wa.gov.au)



*This document is available in alternate formats upon request.*