

# ARTS

DEVELOPMENT SCHEME 2022

## Information Package

Apply for up to \$10,000 to develop new audiences in Joondalup.

Applications close 30 May 2022.

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



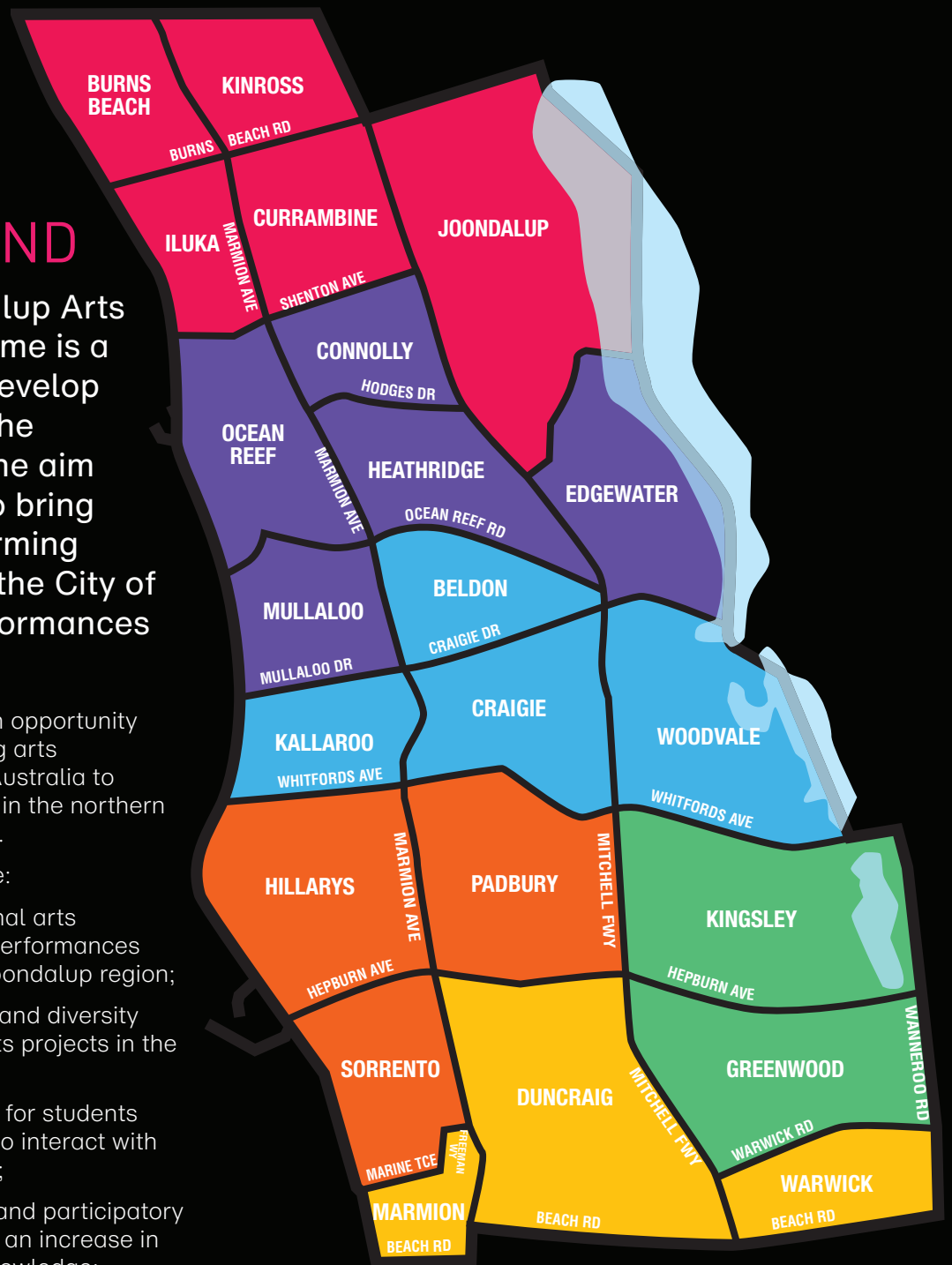
## BACKGROUND

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 of 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 160,000 people, with statistical analysis – based on the Australian Bureau of Statistics 2016 Census data – reflecting the following general trends among the local populations:

- A larger proportion of high-income households (those earning \$2,500 per week or more);
- Average age is 40 (compared to 36 for greater Perth);
- 0.7% of the population identify as Aboriginal and Torres Strait Islander (compared to 1.6% for greater Perth);

- 38% of the population was born overseas (compared to 36% for greater Perth);
- 24% have a university qualification (as compared to 23% for greater Perth); and
- A higher proportion of couple families with children (40%) in comparison to greater Perth (32%).

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

The City 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. The Arts Development Scheme was established to attract visiting companies in lieu of this.

## ELIGIBILITY

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.

## SUITABILITY

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 include 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 Joondalup;
- 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

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

- All eligibility and suitability 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 Funding Criteria (below).

### 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 if 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 12 weeks of completion of the project, activity or event;

### Assessment continued

- 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 five free sponsor tickets to the City, where applicable;
- All applicants should have current public liability insurance. The City of Joondalup does not take responsibility for the activities and events performed as part of Arts Development Scheme Funding.
- Applications must be for activity starting at least eight weeks after the closing date of the funding round.
- 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, public liability, promotions, supply of venue or other resources. The Principal Arts Officer can guide the applicant with marketing and venue information within the City of Joondalup. Please contact the Officer for a fact sheet if required.

## 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.

## APPLICATIONS

Before submitting your application you should discuss your ideas with the Coordinator Cultural Services by calling **9400 4230** or email [performingarts@joondalup.wa.gov.au](mailto:performingarts@joondalup.wa.gov.au)

Applications can only be submitted through the online form on the City of Joondalup website. Applications close **Monday 30 May 2022**.

Applicants will be contacted by email to confirm receipt of applications. It is the applicant's 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.

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).





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