



Australian Government

THE VISUAL ARTS AND CRAFT STRATEGY



Australian Government



Marketing Grant for NSW Artists

2008 Application Form and Guidelines

Application Dates

February 15
 May 15
 August 15
 November 15

Project Commencing no earlier than

May 1
 August 1
 November 1
 February 1

(please circle the deadline date that corresponds to your application)

Projects must commence 8 weeks after the closing date.

Applications must reach the NAVA office, or be postmarked by the above dates. If the deadline falls on a weekend, applications will be accepted up to 5pm on the following Monday.

Please read all the guidelines and the entire application form before you complete the form. Incomplete or incorrectly completed applications will not be followed up or assessed. Do not send visual support material. It will not be returned or assessed.

Send applications to: NAVA, PO Box 60, Potts Point NSW 1335

Section A: Applicant Details

Applicant 1

Name _____

Address _____

Suburb _____

State / Postcode _____

Telephone () _____

Email _____

ABN _____

Applicant 2

Name _____

Address _____

Suburb _____

State / Postcode _____

Telephone () _____

Email _____

ABN _____

Project

Title of Project _____

Amount requested from marketing grant for NSW artists (excl GST) \$ _____

Categories (Please tick)

 Individual up to \$1250 (plus GST) Group up to \$2500 (plus GST)

Name of Group _____

• Individuals and groups are eligible for one grant only from either scheme in any 12 months

Section B: Project Details

Briefly describe your project in the space provided (ie, no attachments)

If your project is based on an exhibition or event, please supply the following information:

Venue for Exhibition / Event _____

Address _____

Venue Type _____

Eg.: non-profit exhibition space, art centre, commercial gallery, art museum etc.

Exhibition / Event Dates _____

Check commencement dates for the grant round to ensure the project is being held with appropriate time.

Section C: Marketing Strategy

“Marketing is not just the brochure of the exhibition you hold or the letters to potential employers. Marketing is about the process by which you can understand: who is interested or may be interested in what you have to offer; why they are interested; and how to build bridges to them, and engage them with your work.” – an extract from “Getting Art There: An Artist’s Marketing Manual” written for NAVA by Su Hodge Enterprises.

Analysis and market research, promotional tools and techniques, networking and administration are just some aspects of a marketing strategy. Your marketing activities can include but are not limited to:

- Preparing and distributing a portfolio
- Establishing and promoting a website
- Setting up a database
- Conducting research
- Producing publicity materials.

The Marketing Plan

Please attach no more than one A4 page outlining your marketing goals, the specific strategies and promotional activities you are planning to undertake to achieve these goals, and how this grant will assist you. The proposed marketing plan may be connected with an intended exhibition, or could involve on-going promotional activities for your art practice.

Section D: Financial Details

Applicant 1 Tax Details

Name _____

Do you fall within the Guidelines’ classification of a professional artist?

Yes No

Are you a NAVA member?

Yes No

If you noted an ABN in Section A, are you also registered for GST?

Yes No

If Yes, have you attached a Tax Invoice for the amount requested plus GST? (Maximum, \$550, inc. GST)

Yes No

If you do not have an ABN, have you attached a statement regarding your status?

Yes No

Note: if No, and you are successful with the application, under PAYG, NAVA will have to withhold 46.5% of the grant and send it to the Australian Taxation Office.

Applicant 2 Tax Details

Name _____

Do you fall within the Guidelines’ classification of a professional artist?

Yes No

Are you a NAVA member?

Yes No

If you noted an ABN in Section A, are you also registered for GST?

Yes No

If Yes, have you attached a Tax Invoice for the amount requested plus GST? (Maximum, \$550, inc. GST)

Yes No

If you do not have an ABN, have you attached a statement regarding your status?

Yes No

Note: if No, and you are successful with the application, under PAYG, NAVA will have to withhold 46.5% of the grant and send it to the Australian Taxation Office.

Section D: Financial Details Continued

Project Budget

Marketing Expenses: List all expenses associated with implementing your marketing strategy. Please attach quotes for services and/or materials where relevant. **Production Expenses:** List all expenses for the project, even those which are not eligible for subsidy by the Marketing Grant for NSW Artists. A picture of the whole project budget is important in the assessment of applications. Items you list here may include equipment, materials, labour, travel, installation costs, freight, insurance, etc. **Income:** Your total Marketing Expenses and Production Expenses should equal the total of your Income.

NOTE: Group applicants may summarise expenses for each participating artist.

1. Marketing Expenses

Marketing Expenses	Amount
Total Marketing Expenses	\$

2. Production Expenses (inc. materials, space rental, framing etc)

Production Expenses	Amount
Total Production Expenses	\$

Income

List contributions, grants and revenues for the project and indicate source.

Income Source	Amount
<u>Government</u> <small>(Specify)</small>	
<u>Private sponsorship</u>	
<u>Artists'/Exhibition fees</u>	
<u>Value of in-kind support</u> <small>(eg materials & services)</small>	
<u>Own resources</u>	
<u>Marketing Grant for NSW Artists</u>	
<u>Other</u>	
Total Income	\$

NOTE: A maximum of \$1,250 is available to individuals and a maximum of \$2,500 is available to groups + GST where applicable.

Tick box to indicate which expenses will be funded by the grant:

- Total Production Expenses (2) \$ _____
- Total Marketing Expenses (1) \$ _____
- Total Project Expenses (1+2) \$ _____

Check List – Have You ...

- Included your CV(s)?
- Included a letter of confirmation from the venue (or other confirmation as applicable)?
- Checked that your project dates are correct for this round (see eligibility guidelines)?
- Included a Tax Invoice(s) if you are registered for GST or a "Statement by a Supplier" if you do not have an ABN ?
(see GST guidelines available on www.visualarts.net.au)
- Filled out all sections A, B, C, D & E?
- Signed this application form?

Section E: Declaration

How did you find out about these artists grants?

- Advertising
- Art Almanac
- Arts Hub
- Artlink
- Art Monthly
- NAVA member e-bulletin
- NAVA website
- Word of mouth
- Other

Please specify _____

Declaration by Applicant/s

I/We have read the guidelines and conditions of grant under this program and certify that to the best of my/our knowledge the information provided in this form, and any attached documents is correct and discloses a full and accurate picture.

Signature/s _____

Date _____

Marketing Grant for NSW Artists: Guidelines 2008

About this Grant

The Marketing Grant Scheme for New South Wales Artists has been initiated by NAVA to assist professional visual artists and craftspeople in NSW to effectively market their work throughout NSW, interstate and overseas. Funds for the scheme have been made available by Arts NSW specifically to encourage visual artists residing in NSW to undertake creative and cost-effective marketing initiatives and campaigns. NAVA resources which compliment this grant include the publication *Getting Art There: An Artist's Marketing Manual*. These funds are to assist directly with the costs associated with the development and implementation of a Marketing Plan, for example, the preparation and distribution of a portfolio, conducting market research, building contacts, creating and maintaining a database, setting up a website, or a publicity campaign. Applications for assistance toward production of artwork, space rental, freight, insurance, or technical assistance costs will not be considered.

Criteria for Evaluation

- Merit of the marketing plan submitted
- Track record of the artist/artists involved (as evidenced by the CV submitted)
- Cost effectiveness of the entire project budget
- The capacity of the grant to help meet the requirements of the project.

Applicants should understand that the limited funds available for this grant will not allow all proposals of merit to be funded. Rejection of an application, therefore, need not mean that it was not well regarded by the independent assessors. Assessors' decisions are final and will not be reviewed.

Application Requirements

- Artist's curriculum vitae must be supplied (condensed to no more than 2 pg in length).
- Copies of quotes for the cost of services or materials where relevant.
- If the application relates to an exhibition or event, a letter of confirmation with set dates from the venue or relevant authority must be supplied. The exhibition/event opening date must allow sufficient time for a credit line to be included on any printed material, should the application be successful. Funds cannot be used retrospectively.
- If the venue/location is not normally used as an exhibition space, a document indicating permission from the relevant authority must be supplied.
- If you have an ABN you must quote it at section B. If you have an ABN and are also registered for GST, you must also include a tax invoice.
- If you do not have an ABN, you must submit a Statement by Supplier form. Copies are available from the Australian Taxation Office website www.ato.gov.au
- Applicants must complete the entire application form, including the total project budget.
- No additional support material other than that requested should be sent.

Eligibility

- Applicants must be Australian citizens, or have permanent resident status in Australia and have been resident in NSW for not less than 2 years preceding the application date.
- Applicants must be artists participating in the project, exhibition or event for which they are requesting support.
- Funds are not available to pay for the services of marketing professionals.
- A "group" can consist of more than 2 people, however the grant will be awarded to the 2 applicants nominated to complete the form.
- Grants are not retrospective. Funds are only provided to undertake projects or activities that are due to commence at least 8 weeks after the closing date.

- Faxed, emailed, incomplete or late applications will not be accepted. However, emailed applications will be accepted from artists in remote areas, as indicated below.
- Applications must be submitted with all the requested support material. No follow up will be undertaken to request missing support material.
- Individuals and groups are eligible to apply only once per round, and if successful, cannot apply again for 12 months.
- All other considerations being equal, NAVA members will be given priority.

Categories

Grants to individuals are available up to a maximum of \$1250 (\$1375 inc. GST). An individual exhibiting in a group show can apply for individual funding, but the assessors may choose to limit the funds going to any one exhibition. Grants to groups are available up to a maximum of \$2500 (\$2750 inc. GST). Group applications should be from two individuals each of whom must provide a tax invoice to a maximum of \$1250 (\$1375 inc. GST).

*Individuals and groups are eligible to apply only once per round and if successful cannot apply again to either grant for 12 months.

Dates And Deadlines

- Applications must arrive at the NAVA office before 5pm on the date of the deadline or be postmarked with the deadline date. If the deadline falls on a weekend, applications will be accepted up to 5pm on the following Monday.
- Notification will be sent by mail within 2 months of the closing date.
- Payments will be made with notification.

Grant Requirements

- Successful applicants must submit a completed acquittal form, available on the NAVA website www.visualarts.net.au, plus one example of any printed documentation within 4 weeks of the project's completion.
- Successful grant applicants must include the following acknowledgement on all publicity material and project documentation: "This project was assisted by a grant from Arts NSW, an agency of the New South Wales Government, through a program administered by the National Association for the Visual Arts (NAVA)."
- Applicants who fail to acquit grants will not be eligible for financial assistance from NAVA in the future.

Artists Living In Remote Areas

Due to the geographical circumstances of artists living in remote areas NAVA will apply special consideration:

- Emailed applications will be accepted as long as they arrive at the NAVA office by 4pm on the closing date of the grant round;
- An Indigenous art or craft centre can make an application on behalf of the artists it represents, and can use the art and craft centre's ABN and/ or GST details for taxation purposes;
- Payment for successful applicants who live in a remote area can be made by direct transfer to the applicant's or art and craft centre's nominated bank account. (Unless bank account details for transfer are provided payment will be made by cheque.)

Acknowledgments

The Marketing Grant for NSW Artists is a NAVA initiative, made possible through the support of Arts NSW. The National Association for the Visual Arts is assisted by the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments. The National Association for the Visual Arts is assisted by the Australian Government through the Australia Council, its arts funding and advisory body.



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