

# Marketing Grant for NSW Artists 2006 guidelines

## EVALUATION

### Criteria for Assessment

- 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 pages 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 in your application. 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](http://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.

## CONDITIONS OF GRANT

- 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.
- 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.

## ACQUITTAL REQUIREMENTS

- Successful applicants must submit a Grant Acquittal Form together with one example of any printed documentation to NAVA within 4 weeks of the project's completion e.g. invitation, advertisement, review, poster.
- Successful grant applicants must include the following acknowledgement on all publicity material and project documentation: "The project was assisted by a grant from the New South Wales Government – Ministry for the Arts, 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 made by cheque.).