





## Major Production Fund Guidelines

### Deadlines and Start Dates

Proposals must be received by the Department of Culture and the Arts by 5pm on the closing date (as noted below).

Applicants may plan to start their projects in accordance with the dates outlined below.

Proposal submitted by	Short-listing	Pitch Session	Notification	Start Date
5 June 2009	June 2009	August 2009	September 2009	October 2009

Dates for future MPF rounds will be published in subsequent guidelines.

### Background

The Major Production Fund recognises that ambitious works of an international calibre require considerable investment. Through the introduction of this Fund, works will be created for Western Australian audiences which may then be presented nationally or internationally, raising the profile and recognition of Western Australia's arts and cultural sector.

The aim of the Fund is to enable innovative, works and installations with scale of ambition and outstanding quality to be produced by Western Australian artists and arts organisations and presented to the Western Australian community. Unique Western Australian arts and cultural experiences which cross boundaries and stimulate increased community interaction will be supported through the fund.

The fund has the potential to increase creative partnerships between WA artists and their international and interstate counterparts whilst encouraging WA artists to continue their practice, at a high level, in Western Australia.

### What will the fund support?

The Fund will support the production of innovative new works or new interpretations of existing works of ambition and quality which may go on to present nationally and/or internationally. These works can encompass any art form or practice excluding film, television and radio, except where these art forms are part of a multi arts presentation.

Proposals may include development stages, however the project must result in the presentation or installation of a complete work. Both the development of the project and its premiere presentation must be undertaken in Western Australia with a majority of personnel being Western Australian\*. Proposals must target the development of creative work rather than contribute to festivals or other frameworks which facilitate the presentation of work.

Proposals for existing works will need to successfully argue why the work should be revisited. Projects which already have a significant national/international profile or extensive presentation history are not a priority for the Fund.

The cost of national or international presentation or additional presentation beyond the initial production period will be considered separately.



Department of **Culture and the Arts**



## **Who Can Apply?**

Individuals or Legally constituted Western Australian organisations are eligible to apply. Applicants may choose to have their project auspiced. Applicants may only submit one application per round however applications to the Major Production Fund will not affect the number of applications that may be submitted to other Department of Culture and the Arts' (DCA) funding programs.

Applicants may choose to collaborate with artists from interstate or internationally, particularly if their involvement strengthens the creative team. However, applicants must ensure that a majority of both the key artistic personnel and overarching project team are Western Australian\*.

Proposals from regional, Indigenous and multicultural applicants are welcomed.

\*Having lived in the State for at least the 12 months prior to submitting the application.



## **Major Performing Arts Companies and DCA Portfolio Agencies**

The Major Production Fund encourages relationships between the small to medium sector and Major Performing Arts Companies and DCA Portfolio Agencies. DCA however, is committed to ensuring applications from the small to medium sector remain competitive.

Major Performing Arts Companies and DCA Portfolio Agencies are ineligible to submit applications in their own right, however, they may partner or co-produce with arts organisations or individuals from the small to medium sector.

These partnerships/co-productions must demonstrate an equal creative partnership and a financial commitment from the Major Performing Arts or DCA Portfolio Agency partner/s which equals the amount sought from the Major Production Fund. This contribution can include up to 50 per cent in kind support. Applications with Major Performing Arts Companies must demonstrate that costs requested for funding from the Major Production Fund are additional to what is already funded by DCA.

Applicants proposing partnerships with Major Performing Arts Companies or DCA Portfolio Agencies should contact DCA to discuss proposals.

## **Perth International Arts Festival**

The Perth International Arts Festival (PIAF) are ineligible to submit applications in their own right. Co-productions or umbrella supported productions or installations with PIAF are however eligible to apply.

## **Selection Criteria**

Applications will be assessed against the following criteria:

- Artistic quality and innovation
- High level artistic, production/curatorial, management skills and process appropriate to the project
- Good planning and effective use of resources
- Potential to present the work nationally and/or internationally
- The level of funding support secured from elsewhere (including in-kind)

In addition to the above selection criteria, the Fund aims to showcase and present work throughout the year.

## **Assessment Process**

Due to the scale and nature of the projects to be supported through the Major Production Fund the application and assessment process incorporates significant dialogue and negotiation between DCA and the applicant.

The assessment process for the Fund is outlined below.



### **Step 1: Discussion with Project Officer**

It is an eligibility requirement of the Major Production Fund that you discuss your project with the Senior Project Officer before submitting a proposal.

### **Step 2: Proposals Submitted**

### **Step 3: Proposals Shortlisted**

A panel consisting of the Chairs of DCA's Indigenous, Young People and the Arts, and Arts Development Panels, a DCA representative and chaired by an external industry peer will short-list proposals against the selection criteria.

### **Step 4: Short-listed applicants pitch**

A panel consisting of experts drawn from across Australia will assess the short-listed proposals, taking into consideration the pitch made by the applicant and the written information submitted. At the discretion of DCA one international panellist may also be included. Short-listed applicants will be provided with up to \$5,000 to prepare their pitch.

## **Submitting Your Application**

All components of your application, including support material, should be submitted electronically with the exception of the Declaration Form and the Duty of Care Declaration. Documents and support material should be uploaded to DCA via the following link with the applicants name in the subject line:

**<http://dropbox.yousendit.com/MajorProductionFund>**

If you have any difficulties with uploading your application and/or support material please contact DCA and we will accommodate your specific needs.

Please note all documents must be received electronically, postmarked or hand-delivered to the DCA office by 5pm on the closing date. Incomplete proposals will not be considered. Materials in excess of those outlined below will not be considered.

## **What should you prepare?**

Proposal:

Completed cover sheet \*

Detailed explanation of your production (max 10 pages) which should include

- a description of the project
- biographies of key artistic, production and management personnel (noting their current state/country of residence)
- details of the current status of the project and the process you will undertake to take the project to production, including time frames
- an outline of key operational milestones and the artistic evaluation process of the project (see Implementation & Monitoring section)
- details of how you will manage the organisational and financial elements of the project including income/box office risk
- details of how you will market the work
- details of your strategy to establish presentation opportunities beyond the premiere



- an explanation of how you and/or your company will grow from this project  
A full project budget, which should separately outline the costs of the development period, the production, the pitch and a forecast of costs for future presentations. This budget may be accompanied by necessary budget notes  
Signed Declaration form \* (may be submitted in person or via post)  
Completed and signed Duty of Care Declaration \* (may be submitted in person or via post).  
Completed and signed auspice agreement (for auspiced applications only)\*

Support material may only include

- copies of letters or emails confirming commitment from key personnel and/or presenters/venues
- Reviews and/or general letters of support (max 2 pages)
- a full copy of the script to be produced accompanied by a 1 page synopsis
- up to 5 minutes audio/video recordings (max 300MB)
- up to 10 images

\* these documents may be downloaded from the DCA website:

[http://www.dca.wa.gov.au/programs/arts\\_cultural\\_dev/major\\_production\\_fund](http://www.dca.wa.gov.au/programs/arts_cultural_dev/major_production_fund)

The combined file size of your proposal and support material must be less than 500MB.

Files may be submitted in the following formats; mpg (1,2,4), bmp, gif, tiff, jpg, mp3, wav, wmv, aac, pdf, doc, mp4.

Video recordings should be in one of the following resolutions 720x480(SD), 1360x768(HD), 720x576(SD)

Pitch:

Short listed applicants will have up to an hour in which to pitch their project to the peer panel . Applicants may structure the time to suit their presentation needs, but at least thirty minutes must be allowed for question and answer time with the panel. The format and delivery of the pitch is to be determined by the applicant, however, applicants should focus on the creative elements of their project and the team who will produce, present or install the work. Applicants may nominate a venue (within the Perth metropolitan area) in which to host the panel and will be advised of the panel meeting dates once short-listed.

Short-listed applicants will be provided with up to \$5,000 to prepare for their pitch. Items eligible for pitch funding include creative team presentation fees and travel, presentation materials and the production of audio/visual display material. Please discuss this element of the application with the Senior Project Officer.

## **Implementation & Monitoring**

Applicants will need to articulate a process for assessing the artistic value of their work at strategic points in their creative process. This process should engage creatives external to the core team, who may provide independent review and/or feedback. An applicant may design their process to suit the artform in which they work and the development process they plan to undertake. Along with



other key operational milestones this artistic evaluation process will be used to track the progress of the production and may be tied to grant payments.

## Eligibility

The following projects will be considered ineligible:

- Projects which require the total cost to be covered by DCA
- Applications from applicants who have not spoken to the Senior Project Officer prior to submitting their proposal
- Projects in which the applicant has an outstanding acquittal
- Projects requesting funding for the purchase of capital equipment or capital works
- Projects in which radio, film and/or television are the primary component
- Activities seeking funding on a retrospective basis
- Fundraising, competitions and prizes
- Projects submitted by individuals who are not Australian Citizens or Permanent Residents. Individual applicants must be WA residents (i.e. having lived in WA for the past 12 months)
- Applications in which the majority of key artistic personnel and the majority of all personnel are not Western Australian residents
- Applications from other Government departments, DCA Portfolio Agencies or Major Performing Arts Companies
- Projects in which anticipated profits will not be used for the benefit of Western Australia / Western Australians

Projects in which key personnel have outstanding acquittals will be considered ineligible if these acquittals have not been resolved prior to the assessment date.

## Resubmitting Applications

Proposals which have been unsuccessful may be resubmitted only once for further consideration. Resubmitted applications may only access up to \$2,000 towards a second pitch, which is limited to venue and artist costs only.

## Guideline Changes

As this is a new program, quite unique from programs previously or currently undertaken by DCA, the guidelines and assessment process will be subject to review and revision throughout the four years of its implementation. Guidelines are therefore only applicable for the dates indicated.

## FAQ

### Is it just performing arts projects that can apply to this fund?

No, the fund is open to proposals in any artform excluding film, television and radio.

### What is meant by 'scale of ambition'

In seeking to support works of ambition DCA is looking for proposals which

- Make a significant impact on the cultural landscape of Western Australia
- Seek more ambitious funding than customarily funded through DCA programs
- Reach an unprecedented level of creative and or technical excellence



- Take a substantial conceptual or imaginative leap
- Demonstrate mobility of interest both in and out of the state
- Demonstrate artistic significance in a national and or international context

### **Can I work with artists from outside the state or overseas?**

You may choose to work with artists from interstate or overseas, particularly if their involvement strengthens the creative team developing the production. However, you must still ensure that a majority of both the key artistic personnel and overarching project team are Western Australian (having lived in the State for at least the 12 months prior to submitting the application).

### **Are music, writing and or visual arts projects eligible to apply to the fund?**

Yes, the fund is open to proposals in any artform provided they meet the intent and parameters outlined in the guidelines.

### **What's involved in the 'pitch' process?**

The pitch process is an opportunity for you to present your project directly to the panel. How the pitch is presented is completely up to you: you may use audio tracks, video footage, excerpts of the performance or installation, still images or simply talk the panel through your idea. You will need to think about the best way to communicate your project to the panel. It is also useful to keep in mind that the panel will have already read through your proposal and will be familiar with the technical components of your project.

You may also determine where you will present your pitch (within the Perth metropolitan area). Again it is best to choose a venue which enables you to clearly communicate your project idea. DCA will coordinate the logistics of transporting the panel to and from your nominated venue.

Projects that are short listed will be provided with up to \$5,000 towards the cost of the pitch.

DCA has produced a series of webcasts which may assist you in preparing your pitch. These can be found on the DCA website.

### **Who will assess my application?**

The assessment process has two stages which involve a range of different assessors.

The first stage is a short-listing process and is undertaken by a panel which assesses each proposal against the published selection criteria. This panel consists of the Chairs of the Department's Indigenous, Young People and the Arts and Arts Development Panels, and a DCA representative. It will be chaired by an external industry peer. The short-listing process narrows the field to the most competitive projects which are clearly meeting or exceeding the selection criteria.

At the second stage, short-listed proposals are then presented via a pitch to a cross-artform panel of up to four peers, specially assembled to make the final assessment. It will be chaired by a DCA representative who will facilitate discussion but will not have the right to vote on final decisions. The industry peers appointed to the panel will be drawn from across Australia and possibly overseas from a pool of highly respected and experienced producers/programmers/curators.



Panellists will be sought out for their broad knowledge of project development and presentation, including their ability to assess the potential future markets of a proposed work. This final assessment panel will consider both the pitch and the original written proposal and will consider the comments of the short listing panel.

The names of panellists will be published on the DCA website.

### **How much money will be distributed each round?**

The fund has been allocated \$5 million to be spent over four years; however, there is no set amount of funding allocated to each closing date. Each project will be assessed on its own merits and funding will be provided to projects which the panel deems worthy.

### **If successful will I receive the full amount I've asked for?**

After considering your proposal and your pitch, the panel will recommend the amount DCA should commit to your project.

### **If my project has made it through the assessment process why will my payments be tied to operational milestones and independent artistic evaluation?**

The amount of money available through the Major Production Fund is significant and it is important that all stakeholders involved in funded projects are committed to high quality outcomes.

Staggering the payments, against the milestones, ensures that there are defined points at which the successful applicant and DCA can assess the progress of the project and ensure it is on track to produce the calibre of work it set out to achieve.

## **Assistance for Applicants**

### **The Department abides by the principles outlined in the *Equal Opportunity Act (1984)*.**

To eliminate discrimination on the grounds of sex, marital status or pregnancy, family responsibility or family status, race, religious or political conviction, impairment, age, sexuality or gender history in the areas of work, accommodation, education, the provision of goods, facilities and services, access to places and vehicles, land and the membership of clubs.

### **Assistance for People with Disabilities**

These guidelines can be provided in other formats upon request. If you require special assistance in preparing your application, please contact the Department for advice on (08) 9224 7310 or toll free for country WA callers on 1800 199 090.

### **Interpreting Assistance in Languages other than English**

Please contact us if you have any difficulty understanding these guidelines or would feel more comfortable being able to discuss your application in your first language. Alternatively, you can do the following:

1. Telephone the Translating and Interpreting Service on 13 14 50, during business hours, 9am – 5pm Monday to Friday. This is the cost of a local call.
2. Please indicate which language you wish to use.
3. Tell them that you wish to speak with someone from Arts Grants on (08) 9224 7310.



Department of Culture and the Arts



## Contact

For further information or to discuss a project idea please contact

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