

Independent Theatre Initiative

Guidelines for Applicants

Closing Date
5pm Friday 1 August 2008

This project is part of the Ignite package supported in partnership with

Independent Theatre Initiative Guidelines for Applicants

Background

On December 13, 2007, the Premier of Western Australia, Alan Carpenter, with the Minister for Culture and the Arts the Hon. Sheila McHale MLA announced the Ignite package. The package is the biggest single State Government arts funding initiative in the State's history. As part of this allocation, a one off amount of \$400,000 will be provided to the independent, community run theatre sector in metropolitan and regional Western Australia in consultation with the Independent Theatre Association.

The Independent Theatre Initiative will provide the independent theatre sector, with the capacity to increase production values and develop greater community engagement, through quality upgrades to facilities, and skills development in production and marketing.

Who can apply?

Legally constituted, not for profit, community run, non professional theatre groups or organisations are eligible to apply. Applicants must be based in Western Australia and must be members of the Independent Theatre Association.

Organisations applying to the Facilities Category must access one particular venue to be eligible to apply. Venues can be privately or local government owned but applicants must have permission to access a venue for a minimum of five years from 1 August 2008. Groups or organisations accessing local government or privately owned venues must include written confirmation of support from local government or the private owner, for any proposed upgrades to facilities and equipment in their application.

Community run groups or organisations comprised of professional and non professional members may apply, provided no more than 30% of key creative personnel are paid for their involvement in the professional performing arts sector. Organisations in receipt of DCA annual, multi year or triennial funding are not eligible to apply.

What can you apply for?

Groups or organisations can apply to the following two categories. Applications from one group or organisation can be made to both categories, but only one application in each category may be made. **Applications must be for activity that commences after 1 December 2008.**

Please note DCA will not fund the total cost of your activity. Income must be included in your budget. This can consist of any or all of the following:

- In-kind support such as voluntary labour, administrative services or the value of materials
- Cash contributions
- Fundraising
- Sponsorship
- Other funding
- Donations

Funding Categories

1. Marketing and Production

This category supports activity that increases production values and develops new audiences for community theatre. This could include technical and marketing skills training, professional production and marketing mentorship, attendance at events to develop production and marketing skills and marketing projects that develop new audiences and greater community engagement. The type of activity supported through this category is flexible, but the outcome must increase the quality of production and or the level of community engagement with arts and culture. Groups and organisations can apply for up to \$10,000. Total available: \$100,000.

2. Facilities

This category supports one off installation or upgrades to equipment and fixtures in venues regularly accessed by groups and organisations. Groups and organisations accessing privately owned or government owned venues can apply to upgrade facilities to improve long term production values and universal community participation. This could include installation of or upgrade to lighting equipment, sound equipment and seating, or upgrades, renovation or maintenance to stage and foyer facilities. Support is only available for activity which directly improves community engagement in arts and culture in the long term. Groups and organisations can apply for up to \$50,000. Total available: \$300,000.

Contact

For further information, or to discuss your application, contact:

Elizabeth Spencer
Acting Senior Project Officer
P: 9224 7315
Freecall: 1800199 090
E: elizabeth.spencer@dca.wa.gov.au

General information about the ITI is also available on the Independent Theatre Association website: <http://www.theatre.asn.au/>

How will applications be assessed?

In preparing your application, please demonstrate strengths in as many of the following areas that apply to your activity:

- Community engagement with arts and culture
- Community need and support
- Increased production quality of arts and cultural events
- Development of new audiences for community arts and culture
- Increased universal access to arts and culture
- Good planning and effective use of resources
- Direct and lasting benefits to the people of Western Australia

Applications will be assessed by a panel of independent theatre practitioners and community stakeholders. The panel will be selected by the Department of Culture and the Arts, in consultation with the ITA. All components of your application, including support material must be sent to the Department of Culture and the Arts, postmarked or delivered by 5pm on the closing date, **1 August 2008**.

What should you prepare?

Completed Independent Theatre Initiative Application Form

Support material, limited to the following:

- Quotes for purchase of equipment or upgrade of facilities
- Bios of key production and management personnel. (no more than 1 page per person)
- Copies of letters or emails confirming commitment from key personnel
- Up to three letters of support from the community
- A one page outline of the history of your organisation
- Copies of previous promotional material
- For the Facilities Category applicants accessing local government owned or privately leased buildings, one letter of support from local government or the private owner, for the proposed activity
- For the Facilities Category documentation demonstrating permission to access the venue for a minimum of five years

Deadlines and Start Dates

Proposals must be submitted by 5pm Friday 1 August 2008. Late applications will not be accepted. Decisions will be advised by October. Successful projects can be commenced from 1 December 2008.

Projects Funded

The types of projects that will be considered for funding assistance, include, but are not limited to:

1. Marketing and Production

- Production and marketing skills training
- Marketing projects to develop new audiences
- Marketing projects to increase community engagement
- Attendance at conferences or events to increase production and marketing skills
- Short term payment of professional marketing and production consultants
- Mentorship projects involving production or marketing professionals alongside organisation members

2. Facilities

- Fixed equipment or furniture upgrades
- Installation of fixed equipment such as lighting grids, sound equipment , computer lighting boards, long term stage fixtures
- Improvement , renovation or modification of existing facilities which increase production values and or community engagement, provided the proposed activity is supported by the venue owners
- Upgrades to foyer facilities
- Upgrades to or installation of seating
- Upgrades to stage area
- Improvement, renovation or modification to existing facilities to increase universal access, including disability access
- Installation of equipment which leads to long term increases in production values and or community engagement
- One off Renovation or maintenance which increases production values and or community engagement
- Fixed climate or environmental control systems in venues

What doesn't the funding support?

The following activity is ineligible:

- New Construction of arts and cultural facilities
- Activity in state or commonwealth government department or agency run buildings or spaces
- Recurrent maintenance and operating costs
- Activity already funded through the Community Cultural Arts Facilities Fund
- Groups or organisations that have received funding through the Community Cultural Arts Facilities Fund
- Groups or organisations applying to the Facilities Fund who do not have permission to access a specific venue for a minimum of five years

- Activity which directly benefits DCA annual, multi year or triennially funded organisations
- Purchase of fixed equipment which does not increase community engagement or production values i.e purchase of office furniture and computers. *Please note, computer rental, or purchase of software may be eligible in the Marketing and Production category.*
- Purchase of short term capital items such as costumes, props and sets for individual productions
- Artistic programs or projects
- Contributions towards rent or lease of property
- Artists fees or salaries, except in the case of production, technical or marketing professional fees
- Long term accredited training resulting in a degree or diploma (short term courses or training are eligible in the Marketing and Production Category)
- Fundraising, competitions, prizes or trophies. Activity that has significant community engagement outcomes may be eligible, but DCA will not contribute to expenditure towards prizes.
- Projects in which radio, film and/or television are the primary component. Activity involving radio, film or t.v which increases community engagement or develops new audiences for independent theatre may be eligible.
- Facsimiles, genealogical works and histories of clubs, groups or organisations
- Activity seeking funding on a retrospective basis
- Activity which commences before Dec 1 2008

Key Definitions

Community Run: For the purposes of this funding initiative community run is defined as activity whose key creative and administrative personnel are all members of a specific community with shared interests or of a particular geographic area.

Independent Theatre: For the purpose of this funding program independent theatre is defined as largely non professional, non government funded theatre whose key creative and administrative personnel do not earn the majority of their income from the professional performing arts sector.

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.

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