

Building Audiences Fund Overview and Guidelines

January 2022

Program Dates

Round Opens: Monday 31 January 2022

Round Closes: Thursday 24 February 2022 at **3pm**

It takes approximately 12 weeks from the closing date until funding results are available.

Following notification, all successful applicants will be required to provide a detailed project plan for the proposed activity. Proposed activity **must** take place between **Friday, 1 July 2022** and **Friday, 30 June 2023**.

Definitions

Throughout this document:

- The term **First Peoples** is used to refer to Traditional Owners of Victoria and all other Aboriginal and Torres Strait Islander peoples who reside in this state.
- The term **Deaf and Disabled** people will be used. A lived experience of disability can be visible or invisible, including physical, sensory, cognitive, intellectual, developmental, mental illness and/or neurodiversity. We recognise and support the right of the Deaf community to label their experience as one of cultural and linguistic difference. We recognise the diversity within the Deaf and Disabled communities and that the terminology and language used is evolving.
- The acronym **CALD** is used and is inclusive of people from culturally and linguistically diverse backgrounds, including but not limited to people born overseas, people with one or both parents born overseas and people who speak a language other than English at home.
- The term **Regional** refers to the 48 Victorian local government areas classified as regional by the Victorian State Government. You can find the list of these local government areas [here](#).
- The term **Audiences** refers to all consumers of creative industries products including audiences of shows, theatre, exhibitions etc as well as customers who purchase creative outputs and objects.

Overview

The *Building Audiences Fund* provides one-off support for new marketing projects which have the potential to build and re-establish audiences following the impact of the coronavirus (COVID-19) pandemic in 2020 and 2021.

The Fund supports Victorian independent creative practitioners, groups and micro-to-small sized organisations from across the creative industries (see **Eligibility** for more details).

If you have an idea that explores different approaches to engaging audiences, building brand awareness and increasing income for your organisation, we want to hear from you.

Applications will be accepted for requests between \$2,000 and \$20,000. The total grant pool for this program is \$100,000.

Funded projects will be monitored by Creative Victoria, with opportunities offered to successful applicants to access marketing guidance from Creative Victoria staff as their projects are implemented.

Program Aims

The Fund supports new marketing projects and smart thinking that will:

- Reach new audiences
- Find new pathways to reach your audiences
- Re-engage audiences in the newly emerged environment/market
- Find new ways to increase or broaden the audiences for your product, work or organisation
- Diversify and/or increase your earned revenue streams.

Streams

Applicants can apply under two separate streams:

1. **First Peoples stream:** Applications by Victorian First Peoples creative practitioners or First Peoples-led micro-to-small organisations will be assessed by a First Peoples Assessment Panel to ensure Aboriginal self-determination.
2. **General stream:** All other applications will be assessed by a panel made up of a diverse range of marketing experts across the creative industries.

Priorities

This program will prioritise support for eligible independent creative practitioners, groups, and micro-to-small organisations who are led by creatives identified as:

- First Peoples
- Deaf and Disabled
- Culturally and linguistically diverse (CALD)
- Regionally based.

Eligibility

The *Building Audiences Fund* will accept applications from independent professional creatives/artists, partnerships, and micro-to-small sized Victorian organisations (no more than 10 Full Time Equivalent staff) across the creative industries spanning arts, music, design, screen and digital games.

Regionally based creative industries organisations that are owned and operated by local governments (as per the [Local Government Authorities in Regional Victoria list](#)) are eligible to apply.

Only one application per applicant will be considered (including under auspice) and the grants will be awarded on a competitive basis.

Please note: *Auspice bodies may apply on behalf of multiple applicants.*

Ineligible

- Non-Victorian creative practitioners, groups, businesses or organisations
- Applicants that have an overdue Creative Victoria (or former Arts Victoria) acquittal
- 2021 recipients of the Building Audiences Fund
- Organisations/entities receiving Creative Victoria multiyear funding (i.e. Creative Enterprises Program, Creative Ventures Program, Regional Partnerships Program) **during the activity period of 1 July 2022 and 30 June 2023**
- Organisations with more than 10 Full Time Equivalent (FTE) staff.

What will not be funded

Project expenditure **must** centre on marketing and distribution and not the creation of content and/or tools.

The *Building Audiences Fund* will NOT support:

- Business as usual marketing activity including website development and maintenance, CRM systems, and core operational marketing staff wages
- Existing marketing activity
- The development or presentation of artworks or products – inclusive of taster events, media launches, opening night events etc
- Ideas that are principally focused on content or product **creation** including creating promotional videos
- Business start-up costs, capital purchases or recurrent administrative, infrastructure and other organisational costs not directly associated with the project/program.
- Equipment purchases
- Reimbursement for expenses already incurred, or other retrospective funding
- Amateur or hobby pursuits.

Funding Available & Requirements

A total grant pool of **\$100,000** is available. Applications will be accepted for requests between \$2,000 and \$20,000.

While the maximum grant request in this funding program is \$20,000, smaller applications are welcomed.

Auspicing

The *Building Audiences Fund* program accepts auspicied applications. Any legally constituted body may act as an auspice. It is the applicant's responsibility to ensure the auspicied arrangement is confirmed at the point of application. This means the auspice organisation agrees to receive any funds allocated if your application is successful and the auspice organisation is responsible for the management of the activity and the acquittal of grant funds. If you are planning on having your grant managed by an auspice organisation, please ensure you have your auspice details ready to

enter into the application. **Change of ownership of successful grants will only be accepted under limited circumstances.**

For more information on auspicing, please see our website [here](#) or contact program staff.

Assessment Process

Assessment of applications will follow a four-step process as outlined below:

1. A check of the application details and the eligibility criteria.
2. All eligible applications will be competitively assessed by a panel of external industry peers against the program aims and assessment criteria.
 - Eligible applications **under the First Peoples stream (Stream 1)** will be assessed by a panel consisting of First Peoples industry peers.
 - Eligible applications in the **General stream (Stream 2)** will be assessed by a diverse range of marketing experts from across the creative industries.
3. Peer recommended applications will undergo a due diligence check and any adverse findings may be taken into consideration during the assessment process (e.g. overdue grant acquittal; organisation/business is, or notice has been given to be placed under external administration; a petition for bankruptcy has been presented or the winding up/deregistration of an organisation/business has been initiated). Any information provided in the application may be shared and subject to verification with other government departments/agencies, as required.
4. An internal Creative Victoria moderation process will consider the findings and recommendations from Steps 1 to 3 to develop a final list of recommendations that reflects the program's aims and priorities and ensures a diverse range of creative practitioners, groups and micro-to-small organisations are supported. The final list of recommendations is subject to approval by the Minister for Creative Industries.

Notification

All applicants will be advised in writing via email of the outcome of their application approximately 12 weeks from the closing date.

Application feedback may not be provided for this program at the time of notification of results. Any feedback will be at Creative Victoria's discretion.

Assessment

Each application will be competitively assessed by a peer assessment panel and rated against the *Building Audiences Fund* program aims and the following four assessment criteria.

We strongly recommend speaking with a member of Creative Victoria's Strategic Marketing team prior to drafting an application to ensure your project plan addresses the selection criteria. Contact details are found at the end of this document.

Assessment Criteria

<p>1. MARKETING IDEA (20%)</p>	<p>Your proposed activity:</p> <ul style="list-style-type: none"> • Responds to changes in the market resulting from coronavirus (COVID-19) • Demonstrates a new marketing idea that has the potential to address marketing challenges arising from coronavirus (COVID-19) (How will this fix/address your problem?) • Is a marketing activity (as opposed to the development/creation of artworks or products) • Is an exciting idea.
<p>2. MARKETING EFFECT (30%)</p>	<p>Your proposed activity addresses your marketing challenge and:</p> <ul style="list-style-type: none"> • Demonstrates how you will reach audiences • Demonstrates how you will re-engage and expand audiences • Demonstrates the capacity for building brand awareness • Has the potential to be embedded in future core marketing activity.
<p>3. INCOME AND/OR REVENUE GENERATION (30%)</p>	<p>Your proposed activity:</p> <ul style="list-style-type: none"> • Makes you money (include realistic, not inflated targets) • Demonstrates the capacity for future commercial opportunities arising from the activity.
<p>4. VIABILITY (20%)</p>	<p>Your application must demonstrate the level of planning and organisational capacity required to deliver the proposed activity and must:</p> <ul style="list-style-type: none"> • Represent good value for money for projected outcomes • Include a viable and realistic budget • Include a viable timeline and confirmation of activity within 1 July 2022 and 30 June 2023.

To address the assessment criteria, you are required to answer the following questions in plain English – maximum of 500 words (or 3,000 characters including spaces) per criteria:

- What is your marketing idea? How does it respond to changes in the market and audience behaviours resulting from coronavirus (COVID-19) and how do you plan to deliver it? Please provide a general overview referring to the *Building Audience Fund* project aims. **(Marketing Idea – 20%)**
- Demonstrate the marketing approach for the project by providing an overview of your marketing plan. What specific activities will you undertake? Demonstrate **marketing effect** by highlighting how the proposed activity will reach, engage and expand audiences, has the potential to inform your future core marketing activity, and how it will contribute to building brand awareness. **(Marketing Effect – 30%)**
- How will the proposed activity make you money? How will it contribute to the development of your revenue streams? How will it increase the success of your existing product(s), work or your organisation now and in the future? **(Income/revenue generation – 30%)**
- Demonstrate your capacity to deliver this project (people, skills, time and finances). What are the expected project outcomes and how will you measure them? You **must** outline realistic qualitative and quantitative targets. Include an indicative timeline for your proposed activity **(Viability – 20%)**

Supporting Material

In addition to completing the application form in Creative Victoria's Grants Portal, you may also choose to provide relevant **Application Support Documents** that complement your proposal.

- You can upload and submit up to 10 x files and/or URLs (external links) total
- Attached files can be no more than 5MB in size each
- It may be necessary to combine supporting material into one document in some instances, e.g. multiple images or letters of support may be compiled into one PDF. Remember, each document must not exceed 5MB
- When providing URLs, only use links to publicly available (not membership-based) sites. Link must directly open to the material you want to submit. If you are linking to a private video on a site such as Vimeo, you must provide password requirements to your video
- Do not provide links to Google Drive, Dropbox or other online hosting platforms that require viewers to enter personal identification in order to gain access. Materials provided using these platforms will not be assessed by the peer advisory panel.

The following file types are accepted:

Documents	Word (.doc .docx); Excel (.xls .xlsx); PowerPoint (.ppt .pptx); Acrobat (.pdf)
Images	.jpg .png .tiff
Audio	.mp3 .wma
Video	.mp4 .wma .avi .mov

For more information about the kinds of support documents and material you can provide, refer to the table below.

Application Support Documents

Application Support Documents provide additional information to strengthen your proposal. Ensure that your supporting documents are **relevant to the project**.

TYPE	DESCRIPTION	LIMITS
TIMELINE	Summary of project/program key dates, background, activities during the proposed funded period and future opportunities.	1 page
FINANCIAL DOCUMENTS	Additional budget information which may include budget notes to clarify items in your budget, quotes, letters or emails confirming financial support. <i>Providing a contingency plan for the budget (e.g. what are your plans if you fail to secure unconfirmed income source outlined in the budget?) will also strengthen your application.</i>	2 pages
LETTERS OF SUPPORT	Written endorsement/s of the artist or project from relevant industry professionals or peers are not required but can be included if desired.	3 letters (in one document)
PARTNER / COLLABORATOR CONFIRMATIONS	Correspondence that confirms project partners or collaborators.	1 page per partner
MEDIA PORTFOLIO	Relevant media reviews of the artist, organisation or work.	3 articles (in one document)
MARKETING / AUDIENCE DEVELOPMENT STRATEGY	Summary of proposed marketing and audience development or distribution strategy, publicity proposals and outlines of professional services.	2 pages

How to Apply

Submit your completed application via the unique link on the funding page on the Department of Jobs, Precincts and Regions Grants Portal by **3pm on the closing date**.

You will be required to address the assessment criteria and submit a project budget.

We strongly recommend speaking with a member of Creative Victoria's Strategic Marketing team prior to drafting an application to ensure your project plan addresses the selection criteria. Contact details are found at the end of this document.

Tips for preparing an application

- Speak with Creative Victoria's Strategic Marketing team to discuss your idea and ensure it addresses the program aims and selection criteria.
- We encourage you to draft your application using the available drafting tools in advance of submitting your application online. Templates and drafting tools are available to download via the *Building Audiences Fund* page.
- We recommend that you start uploading your application as soon as possible as you will need time to input all responses onto the grants portal and attach files containing any supporting documents. The submission deadline is 3pm on 24 February 2022. No late submissions will be eligible.
- Plan your budget carefully, considering all elements of the proposed activity.
- Create a detailed project timeline outlining key marketing activities. Either include it in Question 4, or as a separate 1-page attachment.
- Ensure you answer **all** the questions clearly and keep your responses succinct (3,000 characters, including spaces, per question).

Please note: If your application is successful, you will need to provide Creative Victoria with a detailed project implementation plan for your proposed activity as part of your project delivery.

Submitting an application

The DJPR Online Grants Portal will be open for applications from the start date listed on the *Building Audiences Fund* page.

To submit an application:

1. Read the program information and guidelines thoroughly.
2. Contact program staff to discuss your proposed marketing project.
Please note: Program staff are unable to review draft applications.
3. Draft your application using the following tools:
 - *Building Audiences Fund* application drafting tool

- Creative Victoria budget drafting tool
4. Begin an application in the DJPR Grants Portal. Access the Portal via the link on the *Building Audiences Fund* funding page via the Apply Now section.
 5. Copy and paste the content of your application from your draft template into DJPR Online Grants Portal (please note, text will be cut off at the allocated character limit, so always check your character count before pasting information into the portal).
 6. Upload completed templates and any supporting documents required as part of your application (refer to the Application Documents and Supporting Material section).
 7. Submit your completed application via the DJPR Grants Portal by the closing date and time. Once the Grants Portal has closed at **3pm, 24 February 2022**, applications and/or support materials cannot be accepted.
 8. Once submitted, your application cannot be changed. However, if you receive any confirmations related to your submitted application (including additional funding, partnerships, etc) you can notify Creative Victoria and program staff will provide new information to peer assessors during assessment at our discretion. Please email program staff describing the nature of the confirmation and include your application reference number.

For successful applicants:

- Creative Victoria can provide project guidance to offer insights, advice and support to recipients to strengthen projects and increase the chances of successful execution.
- A detailed project implementation plan will need to be submitted to support the application.
- Creative Victoria may publicly share the outcomes and learnings of the project with the wider creative industries sector upon completion of the project.

Other Information and Responsibilities

Creative Victoria reserves the right to amend these guidelines and any terms relevant to an application at any time, as it deems appropriate.

If your application is successful, you will be asked to enter into a written grant agreement in a form provided by the Department of Jobs, Precincts and Regions ('the **Department**'), as the department Creative Victoria is part of. **The provision of any funding is subject to a fully executed grant agreement being entered between you and the Department.** You will also be required to:

- **Notify Creative Victoria of any proposed changes to your funded project.** This may include changes to creative personnel, itineraries (dates, venues, etc.) and expenditure of approved funding. You will be required to contact program staff to discuss any proposed changes before they occur.
- **Give permission** to Creative Victoria to access and use relevant samples or images of your project/work in our publicity and marketing activities, reports and other not-for-profit government uses. Creative Victoria will consult with you in the first instance before publishing.
- **Publicly acknowledge** the support of the Victorian Government using specific logos and text.
- **Acquit your grant** by submitting a brief written report on the outcomes of your funded activity within 30 days of project completion. Any specific requirements will be confirmed in a grant agreement.
- **Participate in a program evaluation**, including the provision of information before, during and/or after completion of the funded activity. Information on activity outcomes and longer-term impacts may inform the evaluation of this program.
- Where Victorian Government funding will support the care, education, services or activities for children (under 18 years), it is a whole of government requirement that the funding recipient is: A separate legal entity that can be sued in its own right in child abuse proceedings; and appropriately insured against child abuse. This requirement will improve the ability of child abuse survivors to bring a legal claim for compensation and ensure that successful claims can be paid. Please note: These requirements may not be applicable to all recipients. Please speak to program staff if you have any questions or concerns about this requirement.

Any personal information about the applicant or a third party in the application and project reporting will be collected by the Department for the purpose of determining program eligibility and will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 (Vic).

- In making an application you consent to the provision of your personal information to State and Commonwealth Government departments and agencies and to your auspice organisation (if applicable), for the purpose of administering the Program. If you intend to include personal information about a third party in your application, please ensure that the third party is aware of, and consent to, this privacy statement.
- Any personal information about you or a third party will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the *Privacy and Data*

Protection Act 2014 (Vic). For further information about Creative Victoria's commitment to Privacy please visit <https://creative.vic.gov.au/privacy>.

Any decisions on all matters pertaining to the award of grant funding under this Program are at Creative Victoria's absolute discretion. This includes approving a lesser amount than that applied for and amending funding conditions without notice.

Creative Victoria reserves the right to request the applicant provide further information should it be deemed necessary.

Contact

To find out more or discuss your application, please contact:

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