

Building Audiences Fund Overview and Guidelines

January 2021

Program Dates

Round Opens: 28 January 2021

Round Closes: 25 February 2021 at 5pm

Applicants will be notified of the result of their application in late April 2021. Following notification, all successful applicants will be required to provide a detailed project plan for the proposed activity. Proposed activity must take place between Thursday, 1 July 2021 – Thursday, 30 June 2022.

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 sector closure in 2020 due to the coronavirus (COVID-19) pandemic.

The Fund supports independent creative practitioners, partnerships, 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.

Program Aims

This fund is responding to the need for creative practitioners and organisations to re-establish their audience and customer base following the sector closure in 2020 due to the coronavirus (COVID-19) pandemic.

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

- Reach new audiences
- Find new pathways to reach your audiences
- Reengage 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

Program Priorities

This program will prioritise support for:

- Victorian First Peoples creative practitioners or micro organisations/businesses
- Deaf and Disabled creative practitioners and arts workers or disability-led micro businesses/organisations
- Regionally based creative practitioners and organisations.

Eligibility

The *Building Audiences Fund* will accept applications from independent professional creatives/artists, partnerships, and micro-to-small sized Victorian organisations across the creative industries spanning arts, music, design, screen and digital games (see also Creative Victoria's general eligibility),

Please note: *State owned agencies and organisations receiving multi year funding (including Regional Partnerships funding) through Creative Victoria are NOT eligible for funding in this program.*

Regionally based creative industries organisations 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.*

Applications are invited from **professional** independent creative practitioners, partnerships and micro-to-small sized creative industries organisations that have:

- a staff of fewer than 10 full time employees (unless part of a [Local Government Authority in Regional Victoria](#))

This program will not support

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
- Ideas that are principally focused on content or product creation.
- Business start-up costs, capital purchases or recurrent administrative, infrastructure and other organisational costs not directly associated with the project/program.
- 2020 recipients of *Innovation in Marketing Fund* grants or those who have an active (not yet acquitted) grant from a previous round of the *Innovation in Marketing Fund*
- State owned agencies or organisations receiving multi-year funding (including Regional Partnerships funding) through Creative Victoria
- 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.

Please note: If you are in receipt of JobSeeker or JobKeeper support, you may wish to contact **Services Australia** to determine if any grant payments may affect your JobSeeker payment or contact your employer/ATO about impacts on your JobKeeper payments.

Assessment Process

An Advisory Panel comprising of marketing experts from across the creative industries will assess and rank each application against the program aims and assessment criteria and will meet to determine a list of recommended projects. Creative Victoria program staff and an appointed Chair attend these panel meetings.

After the panel meeting, program staff consolidate panel recommendations and comments to develop a final list of recommendations for approval by the Minister for Creative Industries.

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

| 1. MARKETING IDEA (20%) | 2. MARKETING EFFECT (30%) |
|---|---|
| <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>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 engage audiences • Demonstrates the capacity for building brand awareness • Has the potential to be embedded in future core marketing activity |
| 3. INCOME AND/OR REVENUE GENERATION (30%) | 4. VIABILITY (20%) |
| <p>Your proposed activity:</p> <ul style="list-style-type: none"> • Makes you money (seeking realistic, not inflated targets) • Demonstrates the capacity for future commercial opportunities arising from the activity | <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 2021 and 30 June 2022 |

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 resulting from coronavirus (COVID-19) and how do you plan to deliver it? Please provide a general overview referring to the *Building Audience Fund's* project aims. **(Marketing Idea – 20%)**
- Demonstrate the marketing approach for the project by providing an overview of your marketing plan. Demonstrate **marketing effect** by highlighting how the proposed activity will reach and engage 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? Please outline qualitative and quantitative targets. Include indicative timelines 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 25MB 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 25MB.
- 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, Drop Box 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 support 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. Providing a contingency plan for the budget (eg. what are your plans if you fail to secure unconfirmed income source outlined in the budget?) will also strengthen your application. | 2 pages |
| LETTERS OF SUPPORT | Written endorsement/s of the artist or project from relevant industry professionals or peers. | 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 |

Auspicing

The *Building Audiences Fund* program accepts applications from auspice organisations applying on behalf of applicants. Any legally constituted body may act as an auspice. If the application is successful, the auspice organisation will receive any funds allocated and is responsible for the management of the project and the acquittal of grant funds.

If you are planning on having your grant managed by an auspice organisation, please ensure your application is **submitted by that auspice body on your behalf. 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.

How to Apply

All applications must be submitted via the [Creative Victoria Grants Portal](#).

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.
- Use the Audience Research Toolkit located at <https://creative.vic.gov.au/resources/toolkit> to better understand your current audience and opportunities to build new audiences. The kit is free and includes tips and 'how to' guides and templates to undertake surveys, run interviews, analyse audience data and write reports to help discover fresh insights into your potential markets and audiences.
- Creative Victoria participated in the global COVID-19 Outlook Monitor Research conducted to understand how audiences feel about engaging with and returning to creative events and venues in light of the pandemic. The study explores measures that would make audiences feel more comfortable about returning. The study is published at <https://creative.vic.gov.au/research/reports/audience-outlook-monitor-report>.
- 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.
- Plan your budget carefully considering all elements of the proposed activity.
- Create a project timeline.

- 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 within three weeks of notification in order to receive the funds.

Submitting an Application

The [Creative Victoria Grants Portal](#) will be open for applications from the start date as listed on the *Building Audiences Fund* page.

To submit an application:

1. Register for access to the Creative Victoria Grants Portal.
2. Read the program information and guidelines thoroughly.
3. Contact program staff to discuss your proposed marketing project.
4. Draft your application using the following tools:
5. Building Audiences Fund application drafting tool
6. Creative Victoria budget drafting tool
7. Copy and paste the content of your application from your draft template to the Grants Portal.
8. Upload completed templates and any supporting documents required as part of your application (refer to the Application Documents and Supporting Material section).
9. Submit your completed application by the closing date and time. Once the Grants Portal has closed, applications and/or support materials cannot be accepted.

For successful applicants:

- Creative Victoria can 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 before funding is released.
- Creative Victoria may publicly share the outcomes and learnings of the project with the wider creative industries sector upon completion of the project.

Responsibilities

As a recipient of Creative Victoria funding you will be required to:

- Provide Creative Victoria with a detailed project implementation plan prior to confirmation of funding;
- Notify Creative Victoria of any changes to the proposed activity;

- **Publicly acknowledge** the support of the Victorian Government using specific logos and text; and
- **Acquit your grant** by completing a written report on the outcomes of your funded project within 60 days of the project completion.
- **Accept a Common Funding Agreement** with Creative Victoria and satisfy any conditions of funding which will be detailed in the Agreement.

Acquittal Reports

When your funded activity is completed, you must provide Creative Victoria with an acquittal report (and supplementary full project report including outcomes against agreed targets) within 60 days.

Failure to satisfactorily acquit funding will make you ineligible for future Creative Victoria funding and may result in action to recover the grant.

The acquittal report includes a financial reconciliation.

For further information, please visit the **Acquittals** page on the Creative Victoria website.

Contact

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

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