



Arts & Culture Fund

Applicant Guide

Acknowledgement of Country

Baw Baw Shire Council wishes to acknowledge the Traditional Custodians of the lands on which we come together to live, work, play, and be a community. We pay respect to the way that they have cared for the lands and the waters, and we thank them for sharing their enduring culture and customs with us.



The Five Shields of Gippsland, on display in the Fountain Room at the West Gippsland Arts Centre.

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Introduction

In 2024 Baw Baw Shire Council's Arts and Culture Advisory Committee (ACAC) applied for Council budget for an arts and culture grant program as a one-year trial. This program provides creative practitioners with funding to help them with creative projects, training or ideas. This initiative was successfully extended after positive feedback from our community.

What counts as 'creative'?

"Creative industries" means the visual, performing, literary, multi-disciplinary and new media arts, screen, design, fashion, broadcasting and recording, publishing, architecture, and the heritage and collections sector.

"Creative practitioner" means a person who develops, produces or presents work in the creative industries. Their work/projects can be commercially driven, not-for-profit and/or community based.



What are the aims of this fund?

The Arts and Cultural Fund is helping to support what creatives do with small financial boosts. The fund will help creative practitioners develop great work, grow their creative practice, and contribute to the local creative atmosphere, which helps the whole community.

Baw Baw Shire Council knows that the arts make our lives fuller, and that they are an important part of Council's long-term vision with the Creative Communities Strategy 2023 – 2029 is for a "connected and cultural enriched community".

We are looking for applications that can achieve one or more of the goals below:

1. The application helps to grow creative projects in the community.
2. The application helps to develop the local arts community.
3. The application gives the wider community the chance to experience and/or participate in the arts.
4. The application creates opportunities for creative practitioners to work together with others on creative projects, including other local creatives and/or residents and/or local community groups.

Your project can help us achieve important goals

This fund aims to help creative practitioners, focusing on their professional development and building on their creative work. It also achieves a key goal set out in the Baw Baw Creative Communities Strategy 2023 – 2029, which is to “Explore the opportunity to implement a new community arts grant scheme that supports innovative practices and programs”.

The fund will support projects which achieve one or more of the following criteria:

1. The project delivers creative initiatives that contribute to the goals in Baw Baw Shire’s Council’s Creative Communities Strategy: Adopted – Creative Communities Strategy (bawbawshire.vic.gov.au)
2. The project boosts the professional development or practice of creative practitioners and groups who reside and/or undertake their work primarily within the municipal boundary of Baw Baw Shire.
3. The project shows broad community benefits.
4. The project builds on the creative industry of the Baw Baw Shire area and demonstrates clear benefit to the local creative sector.

What can you apply for?

- Eligible applicants can apply for a monetary grant of up to \$2,000.
 - While you can apply for any amount of money up to \$2,000, please do not apply for more than the actual cost of your project (e.g. if your project is expected to cost \$1,500, you must apply for \$1,500 and not for \$2,000).
- Grants may only be awarded to each recipient once per funding year (each funding year is made up of two rounds, Round 1 and Round 2, and comprises a 12-month period). For example, if Alice receives a grant in Round 1 she cannot apply for another grant in Round 2 of that same funding year.

Please be aware: if you are successful, you may not be given the entire amount of money that you requested. The amount given is at the discretion of the assessment panel.

When can you apply?

Each funding year is made up of two rounds: Round 1 and Round 2. Each of these rounds has its own dates for when applications open, when applications close, and when successful projects that are funded during that round are expected to be delivered by.

Please see the Baw Baw Shire Council website for further details on current dates.

Late applications will not be considered.



Eligibility

Who can apply?

To be eligible to receive a grant from the Arts & Culture Fund, the applicant/recipient must:

1. Be a resident of Baw Baw Shire looking to build their professional development in the creative industries, **and/or** a creative practitioner whose creative practice is primarily located in Baw Baw Shire, **or** an organisation or community group partnering with a Baw Baw Shire creative practitioner to develop a creative project that will boost the creative practitioner's work and have broad benefit to the Baw Baw Shire community.
2. Have their project located and delivered within Baw Baw Shire.
3. Comply with Victorian Child Safe Standards.

4. Hold and maintain Public Liability Insurance that covers at least \$20,000,000.

Please note that the fund strongly encourages applications that serve youth and/or the First Nations community.

Applicants under 18 years of age are welcome to apply, but they must have proof of consent from a parent or guardian. Council Officers will need to confirm this consent in person with a parent or guardian if the application is successful.

Who can't apply?

Applicants who fall into the following categories will be deemed ineligible to receive funding.

1. Any individual or organisation with outstanding debts with Baw Baw Shire (please note that this includes pending grant acquittals).
2. For-profit organisations whose primary business is not within the creative industries.
3. For-profit organisations that promote gambling, tobacco, vaping, mining or alcohol.
4. Commercial enterprises who will make a profit from the use of the creative practitioner(s) involved in their project.
5. Government departments, agencies, authorities and organisations.
6. Any individual who is a staff member or Councillor of Baw Baw Shire.

What can be funded?

- Events, projects, programs, initiatives, materials and equipment purchases that align with Baw Baw Shire Council's Creative Communities Strategy.
- Costs to develop or deliver a creative project or work. This may include venue hire costs, artists fees, travel, etc.
- Materials, printing, advertising, translations, the development of accessible and inclusive supporting materials, promotion, travel expenses and freight costs directly associated with the proposed project.
- Study and professional development that clearly demonstrates how it will improve the work of the Baw Baw Shire creative practitioner(s).
- Delivery of free or low-cost community workshops, events, performances, talks, lectures, seminars etc. that are directly related to the creative industries.

What will not be funded?

- Items that are part of an organisation's core business or normal operating expenses (e.g. insurance, utilities, rental, staff salaries or the payment of debts or loans).
- Projects or items that have already been purchased, started, or that have been completed prior to the awarding of this grant.
- Purchase of land or building.
- Projects where the focus is to advocate any one religion or faith.
- Projects that promote racism, sexism, violence/aggression or homophobia.
- Projects that promote politics or a political party.
- Alcohol, fireworks or firearms.
- Projects that duplicate existing services and programs.
- Prize or competition fees.
- Baw Baw Shire Council owned or run activities, projects, programs and events.
- Projects that create capital improvement for privately owned or rented properties.
- Projects where the creative practitioner(s) or community are not the primary beneficiaries.
- Any project not considered a creative pursuit in accordance with the definitions in this guide.



Assessment

There are 5 pieces of assessment criteria that will be used to evaluate your application.

1. How well does the proposal align with the Creative Communities Strategy?

Advice to applicants:

Read the [Creative Communities Strategy 2023 – 2029](#) and see if your proposal addresses any of the key initiatives. If it does, make sure you clearly tell us in your application how your proposal and the strategy connect.

2. How does the proposal meet the funding purpose?

Advice to applicants:

Read about the fund's aims and goals at the start of this guide and then tell us how your proposal achieves one or more of those points.

3. Planning and management.

Advice to applicants:

Tell us how you are going to make your project happen. The assessment panel appreciates seeing evidence of good planning, such as timelines and/or a breakdown of the tasks needed to complete your project and how long these will take. Aim to explain your project as clearly as possible so that any stranger would understand what it is. Don't make it too ambitious; show us that you can realistically complete it with the time and money available.

4. Evaluation approach.

Advice to applicants:

Tell us how you will know if your project is a success. Is it based on audience/attendance numbers, positive feedback, a completed work, the learning of a new skill, or something else? Describe what your successful project will look like. Please also let us know how you will acknowledge the receipt of grant money in your project.

5. Budget.

Advice to applicants:

Show us clearly how much your project will cost, and what those costs consist of. Are you asking us to cover the full amount of your project, or will you be getting more money elsewhere? Include formal quotes for your proposed expenses wherever possible.

Please note that supporting materials are encouraged with your application.

These materials could include:

- Letters of support.
- CVs.
- Images.
- Video and/or audio materials.
- Examples of previous projects.

However, please note that there will be a limit on the quantity of supporting materials accepted.

Acquittal

All successful grant recipients will be required to complete a grant acquittal within 30 days of completion of their project. This acquittal will consist of a short survey and a report on the project.

If the acquittal is not returned by the required deadline, the recipient may be required to return the funds back to Baw Baw Shire Council.

Terms & Conditions

- The Recipient agrees to complete their project within the specified delivery period of the Round in which the fund was awarded.
- The Recipient agrees to create their project as specified exactly in their project proposal, with any variation requiring approval in writing from the (Acting) Coordinator Arts & Culture prior to project completion.
- The Recipient agrees to abide by the terms of the Fund.
- The Recipient will complete an Acquittal.
- If, at the completion of the project, more than \$100 of the awarded grant money has not been spent:
 - This unspent money must be returned to Baw Baw Shire Council within 90 days of the project's completion.
 - The Recipient must make the (Acting) Coordinator Arts & Culture aware of the unspent money as soon as possible.
 - Baw Baw Shire will provide the Recipient with an invoice for payment of the unspent money.
- Where reasonable, the Recipient must acknowledge Council's contribution to the realisation of their project.
- The Recipient will allow Baw Baw Shire to use their name and project for media and publicity purposes. Recipients will not be forced to partake in media opportunities, but will need to be available to discuss outcomes with Baw Baw Shire staff and allow for their work/project to be presented to the Executive team and Council.
- The Recipient must notify the Council, in writing, if they anticipate or reasonably ought to anticipate any delay in their ability to complete their project in accordance with the fund specifications. The Recipient must explain the reasons for the delay and the dates on which any delays occurred.
- The Recipient shall make all reasonable efforts to avert or rectify delays in the project.
- Any disputes regarding this Grant and its outcomes are to be sent in writing to the (Acting) Coordinator Arts & Culture.
 - Baw Baw Shire Council has zero tolerance towards any harm, abuse or threats directed towards our staff, Councillors, or other customers.

Disputes or communications that exhibit unreasonable conduct will be dealt with in line with councils Complaints Handling Policy which can be found at [A-Z Policies and Documents](#).

Further Glossary

Acquittal

Acquitting a grant entails accurately reporting on the funded activities and associated expenditure of the grant funds received. Acquittal is required to ensure the obligations of both the recipient and grant provider have been met. It is a formal condition of funding.

Applicant

The person or organisation who have applied for or are applying for the grant.

First Peoples

The Traditional Custodians of Australia and all other Aboriginal and Torres Strait Islander peoples who reside here.

Recipient

The person or organisation who is successfully awarded a grant.