



INTERNATIONAL PROGRAM
CATEGORY 1: EXPORT AND TOURING
CATEGORY 2: CULTURAL EXCHANGE

How to Apply Guidelines and Application Forms

Closing Dates
15 September 2011
for projects starting on or after 1 December 2011

15 March 2012
for projects starting on or after 1 June 2012

Please note: it takes approximately ten weeks from
the closing date until funding results are available.

SAMPLE

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for projects
commencing from
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approximately ten
weeks from the
closing date until
funding results are
available.

General information

Please read these guidelines carefully. They explain the priorities, assessment criteria and the information you must provide in your application.

While an application may be assessed as meeting program requirements, funding is highly competitive. Previous support does not commit Arts Victoria to further funding of that applicant or activity.

Please note that it is your responsibility to provide the information and support material requested in these guidelines. Ensure that you keep a copy of your application for your records.

If you have a disability and need guidance on submitting an application to any Arts Victoria program, please discuss this with the relevant program staff at least four weeks prior to the funding closing date by contacting Arts Victoria reception on (03) 8683 3100 or artsvic@dpc.vic.gov.au.

If you have difficulty understanding these guidelines, or would prefer discussing them in your first language, please contact the Victorian Interpreting and Translating Services on 131450 and ask to be connected to Arts Victoria.

International program overview

The International program supports Victorian artists and arts organisations to build their international profile, networks and employment opportunities through export, touring and cultural exchange activity.

It contributes to the development of a robust, sustainable and outward focused Victorian arts sector, and to Victoria's reputation as major cultural centre in the Asia-Pacific region.

For more information on this program go to www.arts.vic.gov.au/international.

Aims and objectives

The International Program aims to:

- develop longer term, viable opportunities for professional Victorian artists and arts organisations to present their work internationally
- strengthen global networks with artists and creative communities worldwide.

Program categories

Category 1: Export and Touring

Supports projects that promote Victoria's art form strengths into international markets worldwide. This includes a strategic focus on building international touring circuits for small to medium contemporary performing arts companies, as well as exhibition opportunities for the contemporary visual arts, craft and design sectors.

Category 2: Cultural Exchange

Supports collaborative, exchange and cross-cultural projects that strengthen global cultural networks. Priority markets include those which build on arts sector links, community strengths, broader Government trade and investment interests and bilateral cultural agreements. Current priorities include: Italy, the United Kingdom, Singapore, India and China. Proposals involving other countries, particularly in the Asia-Pacific region, will also be considered.

Program priorities

International funding is prioritised for projects that demonstrate a public presentation outcome.

In the case of exhibition proposals, priority is directed towards those involving living contemporary Victorian artists.

Touring performances must involve existing original work that has previously been presented in a public context in Australia.

Category 1: Export and Touring

Programs that will be considered for support include: international exhibitions and touring performances. Limited funding is also available through this category for the development of export-related promotional tools, eg press kits, websites, DVDs/CDs and catalogues,

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specifically aimed at assisting artists and arts organisations with the promotion of their work into international markets.

Category 2: Cultural Exchange

Projects that will be considered for support include: exhibitions and performances, collaborations and residencies.

Eligibility

The program accepts applications from:

- individual arts practitioners (emerging and more established) living and working in Victoria generally with a minimum of three years of professional practice, excluding academic and/or other specialist training
- professional arts ensembles and organisations based in Victoria.

Applicants who have not satisfactorily acquitted a previous Arts Victoria grant, including individuals who have been principal in an organisation that has not acquitted a previous grant, are ineligible to receive further funding.

Note: Musicians and ensembles with international touring proposals should apply to the Contemporary and Live Music Development program.

The International program annually supports five Victorian participants in the Asialink residency program. All Asian residency proposals should be submitted directly to this organisation – www.asialink.unimelb.edu.au.

Levels of funding

The International program has a finite budget and is highly competitive. Previous grants have ranged from \$3,500 to \$40,000.

Priority is given to outbound travel and freight costs associated with offshore activity. The program does not support the entire cost of a project and Arts Victoria expects applicants to have identified support for their project from other sources, including: an appropriate level of fees/income, corporate sponsorship, self-investment, sponsorship from other government agencies, bilateral foundations, and in-kind support towards hosting costs.

What will not be funded

The following activities are not funded through the International Program:

- Competitions, awards or fund-raising activities.
- Inbound travel costs for international activities taking place in Victoria.
- Screen culture activities, including participation at film festivals.
- Recurrent administrative, infrastructure and other organisational costs.
- Stand-alone showcase performances at arts markets.*
- Production and presentation costs eg materials, fees, venue, and installation.
- Training, study, tuition or course work that is related to or will be used for the purposes of academic research or assessment.
- Conferences, research and business travel.
- Travel costs for non-Victorian practitioners.
- Student and non-professional activity, including large-scale tours by choirs and bands.
- Applications received outside the stated closing dates.
- Activities that have already been completed or that seek retrospective funding.
- Projects submitted by applicants who have failed to acquit previous Arts Victoria funding in accordance with prescribed funding conditions.

*Note: Funding for invited showcases at key international arts markets is limited and considered in a strategic industry development context determined annually by Arts Victoria. Applicants need to contact the International Program Manager to discuss availability of funding to support projects in this area.

Assessment criteria

Applications for this program will be assessed and prioritised according to the following criteria:

- **Artistic Merit** – based on the calibre and professional* track record of the artist/s, and proposals that demonstrate excellence and innovation in their approach.
- **International Context** – ability of the proposal to achieve a significant

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international profile and strategies to support this.

- **Financial and Managerial Viability** – proposals with a demonstrated capacity to succeed, ie financial and managerial viability; and which involve a number of other confirmed funding partners and sources, including generated income.

In addition to the above, the following category-specific evaluation criteria apply:

- **Category 1: Export and Touring** – proposals with a demonstrated commitment and capacity for export, including a long-term international market development strategy.
- **Category 2: Cultural Exchange** – proposals which demonstrate a high degree of collaboration, exchange or reciprocity, and which involve a priority cultural exchange target.

*Note: A professional artist is defined as a practicing artist who has specialised training in their field (not necessarily in academic institutions), is recognised by their peers (professional practitioners working in the artform area), is committed to devoting significant time to artistic activity and has a history of public presentation.

Assessment process

All proposals are assessed by a panel appointed by the Minister for the Arts, comprising external arts sector representatives and Arts Victoria staff.

The panel assesses and prioritises each application against the program objectives and assessment criteria as outlined in these guidelines, and available funding. Recommendations are submitted to the Minister for the Arts for final approval.

It takes approximately ten weeks from the closing date until funding results are available, and applicants will be advised in writing of the outcome.

How to Apply

All prospective applicants are advised to discuss their proposal with the International Program Manager before submitting an application.

There are six sections to the application process that must be completed:

Section 1 – Contact Information

To be completed by all applicants.

Section 2 – Application Summary

To be completed by all applicants.

Section 3 – Budget

To be completed by all applicants following the budget template example. The budget should reflect the total costs associated with the proposed project, and clearly specify what the Arts Victoria requested funding would cover as well as other funding sources. Applicants must include whether these funds are confirmed (C) or not confirmed (NC).

On completion of their project, successful applicants will need to provide Arts Victoria with a budget reconciliation of projected expenditure against actual expenditure as part of the acquittal report.

A requirement of funding is that you acquit your grant at the end of the project. This involves submitting an acquittal report, including a financial reconciliation. For grants of \$40,000 and over the acquittal report must include an opinion or certification by an independent auditor that verifies the financial reconciliation. Make sure your budget allows for any associated costs.

Section 4 – Written Proposal

To be completed by all applicants. This should be typed or word-processed on a maximum of six A4 pages and cover the following:

- General Description.
- Management Plan.
- Outcomes.

General Description

This information should include:

- the artistic goals or concept of the project.
- the key personnel involved in the project, ie artistic, technical etc.

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- CVs of key participants, including letters of support and/or the names and contact details of at least two current referees
- a detailed tour or project schedule/itinerary, with dates and venues confirmed.

Management Plan

This information should demonstrate the financial and managerial viability of the project, including:

- financial management skills and project management experience
- intended markets and how the project will reach its audience, ie publicity and marketing strategies
- demonstrated evidence of a long-term strategic approach to international activity.

Outcomes

This should include information about the intended outcomes of the project, including both qualitative and quantitative criteria upon which you will assess its effectiveness.

Performance indicators could include: future engagements; international skills, for example marketing, cross-cultural, tour management; profile, for example audience numbers and media coverage; export earnings and international networks.

On completion of their project, successful applicants will need to provide an evaluation outlining the above outcomes to Arts Victoria as part of an acquittal report.

Section 5 – Support Material

Additional material provided with the application should be concise and relevant to the project. In addition to written material such as CVs, letters of support and reviews, this may include slides (selection of six per artist), videos, DVDs, CDs, CD-ROMs, catalogues etc. Support material will be returned on request.

Section 6 – Declaration

To be completed by all applicants.

Presentation Tips

All written materials must be easily read when photocopied. Please note the following:

- use plain white A4 paper for originals and photocopies.
- present all material on one side of the page only.
- use black ink only.
- do not staple, bind or place your application in a folder.
- all handwritten material must be legible and able to be photocopied.
- faxed and email applications will not be accepted.

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Checklist

Before you submit your application, make sure you have:	Number of copies	Tick
Carefully read these guidelines		
Completed an application summary form, including budget	Original and one photocopy	
Provided extra budget information (as required)	Original and one photocopy	
Completed a written proposal (maximum six A4 pages)	Original and one photocopy	
Provided print-based support material (eg CVs, letters, manuscript excerpt)	Original and one photocopy	
Provided other support material	One set only	
Signed the declaration		
Kept a copy of the application for your own records		

Program enquiries

Further information about the program can be obtained from the International Program Manager at Arts Victoria.

Telephone: 03 8683 3100
Fax: 03 9686 6186
TTY: 03 9682 4864
Email: artsvic@dpc.vic.gov.au
Freecall: 1800 134 894
(Regional Victoria only)

Information on Arts Victoria and other funding programs is also available on the website at www.arts.vic.gov.au

Where to send your application

Applications postmarked up to and including the specified closing dates will be accepted.

Postal Address

International Program
Arts Victoria
Private Bag 1
South Melbourne VIC 3205

Street Address

Arts Victoria
Level 6
2 Kavanagh Street
Southbank VIC 3006

Hand deliveries can be made during business hours only – 8:30am to 5:30pm, Monday to Friday.

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Section 1 – Contact Information

If you are an:

- Individual applying, complete **Part A**
- Organisation applying, complete **Part B**
- Auspice applying for an individual, complete **Parts A & C**
- Auspice applying for an organisation, complete **Parts B & C**

Note: some sections of this form use **input fields** – the **grey boxes** you type your answers into. The input fields will expand as you type in your answers.

Pages that contain input fields use Word's 'Protect Document' feature. You won't be able to click outside the grey boxes on those pages.

PART A – INDIVIDUAL DETAILS

Salutation

First name

Last name

Street address

Postal address
(if different)

Business phone

Home phone

Mobile

Email

Website

Trading name

ABN

Are you GST registered? Yes No

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PART B - ORGANISATION DETAILS

Full name of Organisation

Street address

Postal address (if different)

Website

Contact person's details

Salutation

First name

Last name

Position

Email

Business phone

Mobile

Organisation's details

Trading name

ABN / ACN

Legal status of organisation

Is the organisation
GST registered? Yes No

In what year was the
organisation formed?

Under its articles or constitution, is the organisation a not-for-profit body? Yes No

Key personnel	Name (salutation, first, last)	Position (if equivalent)
Artistic Director or equivalent		
General Manager or equivalent		
Chair or equivalent		

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PART C – AUSPICE DETAILS

Full name of Organisation

Street address

Postal address (if different)

Website

Contact person's details

Salutation

First name

Last name

Position

Email

Business phone

Mobile

Organisation's details

Trading name

ABN / ACN

Legal status of organisation

Is the organisation
GST registered? Yes No

In what year was the
organisation formed?

Under its articles or constitution, is the organisation a not-for-profit body? Yes No

Key personnel	Name (salutation, first, last)	Position (if equivalent)
Artistic Director or equivalent		
General Manager or equivalent		
Chair or equivalent		

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Section 2 – Application Summary

Application details

Applicant name

Auspice body (if applicable)

Category

Export and Touring

Cultural Exchange

Project details

Project title

(this will be used on all correspondence. Please keep it to 60 characters or less.)

Project duration

(the dates for the stage of the project for which you are seeking funds)

Project start date

Project end date

Grant requested: \$

Total expenditure: \$

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Section 3 – Budget

You must include a budget with your application. If there is not enough space on the template provided you must use it to summarise your budget and provide a more detailed budget on separate sheets.

Note: if you prefer, instead of completing your budget in this Word application form, you can use the [Arts Victoria Excel budget template](#) that will automatically calculate your amounts.

You will need to **print** and **submit** the completed Excel budget with this Word application form.

Click on the above link to download the budget template, or go to the Related Resources section of the relevant funding program at www.arts.vic.gov.au.

Co-funding

Your budget should include income from sources other than Arts Victoria. You need to show whether funding from other sources is confirmed (Con) or not confirmed (NC).

If your budget includes income that is not confirmed (NC), (for example, an application to another funding body) you will need to update us with the results as they become available. If an application to another funding body is unsuccessful, or other income becomes unavailable, you will need to submit a revised budget.

GST

If you **are** registered for GST you **must not** include GST in your income and expenditure figures. If you **are not** registered for GST you **must** include GST in your expenditure.

Independent audit requirement

It is a requirement of Arts Victoria funding that if you receive a grant of \$40,000 or over, at the conclusion of your project you will be required to submit an opinion or certification by an independent auditor that verifies your financial reconciliation.

If you are applying for \$40,000 or over you may **include costs associated with the independent audit requirement in your total Arts Victoria grant request.** You will then need to show a corresponding expenditure item, allocated to Arts Victoria in the \$AV column.

Budget template explained

All income and expenditure related to the project needs to appear in the Budget. When you have completed the budget the **Total Income** and **Total Expenditure** must **balance**.

Expenditure totalling the Arts Victoria grant request must be noted in the **\$AV** column.

Definition of terms (headings used in the Budget template):

Income

- **Earned income:** box office, merchandise, membership, fees, CD/DVD sales, artwork sales
- **Applicant's and others' contributions:** applicant's cash contributions, sponsorship, donations, fundraising, philanthropic
- **Government grants:** grants from local, state and federal Government

Expenditure

- **Project / production costs:** development, production and/or recording costs, studio/venue hire, installation, materials, CD/DVD manufacture, travel, freight, project management
- **Marketing & promotion:** publicity, advertising, printing and design, website development, digital tools, programs, distribution, flyers
- **Administration:** office costs, overheads, insurance
- **Salaries, fees, on-costs:** artists salaries (list each artist separately), other salaries, contracts, superannuation, living allowances/per diems

In-kind

In-kind items – ie non-cash income and support – can be included in your budget but must **only** appear under the 'In-kind' heading. Items must be accounted for in **both** the Income and the Expenditure columns – an identical entry must appear in each column.

If you have an item of expenditure (eg venue hire) that is covered through income of both in-kind and cash, you must show each expenditure amount as a separate item. The cash component must appear under the appropriate heading (eg Project / production costs) and the in-kind component will need to appear in **both** the Income in-kind and Expenditure in-kind columns.

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Section 4 – Written Proposal

To be completed by all applicants. Please provide a comprehensive project description that addresses the following criteria:

General Description
Management Plan
Outcomes

This proposal should be typed on a maximum of six A4 pages. Refer to the Guidelines for further information on this section.

Section 5 – Support Material

Provide a list of the support material accompanying your application

Important: All material must be clearly marked with your name and project title. While all due care will be taken, Arts Victoria takes no responsibility for damage or loss that may occur to support material. Do not send original material.

Type (may include the following)	Title/description (if applicable)	Return Yes/No
Curriculum Vitae		
Book/Magazine		
Media Portfolio		
Audio Tape		
Press Kit		
CD/CD-ROM		
Internet Site		
VHS Tape/DVD		
Confirmation Letter		
Annual Report		
Slides/Photo		
Score		
Other:		

Remember to sign the following Declaration.

Section 6 – Declaration

I have read the program guidelines, eligibility and evaluation criteria and certify that to the best of my knowledge the information provided in this application is true. I have provided a completed application form, budget, written proposal and appropriate support material.

Signature

Date: / /

Name (Please print)