



## PROGRAM GUIDELINES

### INFORMATION ABOUT THE PROGRAM

# 2021 COVID-19 CULTURAL ACTIVATION GRANTS

Camden Council (Council) recognises that the cultural and creative industries have been impacted by the COVID-19 pandemic. Council also recognises the value and strength of the Camden creative community and its role in shaping Camden's unique identity. A vibrant cultural community supports improved living standards, access to diverse local employment, and increased activity in local centres and public facilities. Council seeks to support Camden's cultural community through the Cultural Activation Grants. They will nurture collaborative partnerships between local businesses and creatives, making funding available for cultural activations to be delivered in public spaces or suitable business premises in the Camden LGA.

Successful Projects must be completed between 1 July to 31 December 2021.

### GRANT CATEGORIES

The Grants will fund cultural activation projects (Project) through the following categories:

- **Cultural Activation Grants – Individual**

The Cultural Activation Grants – Individual round will make funding available to individual artists and creatives, trading as sole traders, to support them to engage with local businesses and/or public spaces to showcase their work through cultural activation projects. A total of up to **\$1,500 (exc. GST)** is available for each successful application.

- **Cultural Activation Grants – Business**

The Cultural Activation Grants - Business round will make funding available to suitable businesses to support them to engage with local artists and creatives to activate their premises and adjacent public spaces through cultural activation projects. A total of up to **\$3,000 (exc. GST)** is available for each successful application.

This funding is only available as a one-off to each successful applicant. Applications for recurring funding will not be considered.

\* Equipment may be applied for as part of a wider project (up to 20% of the total grant amount), but the specifics of the grant itself cannot purely be to cover equipment, minor or major works, or materials. Staff salaries (in the case of businesses) will not be considered.

**Tip: Please be realistic about the funding you are requesting for the project or event you are applying for. Take into account how much you will be able to do in the allocated time and ensure that any quotes or outgoing expenditure matches your budget.**

## CRITERIA FOR FUNDING

Council will consider all applications and determine successful requests in line with its operational plan and budget with all applications to be assessed on their merit.

### Grant Funding

The Grant will fund successful applications for cultural activations in an eligible business premises or adjacent public space that may include, but not be limited to:

- live performances of art, music, theatre, performance, dance or poetry;
- temporary art installations; or
- exhibition and/or display (for sale) of artworks or handmade objects.

Performances or display of works may take place over multiple sites and at multiple times.

Applications may apply for funding for:

- artists' fees associated with delivering the Project; and/or
- purchase or hire of equipment or materials required specifically for the delivery of the Project, up to 20% of total grant amount.

The Grant will NOT fund the following:

- projects that have been funded by an alternate funding source, eg. another Cultural Activation Grants round or other Government funding;
- venue hire;
- purchase of permanent equipment and fixtures, eg. AV equipment, hanging devices, shelving;
- marketing activities;
- operational costs of running a premises/business;
- artwork framing; or
- recording sessions

### Definitions

A public space is any space that is:

- an approved Council busking site, which can be found [here](#); or
- a space that is directly adjacent to a suitable business premises, where the business owner has provided permission for an activation to take place.

A suitable business premises must be:

- a business located in the Camden LGA;
- a restaurant, café, pub, retail outlet or creative enterprise;
- a business whose customer-facing operations are located at street level; and
- a business that experiences a high volume of customer or public foot traffic within or adjacent to its premises.

An artist or creative is an individual who uses their skills and talents to:

- create and/or undertake performances of music, theatre, dance or poetry; and/or
- create works of painting, drawing, sculpture, photography, jewellery, pottery, crochet, or craft objects.

The below criteria will form the basis of applications and assessment process (although projects will not necessarily have to meet all criteria to be successful).

## **Cultural Activation Grants – Individual**

### Eligibility Criteria

To be eligible for consideration of funding, an applicant must:

- be an artist or creative living in the Camden Local Government Area (LGA);
- be registered as a sole trader in the Camden LGA;
- be registered on the [Camden Artist Register](#);
- have an active public portfolio of work;
- use their creative skills to present a cultural activation in a public space and/or suitable business premises; and
- commit to deliver and complete the Project between 1 July to 31 December 2021.

### Assessment Criteria

The following criteria will form the basis of assessment of applications:

- the artist's experience in their field;
- demonstrate how the Project will help to enliven and activate Camden - its businesses and public spaces;
- demonstrate capacity to undertake and deliver the Project between 1 July to 31 December 2021; and
- demonstrate that breakdown of requested funds represents value for money.

## **Cultural Activation Grants – Business**

### Eligibility Criteria

To be eligible for consideration of funding, an applicant must be a business that:

- has premises located in the Camden Local Government Area (LGA);
- is a restaurant, café, pub, retail outlet or creative enterprise;
- has customer-facing operations that are located at street level;
- experiences a high volume of customer or public foot traffic within or adjacent to its premises;
- engages local artists or creatives, with preference for artists who live in the Camden LGA, to present a cultural activation at their premises or adjacent public space; and
- commits to deliver and complete the Project between 1 July to 31 December 2021.

### Assessment Criteria

The following criteria will form the basis of assessment of applications:

- engagement of local artists or creatives, with preference for artists who live in the Camden LGA, for Project delivery;
- demonstrate how the Project will help to enliven and activate the business;
- demonstrate capacity to undertake and deliver the Project between 1 July to 31 December 2021; and
- demonstrate that breakdown of requested funds represents value for money.

## **ASSESSMENT PROCESS**

The Cultural Activation Grants are a competitive grants program and while every consideration will be given to fund as many projects as possible, not every project can be funded. Part funding may also be considered for projects which have the capacity to perform part of the project.

A panel of Council Officers will assess applications against the criteria through a rigorous assessment

process, and a report will be presented to Council providing recommendations and project ranking on which applications should be considered for funding.

Once funding has been endorsed by Council, all applicants, successful and unsuccessful, will be advised of Council's decision as soon as practicable.

## MANAGING THE GRANT

Successful applicants will be required to sign a funding agreement.

The following conditions apply to all successful grant applications;

- to use the funds only for the purpose approved;
- to notify Council and seek approval for any changes to the Project for which assistance has been approved. If the Project is cancelled or modified without approval, Council reserves the right to seek full reimbursement of funds;
- successful applicants shall finalise the Project by 31 December 2021. If the Project is not finalised within this time all unspent monies may be requested to be returned to Council;
- should the Project exceed the budgeted amount, applicants will be required to meet any additional costs; and
- to ensure acknowledgement of Council is included in all promotional material and/or publications relating to the Project.

Successful applicants shall undertake an acquittal process when the Project is finalised and provide Council with:

- a completed evaluation form and written report;
- financial statements/invoices; and
- a copy of any promotional/media material, booklets etc. within the agreed timeframe.

## HOW TO APPLY

Applications for the Grants can be made at any time from **17 March to 19 April 2021**, via the SmartyGrants portal.

**Incomplete applications or incomplete paperwork accompanying the grant application, or late applications, will not be considered.**

## INFORMATION SESSIONS

Applicants are strongly encouraged to book an online Zoom session or phone call to obtain more details on the grant program and to discuss project ideas with Council Officers.

Sessions will be held via Zoom and a link will be sent when your appointment has been booked.

Two information sessions will take place on the following dates:

- Monday 29 March, 6-8pm
- Tuesday 30 March, 10am-12pm

Register for an information session via the [Camden Council website](#).

## CONTACT INFORMATION

For further enquiries, please contact the Economy & Place Team on 02 4645 7777 or [business@camden.nsw.gov.au](mailto:business@camden.nsw.gov.au)