



# Creative Economy Grant Guidelines





## Overview

The City of Parramatta Creative Economy Grants Program aims to support local small businesses and cultural/social enterprises in the creative economy to assist in their recovery from the impact of COVID-19.

This grant is open to those working in the creative sector, including but not limited to: the arts; design; screen; sound; museums and heritage; internet publishing and broadcasting; and print publishing. This grant program is funded through the City of Parramatta Cultural Plan Fund.

## Purpose

The Creative Economy Grants (the Grants) will provide direct financial support to local, vulnerable small creative businesses and cultural/social enterprises to innovate and adapt, foster business continuity and increase business capabilities to strengthen their economic recovery in response to the circumstances presented by the COVID-19 pandemic.

## Strategic City Objectives

- The local economy is supported; people and businesses whose goods and services are utilised directly or indirectly financially benefit because of the activity
- Local creative economy business creativity, sustainability and innovation is supported; ie new strategies, networks, models, capabilities, or creative projects are developed
- Local employment is maintained and skill development is facilitated; ie employment and development opportunities are provided for local workers
- Cultural program presentation and participation is continued; opportunities are provided for community members to participate and engage in a diverse range of cultural activities

## Anticipated Project Outcomes

Applicants are able to apply for the creative economy grant to achieve a range of potential outcomes. Below are some potential project outcomes for which grant funding may be utilised.

## Creative Economy (For - Profit) Businesses

- Businesses are able to adapt and sustain business operations and retain staff;
- Businesses will be better positioned and able to plan for recovery;
- Businesses will increase their digital, e-commerce or other business capabilities positioning them for future opportunities;
- Business operators will develop new skills and knowledge, and build resilience;
- Workers will increase their knowledge and learn new skills to equip them for future work.

## Cultural / Social Enterprise / Not-For-Profit Outcomes

- Cultural organisations, creative spaces, services and networks are sustained and able to adapt and plan for sector-specific solutions and recovery;
- Strategies and plans are put in place for local arts and cultural organisations to continue to operate through restricted trading conditions;
- New projects and/or operating models and methods are initiated for delivery during or after restricted trading conditions.

## Available Funding

A total of \$150,000 has been allocated to the Creative Economy Grants program. The maximum funding available to any one project in this category is \$20,000 (not including GST). The funding cap under this category varies depending on the organisation or application type. Please refer to the chart below.

Organisation Type	Funding Cap
Not-for-Profit Organisations (with paid staff)	<b>\$20,000</b>
For-Profit Organisations	<b>\$10,000</b>
Individual (Auspiced) Projects & Volunteer Run Organisations	<b>\$5,000</b>

## Program Timelines

Grant Round Opens	Grant Round Closes	Project Start Date
9am, 3 September 2020	12 midnight, 20 September 2020	30 November 2020

Projects must start after 30 November, 2020. Successful recipients are required to:

- Complete their projects by 29 November 2021; and
- Submit a Progress Report during the funding period (halfway or as advised by grant staff) and a Final Acquittal Report upon project completion.

Failure to acquit the grant will affect any future funding requests.



## Grant Assessment

The assessment of applications will include consideration of the following:

### Assessment Criteria

<b>Criteria 1</b>	Quality	<b>30%</b>
	<ul style="list-style-type: none"><li>• Has the applicant clearly demonstrated a compelling need, opportunity or demand</li><li>• Does the project stimulate creativity or innovation?</li></ul>	
<b>Criteria 2</b>	Viability	<b>25%</b>
	<ul style="list-style-type: none"><li>• Does the applicant demonstrate good planning with reference to timeframes and budget?</li><li>• Have appropriate risks been taken into consideration and addressed?</li><li>• The role of any partners, including any confirmations of involvement</li></ul>	
<b>Criteria 3</b>	Reach	<b>20%</b>
	<ul style="list-style-type: none"><li>• Does the project assist in the development of networks, collaborations and partnerships that could support future creative economy activity?</li><li>• Does the project provide opportunities for community members to participate in or engage with cultural and creative economy activity?</li></ul>	
<b>Criteria 4</b>	Impact	<b>25%</b>
	<ul style="list-style-type: none"><li>• Does the project assist the development of new strategies, capabilities, operating models or methods that could support future creative economy activity?</li><li>• Does the project provide employment and/or development opportunities for local workers?</li></ul>	

### Creative Economy Program Outcome Measures

The City of Parramatta is working with the Cultural Development Network WhiteBox platform to support better planning and evaluation, focussing on the intended outcomes of our programs. Measuring the outcomes helps the City of Parramatta to understand what is achieved for our residents and how efficiently the program has been delivered.

For further information on the WhiteBox platform please visit:  
[culturaldevelopment.net.au/whitebox](http://culturaldevelopment.net.au/whitebox)



## Economic Outcome Measures:

Applicants are required to contribute to at least one of the following outcome measures.

- Professional and/or business capability is increased: An individual's capability to achieve better practice outcomes (in areas such as management, creative or production), leading to more efficient use of resources, increased productivity and the potential for practice leadership.
- Employment enhancing skill development is facilitated: Development of skills or knowledge considered beneficial to obtain employment, or to effectively and efficiently carry out tasks and responsibilities within your employment.
- Access to beneficial networks and other resources is increased: The linkages between individuals and groups within the local community that have the potential for benefit, such as links between community members and council services or artists and the cultural sector.
- The local economy is supported: The local economy and its goods and services that benefit financially directly or indirectly by cultural activities.

## Cultural / Creative Outcome Measures:

Applicants are required to contribute to at least one of the following outcome measures.

- Creativity is stimulated: The sparking of imagination, creativity or curiosity that leads to a desire for creative expression.
- Knowledge, ideas and insight are gained: By knowledge, ideas or insight we mean intellectual stimulation, critical reflection, creative thinking or deeper understanding.
- Diversity of Cultural Expression is appreciated: Valuing the different ways people express themselves through diverse cultural forms, reflecting their life experience and interests.





## Eligibility

To be eligible for funding, applicants must meet the following criteria:

- be located within the City of Parramatta Local Government Area or located outside our boundaries but provide significant contribution to our local economy;
- be a not-for-profit, for-profit or social enterprise working within the Creative Economy\* (arts, design, screen, sound, heritage, internet and print publishing);
- individual applicants wishing to apply must be auspiced by an organisation and meet all other eligibility criteria;
- employ less than 20 full-time equivalent employees on 1 March 2020 (this does not include creatives engaged on an ad hoc basis);
- have an annual turnover of less than \$10 million;
- demonstrate how the grant will help support their business in response to the impact of COVID-19;
- demonstrate how support from other levels of government is insufficient to achieve sustainability of operations or to achieve the project;
- not have outstanding debts to Council or overdue progress or acquittal reports for previously funded grants;
- not have received prior grant funding from City of Parramatta for the project;
- provide accurate financial information and demonstrate business viability;
- Produce evidence of appropriate insurance coverage;
- ensure the project starts after the Grant commencement date and does not require recurrent or ongoing funding; and
- submit a completed application form before the advertised closing date

\*Creative Economy businesses include, but may not be limited to, the areas above. Businesses may contact City of Parramatta staff to discuss their eligibility.

## Contact us

e: [culturalstrategygrants@cityofparramatta.nsw.gov.au](mailto:culturalstrategygrants@cityofparramatta.nsw.gov.au)

p: 9806 5551