

## **MELBOURNE AND PERTH ART EDUCATION INITIATIVE GUIDELINES**

The following guidelines offer information to assist grant seekers in determining whether their request is compatible with the funding priorities of the Melbourne and Perth Art Education Initiative.

Any organisation that meets the eligibility criteria can apply for a grant. Over eight years, beginning in financial year 2017, \$25 million of funding will be allocated to eligible arts projects in Melbourne and Perth at the discretion of the Crown Resorts Foundation and Packer Family Foundation Boards, and in line with the goals and objectives of the Fund. With few exceptions, the length of the grant period is two years. The minimum grant amount is \$10,000 per year, the maximum grant is \$100,000 per year.

**Successful projects selected for funding through the Melbourne and Perth Art Education Initiative will be programs that either:**

- 1. will be funded for the program's specified life; or**
- 2. in the case of programs that are determined to be 'ongoing', the program must be deemed to be sustainable beyond the period that it will receive this funding, i.e. projects that have capacity to continue their operations in full beyond the time that funding is provided by this grant.**

Please note that this is a **discretionary fund** and that the administrators of the Initiative reserve the right to refuse, approve or cease payment to any recipient or applicant as they determine based on the goals of the Fund, the performance of the applicant (or their program) or any other relevant contributing factor.

### **Funding priorities:**

**The goal for the Melbourne and Perth Art Education Initiative is to promote the accessibility and availability of the arts for young Australians who may not otherwise have this opportunity usually due to lower socio economic circumstances. It is also important that as well as promoting creativity, preferred programs will have a relevant educational component and be delivered over a period of time on a consistent basis.**

It is proposed that all funded programs should focus primarily on young people's (0-25 years) engagement with the arts. The funding priorities for the Melbourne and Perth Art Education Initiative are the following:

1. Indigenous arts and cultural programs;
2. Programs that use art as a vehicle to engage young Australians with their education;
3. Schools' focussed arts programs in lower socio economic areas;
4. Programs that provide subsidised and appropriate performances or exhibitions; and

5. Programs or activities that promote social cohesion and connect communities through the arts.

### Funding objectives:

Within these five priorities, the Melbourne and Perth Art Education Initiative supports initiatives that meet specific outcomes for particular beneficiaries, as set out below:

Theme	Philanthropic Objective	Beneficiaries	Priority Outcome
Indigenous arts and cultural programs	<ul style="list-style-type: none"> <li>- Create more opportunities to promote and develop Indigenous arts and culture</li> </ul>	<ul style="list-style-type: none"> <li>- Indigenous community</li> <li>- Young people</li> <li>- Arts organisations</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance local Indigenous arts and cultural programs</li> <li>- Enhance education experience</li> <li>- Increase awareness of the importance of art to Indigenous culture</li> <li>- Provide opportunity and participation</li> </ul>
Programs that use art as a vehicle to engage young Australians with their education	<ul style="list-style-type: none"> <li>- Support programs that will strengthen arts activity and/or create new arts programs which will engage with marginalised youth</li> <li>- Support innovative partnerships that will promote, develop and improve access to the arts</li> </ul>	<ul style="list-style-type: none"> <li>- Young people</li> <li>- Communities</li> </ul>	<ul style="list-style-type: none"> <li>- Provide opportunity for marginalised youth to engage or participate in program</li> <li>- Enhance education experience</li> </ul>
Programs that provide subsidised and appropriate performances or exhibitions	<ul style="list-style-type: none"> <li>- Provide opportunity for young Australians who may not have otherwise had the opportunity to attend appropriate performances or exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>- Young people</li> <li>- Schools</li> <li>- Arts organisations</li> </ul>	<ul style="list-style-type: none"> <li>- Provide the opportunity for young Australians to experience quality arts performances or exhibitions or educational visits</li> <li>- Enhance education experience</li> </ul>
Schools' focussed arts	<ul style="list-style-type: none"> <li>- To provide more opportunities for</li> </ul>	<ul style="list-style-type: none"> <li>- Young people</li> <li>- Arts organisations</li> </ul>	<ul style="list-style-type: none"> <li>- Improve the accessibility and</li> </ul>

Theme	Philanthropic Objective	Beneficiaries	Priority Outcome
programs in lower socio economic areas	school age children to engage with/have exposure to the arts		availability of the arts - Enhance education experience - Provide opportunity and participation
Programs or activities that promote social cohesion and connect communities through the arts	- Support programs use art to engage marginalised groups of the community	- Communities - Young people - Migrants, refugees - Families - Marginalised groups	- Provide the opportunity for marginalised people to engage with art - Provide learning experience - Promote culture

### Funding principles:

Within these objectives, the Melbourne and Perth Art Education Initiative seeks to support projects and organisations which:

- build on and further encourage excellence, innovation and creativity;
- deliver a strategic and sustainable approach;
- have an ability to leverage funding received with government or other private donors (where relevant); and
- promote collaboration and maximise partnerships.

For larger grants, the Melbourne and Perth Art Education Initiative is looking for projects that will be able to leverage its contribution with that of other funding contributions (i.e. Government, corporate, community or other).

In relation to smaller grants, the Initiative seeks to support organisations that are unable to rely on high profile fundraising. As such, an important part of the Initiative's assessment is whether the activity is likely to be funded through other sources (i.e. Government, corporate, community or other).

The administrators will also take into account whether an organisation:

- has sufficient capacity to carry out the proposed activity;
- has other financial support or will leverage support to obtain further funding;

- collaborates with others in its field;
- is committed to evaluation and dissemination, with a view to replicate; and
- will be able to sustain results into the future.

### **Eligibility:**

**Successful projects selected for funding through the Melbourne and Perth Art Education Initiative will be projects that either:**

- 1. will be funded for the projects specified life; or**
- 2. in the case of projects that are determined to be ‘ongoing’, the project must be deemed to be sustainable beyond the period that it will receive this funding, i.e. projects that have capacity to continue their operations in full beyond the time that funding is provided by this grant.**

### ***Geographical Focus:***

The Melbourne and Perth Art Education Initiative will only consider applications for those projects focussed in Melbourne and Perth, preference will be given to programs that will be delivered in lower-socio-economic areas or provide opportunities for the youth from these areas.

### ***Charitable Status:***

The Melbourne and Perth Art Education Initiative will generally only consider requests from organisations with *Tax Concession Charity (TCC)* or *Deductible Gift Recipients (DGR)* endorsement from the Australian Tax Office, where the latter is also charitable.

The Initiative will not make grants to auspiced entities. *Auspicing* is the practice whereby an organisation applies for funding through another organisation which has TCC or DGR status.

### ***Funding Conditions:***

With a few exceptions, the Initiative does not provide ongoing funding or make grants that constitute the sole funding of an initiative. The Initiative does not consider applications for grants of less than \$10,000 per year or greater than \$100,000 per year. The length of the grant period is two years, unless otherwise determined and specified by the Initiative’s administrators.

The Melbourne and Perth Art Education Initiative does not provide funding for the following:

- Generic public fundraising appeals or fundraising costs;
- Individuals; and
- Political projects and/or lobby groups.

### **Application process:**

The application process for grants will be conducted online, in accordance with the specific requirements set out below.

The online application form will be accessible from the Crown Resorts Foundation tab on the Crown Resorts webpage at [www.crownresorts.com.au/foundation](http://www.crownresorts.com.au/foundation).

There are three application form options available on this page:

1. Application form for funding for a **Melbourne-based** art education program;
2. Application form for funding for a **Perth-based** art education program, or;
3. Application form for funding for a **Western Sydney** art education program.

Applicants should complete the form relevant to their program's location. **DO NOT APPLY IF YOUR PROGRAM IS NOT IN ONE OF THESE AREAS.**

### ***Application period:***

**1 April 2016 – 15 June 2016.**

No applications will be received outside this period.

### ***Acknowledgement:***

On completing the online application process, you will receive acknowledgement of the receipt of your submission via email. Please understand that due to the volume of applications, there will be no further correspondence once your application has been submitted until a decision has been made regarding your project. In some rare cases, the Crown Resorts Foundation may contact you for further information.

Following the completion of the online application form, some shortlisted organisations will be requested to do a short (3 minute) presentation to a panel (**by invitation only**). The Crown Resorts Foundation will provide all information to successful shortlisted applicants.

The Crown Resorts Foundation aims to be of assistance to grant seekers during the preparation of their submission and encourages organisations to contact us with any queries that arise during this process.

In conducting due diligence and preparing requests for consideration, representatives of the Foundation may contact grant seekers to work through any concerns or questions and may also request meetings or site visits. The Crown Resorts Foundation is grateful for grant seekers' cooperation and patience and encourage open communication throughout this process. Please be mindful that the Crown Resorts Foundation reserves the right to seek assistance from external experts in examining and assessing submissions.