



Application pack

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A program of



ACT
Government



About Good Company

Good Company offers artists \$5000 to spend on producing an in-person arts event, including artist fees, production costs, access and inclusion resources, marketing and venue hire.

Good Company is run by You Are Here Canberra, and is part of artsACT's Creative Recovery and Resilience Program.

We know artists have had it extra-rough throughout COVID times, and many businesses continue to experience serious loss. So, we want you to partner with a local business to present your live event to your community. Poetry, music, talks, interactive art, workshops, performance.... whatever it is, your event will bring people together in real life to experience it, in partnership with a Canberra-based business.

There are 12 grants of \$5000 available through Good Company. We will open four application rounds throughout October-January. Three artists will be selected in each round. Events will take place from January-April 2022.

You Are Here believes that active producer involvement at every stage of engagement with this program, including application, delivery, and evaluation, will be key to ensuring that artists feel supported. You Are Here will also provide access and inclusion resources at all stages of the program.

While this program is largely focussed on the quick distribution of funding to artists, we also aim to create processes which enrich the artists practice, support learning and professional development, encourage artists approach new collaborations with confidence, ease the possible anxiety and issues surrounding working with a new venue, and allow for the artist's concept to evolve as they work on their project.

Program goals

- Put money into the pockets of artists and arts workers
- Support arts events to happen in the ACT
- Foster creative relationships between artists and businesses
- Bring people and activity back into businesses that continue to be affected by COVID

Who can apply?

1. Canberra artists, working in absolutely any form, who have an idea for a live event. Refer to the Eligibility Criteria for more info.
2. Aboriginal and Torres Strait Islander artists, artists who identify as having a disability, who are d/Deaf, identify as being culturally and linguistically diverse, or who are LGBTIQA+, and/or who are under 25 are particularly encouraged to apply!

We recognise that these cohorts continue to experience barriers to participation in the arts, and we are committed to moving towards beyond access and inclusion to equity and justice. We acknowledge that some of the language we use when talking about under resourced and under represented communities is imperfect and limited. Certain terminology is contested, evolving, and deeply personal. There is a critical need to ensure terminology does not reinforce structural inequalities or inhibit our ability to fully understand and change them.

What kind of events does Good Company support?

- In-person arts events.
- Events that specifically respond to a particular Canberra business and its value to the local community.
- Events that contribute to the recovery and resilience of the arts and broader community.
- Events that are moving, fun, considered, beautiful, serious, silly, deep, smart, rebellious, brave, ridiculous, joyful, tried and true or totally new. Whatever it is, it should reflect you and the business you are partnering with. We love bold ideas.
- You cannot apply for a project that is already receiving funding from the ACT Government, including Arts Activities Funding and Amp It Up funding.

Which businesses can I partner with?

- There is no limit on the kind of business you can partner with.
- The business can be based anywhere in the ACT! Events could happen anywhere from Gunghalin to Tharwa and everywhere in between.
- We can assist in identifying a business that would be a good fit for your idea

What support is offered through Good Company?

- \$5000.00 (GST incl) to spend on artist fees, production costs, access and inclusion resources, marketing and venue hire.
- Two meetings with an experienced producer to support you with your application process. As well as sharpening up your application, this 1-1 time with a producer offers you the opportunity to upskill in grant application processes, talk about some basic accessibility and inclusion principles, and refine your idea with an experienced producer.
- Successful applicants will have at least two meetings with the You Are Here producer hive-mind to get started on production of their event. We offer as much support as you need to get your idea off the ground.
- You Are Here will provide you with help to run your own marketing campaign
- You Are Here producers will guide you through every step of the process, from application and production, to documentation, evaluation and acquittal.
- We have financial resources set aside to meet your access requirements through the whole process from application to delivery of events. Let us know what your access requirements are and we will work with you to meet them.

Eligibility criteria

- You may be an artist working in any form, at any stage of your career.
- You must reside in the ACT, or demonstrate that your practice is based in Canberra (refer to this definition [here](#)). If you are an Aboriginal person that is a traditional custodian to Ngunnawal Country, you are eligible to apply regardless of your residential address.
- You must hold Australian citizenship, permanent resident status, New Zealand Special Category visa or on a temporary Australian visa which expires no less than two years from the date of application.
- You must be an individual or group, not an organisation. Groups must demonstrate all their members have a Canberra based practice.
- Individuals/groups must have or be able to obtain public liability insurance.

You cannot apply for a project that is already receiving funding from the ACT Government including Arts Activities Funding and Amp It Up funding.

You cannot apply for activities that are:

- associated with a course of study or form a part of any assessment at an educational or training institution, including a degree, certificate or PhD course.
- for or by any government directorates, departments, authorities or agencies
- awards and competition prizes
- undertaken by a school, involving school children during school hours and/or activities that are a part of the school curriculum, or a part of a before or after school-based care program
- retrospective activities where funding is sought for an activity that has already occurred
- fundraising for any cause or charity
- any building works, including minor repairs, maintenance, relocation or refurbishment activities
- purchase of any office furniture or equipment
- purchase of computer hardware and/or software for general administration, promotional or communication purposes.
- purchase of alcohol
- the development, making or installation of permanent public artwork.

Application process

Funding rounds

Round	Applications open
Round 1 – for events in January	25 October - 15 November
Round 2 – for events in February	22 November - 13 December
Round 3 – for events in March	20 December - 17 January
Round 4 – for events in April	24 January - 14 February

How to apply

1. Read through the Application Form from the You Are Here website: www.youareherecanberra.com.au/programs/good-company/
2. Schedule a 30 minute meeting with YAH producer Nick. You can book through Calendly https://calendly.com/yah_producers or text Nick on 0423 535 369 to schedule your meeting. In your meeting, Nick will talk you through the goals of the program, discuss your initial ideas for your event, and run through the options for applying. He can also guide you on how to formulate your budget, and how to approach the business you want to work with! You Are Here can supply an Auslan interpreter or other access resources as required for this and all meetings. We know this is a little different from other application processes. This meeting is our offer of personalised guidance and assistance with getting started on this application from an experience producer. We see it as a Really Good Opportunity for you to upskill in grant application processes, talk about YAH's accessibility and inclusion principles, refine your idea and discuss back up plans in case your application is not successful.
3. Create your application, using the questions on the Application Form to guide you. Submissions may be made in writing, by video, or in person. Use your meeting with Nick to discuss the best application option for you.
4. Schedule a final check-in with Nick for any last questions and a quick review of the application before you submit.
5. Submit your application via the You Are Here website: www.youareherecanberra.com.au

Faqs

Why do I have to partner with a business to present my event? Can I run an event without the business partnership, like in a park or other outdoor area?

This program is specifically designed to promote collaboration across the arts and business sectors. You do need to partner with a business. However, if there is some outdoor space near the business that you want to utilise, and you can provide a strong argument for how the event will support the business, we will consider it.

Why do I have to meet with a You Are Here producer before I apply?

This is one way that we are aiming to support all the artists who apply, not just the ones who receive funding. We hope that the experience will improve your overall ability to apply for funding in the future, not just for this program. If you have never worked with a producer before, it will help you understand what a producer does and how they might be helpful to your practice.

Do I need to approach the business before I apply?

We recommend approaching the business AFTER your meeting with the YAH producer, but before you submit your application. Our producers are super experienced in how to set up a collaboration well from the get-go, making sure communication is clear and open. Of course, if you already know the business owner, you are welcome to chat to them ahead of your meeting with the producer.

How should I approach the business owner if I don't know them?

Business owners are usually pretty busy people! Having a clear plan, a well articulated idea, some notes on how you think this partnership might work, and some ideas about what the positive impact of your event will be is a good start. If you are approaching someone you don't know, you can have a chat to the producer about how to engage with them in your meeting with the YAH producer.

What kinds of things can I spend the grant on?

Artist fees, production costs, access and inclusion resources, marketing and venue hire, and anything else you think you might need for the event! Take a look at the example budget to make sure you're on track. You can't spend the money on alcohol, but other kinds of catering are ok. Refer to the list in the Eligibility Criteria for the full list of no-no's!

Can I apply as a group?

Yes! It's best to have one person as a main contact for the project, but you can apply as a group or with collaborators. Organisations are not eligible to apply.

I am a business owner. Can I apply to run an event at my business?

No, we will only accept applications from artists. HOWEVER, if you are excited by the idea of this program, get in touch with us! We might be able to link you up with an artist, and even if nothing happens straight away, You Are Here is always looking for businesses who are open to collaboration.

Will this program run again in the future?

Good Company is part of the Creative Recovery and Resilience Program, delivered by artsACT. All the projects in the CRRP are one-offs.

What happens if I get the grant, but a snap lockdown or increased COVID restrictions come into play when the event is scheduled to happen?

We will work with you to reschedule your event to a time that works for you and for public safety!

Assessment process

You Are Here will convene an assessment panel to undertake assessment processes, including 1 You Are Here producer and two industry peer. You Are Here will select different industry peers of diverse backgrounds and experiences for each monthly assessment process. artsACT will give final approval on the assessment panel's recommendation.

Applicants will be informed of the outcome of their application within 1 week of the closing date for that round.

Applications will be assessed according to the Selection Criteria.

Selection criteria

- Does the artist/group reside in the ACT?
- Are they an individual or group, not an organisation?
- Does the project have a realistic timeline?
- Does the budget feature appropriate lines for artist fees, production, accessibility and inclusion, documentation?
- Will the funding have a measurable positive impact on the artist/groups' practice?
- Will the funding have a measurable positive impact on their business partner?
- Will the practice of delivering the event contribute to building the capacity of the applicant?
- Is the idea timely, well considered, exciting, artistically rigorous?
- Will the event have a measurable positive social impact, ie, does it contribute to the wellbeing, recovery, and resilience of the local community?
- Does the event concept have relevance to the business partner?
- Has the artist clearly articulated their audience?
- Has the artist clearly articulated access and inclusion principles?
- We will also take geographic spread of events and diversity of applicants into account when assessing applications.

Successful applications

Successful applicants will be provided with an Event Producing Pack, including a Deed of Grant, invoicing details, insurance and Working With Vulnerable People information, guidelines for documentation and acquittal.

The funding will be paid in two instalments. You will be paid your production costs upon signing your Deed of Grant, and all artist fees and wages will be paid on delivery of your event and submission of your documentation. Invoicing and payments will be managed by You Are Here's Managing Producer, Ketura.

You Are Here will schedule a couple of one-hour meetings with you and Creative Producers Ketura, Nick and Zora. In these sessions, the producers will provide advice and guidance on project implementation. These sessions may also include a site visit to the venue. You are encouraged to draw on producer support throughout the process of planning and delivering the event, for things like creative discussions, assistance in communicating with your chosen business, securing access and inclusion resources for yourself, your collaborators or your audience.

You Are Here will also schedule a meeting with you and our Marketing Coordinator Julia. YAH will supply you with some marketing materials and advice for the promotion of your event.

You Are Here will include an outline of the documentation expectations in your Deed of Grant, and work with you to ensure you have documentation processes in place. When the event has concluded, YAH will collect from you: a short, written summary of the event and one form of supporting documentation, for example, audio recording, photography, or videography.

You Are Here will provide acquittal forms and support you to submit acquittal reports. You will be required to provide proof of purchases, such as receipts or invoices, for all spending.

Budget formulation guide

Hello! Budgets can be intimidating. That's ok! We are here to help. Have a read through this guide, and remember you can ask us all your questions at your producer meeting before you start your application.

There are a few principles we stand on:

- Most importantly, your collaborators must be satisfied with what you are offering before you begin working together. They may already have standard hourly rates, which could save you some hassle. They may have been paid very differently on other projects. Be clear about the ask and the offer, leave room for negotiation, know what resources you have available.
- When applying for grants: show your working in the budget. You need to supply a Justification, based on what you've researched and what your line of thinking is. Supply letters of support saying that the artist has agreed to the amount.
- Apply for the REAL amount of funding that you need to pay people properly. Don't assume that asking for less money makes you more likely to get the funding.

OK, with that in mind, you can get started!

1. Write a list of every person who will be involved in delivering the project.
 - For artists, use the How To Pay Your Collaborator guide below to start figuring out how much each of them should be paid. Check whether they are happy with the rate you have worked out before you submit your application.
 - For other workers such as graphic designers, lighting and sound technicians etc, obtain a quote.
 - Don't forget to work out your own fee too. We don't want to see anyone undervaluing themselves.
2. Make a list of everything you could possibly need to make this event happen. These are your materials and production costs. Then, add the cost of all the items to your list. If you don't know how much something will cost, do some research and find out! Get quotes for anything you will need made especially for your event.
3. Consider what Access and Inclusion resources you might need. An Auslan interpreter? A captioning service? Infrastructure? If you're not sure what you will need, calculate about 5% of the total budget to include for Access and Inclusion, just in case. (In this case, \$250)
4. You will need your own Public Liability Insurance. If you already have PLI, you don't need to include it in the budget. If you don't have PLI, or one of your collaborators doesn't, you will need to obtain it. Put aside about 10% of the budget for this (In this case, \$500)
5. Venue Hire: get a quote from the business you want to partner with. Remember, you can chat to us in your producer meeting before approaching the business and we can help you form some ideas about what is fair to pay for venue hire, or what other arrangements might work.
6. Online advertising: we recommend putting about \$100 in your budget for this, in case you want to boost posts on social media etc.
7. Catering: think about what you might serve, if anything. Remember you can't use your grant to pay for alcohol.
8. Documentation: you will need to supply some documentation to us, and it's good to have on hand for further funding applications, your website, etc etc. This portion of the budget should be used to hire a professional photographer or videographer to capture your beautiful event! If you know someone, grab a quote from them. If not, we can put you in touch with some excellent folks.
9. Contingency: Things don't always go to plan! Put 5% of the overall budget in for emergencies or unexpected costs. (In this case, \$250)
10. Put all of the expenses into one column, and add them up! If you have more than \$5K in expenses, you will need to go through and see where you can cut down.

How to: pay your collaborator

1. Quantify your ask.
 - What are you asking them to do?
 - How long do you expect it will take? (make a backup plan in case it takes longer)
 - Who will direct the project and make final creative decisions?
 - Who will take final ownership of the work / intellectual property?

2. Research your collaborator.

When we say "research"...this could mean a casual chat to ask these questions!

 - What level are they working at (emerging, established, expert) / how many years experience do they have?
 - This will help you work out where they fit when you look at award rates.

3. Decide on the kind of payment you can make based on your resources. Options include:

Hourly Rate

Most kinds of artistic work have *some* kind of representation in various award rate documents, which are listed below. However, most often you will need to equate the work your collaborator is doing to something that is *vaguely relevant* but not exactly what is described in the award rates, especially working in interdisciplinary or experimental forms.

Be sure to outline the number of hours you expect the work to take, and/or set an upper limit.

Keep in mind that most artists work under an ABN as a sole trader, which means that the hourly fee should include the base amount, plus superannuation, tax and business expenses. For example, for an hourly base rate of \$50, you might add 10% for superannuation, 30% tax and 3.5% business expenses. You can ask your collaborator what percentage they charge for tax and business expenses to work out the final figure as that will depend on their income bracket and their own personal business expenses. 10% is standard for superannuation.

So the figure would be worked out as: $50 + (.1 \times 50) + (.3 \times 50) + (.035 \times 50) = \71.75

Artist Fee

Just like an hourly rate, this kind of fee should consider the artists super, tax and business expenses, as well as being a fair representation of the number of hours they will spend working. This kind of fee can also cover "creative input" in a way that may not be represented well by an hourly rate. For example, you may need an Expert to do something that is of huge value to you, but will not take them long. As much as the fee is for the work they're doing, you're also paying for their expertise, for the time they have put into training to become an expert. This kind of fee is a bit harder to come to by a mathematical equation or award rates. You can ask the artist what they think is fair, and check if there is a forum on Facebook or similar where you can ask for feedback. You may wish to discuss a re-mount fee or royalties if you expect the work to continue beyond this iteration.

Nominal Fee

The definition of “nominal” in regards to money is “far below the real value or cost.” This kind of fee can be offered when the work is of real value to your collaborator beyond monetary recompense. In this case, you should be very clear with your collaborator that you realise the money is not equal to the actual value of the work and discuss how the experience can be beneficial for them.

Honorarium

“a payment given for professional services that are rendered without charge”

This one is a gesture, a show of appreciation for someone’s time. This is appropriate if, for example, an expert meets you to consult on the work, or a community member meets with you to share insight into their culture. An honorarium can literally be any amount of money. Again, think about how much time you’re asking for, and what the value is to your project. In the best case scenario, you would allocate money to honorariums in your budget at the start of your project, and include the figure in any applications for funding, just the same as the other kinds of fees.

Find the right(ish) rate!

The rate you are looking for won’t always exist, but you can cobble together a sense of the right fee by looking at these guides:

- NAVA (visual artists)
<https://visualarts.net.au/code-of-practice/73-schedule-fees-practitioners/>
- Live Performance Award (performers, dancers, musicians)
awardviewer.fwo.gov.au/award/show/MA000081
- MEAA - Media Entertainment Arts Alliance
<https://www.meaa.org/download/equity-minimums-2020/>
- Australian Society Of Authors (writing, illustration, comics, poetry)
<https://www.asauthors.org/findananswer/rates-of-pay>

Example budget

Type	Rate	Qty	Cost	Notes
Wages and Fees				
Event Producer	1750	1	\$1,750.00	35 hours @ \$50 p/hour
Artist 1	500	1	\$500.00	Nominal Fee- existing work
Community Expert	250	1	\$250.00	Honorarium for creative input to event planning
Insurance				
Public Liability Insurance	500	1	\$500.00	
Production				
Miscellaneous	50	3	\$150.00	
Sound and Lighting Hire	200	1	\$200.00	Quote obtained from Dirty Deeds
Materials				
Item 1	50	1	\$50.00	
Item 2	12	2	\$24.00	
Access and Inclusion				
Auslan interpreter	100	2	\$220.00	2 hours @ \$100 p/hour
Venue Hire				
Venue hire for 4 hours	500	1	\$500.00	Quote obtained from Gang Gang Café. Includes set up and pack down time
Catering				
Food	106	1	\$106.00	
Drinks	150	1	\$150.00	
Serve Ware	50	1	\$50.00	
Advertising				
Online advertising	10	10	\$100.00	10 boosted posts @ \$10 each
Documentation				
Photographer	50	4	\$200.00	4 hours @ \$50 p/hour (2 hours at event, 2 hours editing)
Contingency - 5%			\$250.00	
Total:			\$5,000.00	