

## Creative Communities Wellington Local Funding Scheme

### Application guide February 2010

#### *Wellington City Council contacts*

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# Creative Communities Wellington Local Funding Scheme

## 1. Criteria and eligibility

### What is the Creative Communities funding scheme?

The Creative Communities Scheme is a partnership between Creative New Zealand and Wellington City Council. The aim of the scheme is to increase participation in the arts at a local level and increase the range and diversity of arts available to communities. You can't apply to Wellington City Council Cultural Grants and Creative Communities for the same project, or to Creative New Zealand as well as Creative Communities. The Creative Communities Scheme sits within the Council's general funding criteria. For more details on these please see our website.

### How much money is available?

About \$50,000 is available every six months. Check the list of past allocations on Wellington City Council's website to give you an idea of the size and range of grants. The maximum grant approved is *usually* \$2500 and the average grant amount given in 2008/09 was \$1338.

### What are the funding criteria?

Projects seeking funding must meet at least one of the following three criteria:

- Increase participation in the arts at a local level.  
*(to support opportunities for active and direct participation in the arts)*
- Increase the range and diversity of arts at a local level.  
*(to support the presentation of new arts activities and experiences available to our communities)*
- Enhance and strengthen the local arts sector.  
*(to support communities and arts practitioners to practise and promote their arts locally. This could include funding for training and skills for arts participants; organisational development for arts organisations; research, information and promotional projects.)*

### What types of projects are eligible?

Eligible projects must:

- have an arts or cultural focus
- take place within the Wellington rate-paying area and/or benefit Wellington residents
- meet at least one of the three funding criteria
- benefit local communities
- not have started before an application for funding is assessed
- not have been funded by Creative New Zealand for the same purpose.

### Eligible projects include:

- events or festivals
- personnel costs for one-off, short-term projects
- costs associated with artist-in-residence schemes
- promotional activities
- materials for an event or activity

- seminars or workshops
- equipment purchase (up to 50 percent of purchase price) for a legally-constituted group
- dance that has an arts or cultural focus (eg ballet, tap, taiaha, highland dancing, rock 'n' roll)
- school-based projects that are outside the school's normal activities and provide benefits for the wider community.

#### **What types of activities and costs can't be funded?**

- facility development (eg cost of buildings, plumbing, floor coverings, furnishings)
- purchase of artworks for galleries
- activities that are the responsibility of education institutions
- administration costs or rental not related to a specific project
- projects that have already been completed
- servicing of debts
- catering (ie any food or drink costs)
- main purpose of project is fundraising
- personal travel or accommodation
- projects normally funded from Wellington City Council's own resources
- salaries for ongoing administration and services
- prize money

## **2. Frequently asked questions**

#### ***Who assesses the application?***

All applications are assessed by a committee comprised of one councillor, community representatives who have expertise in various areas of the arts, and a mana whenua representative. Members usually serve on the committee for a term of three years. The current committee includes:

Amanda Hereaka (Chair), Stephanie Cook (Wellington City Councillor), Honiana Love (mana whenua representative), Diana Cable, Brent Thawley, Lily Chalmers, Tracey Monastra and Nick Blake.

#### ***Who may apply to the scheme?***

Residents of the Wellington rate-paying area up to and including Tawa may apply. Residents outside of this area may apply in relation to events happening within the Wellington rate-paying area.

Remember, if your event or project spans other local authority areas, you may apply to their Creative Communities Local Funding Schemes in direct proportion to the benefits for each area. Contact Hutt City, Porirua City, Upper Hutt City or Kapiti District Council for details of their closing dates.

#### ***Can projects that take place outside the Wellington rate-paying area be supported?***

Probably not – one of the criteria is that projects must benefit local communities. However, people may travel to another area as part of their project, as long as there are clear benefits for their local community. The Wellington rate-paying area includes Tawa but not Porirua nor the Hutt Valley.

***Can individuals apply?***

Yes. All applications are assessed in relation to the funding criteria. Funding is awarded to the project – not to the people involved. Applications from groups and individuals need to identify the benefits of the proposed project to the local community.

***Can schools apply?***

Yes. School-based projects that relate to the funding criteria may be eligible, i.e. school-based projects that are not part of the curriculum, that involve the wider community or involve a number of contributing schools may be considered for assistance. Projects that are part of the curriculum and are resourced from education sources are not eligible.

***How many applications can I put in?***

You can apply for more than one project in a round but you should take the advice of the Council's Grants team. You must have reported back on any previous project(s) before being eligible for another grant from the next round.

***How much can I apply for?***

Projects are unlikely to be funded for the full amount of the project cost. Ideally applicants should have 'income' from other sources. This can include cash support (eg other funding, ticket sales, donations, proceeds from fundraising activity). It may also include non-cash or in-kind support which means support for which you would otherwise have had to pay (eg discounts on services or goods to be purchased for the project, volunteer hours). Please see notes on budgets later in this guide for more detail of what to include in your budget.

The amount you chose to apply for is up to you and will depend on the scale of the project, what your needs are and where else you can secure funding. The best policy is to be honest and realistic about your needs and the costs for which you are seeking funds. Each application is treated on its merits. If you are successful, the committee will attempt to make a fair contribution to your project. It may be helpful to look at the list of past allocations for the grant pool you are applying to – this will give you an idea of the amounts similar projects have received.

***Do I need to ask for a grant towards a specific cost in my budget?***

No. You do not normally need to specify a cost, such as venue hire or promotion. If there are costs in your budget that we would not normally fund, the grant may be tagged to another specific cost.

***If I am successful will I receive the full amount I have asked for?***

*Not always.* Applicants don't always receive the full amount they have requested. The amount allocated depends upon how well the project supports the scheme's criteria, the strength of the project and the ability to realise it, the clarity of the budget and how the project sits alongside similar projects for which applications are being considered.

***Can the scheme fund fees and personnel costs?***

Sometimes. The scheme is not available to cover ongoing fees, salaries or administration costs for a group outside of a specific project proposal. However, fees or personnel costs are legitimate components of many arts projects. The Wellington committee does not normally approve applications from individuals seeking payment for themselves.

***Can the scheme be used to purchase equipment?***

Yes, but it must benefit the community rather than the group. Assistance with equipment purchase projects can only be offered to legally-constituted groups, eg incorporated societies and trusts. This is because these groups will have a wind-up clause that specifies what will happen to their assets. Assistance may be a grant of up to but no greater than half the total value of the equipment being purchased.

***Can a project be supported by Wellington City Council Cultural Grants and by Creative Communities?***

Probably not. A project would tend fit either with Creative Communities or with Cultural Grants, but rarely both. Check with the Grants team for advice about which scheme is the best fit for your project. Sometimes a large project can be broken into different elements and these may be funded separately across schemes. The same project will not be funded twice.

***Can a project be supported by the Creative Communities Scheme and by Creative New Zealand?***

Not normally, however, there may be situations where an element of a large project, such as a festival or touring programme, might have received Creative New Zealand funding and an application for an entirely different aspect of the same large project appropriately seeks funding from the scheme.

For example, Creative New Zealand may have assisted an arts organisation to develop a performance and take it on tour. This assistance would not usually include the costs associated with individual performances. A local organiser may apply for assistance to enable the local community to 'buy' the performance on offer for their community. Creative New Zealand would not consider this to be double-dipping. We suggest that applications from touring organisations are endorsed by a local presenter or organiser.

***How do I work out whether I should apply to the scheme or directly to Creative New Zealand?***

Look at the main purpose of the project. If it seems to fall outside the scheme, then it may be appropriate for an application to be made directly to Creative New Zealand. In this case, obtain a copy of Creative New Zealand's funding guide. All potential applicants should read the funding guide first and then approach a Creative New Zealand advisor with any questions.

***What are the main reasons for the declining an application?***

- The project does not support the scheme's criteria or the application doesn't convince the committee that there will be clear benefits to the local arts community. Funds are limited and applications are prioritised on how well they fit the criteria.
- Budgets are poor or there is insufficient financial background information.
- The applicant has not reported back satisfactorily on previous funding.
- The project should be self-funding, or funded from another source, eg a central government agency.

### 3. Are you ready to apply for funding?

#### *Some questions to think about before you apply for funding:*

- Has your group discussed and agreed on the project?
- Are you clear about how your project will benefit your community?
- Is your group capable of carrying out the project?
- Do you know how much the project will cost?
- Do you have a plan about how your group will raise money for the project?
- Are you sure that you can show how any money raised has been spent?
  - Do you have a bank account in the name of the group?
  - Do you keep records of income and expenditure?
- Have you discussed your project with one of our arts advisors?

### 4. Application and assessment process

- Completed applications (along with required attachments) must be received by the Grants team before 5pm on the closing date. Late applications will not be considered.
- Within two weeks of the closing date you will receive a letter to confirm that your application has been received, and noting any missing attachments.
- The Grants team will photocopy all applications and send them out to the committee members.
- In the five to six weeks after the closing date, the Grants team will read all applications and discuss them with the City Arts team or other relevant Council staff. We may contact you for further information or to discuss your project.
- About six weeks after the closing date, the committee will meet to decide who will be funded and at what amount.
- The Grants team will write to you within a few days of the committee meeting to let you know the outcome.
- If you are successful we will send you a contract to sign and return, and also a report-back form to be completed at the end of your project.

### 5. Filling in the form

#### **Key points**

- Make sure that you answer **all the questions** on the form and provide **all the attachments that are asked for**.
- The application form needs to be printed and filled in by hand – we do not accept emailed or faxed applications.
- Please **do not staple or bind your application or enclose it in a folder** – we need to photocopy it.
- Please send **copies only** of photos, DVDs, CDs or other support material as we are unable to return them.

## **About you or your group**

### **1.1 Name and contact details**

- Please use the legal name of your organisation and ensure it matches the name on your printed bank deposit slip.
- If you are applying as an individual or as part of an unconstituted group, state your name as the organisation name, followed by the name of the group.
- If you are a new trust, we will require a copy of your certificate of incorporation or trust deed. If you have had a grant previously but have changed your name, please attach your certificate of incorporation.
- One of the contact names given must be the person who has signed the form. This person should be available at the phone numbers supplied for the six weeks after the grant applications close, as we may need to contact them at short notice. Most applicants will be contacted by email, so make sure email inboxes are checked regularly.
- The person who signs the form must have the authority to do so.
- The postal address given here is where we will send all correspondence. The street address only needs to be completed if your organisation has a physical address.

### **1.2 Financial details**

- GST: Ensure you tick a box and give the number if you are registered. This will affect the amount given to you – see the notes regarding your budget.
- Bank account number:
  - Please ensure that this matches your bank deposit slip.
  - The committee has a policy of not paying grants into personal bank accounts, so if you're an individual you'll be required to open a separate account in the name of the project.
  - If you have not done this before you submit your application, it's all right to wait until you hear the outcome. If you're successful, we'll ask you to open a separate account. In this case, leave the bank account number blank and note that a separate account will be opened if needed.

### **1.3 Legal status**

- Please tick appropriate boxes.
- If you are an individual you can answer this according to how long you have been practising your art form.

### **1.4 Cultural or ethnic affiliation**

- Creative New Zealand collects these statistics so please give an answer. If you are an individual please answer this for yourself.

### **1.5 Previous funding details**

- Previous funding history is important as it indicates to us your ability to financially manage projects and that you are aware of a diversity of funding sources. If this is included in your accounts, simply note that fact here.
- All grants received from all sources in the past two years should be included – whether for the current project or others.

## **About your project**

### **2.1 Summary of project**

- Provide a short (roughly 20 words) description that summarises the project – eg ‘weekend workshop for upskilling people of all ages in Scottish country dancing’.

### **2.2 Start date of project**

- Please complete start and finish dates. Note that the project (or the part of the project for which you are applying for funding) needs to start at least eight weeks after the closing date for applications. This is because we can’t fund costs retrospectively. So, if your project starts (ie costs are incurred) before the committee meeting date you will be ineligible. If you’re unsure whether the timing of your project is eligible, check with the Grants team before applying.

### **2.3 Where will the project take place?**

- Please be specific about where the project will take place (eg BATS Theatre).
- If your venue hasn’t been confirmed please note this. Successful applicants will need to have their venue confirmed before funding will be released.

### **2.4 Project criteria**

- Please tick only one box. If your project supports more than one of these criteria you will need to decide which criteria your project best matches. You can demonstrate how you match other criteria in your project description.

### **2.5 What will be the main outcome of your project?**

- Comment briefly on what you’re hoping to achieve with the project, then expand on this in the project description that you attach to the form.

### **2.6 How does this outcome meet the criteria selected?**

- Comment briefly on how this outcome meets the main criteria that you have selected, then expand on this in the project description that you attach to the form.

### **2.7 How will you measure this outcome?**

- Comment briefly on how you will measure your outcome, then expand on this in the project description that you attach to the form.

### **2.8 Which art form best suits your project?**

- Tick the category/art form that best describes your project – tick only one box.

### **2.9 Budget summary**

- The project cost, project income and grant amount requested must relate to the budget you have attached – the grant amount requested should be the total project cost minus the budgeted income from all other sources.
- If you are GST registered figures should exclude GST.
- If you are not GST registered figures should include GST.

## **2.10 Creative New Zealand**

- You cannot be funded by both Creative Communities and Creative New Zealand for the same project. However, if funding rounds overlap and if you feel you may be eligible for Creative New Zealand funding you can submit applications to both. If you are unsuccessful with your Creative New Zealand application, you can still be considered for Creative Communities Scheme funding.

## **2.11 Your audience**

- Please be specific about who your target participants or audience are. In your project description you will need to demonstrate that you are clear who your project is targeted towards, who it will benefit and how you will engage them in your project.
- Give a realistic estimate of how many people will directly benefit from your project. Any details entered here can be clarified in the project description you attach. If you are charging entry fees, the number of participants/audience size stated here should relate to your budgeted income.

## **2.12 Access for people with limited opportunities**

- This may be reflected in ticket price, venue choice, timing or the way participants are chosen. Remember that the scheme is focused on increasing participation in the arts.

## **2.13 Have you discussed your project?**

- We strongly recommend that you discuss your project and application with advisors from the Grants and/or the City Arts teams before you begin writing it. They will provide useful information on both the application process and developing your project. It's also an opportunity for you to familiarise Council staff with your project.

## **2.14 Attachments**

Please see details of required attachments below.

## **2.15 Declaration**

- If the form is not signed and dated your application is not valid.
- If you are signing on behalf of an organisation you must have the authority to do so.
- This declaration is on the form because the information you provide becomes public when it enters the public domain. This means that certain items can be made public or asked for by members of the public. We are not permitted to withhold information if a formal request is made either to us or to Creative New Zealand as both of our organisations are public bodies funded by public money. In these cases we would contact you and let you know who has made a request and when, and if we know, why.
- If any financial information is sensitive please record that on the documents in question. In some cases where there are sensitive items, we can look at them and then return them to you so they are not held as records. If you have any concerns please discuss them with a member of the Grants team and ensure they are noted in any covering letter with the application.

## 6. Attachments required

### 1. Project description

Attach an expanded project description of one or two A4 pages.

Using the following headings should help you with your application.

- The project: What is it that you want to do?
- The process: How will you carry out the project and where and when will it occur?
- The people: Who is involved in making the project happen? Who is the project for and how will you reach them? Be specific about how many people you expect to be involved as participants or audience.
- The outcome: How will you know whether the project has been successful?
- The criteria: How does your project fit with the criteria of the fund? ie how will your project increase participation in the arts, expand the range/diversity of arts available, or strengthen the local arts sector?

### 2. Project budget

- Please provide a realistic and accurate budget including all sources of income and all costs.
- Your budget should cover the total cost of the project, not just the part you're seeking funding for. If we can see the total cost of the project it helps us understand the difference that a grant from the Creative Communities Scheme will make.
- It's rare to get your project fully funded by a grant from this scheme. Therefore it's important to show all sources of revenue, including your own financial contribution and any in-kind support.
- We also need to be able to see how the figures in your budget have been calculated. Please provide an itemised breakdown for all items – not just totals. Where possible get quotes and base any estimates on actual costs or figures.
- Please note: It's important that you keep a copy of your budget for your own records. If you receive a grant, your report on the completed project will need to show actual figures against the figures in your projected budget.
- Please use the following template as a guide. Contact the Grants team if you are unsure about how to present a clear budget, or if you have questions about GST.

<b>Project costs</b>	<b>Amount</b>
Please list all project costs including: <ul style="list-style-type: none"> <li>• production, event and material costs including venue and equipment hire</li> <li>• marketing and promotion costs</li> <li>• administrative costs</li> <li>• personnel costs including any payment for creative, administrative and technical work. This should also include any anticipated payments out to group members.</li> </ul>	
<b>Total project costs [A]</b>	<b>\$</b>
<b>Project revenue or income</b>	
Please list all project revenue including: <ul style="list-style-type: none"> <li>• earned revenue (ticket sales, publication sales, merchandise sales, participant fees)</li> <li>• cash support (grants from other agencies, proceeds from raffles and fundraisers)</li> <li>• your own contribution</li> <li>• in-kind [non-cash] support that offsets the project's total costs. The value of any in-kind support should be reflected in your budget under</li> </ul>	

costs (the undiscounted dollar value of the service, product or materials) and income (the value of the discount on the service, product or materials).	
<b>Total revenue [B]</b>	<b>\$</b>
<b>Amount requested from the Creative Communities Scheme: costs (A) less revenue (B) = requested amount</b>	<b>\$</b>

**IMPORTANT:**

**If you are GST registered figures should exclude GST.**

**If you are not GST registered figures should include GST.**

### 3. Accounts

It's important for us to be able to see how you manage your finances. We're unlikely to fund a project where the organisers are insolvent.

- If possible, provide a copy of your most recent annual accounts.
- If you do not have annual accounts, please provide any of the following that are available:
  - A copy of a bank statement to confirm the funds you have.
  - A copy of your cash book to show how you've managed over the past year.
  - A budget from a previous event that you have run – this is particularly helpful if you are an individual, or have not received a grant from Creative Communities or Wellington City Council before.

### 4. Bank deposit slip

- Handwritten slips are not acceptable.
- You may be waiting to see if you are funded before you set up a project account (please make note of this on the form under 'bank account No.'). This is fine, but please remember it could delay payment of a grant.
- In some cases the committee may request that we pay directly to a supplier if there is a problem with accounts, or to avoid the need for a separate account to be opened.

### 5. Letters of support

- We recommend that all applicants attach a letter or two of support from a reputable, established group or individual associated with your art form. This is to verify that the project has the support of the community and that others believe you are capable of carrying out the project.
- This is essential if you or your organisation have not received a grant from Wellington City Council or Creative Communities in the last three.

## **Other Wellington City Council grants**

### **1. General grants – Cultural pool**

General grants are for community organisations and are allocated three times each year. They are funded from rates and linked to specific strategic outcomes. Funds are allocated from four pools: Social, Cultural, Economic and Environmental.

The Cultural grants pool has approximately \$350,000 a year available for projects that fit with the Council's cultural strategic outcomes. Cultural grants can support arts projects that are community based, celebrate diversity, attract visitors to Wellington, and enhance Wellington's role as the arts and cultural capital of New Zealand.

For more information please visit our website [www.Wellington.govt.nz](http://www.Wellington.govt.nz)

## **2. Venue subsidy grant**

Local community groups can apply for grants for special events held in certain Council-owned venues.

The grants are only available in the following venues:

- Michael Fowler Centre
- Wellington Town Hall
- TSB Bank Arena (previously known as The Events Centre)

The purpose of the fund is to increase the accessibility of Wellington Convention Centre facilities for Wellington-based community groups. Venue grants support free or low-cost events with wide community benefits.

Priority will be given to groups that:

- are Wellington based and not-for-profit community groups
- have not received other funding from the Council for the same purpose
- show evidence of financial need.

For more information on this fund please visit our website.

## **3. Public Art Fund**

Wellington City Council has a dedicated Public Art Fund that is guided by the Public Art Policy. A panel of contemporary arts experts advises the Council on the distribution of these funds, in line with Public Art Policy and supporting the production and presentation of art in public places.

For more details about the Public Art Fund, please contact Katie Duke, Arts Advisor, phone 803 8679 or email [katie.duke@wcc.govt.nz](mailto:katie.duke@wcc.govt.nz)

## **4. Which fund should I apply to?**

- Are you an individual or loose group (Creative Communities or Public Art Fund) or a legal entity such as a Trust, Inc., etc. (Cultural or Venue Subsidy)?
- Has Creative New Zealand already funded the project? (ineligible for Creative Communities)
- Are you requesting more than \$2500 (possibly too high for Creative Communities)?
- Who benefits? Will this attract local attention (Creative Communities) or is it the wider community including out-of-town visitors (Cultural)?
- Is the project focused on the production of public art (Public Art Fund) or about community participation (Creative Communities or Cultural)?

## 5. Grants calendar 2010

<b>Closing Date</b>	<b>Grant Round</b>	<b>Projects starting after*</b>
<b>30 January 2010</b>	Tawa Community Grants	15 March 2010
<b>30 February 2010</b>	Creative Communities Wellington Local Funding Scheme	23 April 2010
<b>30 March 2009</b>	<b>General Grants [Cultural]</b>	28 May 2010
<b>31 August 2010</b>	Creative Communities Wellington Local Funding Scheme	15 October 2010
<b>31 July 2010</b>	<b>General Grants [Cultural]</b>	24 September 2010

\*Dates to be confirmed, please check the website or contact the Grants Advisor.

Applications close at 5pm on the last business day of the month.

### **All year round:**

Sports and Cultural Representatives Fund, Venue Grants, Public Art Fund.

## Other funding

The Creative Communities scheme or the City Council are unlikely to ever be the sole funder for any project, so a contribution from the applicant and evidence of effort to find other sponsors or sources of funding is important.

**NZLive.com** offers a searchable funding database. Go to [www.nzlive.com](http://www.nzlive.com) and click on 'Funding'.

**Fundview:** a database listing a wide range of potential funders. It can be viewed for free at Wellington Central Library and branch libraries and the Citizen Advice Bureaux.

See [www.fis.org.nz](http://www.fis.org.nz)

If you have a Wellington City Council library card you can access Fundview from anywhere: go to [www.wcl.govt.nz](http://www.wcl.govt.nz) then click on 'Online Database > Community and Funding > Start Fundview > then type in your library card number and name.

**Gaming trusts:** there are approximately 11 gaming trusts with machines in Wellington City. Most of these are listed on the Charity Gaming Association website – [www.cga.org.nz](http://www.cga.org.nz) – search by region.

**Projects outside Wellington.** If your project has a focus wider than the Wellington rate-paying area, approach the councils and other funders in these areas.

### **Grant Seekers Guide (Trust Waikato)**

This is a useful introductory guide for people applying for grants. You can download a PDF document from [www.trustwaikato.co.nz](http://www.trustwaikato.co.nz) then click on 'About Trust Waikato' > 'Resources' > 'Click here to download a copy of our Grant Seeker's Guide'.

## **Useful services**

### **Feeling Great**

Wellington City Council produces a monthly events calendar, Feeling Great, and manages a website of “what’s on” in the city – [www.feelinggreat.co.nz](http://www.feelinggreat.co.nz)  
To be listed, go to the home page and follow the link – ‘Submit your own event’.

**Get Set Go!** is an essential course run by Wellington City Council for organisers of community recreation programmes and events. For more information see [www.wellington.govt.nz/services/eventplnsup/training/training.html](http://www.wellington.govt.nz/services/eventplnsup/training/training.html)

### **The Big Idea**

The Big Idea is New Zealand’s online community for the arts – [www.thebigidea.co.nz](http://www.thebigidea.co.nz)  
Here you can find tools, networks and opportunities to grow your ‘big ideas’ into projects, careers and businesses.

### **Community Accounts Mentoring Service**

Having trouble with finances for your community organisation? Is GST/PAYE/cash flow a mystery? Phone 385 3518 for help.

### **Wellington Community Net**

Free web hosting; template system (easy do-it-yourself websites) – [www.wcn.net.nz](http://www.wcn.net.nz)

### **Other resources**

Creative New Zealand’s website has a series of links and information about resources and marketing – [www.creativenz.govt.nz](http://www.creativenz.govt.nz)

### **Wellington City Council venues for hire**

The Council has a number of different venues available for hire, from community halls to the Convention Centre. See [www.wellington.govt.nz/services/venues](http://www.wellington.govt.nz/services/venues) for details about facilities, hire rates and contact details.

### **Useful websites**

[www.venueweb.co.nz](http://www.venueweb.co.nz) – lists theatre and performance venues around the country.

[www.scoop.co.nz/news/culture.html](http://www.scoop.co.nz/news/culture.html) – independent news and press releases.

[www.theatreview.org.nz](http://www.theatreview.org.nz) – reviews, coming attractions and discussion forums.