Funding program selection criteria checklists

Government funding agencies offer various funding programs to support a range of arts activities. While funding program selection criteria may differ slightly across funding agencies, there are common themes and priorities.

The following checklists aim to help applicants understand what is required to effectively respond to four generic arts funding criteria:

1. Artistic merit/quality

2. Audiences and proof of demand, reach and access

3. Viability

4. Market development

- It is important that you view the checklists from your own perspective as not all questions or support material will be relevant to your project and/or chosen funding program.

- Questions pertinent to organisations applying for annual funding will not be applicable to individual applicants or small project-based organisations.

- Individual applicants should consider the nature and scale of their application when viewing the prompt questions and suggested support material. For example, if your project is for professional development, questions relating to public outcomes and audience engagement may not be as relevant.

It is critical that you read the funding program guidelines and selection criteria for the actual program you are applying to, address what is required, comply with word limits and provide appropriate support material.

CRITERION 1

How do you demonstrate concepts of artistic merit and/or artistic quality?

PROMPT QUESTIONS FOR APPLICANTS	SUPPORT MATERIAL CHECKLIST
Artistic rationale & context – What is the artistic vision and how does it reflect diverse interests and ideas within our community and art form? – What is the context of the project (the reason it is being developed) – is it targeted at a specific community or location? – Who is the audience? How do we know? – How do we demonstrate there is a demand for this work? What evidence do we have? – How will the project be developed? What processes will be used? – Is there an element of risk/innovation involved in the project? What is it?	☐ Letters of support relevant to the project ☐ Feedback from surveys or comments from social media regarding interests of community ☐ Past audience satisfaction survey data
Quality – Does our creative team have the skills and experience required to deliver the project? – Does our work embody excellence in craft and skills and demonstrate imagination, distinctiveness and originality? – How can we demonstrate the quality of our previous work? – How unique/diverse is our artistic practice? How many other organisations/artists do what we do? – Can we demonstrate that we regularly reflect on the quality of our work and consider other people's opinions when evaluating our activity? – What evidence can we provide that our work is well regarded by the public?	☐ Brief CVs of all key personnel involved ☐ Media/reviews ☐ Examples of previous work (e.g. links to YouTube, Vimeo) ☐ Past program evaluation results
Significance – Who do we currently engage with and how do we look beyond our existing communities? – How do we seek opportunities for partnerships and network-building across the sector? – If the project is targeted at a specific community (e.g. young people, culturally diverse, people with disabilities or Indigenous participants), how will they be contributing to the creation of the proposed work? – Will this work leave a legacy for the art form/participants/community/audience? – How do we intend to measure outcomes? – Does the proposal contribute to building the capacity of the arts sector (locally, nationally, and internationally)? – *If our organisation ceased to exist in our community – what would happen?	☐ Marketing plan including digital media strategy ☐ Evidence of increased brand recognition through participation in significant state-wide, national and/or international activities, including tours ☐ Written confirmation of creative collaborations with innovative organisations, independent companies, and individual artists ☐ Demonstrated evaluation process for the project ☐ Examples of contributions to career development opportunities ☐ Proposed high-level skills/artistic development opportunities

* relevant to organisations

CRITERION 2

How do you demonstrate demand, growth of audiences, reach, and access?

PROMPT QUESTIONS FOR APPLICANTS	SUPPORT MATERIAL CHECKLIST
Audiences & demand – How well do we understand and respond to our audiences? How do our audiences describe their experiences? – Have we spoken with the relevant communities and/or venues regarding the proposal? Are they supportive? – Have we considered local government and/or tourism agencies as partners or collaborators? – How do we document and/or record public outcomes and audience engagement?	☐ Audience data including past satisfaction survey results and feedback, and evidence of increased first time and repeat attendees ☐ Written confirmation of involvement and/or support from relevant communities and organisations (artists, venues etc.) ☐ Letters of support from council outlining their contribution ☐ Media reviews
Access & participation – Does the proposal include practical, innovative steps to increase audiences (e.g. transport)? – How will our program ensure that the number and range of people participating increases, including people who would not otherwise access arts experiences? – How well do we use digital technologies and platforms to capture, create, produce and distribute our work? If someone searched online for our organisation and/or project what would they find? – How inclusive and accessible are our programs for socially diverse audiences and communities?	☐ Demonstrated progressive approaches to stimulate audience or industry participation/engagement ☐ Use of digital technologies and platforms - evident online presence ☐ Digital data/statistics (e.g. website and social media data) ☐ Regional touring plan/schedule ☐ Demonstrated accessibility of the project or program to diverse audiences, participants and communities or to a specific target group
Impacts – What is the intended impact of the proposal for audiences and participants? How will we measure the impacts of the project on our audience/participants/community? – If relevant, how will the proposal increase awareness and value of Indigenous arts and culture? – How successfully are our proposed programs likely to resonate with our targeted community? – What importance is given to our educational activities, demonstrated by how much we invest in and innovate in arts education, participation and engagement?	☐ Evaluation plan for the project ☐ Protocols to obtain support from diverse communities (children and young people, Aboriginal and Torres Strait Islander peoples, people with a disability, people from culturally and linguistically diverse backgrounds) have been followed ☐ Examples of positive cultural and social outcomes of your organisation's work (e.g. schools and broader community)

CRITERION 3

How do you demonstrate viability for your project and/or organisation?

PROMPT QUESTIONS FOR APPLICANTS	SUPPORT MATERIAL CHECKLIST
Realistic & achievable planning – Is there a timeline mapped out for the project? Have contingencies been allowed for? – What resources are we using to successfully deliver the project? – Have we considered all relevant protocols, permissions, regulations and insurances to deliver the project? – What is our evaluation method for the project? How do we intend to capture outcomes?** – *How does this proposal fit with our organisation's Business/ Strategic Plan? – *Does the organisation have a clear and credible plan to build earned income, diversify income streams or develop new business models? – *Does the organisation have adequate reserves, are they being used strategically, and do we have an appropriate plan to monitor financial risk?	☐ Project plan and timeline with key dates ☐ Protocols required to obtain support from diverse communities (children and young people, Aboriginal and Torres Strait Islander peoples, people with a disability, people from culturally and linguistically diverse backgrounds) have been followed # ☐ Written confirmation of involvement from relevant communities and organisations, artists, venues etc. ☐ Evaluation plan for the project ** ☐ *Business/Strategic Plan ☐ *Evidence of new revenue streams through successful partnerships and strategies for ongoing growth and diversity of income
Budget – Does the budget add up? Is total income the same as total expenditure? – Have we received quotes for significant budget items or researched basic costings? – Are the artist fees consistent with the relevant Industrial Award? – Are the earned income estimates realistic? How have they been calculated? – Do we have cash contributions from diverse sources (e.g. partners, funding bodies)? – Have we sought in-kind contributions for the project (e.g. venue hire, accommodation)?	☐ Quotes or research into significant budget items ☐ Evidence of income achieved from previous projects ☐ Written confirmation of cash and in-kind contributions
Skillset & ability – Are the roles and responsibilities of each team member clearly outlined? – Do they have appropriate skills and experience to deliver a successful project? – Who are our collaborators and do they have the skills and experience required to deliver a quality project/program? What is their background and track record? – *How does the Board's skill set support the organisation Business/Strategic Plan?	☐ Brief CVs of all key personnel involved including collaborators and partners ☐ Written confirmation of participation from collaborators and partners ☐ Media and reviews recording previous work of arts partners/collaborators
Diverse audiences & communities – What are we offering the community? Is it relevant to our community? – Can we demonstrate an understanding of effective community engagement processes? – *How will we measure the value of our engagement? **	☐ Letters of support from community members ☐ Personnel involved in project experienced working with diverse communities – experience to be evidenced through attached CVs ☐ Marketing strategy to reach diverse communities/audiences

* relevant to organisations

** see Arts Queensland Outcome Report Data Dictionary and Sample Audience Data available on website

CRITERION 4

How do you demonstrate market development and local, national, and international plans for the work?

PROMPT QUESTIONS FOR APPLICANTS	SUPPORT MATERIAL CHECKLIST
– Have we benchmarked our organisation/group against similar national/ international organisations/groups?	☐ Media reviews
– What is our unique selling point?	☐ Confirmation of interest from national and international markets (e.g. festivals, producers, venue)
– Is there demand for our work nationally and internationally? How can we demonstrate this?	
– Do we promote our organisation/group to local, national and international markets? How?	☐ Participation at national/international showcasing events
– Have we been successful in attracting interest in our work from other organisations and artists?	☐ Marketing plan including digital strategies
– Do we provide opportunities for artists to collaborate on new projects? Or as a pathway for further development?	☐ Written confirmation of partnerships
– How successful are we in developing meaningful local, national, international partnerships?	☐ Use of digital technologies and platforms and evident online presence
– Is there an online element to the proposal? Will this be accessed by local, national and international audiences?	
– Will the proposal raise the profile of Queensland/Australian arts and culture?	☐ Digital data/statistics (e.g. website and social media data)