**Digital Adaptation Snapshot**

**October 2020**

**Introduction**   
Digital Adaptation is a program within the Queensland Government's $22.5 million Arts and Cultural Recovery Package. Its purpose is to fund Queensland artists, arts workers and organisations to purchase much needed equipment and training as they adapt their practice and businesses towards digital delivery over the next 12 months.

Digital Adaptation funding was offered across two streams. Individuals could apply for up to $10,000 and organisations could apply for up to $20,000.

Applications opened 24 July 2020 and closed 21 August 2020.

**Outcomes**  
52 successful applications (54% success rate) secured total funding of $673,402.   
Public announcement of [successful grant recipients](https://www.arts.qld.gov.au/aq-funding/digital-adaptation) were made on 1 October 2020.

**General Feedback**  
Successful applicants were able to clearly demonstrate how their proposed activity responded to the Digital Adaptation fund’s objectives and the [published assessment criteria](https://www.arts.qld.gov.au/aq-funding/digital-adaptation):

All eligible applications were assessed and moderated by a panel of industry-based peer assessors. The panel provided the following general feedback for applicants. Successful applicants:

* Provided a strong rationale for the proposed digital equipment, technology and training purchases, linking it to their business plan and revenue generation strategy.
* Demonstrated their application is for a significant new step, and showed innovation in response to COVID-19, rather than ‘business as usual’ operations or upgrades.
* Focused on building their capacity to deliver digital programming. These were more competitive than those who focused on content creation.
* Provided a well-planned budget, with a comprehensive breakdown of expenditure items. Budgets lacking sufficient details, not balancing or including items not well aligned to the purpose of this fund (e.g. artist fees, travel, catering, venue hire, and musical instruments) were difficult for the panel to recommend.