

# PROGRAM GUIDELINES

## SHARE THE RISK



Share the Risk is a guarantee-against-loss program that aims to reduce the gamble taken by community organisations presenting a professional performing arts event by underwriting some of the costs to a maximum of \$10,000. The fund is designed to cover losses associated with unexpected events such as bad weather, a change in farming schedules or an unforeseen community occurrence.

The performing arts can be unpredictable. Share the Risk can help reduce the risk of your next event.

## PROGRAM OBJECTIVES

Share the Risk aims to:

- Develop regional audiences.
- Develop community skills in presenting ticketed performing arts events.
- Develop an effective regional WA touring circuit.
- Ensure regional communities have access to a diverse range of professional performances.
- Encourage and support community groups in coordinating regional activity.

## COUNTRY ARTS WA PRIORITIES

These priority areas serve to focus effective use of CAWA resources. Applications that meet one or more of these priorities will be looked upon favourably:

- Indigenous arts and culture – priority is given to projects that are initiated by and/or for Indigenous arts workers or artists, cross cultural projects, engage with the traditional owners to explore local Indigenous culture and knowledge.
- Technology – priority will be given to projects that incorporate, explore or engage creatively with technology.
- Children and young people (0 –26yrs) – priority is given to projects that are for and/or by children and young people, projects that engage with children and young people and inter-generational projects.
- Health and wellbeing – priority is given to projects that demonstrate wellbeing and social connectedness through arts and culture.
- Country Arts WA Focus Region – Gascoyne 2010 - 2013. CAWA focuses on one region over a four-year period to support a concentrated level of arts activity. Priority is given to projects that occur within the focus region.

For further information and assistance contact the Performing Arts Touring Officer  
**Phone** 08 9200 6200 **Regional free call** 1800 811 883 **Email** patouring@countryartswa.asn.au

## WHAT WILL SHARE THE RISK FUND?

Share the Risk will fund up to 50% of the project's eligible expenditure (see the Budget in the Application Form for more details) to \$10,000 including:

- Performance fees for the professional performing artist or group.
- Touring costs including travel costs, allowances, accommodation and freight costs.
- Production expenses directly related to the performance or event, including venue hire, labour, equipment hire and seating.
- Marketing expenses.

Share the Risk will not fund fundraising or commercial events, non-performing arts events (eg. film festivals), workshop fees or catering costs.

Performances that form part of Country Arts WA's **Shows on the Go** program are eligible for up to half of the performance fee only.

## ELIGIBILITY

- All community-based not-for-profit organisations in regional Western Australia may apply.
- Organisations do not need to be incorporated but may nominate another incorporated organisation with an ABN to administer funds on their behalf. This is called auspicing.
- Project budgets are required to include at least 15% income on top of projected ticket sales. This can include in-kind support.

## INELIGIBILITY

- Shires and commercial bodies (such as hotels or wineries) cannot apply but can act as an auspice.
- Organisations or groups who receive funds from Lotterywest are not eligible for Share the Risk.
- Projects that have already taken place cannot be funded.
- Organisations with outstanding acquittals at Country Arts WA, The Department of Culture and the Arts, or Community Arts Network.
- Individuals and fundraising ventures are not eligible.
- Schools and educational institutions may not apply but activities organised by community groups that take place within these institutions are eligible.

## WRITING THE APPLICATION

- Applicants are required to discuss their application with the Country Arts WA Performing Arts Touring Officer well in advance of the closing date on **08 9200 6200** or regional free call **1800 811 883**.
- Complete the relevant application form that can be downloaded from our website **www.countryartswa.asn.au**, emailed or faxed to you. There is a different budget form for Share the Risk applications relating to **Shows on the Go** performances which can be provided for you. The Performing Arts Touring Officer is able to provide feedback on a draft application for you.

Your application will be assessed against a set of criteria by the Country Arts WA Touring Assistance Panel. Make use of the following questions that relate to the criteria to build your Share the Risk application:

- Is there evidence that the event is desired and supported by the community and/or the target audience? Is there support material that will demonstrate this?
- Is the artist/s considered to be professional? Is this demonstrated through a synopsis of the performance and artist biographies?
- Is there evidence of a well-developed marketing or promotional plan that engages the target audience? Can samples of marketing collateral be included?
- Has a well-developed evaluation or reporting method been planned? How will you collect data and what will you do with it?
- Is there a 15% minimum cash or in-kind applicant contribution towards the proposed event (eg. local sponsorship, venue hire or volunteer labour)?
- Will ticket prices maximise Box Office returns taking into account the nature of the event and the audience?

## GST AND THE BUDGET

If your organisation is registered for GST, please complete the budget exclusive of GST. GST received and paid does not reflect a true expense or income item of your project and should not be included in your budget.

If your organisation is not registered for GST, you will not receive GST in your income and will not be able to claim input tax credits on the GST component of purchases. Therefore, the GST component of purchases is a real cost to your project and should be included in your budget.

## IN-KIND CONTRIBUTIONS

'In-kind' represents any service or product that is donated to your project. This could include the value of time for voluntary artists and support staff, venue hire, materials or equipment.

A separate table is provided on a separate budget page to record all in-kind contributions and reflect the true cost of the project. In order to achieve this, a dollar value needs to be estimated for each donated item. GST should NOT be included for in-kind figures.

## HOW MUCH CAN YOU APPLY FOR?

Requests up to half of the eligible expenditure to \$10,000 (exclusive of GST) will be considered.

## HOW MANY TIMES CAN YOU APPLY?

There is no limit to the number of times you can apply for Share the Risk funding, but you must have successfully acquitted any Country Arts WA, Community Arts Network WA or Department of Culture and the Arts funding previously received.

## SUBMITTING YOUR APPLICATION

- Applications must reach Country Arts WA by post or fax by 5pm on the application closing date. Late applications will not be accepted.
- Include support material as per the guidelines for each specific funding category. All letters must be signed. Formal e-letters addressed to the panel are acceptable and must include contact details.
- Ensure any audio and visual support materials are properly labelled. Materials cannot be returned.
- Use black ink or type your application. Hand-written applications are acceptable. Paper clips or fold-back clips are recommended. DO NOT USE STAPLES.
- If posting, your application must be post marked by 5pm on the closing date. Late applications will not be accepted.
- Applications received by fax or email (PDF scans of the original document only) will be accepted and must be submitted by 5pm on the closing date. Please notify the Performing Arts Touring Officer if you wish to submit this way.

Submit your application using **one** of the methods below:

### Mail:

Performing Arts Touring Officer  
Country Arts WA  
PO Box 7012  
Cloisters Square WA 6850

### Fax:

Attention: Performing Arts Touring Officer  
08 9200 6201

**Email your application, budget and support materials in one PDF document to:**  
[patouring@countryartswa.asn.au](mailto:patouring@countryartswa.asn.au)

Please notify the Performing Arts Touring Officer if you will be emailing or faxing your application

## **ASSESSING YOUR APPLICATION**

Once your application reaches Country Arts WA it is checked by the Performing Arts Touring Officer and if any further information is required you will be contacted. The application is then distributed to the Touring Assistance Panel, comprised of 4-6 members of the Country Arts WA Board. All panel members are active in their own communities in arts and cultural activities and have experience across a range of art forms.

The Touring Assistance Panel will examine your application against all eligibility and nproject criteria and determine the most appropriate allocation of funds for the funding round.

Country Arts WA will use your application to gather statistical information. This information will enable the analysis of trends and be used to advocate and lobby government for increased support for regional arts and cultural development

## **HOW ARE YOU NOTIFIED OF THE OUTCOME?**

Once Panel decisions have been made, the Touring Officer will contact you to advise the outcome of your application. You will receive this notification within four weeks of the closing date.

If your application is successful, you will receive a contract outlining the terms and conditions of your Share the Risk grant.

Following the completion of your project, you will be required to submit an acquittal.

## **ACKNOWLEDGEMENTS**

It is a condition that the Share the Risk program, Country Arts WA and Lotterywest receive appropriate acknowledgment on all material related to the project. Details of acknowledgement requirements will be included in the contract and relevant logos will be provided electronically.

## **ACQUITTING YOUR PROJECT**

Successful applicants will be required to submit a Share the Risk acquittal form following the performance or event, regardless of whether or not the funds are required. Acquittals are due four (4) weeks after the performance in your community.

If an acquittal is not received within that time it will be deemed that you do not require any assistance and the funds will be released back into the funding pool for other applicants.

Acquittal forms can be downloaded from the Country Arts WA website. At least five (5) high resolution (300dpi) photos with a captions and photographer credits will be required with the acquittal.

Payment will be processed upon receiving your acquittal report if required. Please submit an invoice for the amount required with the acquittal.

Applicants who do not need to draw on funding are still required to submit an acquittal.

Applicants with outstanding acquittals at Country Arts WA, the Department of Culture and the Arts or Community Arts Network will not be eligible to apply to Country Arts WA in the future.

## SHARE THE RISK QUICK RESPONSE

The Share the Risk funding rounds aim to maximise opportunities for community presenters to apply for Share the Risk funds for their performances and events.

Occasionally, extraordinary opportunities present themselves that need to be responded to quickly. Should such an opportunity arise, contact the Country Arts WA Performing Arts Touring Officer to discuss the possibility of submitting a Share the Risk Quick Response application without having to wait for the next funding round.

This provision is not intended to overcome a lack of foresight in project planning or to supplement project income. Share the Risk Quick Response applications will need to clearly demonstrate why the opportunity is special for your community and why it requires immediate response.

Acceptance of Share the Risk applications for consideration outside of funding rounds is undertaken at the discretion of the Touring Assistance Panel.

## SHARE THE RISK CASE STUDY

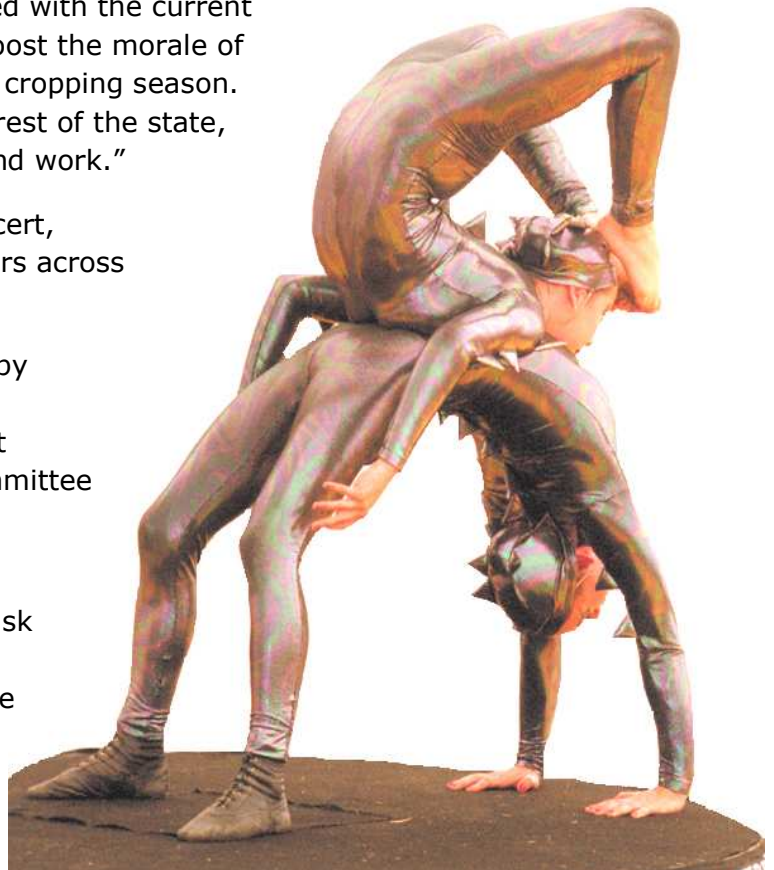
“Get down & party in the pit!” with the Kalannie Drought Relief Gravel Pit Variety Concert 2003 - bringing the glitz to the gravel!

In early 2003, the Drought Relief Committee of the Kalannie Community Association applied for a Share the Risk grant for their Gravel Pit Variety Concert to be held in March. Far from submitting to the mood that accompanied their community’s drought, the Committee endeavoured to: “... organise an event such as this to provide a welcome relief from the financial and emotional pressures associated with the current drought we are facing. We are hoping to boost the morale of the community in preparation for the 2003 cropping season. We are keen to remind ourselves, and the rest of the state, that Kalannie is a wonderful place to live and work.”

Lunar Circus was hired to headline the concert, accompanied by a variety of local performers across a range of genres.

The event responded to community needs by “encouraging family activity and fostering community spirit in a time of crisis.” It built upon a similar event held in 1996, the Committee explaining that “we need this boost in our lives again.”

This was the Committee’s first Share the Risk application. They applied because the performance and production fees were quite high and, due to seasonal conditions, they wished to keep tickets at an affordable level.



Ticket sales in drought time were also not assured, and the Committee needed a way to underwrite the event so the community wouldn't suffer financially if numbers didn't meet expectations or other sponsorship wasn't sourced.

Country Arts WA's Touring Assistance Panel approved the Committee's Share the Risk application to cover a loss of up to \$10,000. The event was a resounding success, attracting an audience of 700, with many more people visiting Kalannie than anticipated – "... we certainly have put our town on the map."

Though other funding was sourced, without the security of Share the Risk, the Committee "would have been unable to embark on such an adventure!"

Indeed, without Share the Risk, the Committee "... would have been unable to attain our goal, and the people of Kalannie and surrounding drought affected areas would not have had this wonderful morale boosting evening."

The event's success and the security provided by Country Arts WA saw the Drought Relief Committee only needing to draw on \$1,400 of their Share the Risk grant. The remaining allocation then returned to Country Arts WA's funding pool for use in someone else's adventure!