



APPLICATION GUIDELINES

OBJECTIVES

An initiative of the Singapore Totalisator Board, the Arts Fund provides support to local artists and arts groups in bringing the arts to communities, to engage, inspire and create shared experiences for people to connect with one another. The Fund is managed by a committee appointed by the NAC.

WHO MAY APPLY

- (a) Registered Singaporean non-profit distributing and legally constituted performing arts / visual arts / literary arts groups (company limited by guarantee / registered society); or
- (b) Individual Singaporean or Permanent Resident artists recognised by their peers as practising artists.
- (c) Informal groups of artists may apply for funding but must nominate an individual or legally constituted arts group to take responsibility (legal and financial) for the application and grant administration, if awarded.

ASSESSMENT CRITERIA

- (a) Artistic merit of the project;
- (b) Benefit to the community and the arts scene;
- (c) Demonstration of good planning and sound budgeting;
- (d) Projects that have clear community engagement outcomes¹ will be eligible for higher funding consideration.

PROJECTS ELIGIBLE FOR SUPPORT

- (a) Music, dance, theatre, musical theatre and multi-disciplinary performances
- (b) Visual arts (including photography) exhibitions
- (c) Literary arts events (e.g. readings, poetry performances)

PROJECTS NOT ELIGIBLE FOR SUPPORT

- (a) Projects by arts groups under the auspices of Ministry of Education's schools, educational institutions, community centres, halls of residence, etc;
- (b) Applicants that have received 3 grants from Arts Fund in any financial year;
- (c) Events for the sole purpose of fund-raising, competition, charity show, anniversary celebrations (e.g. dinner & dance events);
- (d) Training courses & study tours;
- (e) International touring;
- (f) Publications – print and media-based;
- (g) Research projects;
- (h) Religious activities for the promotion of a certain religion;
- (i) Political activities for the promotion of a certain political ideology or party; and
- (j) Projects organised or presented by organisations which are already receiving Tote Board's funding.

¹ Applicants are encouraged to develop arts programmes to make them more relevant and accessible for the enjoyment of the target community segments which do not typically attend arts and culture events. The objective is to develop greater understanding and appreciation for the arts. (See Annex 1)

APPLICATION PROCEDURE

(I) SUBMISSION OF APPLICATION

- (a) Applications must be made on the prescribed application form and the following information is required to support the application:
- Write-up of the project (max 800 words), stating the objectives and including a synopsis of the production and a list of key artists. Information on the target audiences and how the project will engage, inspire and connect audiences through the arts should be included. Translations in English should be provided for non-English projects.
 - Projected income and expenditure of the project. All potential sources of funding from government and/or other organisations must be included as well. **All projected budget should be as realistic and accurate as possible.**
 - First-time applicants (individuals and informal groups) are required to provide a letter of support from a relevant arts group/ organisation/ institution.
- (b) Applications may be submitted through:
- Email to Artsfund@nac.gov.sg
 - Post to: Arts Fund Committee, c/o 90 Goodman Road, Goodman Arts Centre, Blk A #01-01, Singapore 439053
- (c) Applications will not be considered if:
- The application is incomplete; and/or
 - Applicants did not submit or submitted incomplete post performance report(s), statement(s) of income and expenditure from previous Arts Fund-approved project(s).

(II) CLOSING DATES

- (a) To be eligible for funding consideration, applications must reach Arts Fund Committee (AFC) **at least 3 months** before the commencement of the project. For example, for a project starting on 20 September 2014, the application must reach the AFC no later than 20 June 2014.
- (b) There are 5 meetings in the financial year 2014. Your application will be tabled for discussion depending on when it is received. For example, if we receive your application on 20 June 2014, it will be discussed in the July meeting and outcome will be announced on 1 August 2014.

Applications received by:	Announcement of Outcome:
31 March 2014	2 May 2014
30 June 2014	1 August 2014
1 September 2014	3 October 2014
3 November 2014	5 December 2014
2 February 2015	6 March 2015

(III) OUTCOME

Applicants will be notified of the outcome of their application via letter.

(IV) GRANT QUANTUM

The nature and scope of the project as well as the availability of funds will determine the grant quantum.

Note: The Committee reserves the right of discretion and non-disclosure of reasons for unsuccessful applications. Decisions made by the Committee are final and appeals will not be entertained.

TERMS & CONDITIONS FOR SUCCESSFUL APPLICANTS

(I) The successful applicant must:

- (a) Inform the Arts Fund Committee if there are any changes (title of show, date, venue, etc) to the project
- (b) Acknowledge support by the Arts Fund for all the publicity collaterals of the project;
- (c) Submit a hard copy report together with the completed budget form indicating actual income and expenditure within **2 months** after completion of the project. The statement of income and expenditure should be certified by the organisation's top office bearer with his/her original signature.

(II) Grant on Reimbursement Basis:

The payment of the grant will be made on a reimbursement basis to successful applicants after the Arts Fund Committee has received the post performance report and statement of accounts.

(III) Review, Withdrawal or Withholding of Grant

The Arts Fund Committee also reserves the right to review, withdraw or withhold any grant awarded in full or in part should any of the following occur:

- (a) The proposed project which receives funding undergoes a material change without prior written approval from the Arts Fund Committee. A material change shall include any changes in the content, scale, budget, key artistic personnel, venue, and/or date of project;
- (b) The Grant Recipient is not able to deliver the proposed Project by the proposed date;
- (c) The Grant is not used for the purpose for which it is awarded;
- (d) Wrong and/or misleading information is provided in the application form, either deliberately or otherwise;
- (e) Illegal or negligent acts that occur during any point of the funded project, which will adversely affect the reputation of The Arts Fund Committee, any government bodies, public institutions, national leaders or your person / organisation.
- (f) The project and or any activities undertaken in relation to the Project are, in the view of The Arts Fund Committee, (i) offensive or obscene in nature; (ii) derogatory or defamatory of any third party; or (iii) bring dispute to or prejudice the Arts Fund Committee in any way whatsoever, or be construed to:
 - i. advocate or lobby for lifestyles seen as objectionable by the general public;
 - ii. denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society; and/or
 - iii. undermine the authority or legitimacy of the government and public institutions, or threaten the nation's security or stability.

(IV) The Arts Fund Committee has the right to amend any terms and conditions of any Grant at any time. Before any amendment under this clause, the Arts Fund Committee shall notify the Grant Recipient regarding its intention to amend the terms and conditions of the Grant at least fourteen (14) days before any amendment is made.

Annex 1

In keeping with the national agenda and aspiration to spread the opportunity for the enjoyment of the arts, Tote Board Arts Fund has intensified its support for arts performances / exhibitions that are targeted at new audiences. Productions / Exhibitions that qualify for stronger support must fulfil one or more of these criteria:

- a) Staging a project/ exhibition in **non-conventional venue** like a community centre, school, pavilion, void deck, park or outdoor space with a residential catchment. Facilities under the NAC Arts Housing Scheme may be considered as non-traditional venues until they become established as arts spaces;
- b) Staging a performance/ exhibition with production/ creative process drawn from **art hobbyists** and/ or **underprivileged groups**– into support roles such as extras, chorus members, support personnel, etc (excluding performances/ exhibitions that are held as graduation showcase/ at the end of a formal course/ training);
- c) **Incorporate interpretative or educational components** (such as pre / post-shows talks, guided tours and demonstrations that are publicised in its collaterals and marketing materials) to attract and engage new audiences effectively and enhance their appreciation and understanding of the genre.

Applicants must demonstrate a conscious and genuine effort to reach new audiences of a different age, ethnic, linguistic, cultural background by deploying creative marketing approaches.

Should you have any queries, please email Artsfund@nac.gov.sg

Some examples:

E.g. 1 – Photography Exhibition in Community Spaces

Applicant articulates that most of their exhibitions are held in art galleries or museums. To reach out to people who do not go to these spaces, applicant demonstrates the intent to bond with the HDB neighbourhood and promote greater understanding and conversation among neighbours, through taking portraits of families at their doorstep and collecting their stories. The photographs and stories will be showcased in a void-deck exhibition, with flyers regarding the event distributed to the surrounding communities / HDBs, to generate greater buzz about the project.

E.g. 2 – Chinese Orchestra Concert Target Youth Audiences

Applicant articulates that majority of their audiences are aged 50 years old and above. Applicant plans to introduce Chinese Orchestral music to younger audiences through performing works that may interest younger people, such as popular Chinese pop or Japanese pop tunes. The concert will also simulate a pop concert experience through the use of lighting effects.

The concert will be accompanied by a booklet introducing common instruments used in Chinese Orchestras in a graphic and easily accessible style. To reach out to the target audiences, the concert will be publicised through twitter, facebook, relevant fan-sites and groups, as well as blogs.