MOYNE **PITCH PROJECT 2015**

'ART AROUND AND ABOUT'

EXPRESSION OF INTEREST - GUIDELINES

APPLICANT / ORGANISATION NAME

Non- artist applicants must be a Moyne Shire resident or organisation based in Moyne Shire.
If you are an individual applicant, you must supply your name, if you are a group or organisation you must supply your organisation's name.
Artist applicants must have the project outcome in Moyne Shire.

ABN

It is essential for the successful applicant to have an ABN in order to invoice Moyne Shire Council.
If you are an individual, a group or an organisation applicant then you will need an ABN. For more information go to: Australian Tax Office www.ato.gov.au/businesses.

GST

If you or your organisation is registered to collect GST then the GST must be included within the $6000 budget and subsequent invoice amounts.

CONTACT DETAILS

Supply the name, email and phone number of the person who is prepared to be the spokesperson for the project. This can be a different contact name to the applicant. Applicant and contact must be accessible by email as well as phone.

PROJECT LOCATION

Name township the project is to take place.

PROJECT SUMMARY

Use clear, simple language to describe your project in 25 words or less. Should your application be successful, this summary will be used in Moyne Shire promotion of the project.

Example:

***Mutton Bird Mayhem* will be an installation of life-size mutton bird structures crocheted with bailing twine, flotsam and jetsam and installed on East beach during the Mutton Bird migration season.**

PROJECT DETAILS

KEY CRITERIA
Your project MUST include at least THREE (3) of the key criteria. This ensures that the project meets a need in the community.

- <u>Building community capacity</u> –Does the project develop arts and cultural activity and participation in the community?

- Developing skills for artists and community – Does the project provide opportunities for collaboration and skills development of locally based artists, individuals and community groups?

- Fostering leadership – Does the project create an opportunity for individuals and artists in the community to create networks, build relationships and gain confidence to run future projects in the community? / Does the project achieve long-term arts and community cultural development outcomes for the community?

- Building community networks – Will the project develop networking, partnerships and social connection?

- Creating new/sustainable opportunities - Does the project bring new tourism / economic opportunities or build a sustainable outcome for the community and events/initiatives?

- Promoting culture and heritage – Does the project enable the community to tell their stories, explore and creatively showcase their culture and history?

- Creating arts awareness – Does the project develop or change the community's perception of the value of the arts? Does the project promote arts awareness and the usefulness of arts as a tool for communication and connection?

ARTISTS and PARTNERS
List only people or groups who are pivotal to, or play a major role in the project.

Example:

1. *Artist – Ilka White – www.ilkawhite.com.au*

2. *Community Group – Port Fairy Country Women's Association – www.portfairycwa.blogspot.com*

3. *Community Group – Port Fairy Field Naturalists Group*

Artists involved in your project can live outside Moyne Shire but the project MUST happen with/for a community group or town in Moyne Shire.

For stage one of this process (EOI), you need to ensure you have the artist / groups verbal approval to be involved in the project.

PROJECT DESCRIPTION

Write a description of the project concept in no more than 100 words. You may include descriptions of art medium, process, expected outcomes, artistic details and community groups involved.

Below are questions that might guide you in developing your 100 word description.
- What is the project?
- Who will be involved in the project?
- How will the project be achieved?
- What is the value of your project to you and your community?

OUTCOMES AND BENEFITS TO COMMUNITY

Project outcomes and community benefits MUST be considered when developing your project idea. Be brief – outcomes to be on one line each

Example:

- *professional development opportunity for our artist*
- *consolidate and strengthen networks*
- *brings a 'wow' factor to our town and/or event*

BUDGET

What will you be spending the money on? Use approximate costs only. Do not submit quotes.

In order to keep this stage simple, please contain all your costs into the three categories. If short listed you will have more of an opportunity to expand on your budget.

Applicants are expected to make an in-kind contribution to the project, for example: volunteer hours or use of equipment etc.

ARTIST(S) – may be defined as any person contributing creative content and/or direction to the project such as artist, designer, maker, musician, crafter etc.
Costs associated may include:
- fees for a lead artist, designer, craft person
- travel and/or accommodation for that person/ people
- any other cost associated with that person /people

MATERIALS – are direct project costs including:
- art materials
- venue hire
- equipment hire etc

OTHER – costs may include:
- catering
- marketing and promotional materials
- video and/or photography to document the project etc

Expenses not accepted are:
- Purchase of equipment
- publishing
- contributions to infrastructure
- running costs of competitions, prizes, awards or fundraising

NOTE:
These lists may not cover all your budget requirements for the project so please check with the project coordinator if you have any queries.

For queries, email Susie Lyons, Pitch Project Coordinator slyons@moyne.vic.gov.au.

If you prefer to chat over the phone, email Susie to set up a telephone appointment or call 5568 0555.

Susie will be checking emails daily and available for phone consultations once a week.