



MOYNE PITCH PROJECT 2015

'ART AROUND AND ABOUT'

FREQUENTLY ASKED QUESTIONS

1. Who can apply?

Artists based inside or outside of Moyne Shire can also apply. Individuals, community groups and not for profit organisations based in the Moyne Shire can apply. The project must happen within Moyne Shire.

2. Can schools apply?

Schools cannot apply but applicants may seek to have schools involved in a project or as a partner in a project.

3. How do I apply?

Fill out the Expression of Interest (EOI) form, downloadable from the Moyne Shire Website: www.moyne.vic.gov.au or email Susie Lyons Pitch Project coordinator slyons@moyne.vic.gov.au to receive a copy of the form via email. EOI forms can be typed into and must be EMAILED ONLY. Before filling out the expression of interest, read the 'guidelines' and 'general information' to assist your expression of interest (downloadable from the website).

Short listed applicants then go onto the second phase, the 'pitch' where they will receive further information (a 'pitch package') and assistance if needed.

4. What does 'ART AROUND AND ABOUT' mean?

MOYNE PITCH PROJECT requires the art project to be a collaboration and celebration of artist and community. It can be anything from an artist working with one community group or the whole of the community. The project should celebrate your community.

5. What activities are eligible for funding?

- Projects which relate to a specific art form or craft practice (eg: visual arts, performing arts) and develop community participation in cultural activities
- Activities which involve local artists or cultural workers to develop their skills
- Arts projects including cross-art form and multi-media projects
- Activities which promote sustainability for arts and cultural development
- Projects that give a voice to local stories and places

6. What activities are NOT eligible for funding?

- touring projects
- competitions, prizes, awards or fundraising
- curriculum based activities in schools
- infrastructure projects (building renovations)
- purchase of assets
- projects which have already commenced
- projects which have already received funding from another source
- projects with outcomes outside Moyne Shire

7. Can I provide other support material with the expression of interest?

No. Please supply only what you are asked to supply at each stage. Any extra information will not

be considered.

8. What is the difference between the EXPRESSION OF INTEREST (EOI) and THE PITCH?

The expression of interest is the first stage of the process. It requires you to give basic details of your project and helps you and the assessors to frame the details of your project and the outcomes. At this stage you are required to have conversations in the community to develop a basic idea of your project with a verbal agreement from key contributors and then fill out the two page Expression of Interest form (downloadable from the Moyne Shire website).

Approximately six projects will then be shortlisted to go to Stage 2, developing the 'pitch'. Short listed applicants will receive information and further consultations during the preparation for their 'pitch'.

Stage 3 is the Pitch, an in-person presentation to a panel that will decide which project goes ahead. How you pitch your project and what you use in your presentation will be up to you.

9. What is a pitch and how do I do it?

The 'pitch' is an (up to) 40 minute, in-person presentation about your project. Short listed applicants will present to a small panel of selectors. What and how you present is up to you and your pitch team. It is assumed that the artist plus at least one member of the community group will present at the Pitch. What you use to describe your project is also up to you and if shortlisted, we will be in touch to help you through this process.

For example, you could show pictures, use the internet or just stand and talk for 40 minutes. Be as creative in your pitch as you like but remember, the key elements and details must be there for the panel to consider, however they are delivered.

In developing your pitch you might consider presenting (but not limited to) the following:

- the artistic concept
- basic budget
- marketing strategies
- partnerships
- community benefits
- artistic development
- ongoing legacy

10. Can I bring props/digital material etc to the PITCH presentation?

Yes, your presentation is only limited by your imagination. Consult with the Project Coordinator if you have special requirements.

11. Will I get help to develop my pitch?

If your project is short listed, the project coordinator will be in touch to discuss the next phase and set a meeting date if you require one. The coordinator will be on hand for any queries throughout the process via email or one day a week on the phone.

12. What can and can't be included in the budget?

Artist fees and associated cost with engaging an artist, direct project material costs can be included in the budget. Purchasing equipment, publishing costs, contributions to infrastructure, competitions and prizes will not be accepted in the budget. For more detail see EOI guidelines. The project coordinator will be able to assist with specific queries about what can be included in the budget if you are unsure.

NB: Only an 'approximate' and basic budget is required for the first phase, the expression of interest (see the guidelines).

13. What are the limitations of what we can pitch?

Ensuring that your project meets the key criteria and that there are clear community outcomes and benefits, you are only limited by your imagination and budget! Safety and appropriate risk will also be a consideration.

14. What if I want to do a project after January 2016?

Projects must be completed by 31 January 2016 in order for Council to evaluate the pilot project in time for next year's funding round.

15. Can individuals apply?

Yes, as long as the outcome is within the Moyne Shire and with a Moyne Shire community group.

16. What kind of evaluation is required at the end of the project?

At the completion of the project, Moyne Shire will provide the successful application a brief evaluation document to fill out and submit with images. It is recommended that you consider evaluation methods and documentation of your project at its various stages and should consider it as a part of your project 'pitch' (if short listed). The successful applicant will be briefed about this and other details at the announcement of the project.

17. Do I have to work with the council to carry out the project?

You will be required to supply the project coordinator with various pieces of information so that the project can be promoted but Council will not 'oversee' the management of your project. If your project is on council land, you will need to go through the usual council procedures to access and use the space.

18. How will the projects be assessed?

Expressions of interest will be assessed by council officers and council appointed people with relevant expertise. The short listed applicants present their 'Pitch' which will be assessed by a panel including a council officer, councilor(s) and a relevant arts industry expert. Assessment of both stages of the project will be according to whether the project meets key criteria and the extent of the community outcomes and benefits.

19. Can the project seek in kind contributions and sponsorships?

You can seek in kind contributions to produce the project but not direct cash sponsorships. This program is exclusively a Moyne Shire Council initiative.

20. Will the project need public liability insurance?

It is up to the applicant to assess the risk of the project and seek advice as to whether insurance is needed.

21. Things to consider when thinking about a project.

Things you might consider when thinking about an arts project in your area are:

- What do you think is missing in your area? What does your area/town/group need?
- What sort of space in your community needs 'activation' / celebration / acknowledgement?
- What scale would you like to look at?
- Which art forms will it focus on?
- What opportunities could there be to engage a wider audience?
- What opportunities are there to try something new?
- How will this positively impact my arts community?

- How can I reach new people? New networks?
- What might produce a WOW factor?