

Funding & Resourcing Your Arts

So, you've got an amazing arts project in mind. You are confident, inspired, people are excited about it... and now you need the resources to get it off the ground. How do you get from planning a project, to making it happen?

Although each project is different, there are some basic guidelines that will help you on your way.

1. What Do You Need?

Start by asking yourself what you need. Create a list of all of the equipment, resources, labour, services, products and any other things you can think of that you will need for your project.

2. How Much Will it Cost?

Now, estimate the cost of each item. Ring around to get quotes. If you are contracting an artist, ask them what their hourly rate is and how long it will take them to complete the tasks. It is important to think about ALL of the costs involved. Don't sell yourself short by forgetting to include administrative and other small costs such as phone calls and marketing activities.

2. Sourcing \$ and/or Support

Explore options for accessing your project resources. This might include:

- government grants;
- corporate sponsorship/partnerships;
- project generated income (such as ticket or product sales);
- philanthropic trusts;
- free support from people (for example, volunteers) and organisations (such as borrowing someone's sound system) – this is called "in-kind support" ; or
- some other avenue.

Find out about what is suitable for your project and try to be realistic about how much you will receive. For example, if you are looking for a business to sponsor you, think about who your project is for (known as your 'target market') and try to come up with some businesses or organisations that also want to reach these people. They will be far more likely to sponsor you if they can see that it will help their customer relations.

Don't limit your possibilities by sticking to the usual paths – there may be opportunities in new, as yet, uncharted waters.

3. Approaching the 'Source'

Who are you and what is your project about?

Before you approach a possible source of support, be clear about what you are doing, why you are doing it, and what you need from them. Prepare some written information about your project that you can hand out if appropriate.

Who are they and how can they help you?

Also, find out about who it is you are approaching and what you can expect from them. If it is a funding body, for example, read up about their grants programs beforehand so that you know what questions to ask.

What can you offer in return for their support?

Remember that you have something to offer in return, whether it is the display of an organisation's logo on all publicity, or verbal acknowledgment during an opening event. Be proud of your project and confident that you are a worthwhile investment. Think about what you have to offer before you approach your source. For example, if you are approaching a corporation for partnership, think about

what you can offer and how much you are prepared to give. Remember to weigh up the amount of time and resources it takes to service a partnership with what you get in return.

5. Your End of the Bargain

Whether you are receiving free use of a corporate venue, a government grant to employ a professional artist or taking ticket sales, whatever the arrangement, you have entered in to a relationship. Like all relationships, receiving financial and non-financial support for your 'arts' is a two way process and you will need to stick to your end of the bargain. Check your contract or arrangement and make sure you are doing what you promised. If it is a funding body, remember that you will need to provide a report (called an acquittal report) to show how the money was spent and how well you achieved your goals.

6. Don't Give Up - Smile!!

Remember, you will not always get what you ask for. Often resource bodies receive far more requests for help than they could possibly fund. This doesn't mean your application was terrible or that your project is not a good one. Ask for feedback where possible. Like anything, you will get better as you become more experienced and a few bumps in the road doesn't mean you need to turn back. Be flexible and your project will grow in amazing ways... even if it isn't always in ways you expect!

Where To From Here?

Other info sheets from our set that might be of use include: 'Getting Support'

- 'WA Grants Register' produced by Community Skills Training Centre - ph (08) 9222 6000.
- Commonwealth government grants listed on www.grantslink.wa.gov.au
- For philanthropic trusts refer to 'The Australian Directory of Philanthropy' – ph (03) 9620 0200 or www.philanthropy.org.au
- Joining arts organisations often entitles you to newsletters and e-bulletins that inform about upcoming funding and access to some of the above books.
- Newspapers – look out for advertisements announcing new funding rounds. Media can also be a great way of learning about potential sponsors.



This project is assisted by the Australia Council, the Federal Government's arts and funding and advisory body, through its Audience and Market Development Division.

These Info Sheets were developed by Propelarts in partnership with Country Arts WA - through the sharing of the RYADO Position
CountryArts WA: Ph (08) 9481 0077, Toll Free 1800 811 883, Email rmckenzie@countryartswa.asn.au, www.countryartswa.asn.au
Propelarts: Ph (08) 9328 5855, Toll Free 1800 811 883, Email info@propelarts.org.au, www.propelarts.org.au