

**The Fund is being paused to hold a review and seek feedback from the sector.  
Last date to submit, 2pm 18 July 2024.**

## Performing Arts Market Development Fund – Guidelines

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The Performing Arts Market Development Fund (the Fund) is a key program of the Queensland Government's [Grow 2022-2026](#), the second action plan for [Creative Together 2020-2030](#).

The Fund will support interstate and overseas opportunities that grow Queensland's cultural economy, increase exposure, facilitate business and career growth, and expand markets and export revenue potential for Queensland-based musicians, performing artists and organisations.

### Fund objectives

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- Support attendance and participation in national and international market development events and showcases that fast-track profile building, grow new networks and connections, and drive career sustainability and economic outcomes through new export markets.
- Generate national and international sales opportunities for Queensland-based artists and arts workers by attending major industry markets and events.
- Enhance skills, professional practice, national and international connections to increase exposure and strengthen the reputation of Queensland's music and performing arts sectors.

Applications from all performing arts practitioners and organisations are welcome, however during 2023 and 2024 the Fund will seek to prioritise supporting opportunities for:

- Early career and established contemporary music artists
- Arts managers e.g. band managers, producers, technical managers, and music festival programmers
- First Nations performing arts companies or groups, music artists and arts managers

### What the funding can be used for

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#### Market participation and development through showcasing and market attendance

The Fund supports market exposure and development opportunities for individuals or groups including:

- enabling Queensland-based artists' and arts-workers' participation in interstate and overseas buyer's marketplaces
- extending the scope/scale of market activity showcasing
- attending key interstate and overseas market events to grow commissioning and presenting opportunities for Queensland artists

Applications for showcasing need to demonstrate that applicants have been invited by their national or international partners directly or selected through a competitive process.

Applicants must demonstrate how the supported activity/project forms part of their long-term plan for national or international engagement, growth of profile and market, and potential capacity to expand or replicate projects in other markets.

#### Bringing national and international presenters/promoters/reviewers to see Queensland performances

The fund will also support exposure to potential interstate and international market opportunities through funding for economy-class interstate travel and accommodation for:

- national presenters/promoters/reviewers
- visiting international presenters/promoters to experience performances in Queensland.

## Funding available

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Applicants can apply for **up to 50%** of the total project costs directly associated with the interstate or overseas activity.

There are two streams of funding available:

- Applicants can apply for up to **\$80 000** towards eligible costs for **showcasing or market attendance activities**, with Arts Queensland's contribution towards travel-related expenses capped at **\$10,000 per individual** (excluding GST)
- Applicants can apply for up to **\$2 000** towards eligible costs for bringing national and international presenters/promoters/reviewers to see **Queensland performances**.

## Eligibility

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Please refer to the Arts Queensland [General Funding Guidelines](#) for general eligibility criteria and definitions. In addition to the General Funding Guidelines, applicants must:

- be based in Australia
- have written confirmed invitation or endorsement from the interstate or overseas market/partner
- **not** receive Arts Queensland funding of more than \$700,000 per annum of multi-year funding
- if based outside of Queensland:
  - be able to clearly demonstrate how their application will grow outcomes and benefit Queensland-based artists and the performing arts sector
  - **not** receive core funding through either Creative Australia or equivalent State agencies to Arts Queensland.

Successful applicants for overseas activities will be expected to meet with a Trade and Investment Queensland business development representative before their departure to discuss how to leverage outcomes for themselves and Queensland.

The same artist or applicant can receive funding through this Fund only once in a calendar year for each stream, based on the date of submission.

## Eligible and ineligible costs

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Arts Queensland funding can only be used for the following costs related to the funded activity:

- economy-class travel, accommodation, travel allowances, visas, registration fees, travel insurance, professional fees and relevant meeting costs.
- freight, equipment hire, technical support, and management fees associated with the delivery of the activity (applications for showcasing activities only)
- contingency amounts relating to potential fluctuations in exchange rates and travel and accommodation costs from the time of application.

The fund will not support overseas presenters' or promoters' international flights, only their travel within Australia.

The Fund does not support costs associated with attending national or international conferences that do not include, or function as, an industry market.

## Assessment criteria

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Applications will be assessed against the following criteria which align with the [General Funding Guidelines](#) criteria:

### **High quality**

- The artist's/arts worker's work is of high quality, and the opportunity/presenting partner is nationally or internationally significant and respected by industry
- Professionals involved are highly skilled and well regarded

### **Strong impact**

- Creates new employment and/or income generating opportunities for Queensland artists and arts workers
- Enables skills development and grows collaborations for Queensland artists and artswomen
- Builds new audiences, markets and enhances reputation nationally or internationally for the Queensland arts sector
- Responds to industry needs and helps deliver government priorities

### **Sustainable value**

- Demonstrates value for money, sound governance, and ethical business practices, including paying industry award or industry recommended rates of pay and adhering to appropriate cultural protocols
- Proposed activity has a strong delivery plan including understanding potential risks and their management
- Will contribute to the sustainability and growth of Queensland's arts and cultural sector through:
  - Growing investment or export revenue streams for the artists/applicant and markets; or
  - providing transformative career or business development opportunities for the artist/applicant that demonstrates wider industry benefit

## Submitting your application

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You can submit an application, along with support material, through SmartyGrants: <https://artsqueensland.smartygrants.com.au> to the relevant stream.

### **Showcasing and Market Attendance activities:**

This application will be assessed by independent industry experts. In addition to the compulsory support material in the [General Funding Guidelines](#), you must also provide:

- a networking and engagement plan that shows a list of contacts to be targeted through the activity and reason for contact
- market development strategy outlining how the activity will help achieve growth of national or international audiences and/or markets (showcasing activities)
- an invitation from the host organisation (showcasing activities)

### **Interstate and overseas presenters/promoters/reviewers for Queensland performances:**

This is a short application that will be assessed by Arts Queensland officers due to the low funding cap (\$2000) for this funding stream. Applicants must provide:

- names and contact details and short bio for the invited person (to demonstrate Impact criteria is met) along with their written confirmation of willingness and availability to attend
- quotes to support the budget request (to demonstrate Viability criteria is met)
- information about the performance being attended (to demonstrate Quality criteria is met).

Successful applicants will be expected to show evidence of appropriate travel and other insurances as a condition of funding and will be expected to provide proof of expenditure as part of outcome reporting.

### Key timeframes

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Applications can be submitted at any time up to **2pm 18 July 2024**. Applications submitted after this time will not be accepted.

Arts Queensland will then be pausing the Performing Arts and Visual Arts Market Development Funds to hold a review and seek feedback from the sector, including consulting on potentially moving to round-based funding.

#### **Showcasing and Market Attendance activities:**

Successful applicants will be notified no more than **6 weeks from the date of submission**.

#### **Interstate and overseas presenters/promoters/reviewers for Queensland performances:**

Successful applicants will be notified no more than **2 weeks from the date of submission**.

**For support** with technical issues related to the online application, please contact an Arts Queensland Grants Officer on telephone (07) 3034 4016 or toll free 1800 175 531.

Note: Arts Queensland reserves the right to modify the Fund Guidelines at any time. Applicants will be notified of changes.