

# Arts and Cultural

## Investment Framework



Arts and Cultural Investment Framework

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## Why we invest in Arts and Culture

The *Arts and Cultural Investment Framework* is one important way the Queensland Government delivers returns on arts and cultural investment:

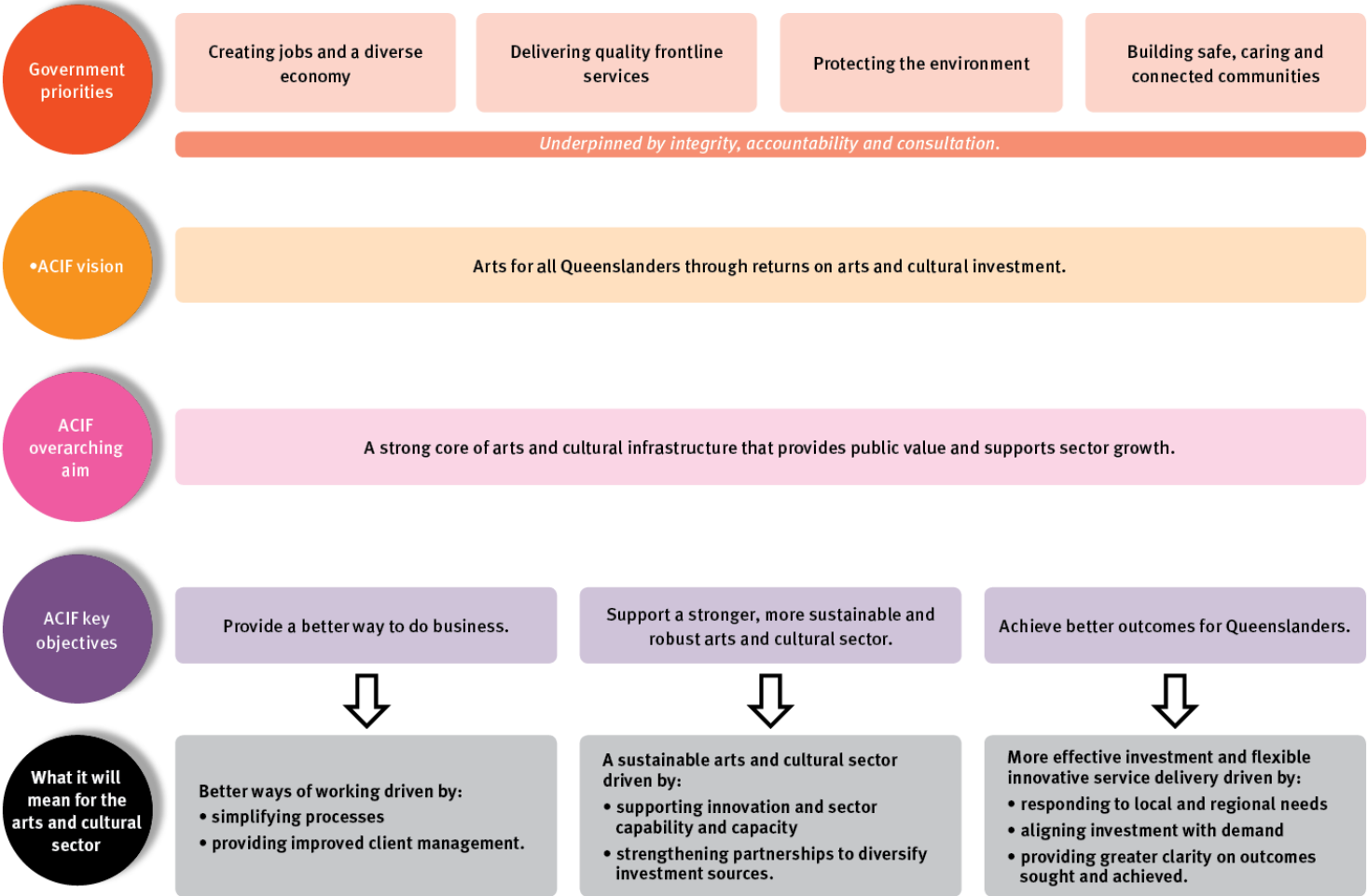
*Government, business and community invest in arts and culture for many reasons, including cultural maintenance, promotion of talent, community wellbeing, reputation-building and profit. Implicit in the investment is an expectation of return — that some value will be derived from the use of the resources invested.*

*Government investment will focus on building a strong core of arts and cultural infrastructure that provides public value and supports sector growth. Whether investing in local facilities such as libraries and museums, local activities such as community festivals, or major events that attract visitors to a region, investment in arts and culture must occur on a range of scales.*

*This priority seeks to respond to local knowledge and expertise in a ground up approach to providing Queenslanders with quality returns for their investment in arts and culture.*

(*Arts for all Queenslanders strategy 2014–18*, published 2013)

Diagram: Whole-of-government priorities and the *Arts and Cultural Investment Framework*



•ACIF = Arts and Cultural Investment Framework

# Principles of Investment

1. Return driven—we invest to deliver quality artistic, cultural, social and economic returns for Queensland.
2. Managed risk—we invest along the spectrum of arts and cultural activity, from high to low risk, from development to growth, from new ideas to evidenced demand.
3. Customers first—our investment is informed by what Queenslanders want and need.
4. Diversity—we invest to capitalise on Queensland's diversity, including diverse locales, scales and forms of arts practice, heritage, cultures, ethnicities, age groups and abilities.
5. Local—we invest in local arts and culture and support local decision-making.
6. Transparency and accountability—we ensure our behaviour as investors is transparent and accountable, from assessing proposals to reporting on investment outcomes.

# What we invest in and how

Whether investing at a large, medium or small scale, there are common criteria we consider when making decisions about what we invest in to ensure a return is delivered. These criteria include:

- Quality – what artistic and/or cultural quality will be realised?
- Reach – how broad is the reach, how deep is the engagement and what is the demand?
- Impact – what social, cultural and economic impacts will be delivered?
- Viability – is it achievable and sustainable?

## Large scale investments

Arts statutory bodies	
<p><b>What:</b> Investment in Queensland’s arts statutory bodies, including the <a href="#">Queensland Art Gallery   Gallery of Modern Art</a>, <a href="#">Queensland Museum</a>, <a href="#">Queensland Performing Arts Centre</a> and <a href="#">Queensland Theatre Company</a>.</p>	<p><b>How:</b> Decisions on funding allocation undertaken through the Queensland Government’s budget process.</p>
Government-owned companies	
<p><b>What:</b> Investment in Arts Queensland shareholder companies, including <a href="#">Screen Queensland</a>, <a href="#">Major Brisbane Festivals</a>, <a href="#">Queensland Music Festival</a> and <a href="#">Aboriginal Centre for Performing Arts</a>.</p>	<p><b>How:</b> Screen Queensland—decisions on funding allocation undertaken through the Queensland Government’s budget process.  Other companies—decisions on funding allocation is approved by the Minister for the Arts.</p>
Major performing arts companies	
<p><b>What:</b> Investment in Queensland’s major performing arts companies in partnership with the federal government, including <a href="#">Opera Queensland</a>, <a href="#">Queensland Ballet</a>, <a href="#">Queensland Symphony Orchestra</a> and <a href="#">Queensland Theatre Company</a>.</p>	<p><b>How:</b> Funding allocations negotiated with the federal government through the Australia Council for the Arts and approved by the Queensland Minister for the Arts.</p>

## Medium scale investments

Organisations Fund	
<p><b>What:</b> Investment in Queensland-based arts and cultural organisations that are recognised leaders in their field, with strong management and governance and demand-driven business models. This is a quadrennial fund which invests a minimum of \$60,000 per annum in organisations. The next round will open in January 2016 for investment in the quadrennium 2017–2020 (calendar years).</p>	<p><b>How:</b> <a href="#">Competitive application process.</a></p> <p><b>Who can apply:</b> Queensland-based non-profit organisations. From 2016 visual arts organisations seeking multi-year funding through the <i>Visual Arts and Crafts Strategy 2016–2019</i> can also apply through the Organisations Fund.</p> <p><b>Assessment process:</b> A two stage process: an Expression of Interest, followed by a full application (which includes a 10 minute pitch and a 10 minute Q&amp;A session with the Organisations Fund Panel).</p>
arTour	
<p><b>What:</b> Investment in a centre of contemporary touring knowledge and coordination that brokers touring collaborations, partnerships and opportunities, develops best practice resources and offers fee-for-service touring support. This is a fixed contract managed by Circa until June 2017.</p>	<p><b>How:</b> An open expression of interest process was undertaken in 2013 for delivery of <a href="#">arTour</a>.</p>
Indigenous festivals	
<p><b>What:</b> Investment in the <a href="#">Cairns Indigenous Art Fair (CIAF)</a>, <a href="#">Laura Dance Festival</a> in Cape York and the Winds of Zenadth Festival in the Torres Strait, as part of the Backing Indigenous Arts Program.</p> <p>CIAF is a partnership with the Australia Council for the Arts under the <i>Visual Arts and Craft Strategy 2016–2019</i>.</p>	<p><b>How:</b> CIAF, Laura Dance Festival and Winds of Zenadth Festival – funding allocation negotiated in four year contracts. Funding allocation is approved by the Minister for the Arts.</p>



## Medium to small scale investments

Arts Leverage Fund	
<p><b>What:</b></p> <p>Investment in Queensland-based arts and cultural organisations to forge new relationships with the private sector through sponsorship and philanthropy.</p> <p>The <a href="#">Arts Leverage Fund</a> (2015–17) is a rolling fund that incentivises the growth of private sector support. The fund works similarly to a performance bonus and doubles the impact of investment by matching eligible cash sponsorship and philanthropy dollar for dollar until a capped ceiling is reached.</p> <p>The fund strengthens the viability of arts and cultural organisations by driving the development of new relationships with the private sector and builds awareness of the benefits of business and philanthropic communities investing in arts and culture.</p>	<p><b>How:</b></p> <p>All existing Major Performing Arts Organisations and triennially-funded organisations should contact their Arts Queensland Client Manager who will facilitate an estimate of the baseline and ceiling fundraising amounts.</p> <p>All other Queensland Arts Showcase Program recipients should contact Arts Queensland to speak with an Arts Development Officer to confirm eligibility and pre-approval.</p> <p><b>Who can apply:</b></p> <p>The fund is open to arts organisations that have received Arts Queensland funding from 1 July 2013 through the Queensland Arts Showcase Program (formerly Projects and Programs Fund), the Organisations Fund or are recognised as Major Performing Arts Organisations by the State and Federal Governments for a maximum of two claims.</p> <p>All applicants must also be Queensland-based legally constituted not-for-profit arts and cultural organisations with at least two years of audited financial statements.</p> <p><b>Assessment process:</b></p> <ol style="list-style-type: none"><li>1. Baseline and ceiling fundraising amounts determined, preapproval assessed and eligibility confirmed by Arts Queensland staff</li><li>2. Raised funds verified by Arts Queensland staff</li><li>3. Approval by Deputy Director-General, Arts Queensland.</li></ol>

## Playing Queensland Fund

### What:

Investment in performing and visual arts programs and exhibitions to tour across Queensland. This is a rolling fund, with the scale of investment dependent on the nature of the program and the reach of the tour.

A component of the Playing Queensland Fund delivers outcomes under the Queensland Government's *Backing Indigenous Arts* initiative.

### How:

[Competitive application process.](#)

### Who can apply:

Commercial, semi-commercial, pro-am (professional/amateur) or community based performing and visual artists, companies and groups with tour-ready programs; community representatives, local presenters or venue managers; international and interstate touring artists; individual agents, producers, curators and brokers.

### Assessment process:

1. Initial analysis of applications by Arts Queensland staff including eligibility check
2. Assessment of applications by three external peer assessors from the Arts Touring Funding Panel
3. Approval by Deputy-Director General, Arts Queensland.

## Local government and community partnerships

### What:

Investment in arts and cultural experiences of locally identified priorities and opportunities within regional communities ([Regional Arts Development Fund](#) – RADF), in creative projects and professional practice of artists and cultural workers in Brisbane ([Creative Sparks](#)) and in development of Aboriginal and Torres Strait Islander art, artists and cultural workers ([Indigenous Regional Arts Development Fund](#) – IRADF). RADF and Creative Sparks are partnerships with local government, and IRADF is a partnership with the Torres Strait Regional Authority and 15 Aboriginal Shire Councils and incorporated community organisations throughout Queensland.

IRADF delivers outcomes under the Queensland Government's *Backing Indigenous Arts* initiative.

### How:

RADF annual application process for partnering councils.  
Creative Sparks – triennial application process for Brisbane City Council (2013-14 to 2015-16).

IRADF – annual application process for interested councils and organisations.

### Who can apply:

RADF and Creative Sparks – local councils.

IRADF – councils and organisations in participating Aboriginal and Torres Strait Islander communities.

### Assessment process:

RADF and IRADF

1. Initial analysis by Arts Queensland staff including eligibility check
2. Assessment by external peer assessors

	3. Approved by Minister for the Arts.
<b>Indigenous Art Centres</b>	
<p><b>What:</b> Investment in a network of Indigenous Art Centres in Far North Queensland (including the Torres Strait) and the <a href="#">Indigenous Arts Centre Alliance</a> peak body, to support Aboriginal and Torres Strait Islander artists' access to space, training, education and enterprise development. This is a partnership with the Australia Council for the Arts under the <i>Visual Arts and Craft Strategy 2016–2019</i>, and part of the Queensland Government's <i>Backing Indigenous Arts</i> initiative.</p>	<p><b>How:</b> Invitation to apply based on track record delivering Indigenous Art Centre program outcomes.</p>
<b>Rental support for arts and cultural organisations</b>	
<p><b>What:</b> Investment in arts and cultural businesses through leasing of office space in Queensland Government-owned facilities at a subsidised market rate.</p>	<p><b>How:</b> Lease arrangements are negotiated with individual arts and cultural organisations.</p>

## Small scale investments

Queensland Arts Showcase Program	
<p><b>What:</b></p> <p>The Queensland Arts Showcase Program invests in the development and growth of a vibrant and accessible arts and cultural sector in Queensland that connects with new audiences. It also focuses on strengthening employment and training opportunities for Queensland based artists and arts workers while supporting collaborations to provide innovative and quality arts and cultural experiences.</p> <p>The program is administered across three funding streams, including:</p> <p>Arts Ignite – funding of up to \$60,000 for new works</p> <p>Arts Illuminate – funding of up to \$100,000 to secure acclaimed artists that will engage the community and build local capacity</p> <p>Arts Impact – funding of up to \$60,000 for diverse arts and cultural experiences for Queensland</p> <p>A component of the Queensland Arts Showcase Program delivers outcomes under the <i>Visual Arts and Craft Strategy 2016–2019</i> (a partnership with the Australia Council for the Arts) and the Queensland Government’s <i>Backing Indigenous Arts</i> initiative.</p> <p>This is a rolling fund and applications are accepted year-round.</p>	<p><b>How:</b></p> <p><a href="#">Competitive application process.</a></p> <p><b>Who can apply:</b></p> <p>Individuals, for-profit or non-profit organisations and collectives.</p> <p><b>Assessment process:</b></p> <ol style="list-style-type: none"><li>1. Initial analysis by Arts Queensland staff including eligibility check</li><li>2. Assessment by external peer assessors</li><li>3. Approved by Minister for the Arts.</li></ol>

## Arts Business Innovation Fund (ABIF)

### What:

Investment in arts and cultural businesses so they can grow sustainable business opportunities.

The fund assists arts and cultural entities to implement new business models to facilitate their growth. ABIF strengthens the financial capacity of small to medium arts businesses through a grant and zero interest loan facility.

The fund is an initiative of the Queensland Government, through Arts Queensland, and the Tim Fairfax Family Foundation (TFFF), developed in partnership with three organisations (the Consortium), namely; Foresters Community Finance, Positive Solutions and QUT Creative Enterprise Australia.

### How:

[Competitive application process.](#)

### Who can apply:

The fund is open to not-for-profit organisations that deliver arts and cultural outcomes for Queensland.

### Assessment process:

Assessment is undertaken by the Consortium and includes representatives of the business, arts and cultural sectors. Funding allocation is approved by the Minister for the Arts.

## Individuals Fund

### What:

Investment in individual artists and cultural workers to participate in transformational professional and career development opportunities. Investment is up to \$10,000 per individual.

A component of the Individuals Fund delivers outcomes under the *Visual Arts and Craft Strategy 2016–2019* (a partnership with the Australia Council for the Arts) and the Queensland Government's *Backing Indigenous Arts* initiative.

### How:

[Competitive application process.](#)

### Who can apply:

Emerging and established artists and cultural workers.

### Assessment process:

1. Initial analysis of applications by Arts Queensland staff including eligibility check
2. Assessment and moderation of applications by external peer assessors
3. Approval by Minister for the Arts.

## Artist in Residence Program

### What:

Investment in creative collaborations between professional artists and Queensland schools and kindergarten providers. There is one funding round per year, with investment of up to \$25,000 per project. This is a limited life three year partnership program (2013–15) with the Australia Council for the Arts and the Queensland Department of Education, Training and Employment with the program ceasing on 30 June 2016.

### How:

[Competitive application process](#)—applicants submit an expression of interest (EOI) and may be invited to submit a full application following assessment of the EOI.

### Who can apply:

Queensland-approved kindergarten providers and Queensland primary and secondary schools. Higher education institutions may apply for activities conducted within the above eligible institutions.

### Selection process:

1. Initial analysis of EOIs and full applications by Arts Queensland staff including eligibility check
2. Assessment, moderation of EOIs and full applications, and approved by panel of government and industry representatives.

## Fresh Ground Program

### What:

Investment in the development of Queensland artists and their work, through two complementary programs at the Judith Wright Centre for Contemporary Arts (JWCoCA):

- Fresh Ground Artist Residencies—investment of up to \$10,000 and a flexible package of in-kind assistance to support development of new work. There is one application round per year, with up to four applicants supported. Depending on the nature of the residency, potential outcomes include programming for JWCoCA and on-selling to intrastate, national and international markets.
- Fresh Ground Space Program—access to rehearsal space at JWCoCA, with applications accepted at any time.

### How:

[Competitive application process](#).

### Who can apply:

Queensland-based artists, companies or collectives.

### Assessment process:

For residencies:

1. Initial analysis of applications by Arts Queensland staff including eligibility check
2. Assessment and moderation of applications by industry panel including external peers and JWCoCA Program Manager
3. Approval by the Minister for the Arts.

For space:

Subject to availability when application made.

## Awards and fellowships

### What:

Investment in awards and fellowships which recognise, reward, and provide opportunities for outstanding Queensland artists, including:

- [Billy Thorpe Scholarship](#) for emerging contemporary musicians, delivered by QMusic
- [Grant McLennan Fellowship](#) for early-career songwriters, delivered by QMusic
- [Queensland Poetry Awards](#) delivered by the Queensland Poetry Festival
- [Poet in Residence](#) delivered by the Queensland Poetry Festival
- [Queensland Literary Awards and Queensland Writers Fellowship](#)—managed by State Library of Queensland.

### How:

Varies depending on the award or fellowship.

### Who can apply:

Varies depending on the award or fellowship.

### Selection process:

Varies depending on the award or fellowship.

## Australian Performing Arts Market (APAM)

### What:

Investment in delivery of the [Australian Performing Arts Market](#) at the Brisbane Powerhouse until 2017–18.

### How:

Agreement negotiated with Brisbane Powerhouse when awarded APAM contract by Australia Council for the Arts.

## World Theatre Festival

### What:

Investment in delivery of the [World Theatre Festival](#) at the Brisbane Powerhouse until 2017-18, as a complementary event to APAM.

### How:

Agreement negotiated with Brisbane Powerhouse when awarded APAM contract by Australia Council for the Arts.

## How investment outcomes are reviewed, evaluated and published

Arts Queensland regularly reviews and monitors implementation of the *Arts and Cultural Investment Framework*, using key indicators and data sets such as:

- applications data—number of applicants, geographic spread of applicants, diversity of applicants (e.g. art form and demography)
- investment decisions data— application success rates, geographic spread of investment, diversity of investment (e.g. art form and demography)
- investment outcomes data— information on artistic, cultural, social and economic outcomes achieved with investment
- feedback from external stakeholders about impact and implementation of investment framework.

Processes in place to gather this data include:

- internal analysis of applications data and investment decisions data as a regular part of funds management
- outcome reports completed by funding recipients that gather information on artistic, cultural, social and economic returns on investment
- annual Arts Queensland client satisfaction survey
- regular meetings of external assessors
- evaluations of specific programs and funds as appropriate.

You can read about outcomes of investment through the following information available at [www.arts.qld.gov.au](http://www.arts.qld.gov.au)

- Arts Queensland website - Arts Queensland publishes lists of funding recipients under each of its competitive programs and funds
- Arts Queensland blog - Arts Queensland publishes regular summaries of applications data, investment decisions data and outcomes data, and commissions funding recipients to write blog posts about their activities and projects
- case studies - Arts Queensland publishes a short case study for each activity or organisation funded, using information about outcomes and learnings provided in outcome reports
- evaluations - Arts Queensland publishes evaluation reports online
- open data - Arts Queensland and the arts statutory bodies publish data sets relevant to investment on the Queensland Government's open data website
- annual state budget process - the Department of the Premier and Cabinet (DPC), including Arts Queensland and the arts statutory bodies, publishes a Service Delivery Statement reporting on key performance indicators as part of the budget process
- annual reports - DPC, the arts statutory bodies, government-owned companies, major performing arts organisations and Organisations Fund recipients publish information online.

This information and analysis is used by Arts Queensland to update the *Arts and Cultural Investment Framework* as required, in response to key issues identified.



## Links

Hyperlinks to individual funds and programs are provided under 'what we invest in and how'.

Arts Queensland's 'Funding' page at [www.arts.qld.gov.au](http://www.arts.qld.gov.au) also provides a wide range of investment links and resources.