

## Visual Arts Market Development Fund – Guidelines

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The Visual 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 is focused on enabling key international opportunities that strengthen exposure, expand markets and revenue potential for Queensland's visual arts, craft and design sector.

### Fund objectives

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- Support visual artists and organisations' attendance and participation in international events, exhibitions and showcases that fast-track profile building, grow new networks and global connections, and drive career sustainability.
- Expand markets and generate international revenue opportunities for Queensland-based visual artists, designers and curators.
- Build profile, reputation and awareness of Queensland's talented visual arts, craft and design sector.

NOTE: All applications are welcome, however during 2023 and 2024 the focus will be to support the *Creative Together* priority to Elevate First Nations Arts with opportunities for First Nations visual artists, designers and curators.

### What the funding can be used for

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The Fund supports significant international market exposure and development opportunities for Queensland-based individual curators, artists, collectives or groups of artists:

- showcasing or exhibiting work overseas
  - a single new presentation
  - extension of scope/scale of showcase including tour
  - extension of an existing tour
- attending key overseas market events.

Arts Queensland will consider applications to support the above types of activities interstate if the market/opportunity has a significant international profile.

Applications for showcasing or exhibiting activities will need to demonstrate that the applicant has been invited by their international partners directly or selected through a competitive process.

Applicants must demonstrate how the activity/project will contribute to a long-term and sustainable plan for international engagement which includes growth of profile and market, and potential capacity to expand or replicate projects in other markets.

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

Please note: 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.

### Funding available

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Applicants can apply for up to **\$60 000** towards eligible costs, with Arts Queensland's contribution towards travel-related expenses capped at **\$10,000 per individual** (excluding GST)

## 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
- not be an Arts Statutory Body
- if based outside of Queensland:
  - be able to clearly demonstrate how their application will grow outcomes and benefits for Queensland-based artists and the visual arts, craft and design sector;
  - **not** receive core funding through either Creative Australia or equivalent State agencies.

Applicants may only receive one Visual Arts Market Development Fund grant per calendar year, 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:

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

No other costs are eligible for funding.

## Assessment criteria

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Peer assessors will assess applications against the following criteria which align with the [General Funding Guidelines](#) criteria:

### **High quality**

- The artist's, curator's or manager's work is of high quality, and the opportunity is internationally significant and respected, including any relevant presentation partners
- Professionals involved in delivery are highly skilled and well regarded

### **Strong impact**

- Creates new income generating opportunities for Queensland artists and arts workers
- Builds new international audiences, markets and reputation for arts and cultures from Queensland
- Responds to industry needs and helps deliver government priorities including *Creative Together's* priority to 'Elevate First Nations Arts'

### **Sustainable value**

- Demonstrates value for money and ethical business practices, including paying industry award / industry agreed or recommended rates, as appropriate
- Adheres to First Nations and other cultural protocols
- Proposed activity has a strong delivery plan including managing potential risks
- Will contribute to the sustainability and growth of Queensland's arts and cultural sector through:
  - growing connections and partnerships, co-investment and or development of new revenue streams for the artists/applicant and markets; or

- providing transformative business development opportunities for the artist/applicant that demonstrates wider benefit

### Submitting your application

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You can submit an application along with supporting material through SmartyGrants:

<https://artsqueensland.smartygrants.com.au>

In addition to the compulsory supporting material outlined 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 international audiences and/or markets (showcasing/exhibiting activities)
- an invitation from the host organisation (showcasing/exhibiting activities) or evidence of selection through a competitive process

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. Successful applicants will be notified no more than **6 weeks from the date of submission**. Arts Queensland may be able to process applications in a shorter period when a decision on funding is time sensitive.

**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 or email [investment@arts.qld.gov.au](mailto:investment@arts.qld.gov.au).

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