

**CRITERIA 1: How do you demonstrate concepts of artistic merit and/or artistic quality?**

Prompt questions for applicants	Support materials
<p><b>Artistic rationale &amp; context</b></p> <ul style="list-style-type: none"> <li>– What is the artistic vision and how does it reflect diverse interests and ideas within our community and art form?</li> <li>– What is the context of the project (the reason it is being developed) – is it targeted at a specific community or location?</li> <li>– Who is the audience? How do we know?</li> <li>– How do we demonstrate there is a demand for this work? What evidence do we have?</li> <li>– How will the project be developed? What processes will be used?</li> <li>– Is there an element of risk/innovation involved in the project? What is it?</li> </ul>	<ul style="list-style-type: none"> <li>€ Letters of support relevant to the project</li> <li>€ Feedback from surveys or comments from social media regarding interests of community</li> <li>€ Past audience satisfaction survey data</li> </ul>
<p><b>Quality</b></p> <ul style="list-style-type: none"> <li>– Does our creative team have the skills and experience required to deliver the project?</li> <li>– Does our work embody excellence in craft and skills and demonstrate imagination, distinctiveness and originality?</li> <li>– How can we demonstrate the quality of our previous work?</li> <li>– How unique/diverse is our artistic practice? How many other organisations/artists do what we do?</li> <li>– Can we demonstrate that we regularly reflect on the quality of our work and consider other people’s opinions when evaluating our activity?</li> <li>– What evidence can we provide that our work is well regarded by the public?</li> </ul>	<ul style="list-style-type: none"> <li>€ Brief CVs of all key personnel involved</li> <li>€ Media/reviews Examples of previous work (e.g. links to YouTube, Vimeo)</li> <li>€ Past program evaluation results</li> </ul>
<p><b>Significance</b></p> <ul style="list-style-type: none"> <li>– Who do we currently engage with and how do we look beyond our existing communities?</li> <li>– How do we seek opportunities for partnerships and network-building across the sector?</li> <li>– If the project is targeted at a specific community (e.g. young people, culturally diverse, people with disabilities or Indigenous participants), how will they be contributing to the creation of the proposed work?</li> <li>– Will this work leave a legacy for the art form/participants/community/audience?</li> <li>– How do we intend to measure outcomes?</li> <li>– Does the proposal contribute to building the capacity of the arts sector (locally, nationally, and internationally)?</li> <li>– *If our organisation ceased to exist in our community – what would happen?</li> </ul>	<ul style="list-style-type: none"> <li>€ Marketing plan including digital media strategy</li> <li>€ Evidence of increased brand recognition through participation in significant state-wide, national and/or international activities, including tours</li> <li>€ Written confirmation of creative collaborations with innovative organisations, independent companies, and individual artists Demonstrated evaluation process for the project</li> <li>€ Examples of contributions to career development opportunities Proposed high-level skills/artistic development opportunities</li> </ul>

\* relevant to organisations

**CRITERIA 2: How do you demonstrate demand, growth of audiences, reach, and access?**

Prompt questions for applicants	Support materials
<p><b>Audiences &amp; demand</b></p> <ul style="list-style-type: none"> <li>– How well do we understand and respond to our audiences? How do our audiences describe their experiences?</li> <li>– Have we spoken with the relevant communities and/or venues regarding the proposal? Are they supportive?</li> <li>– Have we considered local government and/or tourism agencies as partners or collaborators?</li> <li>– How do we document and/or record public outcomes and audience engagement?</li> </ul>	<ul style="list-style-type: none"> <li>€ Audience data including past satisfaction survey results and feedback, and evidence of increased first time and repeat attendees</li> <li>€ Written confirmation of involvement and/or support from relevant communities and organisations (artists, venues etc.)</li> <li>€ Letters of support from council outlining their contribution</li> <li>€ Media reviews</li> </ul>
<p><b>Access &amp; participation</b></p> <ul style="list-style-type: none"> <li>– Does the proposal include practical, innovative steps to increase audiences (e.g. transport)?</li> <li>– How will our program ensure that the number and range of people participating increases, including people who would not otherwise access arts experiences?</li> <li>– How well do we use digital technologies and platforms to capture, create, produce and distribute our work? If someone searched online for our organisation and/or project what would they find?</li> <li>– How inclusive and accessible are our programs for socially diverse audiences and communities?</li> </ul>	<ul style="list-style-type: none"> <li>€ Demonstrated progressive approaches to stimulate audience or industry participation/engagement</li> <li>€ Use of digital technologies and platforms - evident online presence</li> <li>€ Digital data/statistics (e.g. website and social media data)</li> <li>€ Regional touring plan/schedule</li> <li>€ Demonstrated accessibility of the project or program to diverse audiences, participants and communities or to a specific target group</li> </ul>
<p><b>Impacts</b></p> <ul style="list-style-type: none"> <li>– What is the intended impact of the proposal for audiences and participants? How will we measure the impacts of the project on our audience/participants/community?</li> <li>– If relevant, how will the proposal increase awareness and value of Indigenous arts and culture?</li> <li>– How successfully are our proposed programs likely to resonate with our targeted community?</li> <li>– What importance is given to our educational activities, demonstrated by how much we invest in and innovate in arts education, participation and engagement?</li> </ul>	<ul style="list-style-type: none"> <li>€ Evaluation plan for the project</li> <li>€ Protocols to obtain support from diverse communities (children and young people, Aboriginal and Torres Strait Islander peoples, people with a disability, people from culturally and linguistically diverse backgrounds) have been followed</li> <li>€ Examples of positive cultural and social outcomes of your organisation’s work (e.g. schools and broader community)</li> </ul>

**CRITERIA 3: How do you demonstrate viability for your project and/or organisation?**

Prompt questions for applicants	Support materials
<p><b>Realistic &amp; achievable planning</b></p> <ul style="list-style-type: none"> <li>– Is there a timeline mapped out for the project? Have contingencies been allowed for?</li> <li>– What resources are we using to successfully deliver the project?</li> <li>– Have we considered all relevant protocols, permissions, regulations and insurances to deliver the project?</li> <li>– What is our evaluation method for the project? How do we intend to capture outcomes? **</li> <li>– *How does this proposal fit with our organisation’s Business/ Strategic Plan?</li> <li>– *Does the organisation have a clear and credible plan to build earned income, diversify income streams or develop new business models?</li> <li>– *Does the organisation have adequate reserves, are they being used strategically, and do we have an appropriate plan to monitor financial risk?</li> </ul>	<ul style="list-style-type: none"> <li>€ Project plan and timeline with key dates</li> <li>€ Protocols required to obtain support from diverse communities (children and young people, Aboriginal and Torres Strait Islander peoples, people with a disability, people from culturally and linguistically diverse backgrounds) have been followed #</li> <li>€ Written confirmation of involvement from relevant communities and organisations, artists, venues etc.</li> <li>€ Evaluation plan for the project **</li> <li>€ *Business/Strategic Plan</li> <li>€ *Evidence of new revenue streams through successful partnerships and strategies for ongoing growth and diversity of income</li> </ul>
<p><b>Budget</b></p> <ul style="list-style-type: none"> <li>– Does the budget add up? Is total income the same as total expenditure?</li> <li>– Have we received quotes for significant budget items or researched basic costings?</li> <li>– Are the artist fees consistent with the relevant Industrial Award?</li> <li>– Are the earned income estimates realistic? How have they been calculated?</li> <li>– Do we have cash contributions from diverse sources (e.g. partners, funding bodies)?</li> <li>– Have we sought in-kind contributions for the project (e.g. venue hire, accommodation)?</li> </ul>	<ul style="list-style-type: none"> <li>€ Quotes or research into significant budget items</li> <li>€ Evidence of income achieved from previous projects</li> <li>€ Written confirmation of cash and in-kind contributions</li> </ul>
<p><b>Skillset &amp; ability</b></p> <ul style="list-style-type: none"> <li>– Are the roles and responsibilities of each team member clearly outlined?</li> <li>– Do they have appropriate skills and experience to deliver a successful project?</li> <li>– Who are our collaborators and do they have the skills and experience required to deliver a quality project/program? What is their background and track record?</li> <li>– *How does the Board’s skill set support the organisation Business/Strategic Plan?</li> </ul>	<ul style="list-style-type: none"> <li>€ Brief CVs of all key personnel involved including collaborators and partners</li> <li>€ Written confirmation of participation from collaborators and partners</li> <li>€ Media and reviews recording previous work of arts partners/collaborators</li> </ul>
<p><b>Diverse audiences &amp; communities</b></p> <ul style="list-style-type: none"> <li>– What are we offering the community? Is it relevant to our community?</li> <li>– Can we demonstrate an understanding of effective community engagement processes?</li> <li>– *How will we measure the value of our engagement? **</li> </ul>	<ul style="list-style-type: none"> <li>€ Letters of support from community members</li> <li>€ Personnel involved in project experienced working with diverse communities – experience to be evidenced through attached CV</li> <li>€ Marketing strategy to reach diverse communities/audiences</li> </ul>

\* relevant to organisations

**CRITERIA 4: How do you demonstrate market development and local, national, and international plans for the work?**

Prompt questions for applicants	Support materials
<ul style="list-style-type: none"> <li>– Have we benchmarked our organisation/group against similar national/ international organisations/groups?</li> <li>– What is our unique selling point?</li> <li>– Is there demand for our work nationally and internationally? How can we demonstrate this?</li> <li>– Do we promote our organisation/group to local, national and international markets? How?</li> <li>– Have we been successful in attracting interest in our work from other organisations and artists?</li> <li>– Do we provide opportunities for artists to collaborate on new projects? Or as a pathway for further development?</li> <li>– How successful are we in developing meaningful local, national, international partnerships?</li> <li>– Is there an online element to the proposal? Will this be accessed by local, national and international audiences?</li> <li>– Will the proposal raise the profile of Queensland/Australian arts and culture?</li> </ul>	<ul style="list-style-type: none"> <li>€ Media reviews</li> <li>€ Confirmation of interest from national and international markets (e.g. festivals, producers, venue)</li> <li>€ Participation at national/international showcasing events Marketing plan including digital strategies</li> <li>€ Written confirmation of partnerships</li> <li>€ Use of digital technologies and platforms and evident online presence</li> <li>€ Digital data/statistics (e.g. website and social media data)</li> </ul>