

# Arts Business Partnerships Support EOI Guidelines

creative  
partnerships  
australia

## 1. About the opportunity

Creative Partnerships Australia has partnered with Fit Sponsorship to offer an opportunity for arts organisations that have current business partnerships/sponsorships impacted by COVID-19.

Given the significant economic and social impact of COVID-19 on the arts sector, this program has been developed to provide tailored coaching and advice for Australian arts organisations that are concerned about their existing partnerships with businesses. Successful organisations will work closely with Fit Sponsorship in one or both of the below focus areas.

### 1. Partnership Crisis Planning

Develop a strong crisis response capability to minimise partnership impact. Including risk assessment, mitigation planning, adjustment and re-negotiation planning, confidence and response planning.

### 2. Revenue Recovery and Growth Planning

Create strategic pathways for partnership revenue recovery and growth. Including business revenue audit, brand, audience and asset review, third party partnership recovery and growth strategy, and implementation strategy.

A customised coaching program delivered remotely (videoconference, phone, email) will take place over a 3-12 month period, to be determined on a case by case basis with successful organisations. One representative will take part in the program on behalf of your organisation.

## 2. Eligibility criteria

Organisations must have at least two existing cash partnerships with businesses to apply.

Applicants must:

- Be based in Australia and carrying out most of their arts activity or practice within Australia;
- Be a legally constituted entity (with an ABN);
- Be registered as a not-for-profit organisation, as defined by the Australian Taxation Office (ATO)<sup>1</sup>;
- Be operating with the primary purpose of providing arts and cultural opportunities for Australian artists and audiences; and
- Have an annual turnover of less than \$15 million in the previous financial year.

## 3. Timeline

**EOI opens:** Weds 29 April at 12pm AEST

**EOI closes:** Tues 12 May at 5pm AEST

**Assessment:** Tues 12 May to Tues 19 May

**Applicants notified:** Weds 20 May

**Online Coaching with Fit Sponsorship:** To be determined per successful organisation – a period between 3 and 12 months.

## 4. Assessment

All expressions of interest (EOI) must:

- Outline your organisation's primary purpose;
- Outline your current business partnerships;
- Outline the uncertainty in these relationships that have been caused by COVID-19; and
- Demonstrate that income from business partnerships is crucial to your organisation's revenue mix.

Please note that all successful applicants will need to meet the National Framework for Protecting Australia's Children 2009-2020. More information regarding the framework can be found [here](#).

## 5. How to apply

Before you submit your EOI, read these guidelines thoroughly and contact our programs staff with any questions. To start your EOI, [click here](#).

Your EOI can be saved and edited at any time until the deadline. Once submitted, you cannot make further edits or amendments.

## 6. Contacts

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<sup>1</sup> Definitions of not-for-profit entities may be found on the [ATO](#) and [ASIC](#) websites.