

MATCH Lab 2020/21 Program Guidelines

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1. About the program

MATCH Lab is a matched funding program for **independent artists** and **small groups**. The program aims to build artists' skills in fundraising, increase their knowledge of philanthropy and business partnerships, develop their broader arts business experience and learn more about creating sustainable sources of revenue for their work into the future.

We're looking for enthusiastic independent artists and small groups of artists who have a project to fund and are keen to learn the art of fundraising and building a sustainable arts practice.

Where does the 'match' part come in?

Creative Partnerships will give your project a boost by matching dollar-for-dollar (up to \$5,000) what you raise during your fundraising campaign. This incentive should help you leverage support for your new project.

Program changes due to COVID-19

Due to COVID-19, no in-person fundraising events are to be planned as part of your MATCH Lab campaign.

We will be holding two *Raising Money for Your Art* clinics this round. It is expected when you apply that you will be available for both clinics but will only need to attend one.

- 1) 4 and 5 February 2021
- 2) 8 and 9 February 2021

This flexibility is expected due to the uncertainty around holding in-person workshops due to COVID-19. We hope to deliver these workshops in-person, a decision will be made in December 2020. If not in-person, the workshops will be delivered online.

2. Eligibility criteria

MATCH Lab is for individual artists and small groups of artists. If you are unsure, please contact our programs staff.

We can't support:

- Arts organisations.
- School groups or tertiary training institutions
- Applicants that have outstanding funding or acquittals with us.

- Participants from the 2019/20 MATCH Lab program.

To be eligible, applicants must:

- Be a practicing artist, or group of artists.
- Be an Australian Citizen or permanent resident.
- Be aged 18 years or over.
- Have an ABN and be prepared to receive project funds; OR have an agreement in place with an auspicing body.
- Be available to participate in the *Raising Money for Your Art* clinic taking place either 4 and 5 February 2021 or 8 and 9 February 2021.
- Be prepared to run a fundraising campaign beginning after Fundraising Plan approval and concluding before 15 June 2021 (fundraising campaigns must run for a minimum of 4 weeks).

Applicants from previous rounds of MATCH Lab should contact our programs staff before applying. They will need to consider how participating in the MATCH Lab clinic a second time will benefit their practice.

Applicants that have previously received funding from Creative Partnerships Australia must have met all existing acquittal and reporting requirements, including the Australian Cultural Fund, to be eligible for MATCH Lab.

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](#).

3. Program stages

Stage 1 | Applications open

Applications open: **Thursday 1 October 2020 at 12pm AEST** Applications close: **Thursday 29 October 2020 at 5pm AEDT**. You can get started on your application [here](#). We strongly encourage you to read our MATCH Lab [resources](#) to help you think about your professional practice before you apply.

Your application can be saved and edited at any time until the application deadline. Once

submitted, you cannot make further edits or amendments.

The information you'll need to provide in your application includes:

- A brief outline of your art practice.
- Three of your artistic achievements or career highlights.
- A brief description of the project you're seeking to fundraise to support.
- Information about your auspicing body (if applicable).
- A project budget
- Your experience with fundraising, and how the program could help shape your practice in the future.
- How this program would impact your career.

Stage 2 | Assessment

Assessment: **Friday 30 October 2020 – 11 December 2020**. Applicants notified of the outcome of their submission: **14 December 2020**.

The assessment process will consider:

- A demonstrated track record of arts practice.
- Your professional experience, direction and goals.
- Your capacity to fundraise and build private sector support (individual donations, crowdfunding, philanthropy, trusts or foundations, and business sponsorship) for your work.

Final decisions will be made by Creative Partnerships Australia. Consideration is also given to ensuring that successful applicants reflect a geographical spread across all states and territories, as well as a spread across art forms.

Stage 3 | Raising Money for your Art clinic

We will be holding two *Raising Money for Your Art* clinics this round. It is expected when you apply that you will be available for both clinics but will only need to attend one.

- 1) 4 and 5 February 2021
- 2) 8 and 9 February 2021

This flexibility is expected due to the uncertainty around holding workshops because of COVID-19. We hope to deliver these workshops in-person, a decision will be made in December 2020.

At this clinic you'll connect with experts and your peers to develop a fundraising strategy for supporting your arts practice and your next artistic project.

We'll offer up to **40 places** to participate in MATCH Lab. If the clinic takes place in-person participants will be fully supported to attend the *Raising Money for Your Art* clinic, including cost of attendance, return domestic airfares and accommodation.

Only one representative of a successful group will be supported to attend the clinic.

Stage 4 | Fundraising

Fundraising campaign window: **Between approval of Fundraising Plan and 15 June 2021 (fundraising campaigns must run for a minimum of 4 weeks)**. Armed with the fundraising plan developed at the clinic, your next step is to implement your own tailored fundraising campaign.

We'll provide matched funding for fundraising activities up to **\$5,000** per applicant.

This program will match funds sourced from:

- Philanthropy (including individual giving).
- Online fundraising events.
- Crowdfunding.

This program will not match:

- Bequests.
- In-kind support.
- Loans.
- Earned income (including membership, box office and non-deductible ticket expenses).
- Local, state or federal government funding.
- Pre-existing fundraising commitments made prior to commencement of the fundraising window.

Stage 5 | Deliver project

Funded projects can start from the conclusion of fundraising campaigns – no earlier than **15**

February 2021 – and must be completed by **30 June 2022**.

Recipients are expected to liaise regularly with program staff and communicate any project changes or challenges. Any changes to the funded project/activity must be approved by us in advance.

Stage 6 | Acquittals

Recipients are required to report on the progress and results of their campaign and project. Templates are provided to the recipient prior to the report due date via SmartyGrants.

Acquittal 1: Fundraising campaign report due at the end of the fundraising campaign:

- Value of funds raised and the number and type of campaign contributors.
- Evaluation of their campaign strategy.
- Assessment of unexpected problems and challenges and opportunities encountered through the campaign.

Acquittal 2: Project and updated fundraising report due by 30 June 2022:

- How private sector funding and MATCH Lab matched funds were spent.
- Additional information as requested, including testimonials, media, promotional material and details of ongoing donor relationships.

4. How to apply

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

Fundraising resources, FAQs and case studies are available on our [website](#).

Our programs staff are here to help, too. If you have any questions about the program, please [get in touch](#) with us!

5. Contacts

T: 03 9616 0321

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