

# Business Growth Diagnostic Opportunity

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# 1. About the program

Creative Partnerships Australia is working with Fit Brand & Partnerships to offer a Business Growth Diagnostic (BGD) Workshop for six Australian arts and cultural organisations.

This is an opportunity for arts and cultural organisations with the desire to grow, amongst other things, corporate partnerships revenue in the coming years. The BGD Workshop provides key stakeholders with a macro view on what is limiting growth potential and where the opportunities may exist.

## What is the BGD Workshop?

The BGD is a facilitated growth exercise for key stakeholders that quickly brings organisational focus and alignment. The findings of the diagnostic are by no means absolute but will provide sufficient insights for you to then prioritise and scope corporate partnership or other growth opportunities with greater accuracy.

Successful organisations will be provided with a bespoke 90 minute workshop facilitated by Fit Brand and Partnerships. To identify a pathway to growth, the workshop will help you determine three factors:

1. What success looks like for your organisation
2. Where you are right now
3. What are the barriers and opportunities to achieving desired growth

This workshop is for key decision makers from your organisation i.e. Directors, CEO, Board, Chair. Only people you identify will participate, being a total of 4-8 people per organisation.

## What are the benefits of participation?

Internal alignment on the best path forward is the key outcome most CEOs, Boards and senior managers experience from the diagnostic workshop. Growth in private sector revenue is the result of focussed, whole of business planning. As the BGD is a facilitated self-diagnosis, participants discover insights together leading to greater ownership of a subsequent plan.

# 2. Eligibility criteria

The BDG opportunity is for arts and cultural organisations operating in Australia with an operating turnover of less than \$15 million in the previous year.

To be eligible, applicants must demonstrate that they:

- Are a legally constituted entity (with an ABN)
- Are registered as a not-for-profit organisation, as defined by the Australian Taxation Office (ATO)
- Have an annual turnover of less than \$15 million in the calendar year 2020 or financial year 2020/21
- Are based in Australia and are carrying out the majority of their arts activity within Australia
- Are operating with the primary purpose of providing arts and cultural opportunities for Australian artists and audiences
- 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 the BGD

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 | EOIs open

EOIs open: **Thursday 16 September 2021, 12pm AEST**

EOIs close: **Friday 15 October 2021, 5pm AEDT**

You can get started on your EOI [here](#). Your EOI can be saved and edited at any time until the EOI deadline. Once submitted, you cannot make further edits or amendments.

All expressions of interest (EOI) must include:

- An outline of your organisation's primary purpose
- Information of your current levels of private sector support including partnerships income
- An outline of why you think this opportunity is right for your organisation at this time
- Letters of support from your CEO and Chair as attachments

### Stage 2 | Assessment

Assessment: **15 October – 12 November 2021**

Applicants notified of the outcome of their submission: **15 November 2021**

Final decisions will be made by Creative Partnerships Australia and Fit Brand & Partnerships.

### Stage 3 | Business Growth Diagnostic Workshop

The BGD Workshop will take place at a negotiated time between February – April 2022. The Workshop is approximately 90 minutes in length and will take place via Zoom.

### Stage 4 | Acquittal

Recipients are required to report on the progress and results of their BGD Workshop. A template will be provided to the recipient post the BGD Workshop.

## 4. How to apply

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




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

## 5. Contacts

Programs team

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