

# MATCH Lab 2023/24

## Program Guidelines

1. About the program
2. Eligibility criteria
3. Program stages
4. How to apply
5. Contacts

# 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 Australia will give your project a boost by matching dollar-for-dollar (up to \$10,000) what you raise during your fundraising campaign. This incentive should help you leverage support for your new project.

# 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.
- Applicants that have previously participated in MATCH Lab.

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 on 3 and 4 October in Melbourne.
- Be prepared to run a fundraising campaign beginning after Fundraising Plan approval and concluding before 31 May 2024 (fundraising campaigns must run for a minimum of 4 weeks).

Applicants that have participated in MATCH Lab previously will not be considered.

Applicants that have previously received funding from Creative 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: **Tuesday 4<sup>th</sup> July 2023 at 3pm AEST**

Applications close: **Tuesday 1<sup>st</sup> August 2023 at 3pm AEST**

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: **Wednesday 2<sup>nd</sup> August – Monday 4<sup>th</sup> September 2023**

Applicants notified of the outcome of their submission: **Monday 4<sup>th</sup> September 2023**

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 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*

*Raising Money for Your Art* clinic: **3<sup>rd</sup> and 4<sup>th</sup> October 2023** in Melbourne.

We'll offer up to **25 places** to participate in MATCH Lab. Participants will be fully supported to attend the *Raising Money for Your Art* clinic, including cost of attendance, return domestic airfares and accommodation. A back-up online option will be in place in case of COVID-19 related disruption.

**Only one representative** of a successful group will be supported to attend the Melbourne

clinic. 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.

## Stage 4 | Fundraising

Fundraising campaign window: **after fundraising campaign approval to 31<sup>st</sup> May 2024** (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 **\$10,000** per applicant.

This program will match funds sourced from:

- Philanthropy (including individual giving)
- 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 and must be completed by **30 June 2025**.

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 2025.

- 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](#)

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  
T: 03 9616 0321  
E: [cpa.programs@australiacouncil.gov.au](mailto:cpa.programs@australiacouncil.gov.au)

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