



## GUIDELINES

# STRATEGIC OPPORTUNITIES PROGRAM

### Program Objectives

The objectives of the Strategic Opportunities Program are:

- To build capacity within the industry, organisations and businesses within the sector;
- To support new and sustainable partnerships in particular between organisations of State significance and practitioners;
- To support audience access strategies for projects and practitioners.

### What is Create NSW looking for in projects?


- The project/event is well planned, of high artistic quality and has the capacity to contribute to the overall stability and strength of the NSW screen industry;
- There is efficient use of the funding and the level of funding from other sources;
- Track record, including the financial track record, of the applicant and partner organisation;

Events and programs that support high-quality activity, engagement and participation with these **Priority Areas** are of particular importance:

- people living and/or working in regional NSW
- people living and/or working in Western Sydney
- Aboriginal people
- people from culturally and linguistically diverse (CaLD) backgrounds
- people with disability
- young people.

Further information on addressing **Priority Areas** can be found in the Frequently Asked Questions (FAQs) section on the Create NSW website – [www.create.nsw.gov.au](http://www.create.nsw.gov.au)

Please note that Create NSW will not support conferences, panel discussions or similar events which have all male panel members.



Applicants must discuss their project with the Manager, Practitioner and Audience Development, prior to submitting an application. Phone (02) 8289 6417.

### **Who can apply?**

To be eligible for funding, organisations must be legally constituted. Applicants will need to provide proof of their legal status.

An organisation or a consortium, or a group of organisations working collaboratively may make applications. In this case, one eligible organisation must be nominated as the lead organisation. The Funding Agreement will be between Create NSW and the lead organisation.

Applications may be considered from non-NSW based organisations where the applicant can demonstrate that the project occurs in NSW or has significant benefit to NSW residents.

### **Ineligible applications**

Applications will not be accepted for projects that would ordinarily be eligible for other Create NSW funding programs, such as Production or Development. Applicants are welcome to apply to other Create NSW funding programs but not for the same project.

### **Ineligible types of organisations**

Applications will generally not be accepted from:

- individuals, partnerships or groups of individuals, and unincorporated organisations;
- government departments and agencies, primary and secondary schools, tertiary institutions and TAFE colleges;
- previous Create NSW funding recipients who have not fulfilled the conditions of the funding and/or who are overdue in acquitting prior funding.

### **Ineligible types of activities**

Funding will generally not be available for:

- publications or magazines about screen;
- development or production of screen content;
- projects which are ordinarily eligible for other Create NSW funding programs;
- industry-focused activities such as seminars, conferences and workshops.


### **When can I apply?**

There is no official deadline for the Strategic Opportunities Program.

Applications will be considered against available funding, on a rolling basis at any time during the year. Contact Create NSW to discuss your project first.

### **What is the funding range?**





Applications should not be for less than \$2,000.

## Assessment Criteria and requirements

Eligible projects and events should generally be completed within one year of being funded. Applications for multi-year projects will be considered on an exceptional basis.

The application as a whole is assessed against a common set of five criteria:

### 1. Project merit

The application should:

- describe the project, its rationale, location/s and intended audience, partnerships, and discuss briefly how the project supports the objectives of the [Strategic Opportunities Program](#)
- provide brief information about the personnel who will deliver the project including details of their roles, relevant experience and key achievements
- provide details of the key activities, milestones and dates
- provide key result areas, indicators and targets for the project.

### 2. Objectives

What is the demonstrated demand for your project and how does it meet the objectives of the [Strategic Opportunities Program](#)?

### 3. Benefits

How does the project benefit the screen industry in NSW?

### 4. Organisational capacity

The application should provide brief information demonstrating that it has the experience and expertise to deliver the project effectively, including:


- an outline of the core business, aims and objectives of the organisation
- an outline of the experience and expertise of the organisation as it relates to the project
- details of the members of the organisation's governing body/committee
- track record of the applicant, including the financial track record and experience of the applicant and any key individuals associated with the application.

### 5. Budget

The budget should provide sufficient detail to demonstrate that it is cost effective, includes income and expenditure targets that are realistic and achievable, and includes adequate provision for insurance and other liabilities.

## What happens if my application is successful?

- You will be notified of your successful application by email.
- Funding recipients are required to sign a Funding Agreement with Create NSW.



- Payment will be made upon receipt of the signed Funding Agreement together with a Recipient Created Tax Invoice.

- Funding recipients must comply with the terms and conditions of the Funding Agreement. Funds may be suspended or repayment may be required if the funding recipient fails to comply with any of the terms and conditions.

If a consortium or a group of organisations working collaboratively makes an application, the lead organisation will be responsible for ensuring compliance with the terms of the Funding Agreement. The lead organisation is also responsible for ensuring that all organisations enter into a memorandum of understanding or other agreement.

### **What happens if my application is unsuccessful?**

You will be notified of your unsuccessful application by email.

### **Can I get advice from Create NSW staff?**

Create NSW staff are available to provide advice to potential applicants on interpreting these guidelines.

### **Feedback, Review And Formal Complaints Procedures**

If you would like to provide us with feedback, or believe you have cause for complaint, the details of our Feedback, Review and Formal Complaints Procedures are available [here](#).

### **Who should I contact about my application?**

For more information call Amelia Carew-Reid or Josipa Draisma on (02) 8289 6418 or by email to [amelia.carew-reid@create.nsw.gov.au](mailto:amelia.carew-reid@create.nsw.gov.au) if you would like to discuss your proposed project.