

Audience Development Fund (ADF) 2024

Form Preview

Museums Galleries of NSW - Audience Development Fund (ADF) 2023 Grant Round Details

The Audience Development Fund (ADF) is a Create NSW devolved funding program, administered by Museums & Galleries of NSW (M&G NSW). Applications are made via the Create NSW SmartyGrants system, however M&G NSW manage the processing and assessment of this grant and all enquiries should be directed to M&G NSW at susanw@mgnsw.org.au. For more information on this grant please visit M&G NSW's [website](#).

The fund offers public galleries in NSW assistance in targeting and developing new audiences. It encourages galleries to create innovative public programs that engage artists and the community. The fund is designed to support galleries to develop and trial new models for engaging audiences that will increase immediate and future attendance, access and participation.

Applications that create new or extend existing partnerships within regions are strongly encouraged.

Applicants are also encouraged to target audiences from the following priority areas; people living and/or working in regional NSW people living and/or working in Western Sydney, NSW Aboriginal people, people from culturally and linguistically diverse backgrounds, people with people with disability or who are d/Deaf.

The Audience Development Fund is a Create NSW devolved funding program, administered by Museums & Galleries of NSW (M&G NSW) on behalf of the NSW Government.

All applications and support material must be submitted online by the closing date.

Applicants should contact M&G NSW to discuss their project prior to submitting an application. M&G NSW staff are on hand to provide advice on developing projects, writing grant applications, and budgeting.

For more information or to discuss a project please contact Susan Wachter, Funding & Programs Manager - susanw@mgnsw.org.au.

Eligibility

*** indicates a required field**

Grants are available to publicly funded galleries, arts and craft organisations based in New South Wales.

To be eligible to make an application, a gallery must be a legally constituted entity and be one of the following:

- a not-for-profit incorporated body
- a co-operative or trust
- a local government authority.

Audience Development Fund (ADF) 2024

Form Preview

Individual business units and entities of local government authorities (such as art galleries or performing arts centres) are eligible to submit applications on their own behalf if they have their own ABN.

The gallery is to be accessible to the public at regular and/or specified times and meet professional facility standards. In addition, its programs and activities are to be managed by at least one professional staff member with relevant tertiary qualifications and experience.

A gallery/organisation cannot apply for a Create NSW devolved grant, such as the Audience Development Fund, if they have also applied for or received Create NSW funding for the same activity.

Have you contacted M&G NSW to discuss your project prior to submitting an application? *

☐ Yes ☐ No

Do you meet the Eligibility criteria listed above *

☐ Yes ☐ No

If you answered 'No' to any of the above Eligibility questions you should not proceed with this application. If you have any questions in regards to this please contact M&G NSW at susanw@mgnsw.org.au.

Funding information

The project must **commence after 1 December 2024 and before 31 December 2025 (but can continue after this date).**

Eligible applicants may only submit one application per round.

Funds can be used for costs that support the development and implementation of public or educational programs, provide seed funding to trial new models for public engagement and/or build new partnerships for audience development. Costs can include:

- Fees and travel costs for artists, educators or other professionals to deliver new programs
- Purchase of equipment required to deliver a public or education program or similar.
- Research costs incurred in developing a new program including travel, per diems and accommodation.
- Travel costs for audience outreach.
- Startup costs for new initiatives such as makers' markets, workshops, symposia, conferences or similar programs relating to the gallery's artistic program which may also generate funds or an additional income stream for the gallery.
- Marketing, advertising and promotion of planned new program (to no more than 10% of the total amount requested).

Funds must not be used towards existing staff fees. The program does not support existing public or education programs. Funds must not be used towards items already funded by Create NSW through project or program funding.

Applicant Details

Audience Development Fund (ADF) 2024

Form Preview

* indicates a required field

Applicant Name *

Organisation Name

Gallery name (if different from above)

Director / Manager

Title

First Name

Last Name

Street Address *

Address

Suburb

State

Postcode

Postal Address *

Address

Suburb

State

Postcode

Applicant LGA

Phone Number *

Email *

Website

Fax Number

ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register

ABN

Entity name

ABN status

Entity type

Goods & Services Tax (GST)

DGR Endorsed

ATO Charity Type

[More information](#)

ACNC Registration

Tax Concessions

Main business location

Audience Development Fund (ADF) 2024

Form Preview

Applicant GST Registered *

☐ Yes ☐ No ☐ N/A

Contact Details

Name *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Position *

Phone *

Mobile

Email *

About your organisation

* indicates a required field

Legal Status

Please specify the applicant's legal status *

- ☐ Local government authority
- ☐ Incorporated association
- ☐ Company limited by guarantee

Administrator Organisation Details

If the applicant is not a legal entity such as an incorporated association or a company limited by guarantee, indicate who will administer the grant on your behalf (e.g. local government).

Organisation *

Organisation Name

Phone Number

Email

Website

Administrator Contact Details

Name

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Audience Development Fund (ADF) 2024

Form Preview

Position	<input type="text"/>
Phone Number	<input type="text"/>
Email	<input type="text"/>
Website	<input type="text"/>

About your organisation

When was the organisation established? *

Number of paid staff *

Number of active volunteers *

Please indicate which of the following policy documents and plans your organisation has. Please be aware that M&G NSW might request these documents prior to assessment. *

- ☐ Strategic plan
- ☐ Collections policy
- ☐ Education policy
- ☐ Exhibitions policy
- ☐ Annual financial report (audited if applicable)

Do you receive Create NSW Annual or Multi year Program funding? *

- ☐ Yes ☐ No

Project Details

* indicates a required field

Summary

Project Start Date *

Must be a date and between 1/12/2024 and 31/12/2025.

Project End Date *

Must be a date

Audience Development Fund (ADF) 2024

Form Preview

What is the project title or working title: *

Please briefly describe the audience development project and focus. (Please note this summary may be used to describe the project in marketing and promotion should the project be successful). *

Word count:

Must be no more than 50 words.

What costs does your Audience Development Fund application cover?

- ☐ Artists, educators or other professional fees
- ☐ Equipment purchase or hire
- ☐ Travel, accommodation, per diems
- ☐ Research costs
- ☐ Promotional expenses
- ☐ Other:

Please tick all that apply.

Project in Detail

Please describe the project in detail. Include details of what are you planning to do, what are the aims of the project, who are the audiences you are targeting, who is involved? *

Word count:

Must be no more than 500 words

Please describe what you hope to achieve with the project and how you will do it. Include details of partnerships that will be developed through this project, how the proposed project relates to your organisation's artistic program or strategic plan and what ways is this a new, innovative and creative strategy or program? *

Word count:

Please describe how will you measure your success and what strategies are in place for maintaining audiences developed through this project? *

Word count:

Audience Development Fund (ADF) 2024

Form Preview

Project Plan

Please provide a plan and timeline for the project development and delivery (i.e. key dates and activities), including the estimated dates for the proposed project.

Activities (what)	Deliverables (how)	Date / Timeframe (when)

Budget Information

* indicates a required field

Total Amount Requested

Must be a dollar amount.
and no more than \$10,000

Total Project Cost *

\$

Budget (GST Exclusive)

Please complete the budget template below for this project indicating which activities are requested from the ADF program and the amount. Please note: Items already funded by Create NSW through project or program funding cannot be requested again from this grant program.

The budget **MUST** balance (**TOTAL INCOME = TOTAL EXPENDITURE**). Please include these areas in your budget INCOME and EXPENDITURE columns. All figures are GST exclusive.

Please don't add commas to figures, eg. write \$1000 not \$1,000.

INCOME

Please complete the budget template below for this project indicating which activities are requested from the ADF program and the amount. Please note: Items already funded by Create NSW through project or program funding cannot be requested again from this grant program.

Funding

Income	\$	Notes
Amount requested in this application from the Audience Development Fund (ADF)	\$ <input type="text"/>	<input type="text"/>
Creative Australia funding	\$ <input type="text"/>	<input type="text"/>
Create NSW multi-year or program funding	\$ <input type="text"/>	<input type="text"/>

Audience Development Fund (ADF) 2024

Form Preview

Other funding (Local, State or Federal Govt)	\$	Please specify:
Philanthropic/other	\$	Please specify:

Earned income

Income	\$	Notes
Admission charges	\$	
Merchandise sales	\$	
Workshop/class/conference fees	\$	
Other earned income	\$	Please specify:

Other Income

Income	\$	Notes
Gallery contribution in kind	\$	Please specify:
Cash sponsorship	\$	Please specify:
In kind sponsorship (dollar value)	\$	Please specify:
Other	\$	Please specify:

Funding Income	Earned Income	Other Income
\$	\$	\$

TOTAL INCOME

\$

Must be a dollar amount. This number/amount is calculated.

EXPENDITURE

Please complete the budget template below for this project indicating the expenditure and the amount which would be funded by the ADF. All figures should be exclusive of GST. Income must equal expenditure. Please note: Items already funded by Create NSW through project or program funding cannot be requested again from this grant program.

Professional expenses (See NAVA best practice guidelines)

Expenditure	Budget \$	Amount funded by ADF	Notes
Educator fees	\$	\$	
Artist fees	\$	\$	
Curator fees	\$	\$	
Other fees	\$	\$	Please specify:
Travel	\$	\$	
Accommodation	\$	\$	
Per diems	\$	\$	
Other	\$	\$	Please specify:

Audience Development Fund (ADF) 2024

Form Preview

Project expenses

Expenditure	Budget \$	Amount funded by ADF	Notes
Materials	\$	\$	
Equipment	\$	\$	
Workshop expenses	\$	\$	
Photography/Documentation	\$	\$	
Signage	\$	\$	
Other	\$	\$	Please specify:

Marketing and publicity expenses

Expenditure	Budget \$	Amount funded by ADF	Notes
Advertising (<10% of total requested)	\$	\$	
Printing/photocopying	\$	\$	
Design	\$	\$	
Other	\$	\$	Please specify:

Administration expenses

Expenditure	Budget \$	Amount funded by ADF	Notes
Printing/photocopying	\$	\$	
Catering	\$	\$	
Other	\$	\$	Please specify:

Professional expenses	Project Expenditure	Marketing / publicity expenses	Administration expenses
\$	\$	\$	\$
Amount funded by ADF	Amount funded by ADF	Amount funded by ADF	Amount funded by ADF
\$	\$	\$	\$

TOTAL EXPENDITURE

\$

TOTAL Amount funded by ADF

\$

Support Material

* indicates a required field

Audience Development Fund (ADF) 2024

Form Preview

Restrictions on Support Material

Files must not exceed 25MB.

Required Support Material

Applicants must submit the following support material (written material can be submitted in PDF):

- Current abridged CV or biography for key artists, staff or other professionals involved in the proposed project (max 200 words per person)
- Examples or documentation of previous projects undertaken by the gallery including images* if available (no more than 5 A4 pages of documentation and 10 images in total)
- Up to 3 letters of support from relevant collaborative artists, professionals or organisations.

*NB: Please ensure that all images are provided in a single PDF with relevant image credits where appropriate (e.g. artist, artwork, medium, exhibition, dates, curator, location etc).

In addition, applicants may submit the following support material:

- Media articles, public program coverage or examples of publicity achieved from previous projects (no more than 3 A4 pages)

Attach relevant CV(s) here *

Attach a file:

Attach documentation of previous projects here *

Attach a file:

Attach Letters of Support here

Attach a file:

Optional Support Material

Optional: video footage of work, hosted on YouTube/Vimeo/DropBox - Provide URL and passwords to view video on external website.

Link / URL	Password	Description
<input type="text"/>	<input type="text"/>	<input type="text"/>

Declaration, Review and Feedback

* indicates a required field

By signing below I agree that I have read the guidelines relating to the grant program. I certify that to the best of my knowledge, all the information in this application is correct and has been approved by the board of management or relevant authority, and that I have the delegated authority to sign this application.

Audience Development Fund (ADF) 2024

Form Preview

Please type your name and details below to certify the information. Typing your name will be taken to be as binding as a signature.

I declare the above to be true *

☐ Yes

Your Full Name *

Your Position (if applicable) *

Date *

Must be a date (format DD/MM/YYYY)

The Audience Development Fund is a Create NSW devolved funding program, administered by Museums & Galleries of NSW on behalf of the NSW Government. The ADF is offered subject to the availability of this devolved funding.

Feedback

You are now coming to the end of your application process and before you **REVIEW** and click the **SUBMIT** button please take a few moments to provide some feedback.

We would value any feedback you may have regarding our online grants application process.

Please indicate how you found the online application process:

☐ Very easy ☐ Easy ☐ Neither ☐ Difficult ☐ Very difficult

How many minutes did it take you to complete this application?

Please provide us with any improvements and/or additions to the application process/form that you think we need to consider: