

14 May 2020

Michael Bell

[michael@newzealandplayhouse.co.nz](mailto:michael@newzealandplayhouse.co.nz)

Tēnā koe Michael

### **Creative New Zealand current funding structure issue and solution idea**

Thank you for your email of 6 May 2020 regarding Creative New Zealand's response to the impact of COVID-19 on the arts community and our Emergency Response Package. We appreciate you taking the time to contact us and your considered feedback on Phase 1 of our emergency funding.

Thank you too for your words of support and for encouraging "Kiwi artists" to apply for our Emergency Relief Grant (ERG) and the Arts Continuity Grant (ACG)..

Your letter has been shared with the team developing Phase 2 of our Emergency Response Package, but I would also like to address some of the issues you raise.

### **Funding for artists, arts practitioners, arts groups and arts organisations**

I'd like to clarify that, in addition to the Kiwi artists you mention, our ERG (loss of income income top-up, to align with our policy to pay artists and arts practitioners fairly) is also available to arts practitioners. This encompasses the much wider group of people involved in organising a project - producers, stage managers, technicians, publishers, editors, translators, curators, agents and dealers, as well as community-based practitioners. The term includes those people who may not necessarily classify themselves as artists, but who may be necessary to creating, presenting or distributing an artwork.

I would like to also clarify that the ACG (up to \$50,000 for a project to develop or reframe work) is available to arts groups and arts organisations (non-investment clients – investment clients are supported through our Toi Tōtara Haemata and Toi Uru Kahikatea Investment programmes), as well as individual artists and arts practitioners.

Arts groups and arts organisations make up almost half of the 98 successful ACG applications so far ([ACG results so far, totalling \\$2.25m](#)). In any funding round (pre-COVID-19 and now) we receive applications from arts groups, collectives and organisations who are not our investment clients.

You might also be interested to know that, within the Emergency Response Package, only the Short-term Relief is available to our 83 investment clients. The Short-term Relief is not an automatic grant either, with organisations needing to apply and demonstrate that they are either already or are soon to be, materially negatively impacted for the period March to June 2020.

All of this is explained on our website but we are very happy to go through it with you if you need more clarification.

### **Purpose of the Arts Continuity Grant – providing options in a COVID-19 environment**

In your email, you say that the ACG requires artists to ‘smash out’ a project, which is not how we would describe it. While there is a 30 September deadline, our intention is that applicants apply for what they believe they can achieve within that timeframe. It does not have to be a whole project, it can be a stage or stages of a project. You’ll see below, you can apply for different aspects of a creative project, from research and professional development through to delivery.

Through our Emergency Response Package we are seeking to alleviate the impact of COVID-19 on the arts community. We have streamlined and accelerated our processes, but we have not compromised the integrity of our funding.

We designed and established the ACG within a short timeframe and a quickly evolving COVID-19 environment, but we still require projects funded through the ACG to deliver to our strategic outcomes (Stronger arts; Greater public engagement with the arts, and Stronger arts sector) and specific programme purposes, and align with the features of our [Investment Strategy Te Ara Whakamua](#), our Māori Arts Strategy [Te Hā o ngā Toi](#) and our [Pacific Arts Strategy](#). Working to these strategies, developed in consultation with the arts community, ensures that even at times such as these we continue to recognise and respond to the needs of Aotearoa New Zealand.

As well as these strategies, in 2019 we introduced our *Creating value for New Zealanders* public value model, which shows how we deliver long-term value to New Zealanders through our support for the arts. As part of this model, we recognise how important our relationships are with all aspects of the arts sector and plan to do more work in this space. We’ve been overwhelmed by the response from artists, practitioners and arts organisations to the online hui we’ve initiated and also participated in with partners during the COVID-19 alert level stages and hope we can continue online engagement in future and widen these connections.

We’ve also designed the funding with flexibility in mind, given the current situation, as reflected in these key points about the ACG:

- The grant is to support a **short-term arts project, or the stage of a project**, in our changing environment due to COVID-19. Projects can include the creation and/or presentation of new work. Existing projects submitted to our suspended funds can be reframed and resubmitted.
- Within our new environment, we will support new ways of working. eg. projects that allow artists, arts practitioners, groups and arts organisations to investigate new ways of working and take artistic risks.
- The supported activity includes:
  - new work
  - research
  - creative development
  - professional development

- promotion
- distribution.

You can apply for just one activity or a number of different activities (or phases of activities) under one application, for a maximum total grant of \$50,000. You need to be confident you can complete all activities or activity phases included in the application by 30 September 2020. We're working on a Phase 2 that we expect will provide funding opportunities through to December 2020.

### **Little Andromeda**

In your email you refer to current applications to the ACG fund, including one for Little Andromeda. One of our team asked that you resubmit this application with details about how it could be delivered in a lower alert level, as you had only provided brief information for Alert Level 4. This was to ensure that the application could proceed to external assessment and have the best chance of receiving funding, as you can only apply once. Other applicants have received the same advice.

This is a changing environment, so we also need some flexibility from you. We can only base our decision on whether the project complies with government guidelines (alert levels) at the time of decision-making. We suggest that if you are planning to make any future applications for the ACG (for example, for New Zealand Playhouse as an organisation can only apply once) you provide details for delivering your project in the current level and describe any potential changes you might make if the alert level is higher or lower at the decision-making stage.

### **New Zealand Playhouse activity**

Your email provides examples of work your organisation has supported over its 12 year lifespan, including its work in schools. I take from your email that you haven't applied for funding for this work, and that one of the reasons for this is that you were put off at some point because you didn't have the 'track record' we require of anyone applying. We ask for this to ensure applicants have some experience and have achieved recognition and success in the area of arts practice they are applying for support in. You might consider applying in future, as the information in your email suggests you have the sort of track record we require. Our [glossary](#) includes information about what that success might look like for each artform.

At the end of 2018 we introduced our Toi Rangatahi funding for creative projects by with and for young people (10-24 years-old). While this is currently suspended while we respond to COVID-19, our ACG is appropriate in the meantime to apply for funding for projects aimed at young people. There may also be opportunities through the Creative Communities Scheme that local councils administer on our behalf or the Ministry of Education's Creative in Schools programme when it is underway again.

You also mention overheads. While we don't support overheads outright, we encourage applicants to apportion some of their overheads to project budgets. We are able to support some items if they're specifically included as part of a project. For example, somebody could include rent for a studio in an ACG application, but only for the period that the project takes place.

## Phase 2 of our Emergency Response Package

Thanks again for your feedback. We're also working on Phase 2, and our Arts Council will consider our approach further when it meets again on 26 May. We're aiming to announce the shape of Phase 2 by the end of June 2020. This may not include all programme details, but we expect to signal what we'll be bringing on and broadly when. We will, however, need to continue to respond to the changing environment brought on by COVID-19.

In the meantime, we've summarised the Arts Council's 29 April meeting where, as well as receiving an update on our emergency response to date, the Council endorsed a framework for developing Phase 2 ([available on our website](#)).

Thank you again for your correspondence - we're extremely grateful for all feedback and support from our sector.

If you would like to discuss your applications further please contact Amanda Hereaka, Arts Practice Director, Theatre, Dance and Festivals at [Amanda.Hereaka@creativenz.govt.nz](mailto:Amanda.Hereaka@creativenz.govt.nz).

Ngā mihi nui



Nā Cath Cardiff

Senior Manager, Arts Development Services