

CENDANA PROFESSIONAL DEVELOPMENT PROGRAMME CALL FOR APPLICATIONS

“ACADEMY OF CULTURAL ECONOMY (ACE) BOOTCAMP”

TIMELINE

First Cohort (East Malaysia)					
Call for applications	Deadline for registrations	Notification to Participants	Course commences	Review of Proposals (if any)	Feedback to Participants
15 May 2019	17 June 2019	21 June 2019	8-12 July 2019	August 2019	September 2019

1. Introduction

CENDANA is organizing the **Academy of Cultural Economy Bootcamp** (ACE Bootcamp) in an effort to empower the art communities, which fulfills CENDANA’s ‘*Empowering the Communities*’ strategic pillar and ‘*Cultural and Creative Education: Create a Creative Workforce*’ building block. Sabahan and Sarawakian performing artists, visual artists and independent musicians are encouraged to apply to **CENDANA’s ACE Bootcamp** that aims to support and stretch the ambition of artists and cultural workers through targeted content mentored by a team of local and international specialists in their respective fields.

The ACE Bootcamp is a **five (5) day professional development course** from **8 – 12 July 2019, held in Kuching, Sarawak** aimed at Malaysian artists and cultural workers from East Malaysia only. It is organised by CENDANA in partnership with the Rainforest Fringe Festival (Kuching).

2. What is CENDANA’s ACE Bootcamp?

The ACE Bootcamp will be structured and curated to benefit the requirements of the arts and cultural members’ needs in the running of their creative enterprises and/ or projects. Each session will be facilitated by subject matter experts with technical background from local established and international organisations, including but not limited to art councils, festival directors and accredited trainers. Participants will also be mentored by a team of specialists in the respective subject matter featured in the Bootcamp.

The ACE Bootcamp is targeted at art and cultural industry members who have been in the industry for a minimum of 3 years and above. Hence, the bootcamp is at the intermediate level where the assumption is made that the participants have already acquired the basic knowledge in running their art organisations, collectives or creative ventures.

This ACE Bootcamp provides space, resources, time and expertise that hopes to stretch artists and cultural workers ambitions and expand their ideas into tangible projects or projects onto wider platforms.

ACE Bootcamp is structured as a five (5) day professional development programme with the following format for each day.

- Lecture
- Workshops (Hands on sessions)
- Presentations
- Mentors input/ feedback throughout group activity sessions

3. What is the aim of CENDANA's ACE Bootcamp?

It is aimed at art and cultural workers to upskill themselves and acquire basic management skills needed to learn how to market themselves effectively, to manage their finances better, communicate effectively to various stakeholders in the industry and make impactful pitches to sell their creative ideas, products or services to potential funders as well as to consumers at large. It hopes to enhance the overall vibrancy of Malaysia's art and cultural scene by professionalising local talents.

Topics for the Bootcamp are as follows;

- Artistic Practice
- Developing marketing collaterals
- Protecting your artistic work
- How to manage with limited resources
- Sourcing for and pitching for funds locally and internationally
- How to network and manage stakeholders
- Effective reporting to funders/ sponsors.

4. Who can apply for CENDANA's ACE Bootcamp?

Artist(s) and cultural workers who:

- Are Malaysian based in Sabah or Sarawak and of which their core work is conducted from East Malaysia;
- Anybody critical in the development of performing arts, visual arts and independent music. This may include but not limited to artists, choreographers, composers, dancers, directors, producers, musicians and writers.
- Have established and active in the arts and cultural practice in Malaysia with a minimum experience of three (3) years and above.
- Able to communicate in English and/ or Bahasa Malaysia;
- Applications can be made by individuals only or founder or leader of the Art Organisations or Arts Collectives;
- Successful applicants must be available to **attend the full five (5) days programme from 8 – 12 July, 2019 in Kuching, Sarawak.**

Applicants should provide tangible track record of past projects and/ or artistic work to support their applications.

**Please note that the number of seats available in this workshop is limited to 40 seats, and an evaluation process will take place upon submission of applications.*

5. How will you benefit from CENDANA's ACE Bootcamp?

The workshop will benefit participants in the following ways:

- Enhance their administrative knowledge for effective management of their respective art organisations, collectives or creative ventures.
- The opportunity to consult mentors on their creative projects, refine their proposals further based on advice given and send their proposals to the mentors for feedback.
- **Procure tangible outputs from the ACE Bootcamp such as the following:**
 - Professional Profile and cover letter to partners;
 - Accounting and Budget template;
 - Marketing toolkit;
 - Guidelines on filling funding applications;
 - Samples of Non-Disclosure Agreements, Service Level Agreements, Production Contract etc.;
 - Evaluation Report template & Evaluation tools;
 - Pitch template for effective and impactful pitching to potential funders/ sponsor/ partners.

6. What does CENDANA Cover?

The CENDANA ACE Bootcamp provides the following support;

- Teaching and workshop costs for five (5) days
- Twin-sharing accommodation will be provided **only** for participants outside of Kuching.
- Meals i.e. Breakfast and Lunch will be provided within the five (5) days workshop.

NB:

- *Flight or ground transport costs are not covered and must be covered by the applicant.*
- *All participants are expected to manage their own meals (outside of the Bootcamp).*

7. How can you apply for CENDANA's ACE Bootcamp?

Electronic submission is required. Submit your entry through the application form on CENDANA's website at www.cendana.com.my no later than **17 June 2019**. Any applications submitted after this date will not be considered. Submissions via other means, e.g. email, hardcopies, will not be accepted.

- Participants will be selected from a competitive open call.
- Applicants are required to submit an **Expression of Interest** with a brief description of your individual or organisational sustainability plans for the next (three) 3 years in not more than 500-words.
- The proposal should be written in English and can be attached with any additional materials to support your application but please limit it to not more than 2 items.

- Applicants who are selected for the ACE Bootcamp will be able to explore their plans in more depth with the opportunity to obtain valuable feedback to clarify the value proposition of their art organisations, collectives or creative ventures.

All submissions must be accompanied with the applicant:

- certifying that all **submissions are true and accurate**
- **agreeing to the provided terms and conditions** of the ACE Bootcamp including Acknowledgement and Disclaimer and Duties to Keep Confidentiality and Indemnity.

CENDANA reserves the right to revoke any applications and/or change any terms and conditions at any time without prior notice. Please note that all decisions are final.

8. Who can you contact if you have questions?

If you have any questions, or wish to discuss your application in detail, please email info@cendana.com.my with the subject matter email highlighted as ACE Bootcamp.

9. What happens after you submit an application?

- Once application deadline closes, all applications will be vetted against the eligibility criteria specified in no. 4 above and that all relevant supporting documents have been submitted.
- As seats for the programme are limited, kindly note that applicants' submissions and proposals will be evaluated and shortlisted by a panel of advisors from CENDANA's Selection Panel.
- All applications submitted to CENDANA will be treated in the strictest of confidence.

10. What happens after your applications are assessed?

Successful Applications

Successful applicants will be notified via email confirmation no later than **21 June 2019**.

Unsuccessful Applications

Unsuccessful applications will receive an official email within the same notification period.

Appeals

CENDANA will not entertain any appeals. All decisions are final.

11. What is expected from successful applicants?

The Successful Applicant should;

- Be prepared to attend the full **five (5) days programme from 8 – 12 July, 2019** in Kuching, Sarawak;
- Commit time for the ACE Bootcamp and post-event follow-ups from CENDANA;
- Signify agreement to participate in the ACE Bootcamp with full attendance for the duration of the ACE Bootcamp;
- Indicate willingness to provide critical feedback and overall review for the programme's enhancement.

12. What is required after the programme is completed?

The Successful Applicant should:

- Complete CENDANA's Economic Monitoring Survey Form.
- Applicants are to re-submit an updated proposal of their initial individual/organisational sustainability plans to Mentors for review and feedback.

A Note on Funding Guidelines.

While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise funding to applications which **do not**:

- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society; and
- Threaten the nation's security or stability.

NO LIABILITY

CENDANA disclaims any and all liabilities for any special, direct, indirect, consequential, or incidental damages, or any damages whatsoever arising out of or in connection with CENDANA's Artist in School Programme.

DISCLAIMER

- CENDANA reserves the right to observe and document findings from the observation as well as take photographs and videos of the Arts course whilst in progress.
- Photographs and videos will be used for promotional and evaluation purposes only for the CENDANA Artist in School Programme.
- All due diligence will be made to clear this with the School's Administration as well as with MOE prior to this.
- School's may be required to provide additional information whenever needed in particular during impact evaluation of the CENDANA Artist in School sessions upon completion of the programme period.

ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn. Bhd. (a wholly owned company of Minister of Finance Incorporated) and reports to Ministry of Communications and Multimedia. For more information, log on to www.cendana.com.my

CENDANA supports platforms, projects and/or activities that:

- Falls under one or more of the following CENDANA Strategic Pillars:
 - **Energising the Arts** – Stimulating demand for Malaysian arts from the wider

public and trade. For e.g. building networks with venue presenters, running public arts programming, etc.

- **Empowering the Communities** – Increasing opportunities of success for Malaysian artists and increasing quality of work. For e.g. facilitating collaborations, hosting trainings and professional development courses.
- **Reorganising Policies** – Advocate for policies and frameworks that encourage sustainable development of the cultural economy. For e.g. co-designing and researching on a proposed national cultural funding policy.

For more information about the work that we do, please log on to www.cendana.com.my.

- ii. Associates with one or more of the following CENDANA Building Blocks:
 - **Cultural and Creative Education: Creating a Creative Workforce**
 - Developing a creative education and skills policy for Malaysia.
 - **Nurturing the Market**
 - Building KL as a centre for creative expositions.
 - **Business Support and Investment**
 - Ensuring creative businesses have access to tailored expertise and advice as well as key investment communities.
 - **Creative Place-making, Liveability and Tourism**
 - Developing dedicated planning guidelines for culture and explore incentives that will encourage culture and creativity in KL.

For more information about the Building Blocks, please log on to the “*KL as A Cultural and Creative City Report*” at www.cendana.com.my/resources.