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CENDANA ARTS VENUE RECOVERY FUNDING PROGRAMME

OVERVIEW

Call for Applications	Application Deadline	Notification to Applicants	Programme to Start
16 July 2020	14 August 2020	14 September 2020	October 2020 onwards

What is the Arts Venue Recovery Funding Programme?

CENDANA's Arts Venue Recovery Funding Programme ("Programme") aims to prepare, train and transition arts venue/ spaces and organisers of arts activities (nationwide) to be ready in preparing a safe and healthy environment for the audience/participants whilst supporting basic operating expenses i.e. rent, utilities and marketing costs.

The Programme is open to all venue and space operators that accommodate less than 500 pax.

The Programme hopes to:

- Prepare the participants with the proper guideline and Standard Operating Procedures (SOP) that has been approved by the Government of Malaysia;
- Train the participants with essential safe and hygienic practices to be implemented in their respective venues and spaces;
- Stablise the arts venues and spaces landscape through rent, utilities and marketing support; and
- Build trust among art practitioners and general members of the public to come to the venues and art spaces for art activities.

Arts venues and spaces whose business includes creative hubs that serves the community as a congregation space to discuss and collaborate, exhibition, live presentation/ showcasing of arts programmes for the performing arts, visual art, independent music and crafts sector (as defined in the below table) of Malaysia are encouraged to apply. Some examples of arts venues and spaces of arts activities that may benefit from this programme (this list is not exhaustive) are outlined below:

- Independent venues/ spaces that hosts arts showcases, workshops, talks etc;
- Art galleries;
- Theatre/ concert halls;
- Arts centres;
- Alternative/ independent visual art exhibition venues;
- Artist-run/ collective spaces;
- Creative hubs who's business is in performing arts, visual arts, independent music and crafts sectors.

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Performing arts	Visual arts	Independent music	Crafts
<ul style="list-style-type: none"> Traditional and contemporary arts that may include: <ol style="list-style-type: none"> theatre dance multi-disciplinary 	<ul style="list-style-type: none"> Ceramics Drawings Paintings Sculptures Printmaking Photography Installation art Digital/ Multimedia art 	<ul style="list-style-type: none"> Music produced independently – not by any major commercial record labels or their subsidiaries 	<ul style="list-style-type: none"> Crafts Traditional Textile Beadworks Weaving Ceramics Woodwork Metalwork Traditional arts Instruments and Props Handmade Shoes

What is the aim of the Arts Venue Recovery Funding Programme?

The Programme aims to contribute in stabilising the arts and culture sector and hopes to prepare, train and transition arts venue owners or producers and organisers of arts activities to be ready in preparing a safe and healthy environment for the audience and participants whilst supporting basic operating expenses i.e. rent, utilities and marketing costs.

Who can apply?

- Arts venue/ spaces that host arts activities with a minimum track record/ history of three (3) years and are actively engaged in the Malaysian arts and culture sector;
- Arts venue/ spaces that host arts activities whose business is registered under the law of Malaysia, and has valid operating licenses for eg the local council;
- Arts venue/ spaces that host arts activities within the sectors supported by CENDANA namely performing arts, visual arts, independent music and crafts;
- Demonstrate tangible track record of past programmes and/ or delivery of services for the arts sector.

Lead applicant must assume full administrative responsibility as well as be actively involved in the whole application, monitoring and evaluation process.

Submissions by for-profit entities must have significant developmental benefits for Malaysian artists, bring high quality arts to audiences and should ideally achieve financial sustainability with time.

Who can't apply?

CENDANA will not be able to support your application if you:

Are a group/ organisation:

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- constituted for non-secular purposes;
- currently receiving grants or sponsorship under CENDANA or its holding company MyCreative Ventures Sdn Bhd funding programmes;
- that have pending/ outstanding evaluation reports on the use of previous funding programmes from CENDANA or its holding company MyCreative Ventures Sdn Bhd;
- owes money to CENDANA;
- if there are any adverse findings on the organisations during the due diligence process.

Are presenting a series of efforts/ programmes that:

- programmes that do not have a clearly defined arts component, including projects primarily aimed at promoting religious causes;
- programmes that are not able to demonstrate efforts to benefit practicing artists or cultural workers;
- activities that do not fall under the types of artforms/ sectors of CENDANA's mandate;
- programmes that are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;
- programmes primarily aimed to generate profits which will be distributed to company owners/ shareholders;
- programmes that are held at a religious venue;
- programmes that is not intended for public consumption;
- blacklisted by in-market authorities (for e.g. local council or PUSPAL).

What does the Arts Venue Recovery Funding Programme support?

Training Programme

This Training Programme focuses on educating the venues and spaces on the proper adherence and observation of the Standard Operating Procedure (SOP) as approved by the National Security Council and on the proper and efficient usage of safety and sanitization appliances in additional to supporting basic operating expenses i.e. rent, utilities and marketing costs.

Schedule for training programme as below:

Date	Location	Time	Mode
17 Oct 2020 (Saturday)	Kuala Lumpur	10.00am – 12.30pm	Physical mode
20 Oct 2020 (Tuesday)	Zoom platform	8.00pm – 10.00pm	Online mode
24 Oct 2020 (Saturday)	Pulau Pinang	10.00am – 12.30pm	Physical mode

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Sanitizing kit

The **Arts Venue Recovery Programme** provides no more than **RM5,000** for purchase of a sanitising kit according to the needs as specified by the participants. These items will be purchased by the participant at a market rate and reimbursed later based on submitted receipts. The sanitizing kit may include hand sanitizers, sanitizing fog machines, boxes of face masks, boxes of latex gloves and digital thermometers. This list is not exhaustive. CENDANA is open to accept arts venue/ space suggestions on other items should there be any other items that you would be essential to provide a safe environment for the audiences. However, these items are not for reselling.

Venue rental costs

- This is also to include utilities expenses
- The venue rental and utilities costs at up to **RM4,000 a month** will be undertaken for six (6) months

Marketing

- This includes design and promotion of the space being safe and open for all and to promote the various programmes presented
- These designs, promotional, marketing costs should not be more than **RM 6,000** for the period of six (6) months

For avoidance of doubt, the Programme does not cover the costs of space reconfiguration and health screening costs.

A note on the payment transaction guideline

Please note that a successful beneficiary shall not enter into any transaction with a related party(s) which will result the beneficiary not being able to claim. For purposes of this provision, the expression “related party(s)” means (including but not limited to) any related companies/ organisations that is partly/ wholly owned and/or related to the beneficiary.

What do we look for in applications for the Arts Venue Recovery Funding Programme?

Profile

- Company/ organisation profile (to include vision, mission and details of core business).
- Primary work/ services provided to support artforms/ sectors within CENDANA's mandate (namely Performing Arts, Visual Arts, Independent Music and Craft sectors).
- Company/ organisation structure.
- Minimum track record of programmes/ initiatives/ arts activities in the past 3-years.
- Success stories/ articles/ reviews (if available).

Proposed Funding Amount:

- Total rent for six (6) months (as per your rental agreement)

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- Total estimated cost for utilities¹ for six (6) months

Submission of documents required for application process includes the below:

- Copy of MyKad Identity Card (IC)* – clear copy of both back and front image on same-sided A4 page (*director(s) and shareholder(s) of organisation);
- Company profile;
- Copy of rental agreement for venue/ space;
- Copy of organisation registration certificate.

What is expected from successful applicants?

Expectation from Successful Applicants
<ul style="list-style-type: none"> • To attend and to fully participate in the Training Programme. • To fulfill the deliverables required under the overall Programme (refer to reporting). • To apply CENDANA brand guidelines onto all communication platforms ie to display logo visibly on premises and on all publicity and marketing collaterals² for supported programmes. • Postings on social media platform showing steps and efforts taken by the participants along with hashtag #CENDANAREcovery. • To consider displaying pamphlets of CENDANA's funding programmes or other information that may be useful for artists or the public in the venue or space for public distribution. • To register their respective venues and spaces on MySejahtera app and to generate QR code for registration and tracing purposes. • Keep in regular contact with CENDANA to update on progress or should there be any changes in the proposed application. • To ensure all payment vouchers, invoices and receipts for relevant expenditure are kept as proof of payment to be submitted to CENDANA. Failure to provide the necessary supporting documents may affect the disbursement amount. • During the funding period, a CENDANA representative may visit the participants' venues/ spaces as part of monitoring/audit and discussions (if applicable).
Reporting Requirements
<ul style="list-style-type: none"> • A Final Report must be prepared by beneficiary on any adaptation, improvement or reconfiguration of the venue and space that will be implemented, and also to consist of an audience response survey summary of feedback on the safety measures and practices taken by the applicant (template to be provided by CENDANA). • Complete CENDANA Monitoring Survey (to be provided by CENDANA). • To submit receipts/ other documentary evidence for relevant expenditure (i.e. rent and marketing costs). Failure to provide the necessary supporting documents may affect the disbursement amount.

How can you apply?

¹ e.g. land line, electricity, water, internet

² Details outlined in Agreement.

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- You can submit your application through CENDANA's website on www.cendana.com.my. Submissions via other means e.g. email and hardcopies will not be accepted.

When can you apply for the CENDANA Arts Venue Recovery Funding Programme?

	Open for Application	Application Due Date	Applicants notified by	Projects to Start
FUNDING CYCLE 1	16 July 2020	14 August 2020	14 September 2020	October 2020
FUNDING CYCLE 2	15 September 2020	14 October 2020	13 November 2020	November 2020

Who can you contact if you have questions?

If you have any questions, or wish to discuss your application in detail, please email grants@cendana.com.my

How will you receive funding?

- Depending on your approved funding quantum, your funding will be disbursed in three (3) instalments across a six (6)-month period, subject to the monitoring process and reporting requirements during the period of funding, and will be credited into your organisation's recognised bank account or provided in a cheque form.
- You will be required to be present at a one-on-one meeting with the CENDANA team physically or virtually (depending on your location of residence).

Structure of the Arts Venue Recovery Funding Programme disbursement is to be determined as follow:

Part 1: Upon signing of Agreement	Part 2: Progress	Part 3: Final Report and Economic Survey Report
Upon signing of Agreement -First disbursement to kick-start programme (40% of the approved amount) upon signing of the Agreement within twenty-one (21) working days.	Subsequent disbursement at the third month (40% of the approved amount) within twenty-one (21) working days upon submission of supporting documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> Supporting documents to substantiate the claims (i.e. 	Final disbursement (remaining 20% of the approved amount) within twenty-one (21) working days upon submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> Final Report (that will also include an Audience

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	receipts, payment vouchers, invoices etc).	<p>Response Survey Summary³),</p> <ul style="list-style-type: none"> • CENDANA's Monitoring Survey; • Final statement of accounts (proof of expenditures i.e. receipts, payment vouchers, invoices etc); • Supplementary materials (photos, videos, collaterals created if applicable).
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The data and outcomes reporting provides CENDANA with valuable information to monitor the performance and activity of each organisation, and ensures accountability of public funds. It also informs the research and communication by CENDANA, allowing us to demonstrate the impact of our funded organisations.

What happens after you submit an application?

- Once application deadline closes, all applications will be vetted through to ensure projects meet the eligibility criteria and relevant supporting documents have been submitted.
- All applications are jointly assessed and approved through a highly competitive evaluation process.
- Applications that meet all requirements will then go into evaluation process to be assessed by the CENDANA **Industry Advisory Panel** comprise of industry advisors, experts and practitioners, determined by a weighted scoring system against the assessment criteria.
- The recommended applicants will be reviewed and subsequently approved by the **Management/ Board of Directors**.
- All proposals submitted to CENDANA will be treated in the strictest confidence. Likewise, CENDANA's panels are bound by non-disclosure agreements and are required to declare non-conflict before reviewing any proposals.
- Notification of application outcome will be sent via email confirmation no longer than four (4) to six (6) weeks after the application closing deadline.

What would affect your application?

Applications that do not have sufficient documentation upon submission will result as an incomplete application and will not be advanced for evaluation. List of documents required:

- Copy of MyKad Identity Card (IC)* – clear copy of both back and front image on same-sided A4 page; (**director(s) and shareholder(s) of the organisation*);

³ The report should include a summary of an audience response survey to be undertaken by the participating Arts Venue.

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- Copy of company statutory forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable), list of committee members (for societies);
- Company profile;
- Copy of organisation registration certificate;
- Copy of rental agreement for venue/ space;

In special circumstances that the copy of rental agreement is not available, please discuss with our officers. The recommended alternative will be to provide us a copy of letter authorizing venue/space operator by the venue/space owner confirming that the operator has the authority to run the owner's space within a time specific period.

What happens after the applications are assessed?

Successful Applications

Successful applicants will receive an official email notification with the Letter of Offer stating:

- Approved Arts Venue Recovery Funding Programme amount;
- Terms & Conditions of the Arts Venue Recovery Funding Programme;
- Programme deliverables.

The Arts Venue Recovery Funding Programme will be valid for thirty (30)-days from the time the email of notification is sent out. If you do not accept the offer within this period of the time, the offer will lapse.

Unsuccessful Applications

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

Appeals

CENDANA will not be able to accept appeals. All decisions are final.

A Note on Arts Venue Recovery Programme 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 proposals 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;
- Threaten the nation's security or stability.

CENDANA reserves the right to revoke any applications / approvals should there be:

- Changes in the scope of the project without notifying and getting approval from CENDANA;
- Indirect or direct degrade or tarnish of CENDANA's reputation;

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- Unable to complete the project as per the submitted proposal (without valid justification);
- Breach of terms and conditions specified and agreed in the Funding Programme agreement.

ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) is a government agency that 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 the Ministry of Communications and Multimedia. For more information, please log on to www.cendana.com.my.