

## TERMS OF REFERENCE

### CENDANA ARTS VENUE RECOVERY PROGRAMME OVERVIEW

Call for Applications	Application Deadline	Notification to Applicants	Legal Briefing for Agreement	Programme to Start
23 August 2021	23 September 2021	22 October 2021	2-4 weeks after notifications	12 November 2021 onwards

#### **What is the Arts Venue Recovery Programme?**

CENDANA's Arts Venue Recovery 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 may prioritise arts 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 National Security Council;
- Train the participants with essential safe and hygienic practices to be implemented in their respective venues and spaces;
- Stabilise 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 **are open to public** and serve 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 craft sector 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;
- Rehearsal/ practice studios/ recording studios;
- Ateliers;
- Gig venues;
- Craft studios/showrooms; and
- Creative hubs who's business is in performing arts, visual arts, independent music and craft sectors.

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### **Who can apply?**

- Arts venue/ spaces that host arts activities with a minimum track record/ history of two (2) 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 issued by the local council;
- Arts venue/ spaces that host arts activities within the sectors supported by CENDANA namely performing arts, visual arts, independent music and craft;
- Demonstrate tangible track record of past programmes and/ or delivery of services for the arts sector; and
- Existing Arts Venue Recovery beneficiaries are eligible to re-apply, subject to available funding and satisfactory performance. The funding can then be used upon completion of the current funding programme.

Lead applicant must assume full administrative responsibility as well as be actively involved in the whole application, evaluation and execution 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:

- constituted for non-secular purposes;
- whose core business is not in the arts;
- 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/ monies from/ to CENDANA or its holding company MyCreative Ventures Sdn Bhd;
- if there are any adverse findings on the organisations during the due diligence process; and
- that has been dissolved or has any bankruptcy proceedings pending or threatened against it.

Are presenting a series of efforts/ programmes that:

- do not have a clearly defined arts component, including projects primarily aimed at promoting religious causes;
- are not able to demonstrate efforts to benefit practicing artists or cultural workers;
- involve activities that do not fall under the types of artforms/ sectors of CENDANA's mandate;
- are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;

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- are held at a religious venue;
- are not intended for public consumption; and
- are blacklisted by in-market authorities (for e.g. local council or PUSPAL).

### How can you apply?

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

### What does the Arts Venue Recovery Programme support?

#### **Space and Event Preparation and Training**

Training materials (training booklet and video) focusing on managing and 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 sanitisation appliances.

#### **Venue Support**

The Programme provides a grant amount of up to **RM35,000** (per successful applicant/venue) for a duration of **six (6) months** to support the below:

- Up to **RM5,000** to purchase sanitising products and test kits;
- Up to **RM4,500** a month to partially support a full time personnel (capped at **RM1,000** a month), rental, utilities and license cost; and
- Up to **RM3,000** for design, promotional and marketing efforts/collaterals.

The sanitising products may include (but not limited to):

- hand sanitisers;
- sanitising fog machines or equipment that may serve the same function;
- boxes of face masks;
- boxes of latex gloves;
- digital thermometers;
- face shields; and
- other items needed to prepare for a safe space for e.g. cones, floor tape etc.

This list above is not exhaustive. CENDANA is open to accept arts venue/ space suggestions on other items should there be any other essential items required to provide a safe environment for the audiences, audiences and cultural workers. However, these items are strictly not for reselling. Non-essential SOP items such as air purifiers or automated cleaning machines are not eligible.

For avoidance of doubt, the Programme does not cover the costs of space reconfiguration and event production costs.

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### **What do we look for in applications for the Arts Venue Recovery 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 (if applicable).
- Minimum track record of programmes/ initiatives/ arts activities in the past two (2) years.
- Pictures/ videos of the arts venue/ spaces.
- Success stories/ articles/ reviews of activities that takes place in arts venue/ spaces (if available).
- Two (2) external referral contacts that can be contacted if needed to assist CENDANA to vouch for the space and use of space. Referrals must be related to the industry the venue is supporting.

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 the organisation*);
- 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 your business/operating license with the relevant local council; and
- Copy of rental agreement for venue/ space.

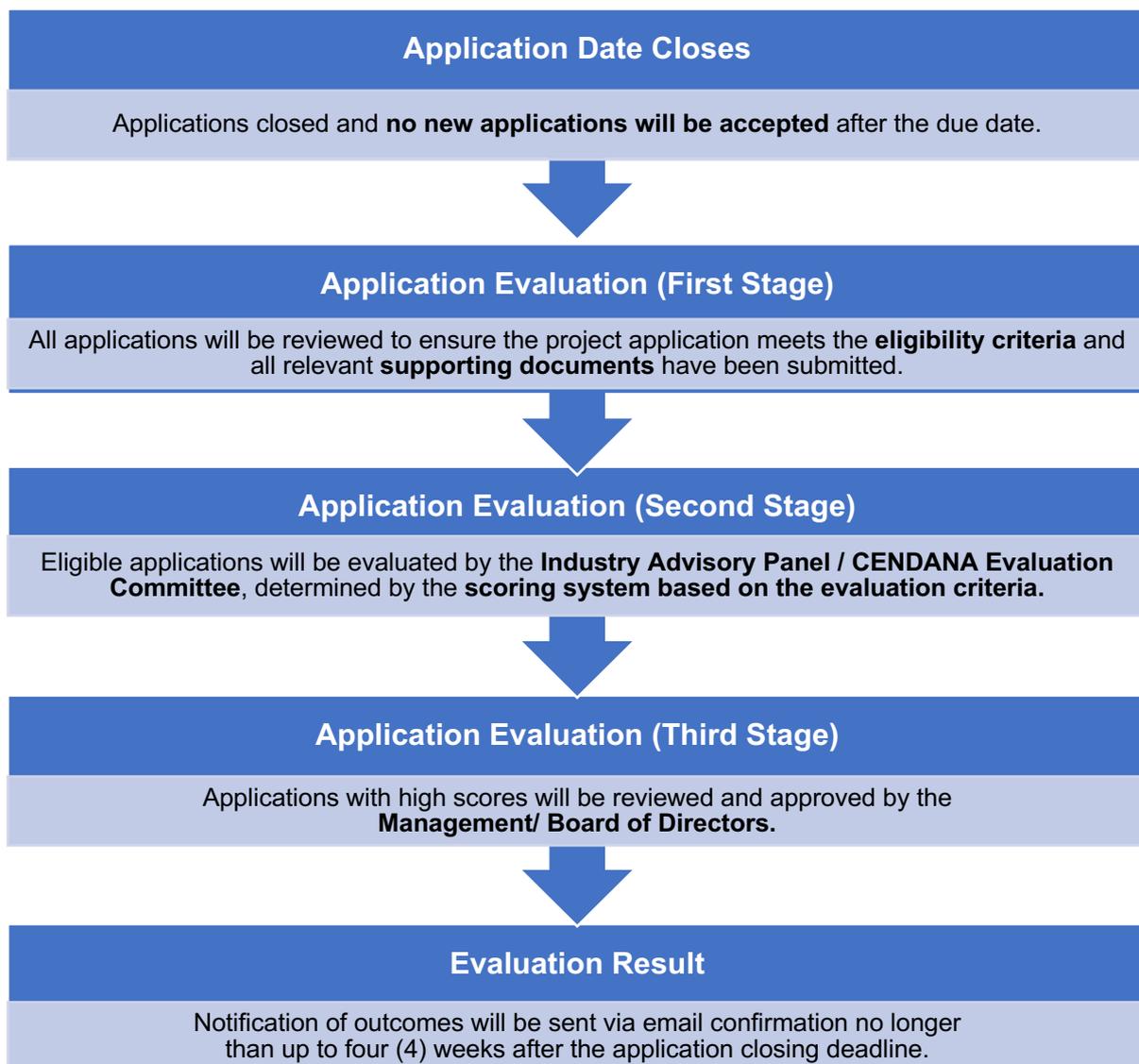
### **What happens after you submit an application?**

- 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/ Evaluation Committee**

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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** of MyCreative Ventures Sdn. Bhd. .
- 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 up to four (4) weeks after the application closing deadline. Any delay of notifications in view of any overwhelming response will be relayed to all applications.



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### **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 Programme** amount;
- Terms & Conditions of the **Arts Venue Recovery Programme**; and
- Programme deliverables.

The Arts Venue Recovery Programme will be valid for fourteen (14)-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.

### **How will you receive funding?**

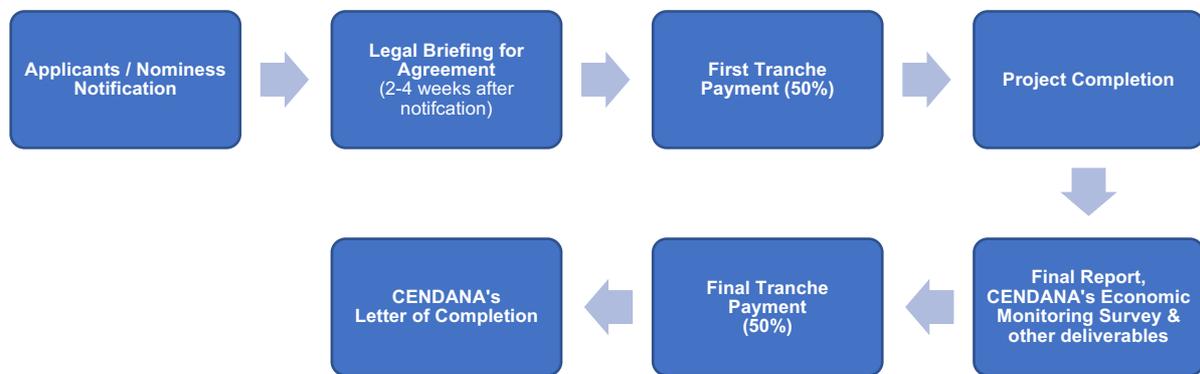
- Depending on your approved funding amount, your funding will be disbursed in a few parts across a six (6)-month period, subject to the monitoring process and reporting requirements during the period of funding, and will be credited into your organisation's recognised bank account or provided in a cheque form.
- You will be required to be present at a briefing session with the CENDANA team physically or virtually to review the Programme contract's Terms & Conditions.
- The approved amount will be disbursed in either of the below structures:

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**Structure 1:** Structure of the Arts Venue Recovery Programme disbursement for **RM10,000 and below** is illustrated below:

<p><b>Stage 1:</b> <b>Upon Signing of Agreement</b></p>	<p><b>Stage 2:</b> <b>CENDANA’s Economic Monitoring Survey and Other Deliverables</b></p>
<p>First disbursement to kick-start programme (50% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.</p>	<p>Final disbursement (remaining 50% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA’s reporting requirements as below:</p> <ul style="list-style-type: none"> <li>• <b>CENDANA’s Economic Monitoring Survey;</b></li> <li>• Final statement of accounts (proof of expenditures i.e. receipts);</li> <li>• CENDANA Artist Profile Sheet (template to be provided); and</li> <li>• Supplementary materials (photos, videos, collaterals create if applicable).</li> </ul>

**Disbursement Process for Funding RM10,000 and under:**

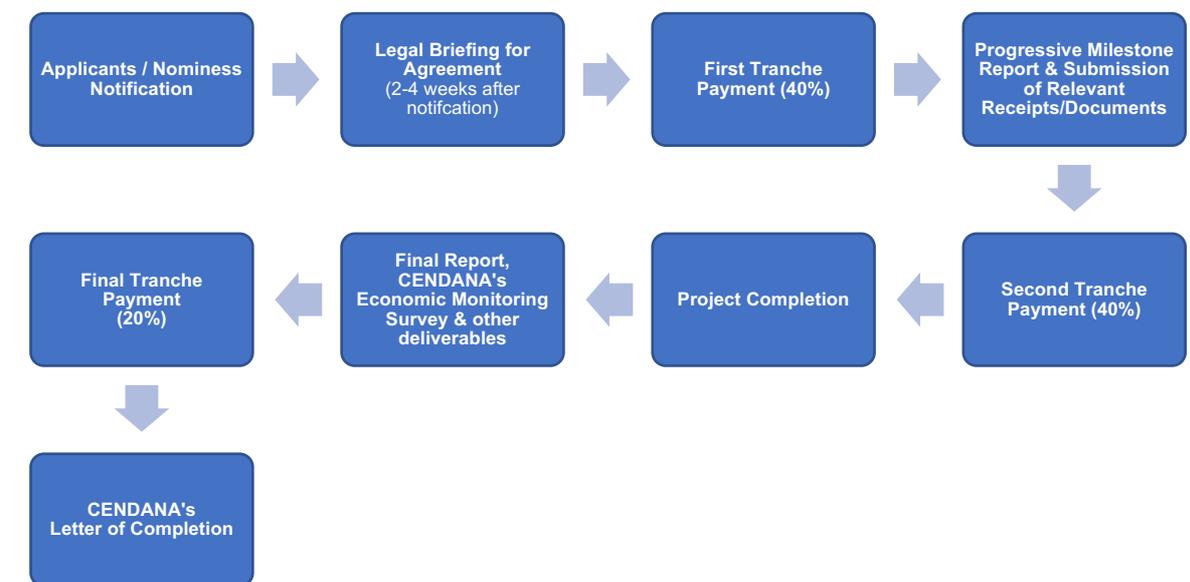


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**Structure 2:** Structure of the CENDANA Arts Venue Recovery Programme disbursement for between RM10,001 and RM30,000 is illustrated below:

<p><b>Stage 1:</b> <b>Upon Signing of Agreement</b></p>	<p><b>Stage 2:</b> <b>Interim Report</b></p>	<p><b>Stage 3:</b> <b>CENDANA's Economic Monitoring Survey and Other Deliverables</b></p>
<p>First disbursement to kick-start programme (40% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.</p>	<p>Subsequent disbursement (40% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below:</p> <ul style="list-style-type: none"> <li>• <b>Interim Report;</b></li> <li>• Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, etc).</li> </ul>	<p>Final disbursement (remaining 20% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below:</p> <ul style="list-style-type: none"> <li>• <b>CENDANA's Economic Monitoring Survey;</b></li> <li>• Final statement of accounts (proof of expenditures i.e. receipts);</li> <li>• CENDANA Artist Profile Sheet (template to be provided); and</li> <li>• Supplementary materials (photos, videos, collaterals create if applicable).</li> </ul>

**Disbursement Process for Funding Between RM10,001 and RM30,000:**

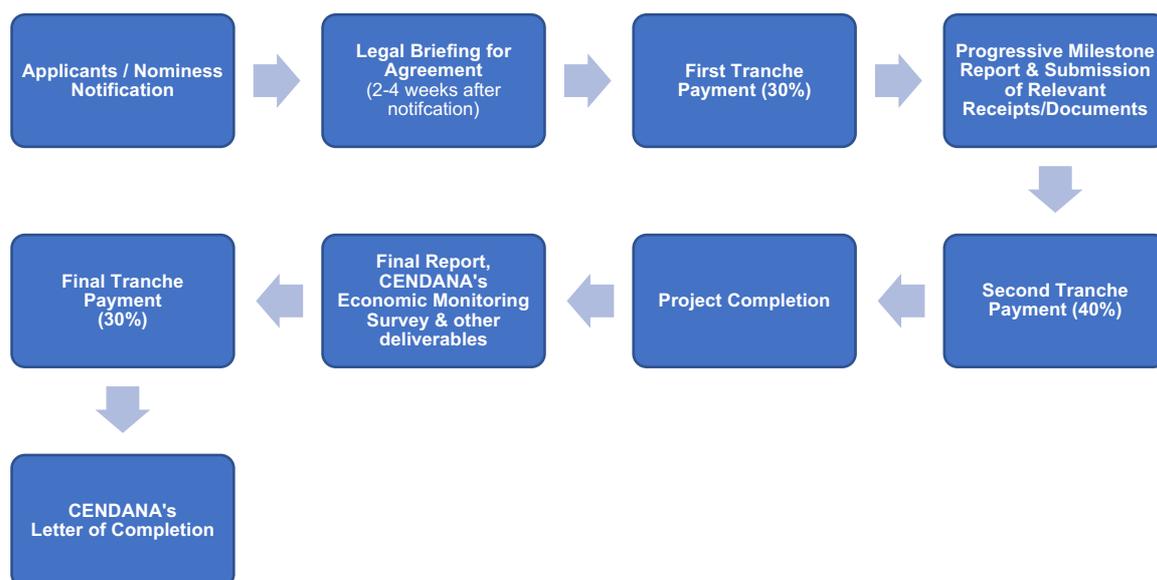


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**Structure 3:** . Structure of the CENDANA Arts Venue Recovery Programme disbursement for above RM30,000 is illustrated below:

<p><b>Stage 1: Upon Signing of Agreement</b></p>	<p><b>Stage 2: Interim Report</b></p>	<p><b>Stage 3: CENDANA's Economic Monitoring Survey and Other Deliverables</b></p>
<p>First disbursement to kick-start programme (30% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.</p>	<p>Subsequent disbursement (40% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below:</p> <ul style="list-style-type: none"> <li>• <b>Interim Report;</b></li> <li>• Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, etc).</li> </ul>	<p>Final disbursement (remaining 30% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below:</p> <ul style="list-style-type: none"> <li>• <b>CENDANA's Economic Monitoring Survey;</b></li> <li>• Final statement of accounts (proof of expenditures i.e. receipts);</li> <li>• CENDANA Artist Profile Sheet (template to be provided); and</li> <li>• Supplementary materials (photos, videos, collaterals create if applicable).</li> </ul>

**Disbursement Process for Funding Above RM30,000:**



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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 is expected from successful applicants?**

<b>Expectation from Successful Applicants</b>
<ul style="list-style-type: none"> <li>• To read/ watch/ learn via provided training materials.</li> <li>• To apply CENDANA brand guidelines onto all communication platforms ie to display CENDANA/PEMULIH logo visibly on premises and on all publicity and marketing collaterals<sup>1</sup> for supported programmes organised by the venue.</li> <li>• Postings on social media platform showing steps and efforts taken by the participants along with hashtag #CENDANAMalaysia .</li> <li>• To consider displaying pamphlets of CENDANA’s funding programmes or other information that may be useful for artists and cultural workers or the public in the arts venue or space for public distribution.</li> <li>• To register their respective arts venues and spaces on MySejahtera app and to generate QR code(s) for registration and tracing purposes.</li> <li>• To submit a completed CENDANA Artist Profile Sheet (to be filled as a venue, template to be provided);</li> <li>• To ensure all SOPs recommended by the National Security Council is adhered to.</li> <li>• Keep in regular contact with CENDANA to update on progress or should there be any changes in the proposed application.</li> <li>• To waive the rental fee for your venue for CENDANA use for one (1) time only.</li> <li>• 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.</li> </ul>
<b>Reporting Requirements</b>
<ul style="list-style-type: none"> <li>• An <b>Interim Report</b> for funding disbursed in more than two parts (please refer to the “How will you receive funding” section above, template to be provided by CENDANA).</li> <li>• Complete CENDANA’s <b>Economic Monitoring Survey</b> (to be provided by CENDANA).</li> </ul>

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<sup>1</sup> Details outlined in Agreement.

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- 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.

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;
- 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.

### **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](mailto:grants@cendana.com.my)

### **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](http://www.cendana.com.my).