

Ministry of Communications & Multimedia and MyCreative Ventures' PENJANA PLAN FOR THE CREATIVE INDUSTRIES

(Arts, Culture & Entertainment, Sector Support)

OBJECTIVE

To support the arts, culture, entertainment and event industries adapt to the new normal

BENEFICIARIES

Film & TV
Music
Fashion
Performing Arts
Visual Arts
Literature
Traditional & Cultural Arts
Culinary Arts
Design
Creative Education

ACTUAL ALLOCATION

RM150 million+

ADDITIONAL VALUE THROUGH PARTNERSHIPS

RM80 million+

TIMELINE

Jul-Dec 2020

MYCREATIVE'S CREATIVE INDUSTRY SUPPORT & ASSISTANCE UNDER THE PENJANA PLAN

CORE MEASURE 1: GRANTS — RM50 million

I. DIGITAL MARKETING AND PROMOTION GRANTS (DMG)

- From MyCreative's RM10 million **Digital Marketing and Promotions Grant**, RM50 million worth of digital marketing value generated with a cap of RM5,000 per event, to benefit approximately 2000 creative industry recipients.

II. CREATIVE INDUSTRY RECOVERY GRANTS (CIRG) — DIGITAL EVENTS & EXHIBITION SHOWCASE GRANTS (CIRG DIGITAL EVENTS)

- **Creative Industry Recovery Grants for Digital Events & Exhibition (Showcase)** will seek to accelerate the re-staging of live events and exhibition showcase that support so many jobs within the Creative Economy ecosystem — **on condition — that these live events & exhibition showcase also adopt a digital/online aspect to its business and viewership.**

III. CREATIVE INDUSTRY RECOVERY GRANTS (CIRG) — ARTHOUSE-FESTIVAL FEATURE FILMS GRANTS (CIRG ART FILMS)

- **Creative Industry Recovery Grant for Arthouse-Festival Feature Films** will help the **continuation and recovery of local arthouse-festival feature films** through funding of development and production of a small number of arthouse-festival feature films including feature documentaries.

IV. CREATIVE INDUSTRY RECOVERY GRANTS (CIRG) — LITERATURE & PUBLISHING GRANTS (CIRG LITERATURE)

- **Creative Industry Recovery Grant for Literature & Publishing** will help stimulate and facilitate the continuation and recovery of research, writing, publishing and sales of local written works. This will include the support of fiction, non-fiction, graphic novels, comic books, poetry, biographies, reports through subsidies and grants.

V. CENDANA RECOVERY INITIATIVES (CRI)

- The **Cendana Recovery Initiatives** will ensure critical help reach the three sub-sectors under its mandate, i.e. Performing & Traditional Arts, Visual Arts and Independent Music, plus the inclusion of Traditional Crafts.

CORE MEASURE 2: MATCHING INVESTMENT LOANS — RM40 million

- A **“Create with Malaysia” Matching Co-Investment Loan Scheme** for international Film & TV Dramas, Lifestyles Programmes and Documentaries. MyCreative, led by the Board, will negotiate bulk content partnership output deals with local, regional and international broadcasters and streaming platforms etc.

CORE MEASURE 3: FAST-TRACK SOFT LOANS — RM60 million

A **Creative Industry Fast-Track Soft Loan Fund** for SMEs with a 3.5% interest rate, up to 12-month grace period.

I. CREATIVE INDUSTRY BUSINESS REVIVAL LOAN (CBRL)

- **Creative Industry Business Revival Loans** are designed for more seasoned and independent producers and practitioners with already stable business models that are affected by COVID-19 with revenue above RM1 million. Funding amount is up to RM500,000.

II. CREATIVE INDUSTRY MICRO-FINANCING FOR CREATIVE ENTREPRENEURS (CMCE)

- **Creative Industry Micro-financing for Creative Entrepreneurs** are designed for fairly new company, enterprise and partnerships that are affected by COVID-19. Funding amount is up to RM150,000.

III. CREATIVE INDUSTRY BRIDGING FACILITY FOR CONTENT PRODUCERS (CBFC)

- **Creative Industry Bridging Facility for Content Producers** are designed for content producing companies that have secured commissioned job contracts. Funding amount is up to RM500,000.

CORE MEASURE 4: COMPLEMENTARY PROGRAMMES

I. INTEGRATED, CURATED EVENTS AND DIGITAL SHOWCASE

- Some portion of the Digital Event Grants, the Literature Grant and the Cendana Recovery Initiatives will be used to organise MyCreative, RiuH and Cendana's own curated events and digital showcase for sub-sectors that are highly fragmented, not cost-efficient to support and will greatly benefit from an integrated and curated event platform, on condition that all portions used from these grants go to the industry practitioners.

II. CREATIVE INDUSTRY DIGITAL VELOCITY PROGRAMME

- MyCreative's Management, under the guidance of its Board, **will initiate discussions to enhance the digital marketing of creative businesses and activities through corporate collaboration** with leading global & domestic digital content & social media platforms, digital retail partners, and other strategic digital online collaborators, as well as engagement of specialist social media influencers and promoters, and on improving connectivity and tech support where needed. Some examples of discussions already underway include Google, Facebook, Yes, Media Prima, Astro, etc.
- MyCreative will also provide advice and guidance on how creative industry practitioners can better incorporate a digital or online dimension to their creative business or activity and to use the Digital Marketing and Promotions Grants more effectively.