

TERMS OF REFERENCE

CENDANA CREATE NOW FUNDING PROGRAMME

Cycle	Call for Applications	Application Deadline	Notification to Applicants	Legal Briefing for Agreement	Initiatives to start
2	27 April 2021	27 May 2021	27 June 2021	2-4 weeks	August 2021 onwards

CENDANA's **Create Now Funding Programme** ("Programme") aims to support practice and operations of Malaysian artists, collectives and arts organisations during the public health crisis COVID-19 via small grants of RM 1,500 per individual artist/cultural worker and RM 3,500 per collective/group/band/arts organisation.

The goal of this Programme is to support artistic development of short, new or adapted work that has not been released to the public. It provides artists and cultural workers an opportunity to create digital presence for their work on suitable online platforms.

Artforms within the realm of performing arts, visual arts, independent music and craft are welcome to apply as long as a digital outcome ("final output") is provided to CENDANA. Interdisciplinary projects are also encouraged as long as the core focus of the project centres around the art sectors cited above. Project duration is up to eight (8) weeks, starting from the signing of an agreement between the applicant and CENDANA.

The **Create Now Funding Programme** primarily seeks:

- Idea(s) that have a digital outcome (the intellectual property will remain with the creator/applicant/artist and will be credited at all times).
- Idea(s) that can be presented in different ways as a way to connect and interact with local and international audience in light of concerns around COVID-19. This may come in different forms be it a storytelling video, podcast, audio file, Facebook or Instagram live event (that will later on be saved on your feed), video content, streaming, or any other digital output on other relevant digital platforms.
- Ideas(s) that can be presented at a recommended minimum 12 minutes for individuals and minimum 20 minutes for collectives/arts organisations. Individuals may find it productive to present 3 videos at 4 minutes each, collectives/arts organisation may find it productive to present 2 videos x 10 minutes each. This is only a suggestion, we leave it to you to propose the format of your output.

Proposed project to be considerate of guidelines stipulated by the restrictions put in place by state or federal governments or within the defined environment given by the Government for e.g. social distancing.

WHO CAN APPLY

Given the limited resources, CENDANA may prioritise funding to lower income artists and/or small and medium arts organisations whose core business is in the arts sector, in small and medium spaces (<500 pax) and in public spaces.

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| <ul style="list-style-type: none"> • Malaysian citizens with minimum two (2) years of relevant professional experience and portfolio of work that are actively engaged in the Malaysian arts and culture sector are welcome. |
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<ul style="list-style-type: none"> Malaysian artists, collectives, groups and arts organisations within the performing arts, visual arts, independent music and crafts sectors, whose income is primarily dependent on gigs, exhibitions, shows, productions, bridging the arts and providing services to the arts; Malaysian artists, collectives and arts organisations within the performing arts, visual arts, independent music and craft sectors, whose business is in small and medium spaces (<500pax) and in public spaces; Must be based within and doing work in Malaysia; and Beneficiaries from CENDANA or MyCreative Ventures Funding Programmes, whose income has been affected by COVID-19. 			
Additional criteria for individual artists			
<ul style="list-style-type: none"> Individuals who may not benefit under the Employee Provident Fund (EPF) and Social Security Organisation (SOCSO) scheme. 			
Additional criteria for arts organisations			
<ul style="list-style-type: none"> Malaysian arts organisations that are registered under Malaysian Law and must be able to provide a valid registration certificate. 			
Examples of types of Arts Organisations (<i>this list is not exhaustive</i>)			
Performing Arts	Visual Arts	Independent Music	Crafts
<ul style="list-style-type: none"> Independent venues/ spaces; Theatre production companies; Artistic companies (i.e. dance, theatre, music etc); Services to the sector (i.e.technical/ production companies, intermediary work, arts administration services etc.) 	<ul style="list-style-type: none"> Alternative/ independent art exhibition venues; Artist-run/ collective spaces; Services to the sector (i.e. conservation/ restoration, fabrication services, intermediary work etc.) 	<ul style="list-style-type: none"> Independent recording/ sound studios; Music equipment/ tech supply companies (with core business in mainly small scale events) 	<ul style="list-style-type: none"> Independent artisans, craft-makers, producers; collectives and organisations; Services to the sector (i.e. heritage preservation, innovation, etc.)

WHO IS NOT ELIGIBLE TO APPLY

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

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- i) Are applying as a group/organisation/association
 - constituted for non-secular purposes;
 - whose core business is not in the arts;
 - whose work does not fall under the types of artforms/sectors of CENDANA's mandate;
 - that does not meet the eligible criteria as stipulated;
 - that is a previous/ existing Create Now beneficiary;
 - that has been dissolved or has any bankruptcy proceedings pending or threatened against it.

- ii) Are an individual
 - whose work does not fall under the types of artforms/sectors of CENDANA's mandate;
 - that does not meet the eligible criteria as stipulated;
 - whose core business is not in the arts;
 - as the main applicant/signatory of a previous/ existing Create Now beneficiary;
 - who is listed as bankrupt or has any bankruptcy proceedings pending or threatened against you.

ELIGIBLE SECTORS

The Programme supports practitioners and arts organisations who work in sectors of performing arts, visual arts, independent music and crafts only as defined below:

Examples of types of subsectors under each Artform (<i>this list is not exhaustive</i>)			
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"> i. theatre ii. dance iii. music (e.g. choir, percussion, ensembles etc.) 	<ul style="list-style-type: none"> • Ceramics • Drawings • Paintings • Sculptures • Printmaking • Design • Photography • Installation art • 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

HOW CAN YOU APPLY

- You can submit your application through CENDANA's online application system on www.cendana.com.my. Submissions via other means, e.g. email, hardcopies, will **NOT** be accepted.



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- Please do include a maximum 2-page word document, PDF or PowerPoint of the proposed idea. You may also opt to submit via sketches as long the proposed idea is well presented/illustrated.
- We welcome ideas that contribute towards the diverse cultural expression of the arts and promote Malaysian artistry and talents.

WHAT WOULD AFFECT YOUR APPLICATION

If an applicant submits **more than one application** in the same funding cycle, only one application will be awarded, if eligible.

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

Individual/Collectives/Groups/Bands*	Organisation
1) Copy of NRIC – clear copy of both back and front image on same- sided A4 page	1) Company company registration form including business and owner information pages. Form 9 - SSM Form, Form 24 or 49, authorisation letter (if applicable).
2) Artist, collective, group or band profile/ resume/ portfolio/ CV to demonstrate active engagement and involvement in the Malaysian arts sector in the past two (2) years	2) Copy of NRIC of the lead applicant and organisation director/owner/partner/president – clear copy of both back and front image on same-sided A4 page
3) Project proposal (either word doc, PDF, PowerPoint etc	3) Collective, group, band or arts organisation profile/ resume/ portfolio/ CV to demonstrate active engagement and involvement in the Malaysian arts sector in the past two (2) years
	4) Project proposal (either word doc, PDF, PowerPoint etc

****Note: For collectives/groups/bands who intend to receive funds using a company account, kindly be informed that the application must be done as an organisation.***

If you are unsure on which application type is best suited to you, drop us an email at grants@cendana.com.my

A NOTE ON CREATE NOW FUNDING PROGRAMME GUIDELINES

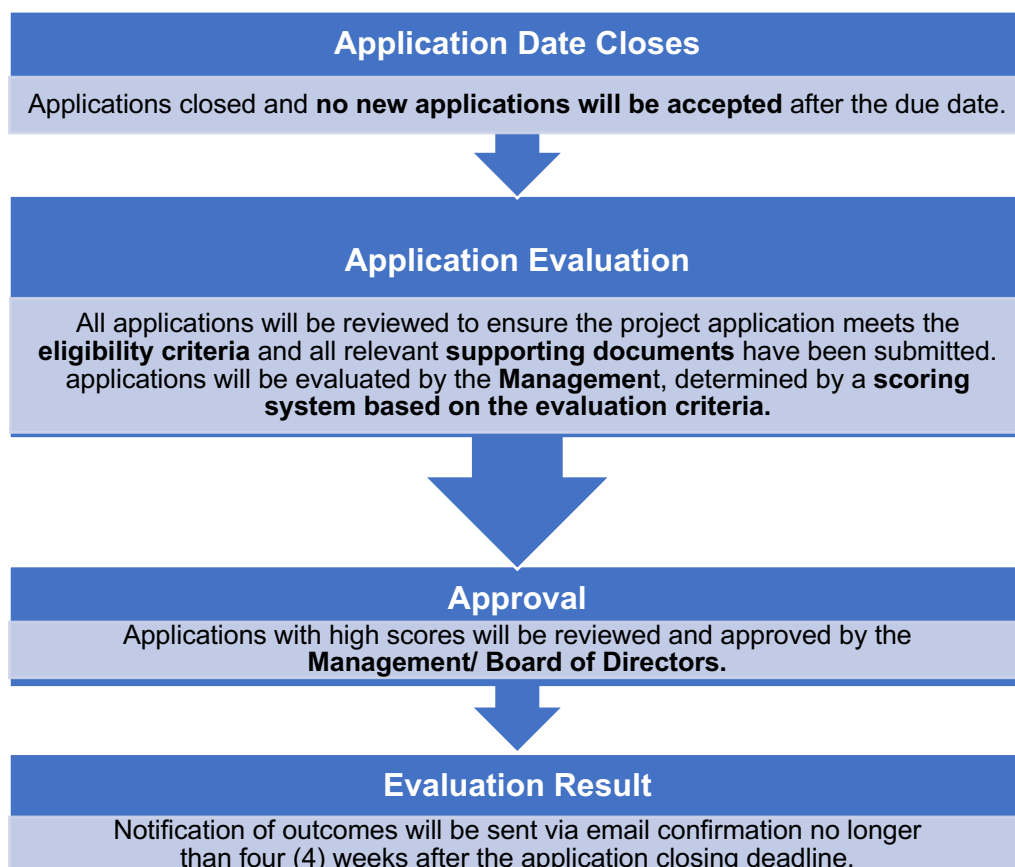
While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise proposals which **do not:**

- 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.

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WHAT HAPPENS AFTER SUBMITTING YOUR APPLICATION

- Once application deadline closes, all applications will be vetted through to ensure applicants meet the eligibility criteria and relevant supporting documents have been submitted.
- Shortlisted applications will be reviewed and approved by **Management**.
- All information and documents submitted to CENDANA will be treated in the strictest confidence.
- Notification of outcomes will be sent via email confirmation no longer than four (4) weeks after the application closing deadline.



WHAT HAPPENS AFTER APPLICATIONS ARE REVIEWED

SUCCESSFUL APPLICATIONS

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

- Approved funding amount;
- Terms & Conditions of the **Create Now Funding Programme**;
- Required deliverables.

The **Create Now Funding Programme** offer 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.

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UNSUCCESSFUL APPLICATIONS

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

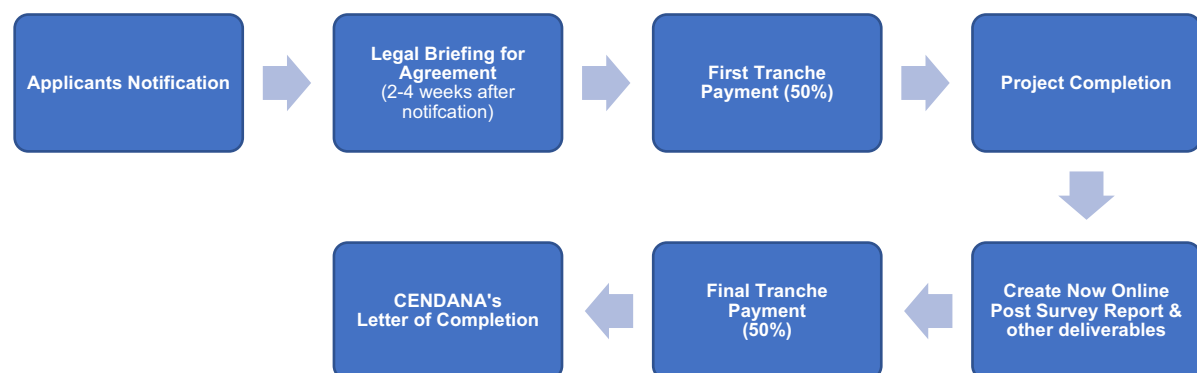
APPEALS

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

HOW WILL YOU RECEIVE FUNDING?

- Should you be successful, 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) to confirm the terms and conditions of the conditional grant.
- The approved amount will be disbursed in **two (2) tranches**.
- The funds will be credited to your or your organisation's recognised bank account. (personal bank account for applications by individuals or unregistered collectives/groups/bands). Structure of the CENDANA Create Now disbursement is illustrated below:

Stage 1: Upon Signing of Agreement	Stage 2: CENDANA's Online Survey Form and Other Deliverables
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.	Final disbursement (remaining 50% of the approved amount) within twenty-one (21) working days after receiving submission of CENDANA's reporting requirements as below: <ul style="list-style-type: none"> • Create Now Online Post Survey Report (including release statistics, insights, view count, engagements etc); • Digital copy of the final digital output; • Proof of payment to team members (for collective/group/band/organisation applications only)



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WHAT IS EXPECTED FROM SUCCESSFUL APPLICANTS

- To submit the final digital output within eight (8) weeks upon execution of agreement.
- The final digital output must be a work that **has not** been released/published yet
- To share the final digital output on relevant digital platforms and have it made accessible to the public.
- To include #CENDANACreateNow and #CENDANAMalaysia when publishing the final output on relevant digital platforms.
- To include PRISMA-CENDANA logo in the digital output (whenever applicable) according to the given branding guideline.
- To ensure completed works are within the Programme guidelines.
- To submit proof of payment to involved participants for applications involving collectives/bands/group (that are not a Sdn. Bhd, Enterprise, Partnership or an association registered under the ROC, ROB and ROS respectively)
- To submit the online survey report one (1) week upon submitting the final output to CENDANA.

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

- changes in the scope of the project without notifying and getting approval from CENDANA;
- indirect or direct degrade or tarnish CENDANA's reputation;
- the project is not able to be completed per the submitted proposal;
- a breach of terms and conditions specified and agreed in the CENDANA Create Now Funding Programme Agreement.

WHO CAN YOU CONTACT IF YOU HAVE QUESTIONS

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

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 the Ministry of Communications and Multimedia. For more information, log on to www.cendana.com.my