

TERMS OF REFERENCE

CENDANA CREATE NOW FUNDING PROGRAMME

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 grants of up to RM 1,500 per individual artist/cultural worker and RM 3,500 per collective/arts organisation.

The goal of the Programme is to cultivate and support artistic development and presentation of ideas in imaginative ways despite physical limitation to resources. It provides an opportunity to adapt arts practice, explore new ways of working and experiment with new forms/ ideas.

Artforms within the realm of performing arts, visual arts and independent music 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. Project duration is up to eight (8) weeks.

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

- Idea(s) that have a digital outcome and CENDANA will be pleased to integrate and present these works and may use them in the future through our digital platforms and for promotional purposes (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. Whatever this may be, we leave it to you to propose.

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:

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, 	<ul style="list-style-type: none"> • Ceramics • Drawings • Paintings • Sculptures • Printmaking • Design • Photography 	<ul style="list-style-type: none"> • Music produced independently - not by any major commercial record labels or 	<ul style="list-style-type: none"> • Crafts • Traditional Textile • Beadworks • Weaving • Ceramics • Woodwork • Metalwork • Traditional arts



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ensembles etc.)	<ul style="list-style-type: none"> • Installation art • Multimedia art 	their subsidiaries	<ul style="list-style-type: none"> • Instruments and Props • Handmade Shoes
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FUNDING PROVIDED UNDER THE CREATE NOW FUNDING PROGRAMME

Grants of up to RM1,500 for individuals and RM3,500 for collectives/arts organisations per successful application/submission of idea(s).

Proposed project to be considerate of guidelines stipulated by the Recovery Movement Control Order, gathering 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.

<ul style="list-style-type: none"> • Malaysian citizens with minimum three (3) years of relevant professional experience and portfolio of work that are actively engaged in the Malaysian arts and culture sector are welcome. • Malaysian artists, collectives and arts organisations within the performing arts, visual arts and independent music sectors, whose income is primarily dependent on gigs, exhibitions, shows, productions and services to the arts sector; • Malaysian artists, collectives and arts organisations within the performing arts, visual arts and independent music sectors, whose business is in small and medium spaces (<500pax) and in public spaces; • Must be based within and doing work in Malaysia. 			
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 (SOCSSO) 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. 			
Types of Arts Organisations			
Performing Arts	Visual Arts	Independent Music	Crafts
<ul style="list-style-type: none"> • Independent venues/ spaces; 	<ul style="list-style-type: none"> • Alternative/ independent art exhibition venues; 	<ul style="list-style-type: none"> • Independent recording/ sound studios; • Music equipment/ 	<ul style="list-style-type: none"> • Independent artisans, craft-makers, producers;



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<ul style="list-style-type: none"> • 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"> • Artist-run/ collective spaces; • Services to the sector (i.e. conservation/ restoration, fabrication services, intermediary work etc.) 	<p>tech supply companies (with core business in mainly small scale events)</p>	<p>collectives and organisations;</p> <ul style="list-style-type: none"> • Services to the sector (i.e. heritage preservation, innovation, etc.)
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WHO IS NOT ELIGIBLE TO APPLY

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

- i) Are a 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;
- 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.

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.
- Please do include a maximum 2-page word document 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.

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WHEN CAN YOU APPLY

Applications are accepted on a rolling basis and assessed every four (4) weeks as highlighted below:

Open for Application

The application will open on Tuesday July 16 and is anticipated to close on August 15. We will review applications in the following increments:

The application will open next on August 16 and is anticipated to close on September 15.

The application will open next on September 16 and is anticipated to close on October 15.

The application will open next on October 16 and is anticipated to close on November 15.

The next set of application dates will be made upon assessing the above applications.

The application may be closed sooner depending on amount of approved applications against the available funds.

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.

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. Likewise, CENDANA's panels are bound by non-disclosure agreements and are required to declare non-conflict before reviewing any proposals.
- Notification of outcomes will be sent via email confirmation no longer than four (4) weeks after the application closing deadline. We will do our best to move quickly.

WHAT WOULD AFFECT YOUR APPLICATION

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:

Applying as Malaysian Citizen:

- Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page.

Applying as Organisation:

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

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- Copy of company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable);
- Applicants must submit concise artist, collective or arts organisation profile/ resume/ portfolio/ CV to demonstrate active engagement and involvement in the Malaysian arts sector in the past three (3) years;
- Applicants must also provide proof of letter, notification or supplementary documentation outlining details of opportunities and financial loss due to COVID-19 (for eg: proof of cancellation and bookings).

HOW WILL YOU RECEIVE FUNDING?

- Your funding will be disbursed in two (2) disbursements. The funds will be credited to you or your organisation's recognised bank account.
- A mobilisation of (50% of the approved amount) will be given up-front upon execution of the Funding Agreement for Successful Applicant(s) to kick-start the project. Balance of (50%) will be disbursed upon submission of completed works and a completed online report. The report link will be provided for you to fill up as soon as you submit your final output to us.
- We encourage you take note and report on the below data metrics (where applicable) when you publish your final output:
 - View count
 - Play rate
 - Engagement
 - Social sharing
 - Click through rate
 - Conversion rate
 - Feedback

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.

UNSUCCESSFUL APPLICATIONS

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

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APPEALS

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

WHAT IS EXPECTED FROM SUCCESSFUL APPLICANTS

- To submit the final output within eight (8) weeks upon execution of agreement.
- To submit a final output that **has not** been released before the execution of the agreement for the Create Now Funding Programme
- To share the final 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 ensure completed works are within the Programme guidelines.
- To submit proof of payment to all involved participants for applications involving multiple individuals for collectives/bands/group applications
- To submit the online report one (1) week upon submitting the final output to CENDANA.

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.

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