

Mobility Funding Programme		
1.	Call for application	25 <sup>th</sup> April 2018
2.	Submission deadline	5 <sup>th</sup> June 2018 by 11.59pm
3.	Evaluation by the Industry Advisory Panel	11 <sup>th</sup> June 2018 – 25 <sup>th</sup> June 2018
4.	Approval by Executive Advisory Committee	29 <sup>th</sup> June – 13 <sup>st</sup> July 2018
5.	Notification of Recipients	18 <sup>th</sup> July 2018

### Introduction: Mobility Funding Programme

As part of CENDANA’s “Empowering the Communities” strategic pillar, the **Mobility Funding Programme** (“Programme”) looks at small to mid-scale touring work from performing arts, visual arts and independent music, focusing on platforms that improves access to high-quality Malaysian art locally or abroad. It seeks to extend the reach of high-quality work by broadening the range of venues presenting it, development of formal or informal touring networks, as well as forging stronger relationships between artists, audiences, producers, venues and promoters.

Performing arts	Visual arts	Independent music
Traditional and contemporary arts that may include theatre, dance, music (for e.g. percussion, choir, etc.)	Ceramics, drawing, painting, sculpture, printmaking, design, photography	Music produced independently – not by major commercial record labels or their subsidiaries

### Objective of the Programme

The Programme aims to enable a wide range of arts practitioners and organisations to continue to:

- present high-quality small to mid-scale touring work and works that express and enrich our artistic diversity, as well as increase arts appreciation and participation in Malaysia or abroad.
- enable participation in international festivals, exhibitions, trade fairs, biennales, conferences, etc.
- nurture relationships with artists and/or creative practitioners with an immediate or mid-term view of developing markets and audiences for their work in another country and building their profile internationally.

The Programme **supports return air transfers** and **covers cargo freight of touring equipment per application**. The Programme covers **up to RM30,000 per application**.

We are equally interested in encouraging mobility between Peninsular Malaysia and East Malaysia (Sabah & Sarawak).

Applicants will need to conduct their own research and have identified and communicated with a potential partner/host in the country they wish to visit. **Applicants are asked to provide a letter from their host as part of the application process.**

The proposed activities must be time-limited and take place between **August 2018 to March 2019**. Kindly refer to the table below for potential instances that are eligible for funding:

International	National**
<p><b>Invited platforms where you fulfill the following:</b></p> <ul style="list-style-type: none"> <li>▪ receive a confirmed invitation from an international partner, venue presenter, curator or festival director.</li> <li>▪ receive an appropriate remuneration i.e. honorarium or professional fee for the performance/exhibition and is hosted as well as provided accommodation and per diem amongst others.</li> </ul>	<p><b>Invited platforms where you fulfill the following:</b></p> <ul style="list-style-type: none"> <li>▪ receive a confirmed invitation from a local partner, venue presenter, curator or festival director.</li> <li>▪ receive an appropriate remuneration i.e. honorarium or professional fee for the performance/exhibition and is hosted as well as provided accommodation and per diem amongst others.</li> </ul>
<p><b>Self-effort where you fulfill the following:</b></p> <ul style="list-style-type: none"> <li>▪ secure the venue at own-self to present work with receipt of venue booking.</li> <li>▪ confirmation letter from venue to present work.</li> </ul>	<p><b>Self-effort where you fulfill the following:</b></p> <ul style="list-style-type: none"> <li>▪ secure the venue at own-self to present work with receipt of venue booking.</li> <li>▪ confirmation letter from venue to present work.</li> </ul>

**\*\* Note: Made available only for mobility between Peninsular Malaysia and East Malaysia (Sabah & Sarawak).**

### **Who can receive Funding**

- Malaysian citizens or Malaysian permanent residents who are actively engaged in the Malaysian arts and culture sector – new, emerging and established artists are welcome.
- Anybody critical in the development of performing arts, visual arts and independent music. This may include artists, choreographers, composers, dancers, directors, musicians and writers. Applications can be made by individuals or teams and/or groups collectively. However, the lead applicant must assume full administrative responsibility as well as be involved in the whole process.

### **Priority will be given to those:**

- who can demonstrate an interest in their work from local or international partner in charge of festival, venue or network seeking to organise a program featuring Malaysia artist or group, demonstrated by a letter of support from the overseas partner/host.
- whose work will be remunerated appropriately by the local or international partner.
- who have received recognition for their work in Malaysia.
- who do not have extensive international experience or whose international experience is limited to countries other than those that are the subject of their proposal.

### **Application Process**

Funding support is awarded through a highly competitive evaluation process by the **Industry Advisory Panel** and **Executive Advisory Committee**.

Applicants will be evaluated against the following criteria via the advisory panel and committee as well as the strength of relevant supporting materials submitted.

#### **A. Artistic Merit of Proposal**

- Vision, ideas and artistic rationale
- Level of innovation, ambition, experimentation or risk-taking
- Clear articulation of creative process

#### **B. Contribution to Malaysia's Arts Scene and Artistic Legacy**

- Relevance to Malaysia
- Contribution to diverse cultural expression
- Allows engagement with audience by exposing differing perspectives, or fosters increased understanding of the arts

#### **C. Reach and Quality of Audience Engagement**

#### **D. Applicant's Competency and Calibre**

- Evidence of necessary support to undertake and complete proposed work demonstrated through clear articulation of proposal
- Past achievements demonstrate strong artistic merit and high production values, and are critically recognized in the Malaysian arts scene

## **E. Management**

- Produce a detailed budget which includes the costs for documentation and sharing/showcasing work
- Produce a detailed timeline which includes the type and methods of documentation
- List partners and their specific roles which include evidence of their commitment and involvement
- Commit to best practice around data capture and sharing on social media

## **F. Relevance to CENDANA's goals**

- Articulate potential return on investment to CENDANA's economic multiplier of 2.36x which contributes to the country's economy. This may be demonstrated in a form of sales of tickets, merchandises, etc.
- In certain cases, where the applicant may be weak in articulating the economic output, consideration may be given to media value and reach, response from the audience (e.g. reviews or dipstick survey)
- Provides up-skilling of talents and capacity building to the job hires, networks, industry and/or those interested in the arts
- Provide opportunities for employment
- Articulate how applicants works may contribute towards exposing the wider society to the arts
- Articulate plans of possible tour or trade leads that may have expressed interest to collaborate, co-produce, or co-develop the next stage of development

## **Additional notes**

Please also include how the efforts:

- promotes or improve access to high-quality Malaysian work
  - builds or develops national or international networks or partnerships
  - legacy and sustainability
  - best practice around data capture and sharing
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### **A note on Funding 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 funding to proposals which do not:**

- Advocate or lobby for lifestyles seen as objectionable by the general public;
- 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;
- Undermine the authority or legitimacy of the government and public institutions or threaten the nation's security or stability.

**We will not be able to support art activities that:**

- do not involve or benefit practicing artists or arts workers;
- do not have a clearly defined arts component;
- has already commenced prior to the time of application;
- does not have a clearly defined arts component, including projects primarily aimed at promoting religious causes;
- is held at a religious venue;
- is not intended for public consumption;
- is intended for fundraising purposes;
- is presented under the auspices of a school or tertiary institution, or is part of its curriculum;
- is intended specifically for academic purposes;
- (where relevant) is unable to obtain relevant in-market licenses.