

# TERMS OF REFERENCE

## CENDANA CAPACITY BUILDING FUNDING PROGRAMME

### OVERVIEW

	Open for Application	Application Due Date	Applicants notified by	Projects to Start
<b>FUNDING CYCLE 2</b>	12 <sup>th</sup> May 2020	13 <sup>th</sup> July 2020	12 <sup>th</sup> August 2020	September 2020 onwards

**Note: In consideration of Raya Aidilfitri, the application period is nine (9) weeks instead of the usual six (6) weeks for the Funding Cycle 2.**

CENDANA's **Capacity Building Funding Programme** ("Programme") encourages and supports the continuous professional development and public outreach programmes for people who are actively engaged in the Malaysian arts and culture sector.

The **Capacity Building Funding Programme** primarily supports:

- Artists and cultural workers to attend professional development and public outreach programmes in Malaysia only (such as forum, workshops, conferences, exchanges etc.);
- Organise arts and culture related workshops, masterclasses, forums, exchanges or professional development and public outreach programmes that will benefit artists or the wider public, to be conducted in Malaysia only.

Should you be interested to attend a professional development programme beyond Malaysia after the Movement Control Order and travel restriction stipulated by the local or international government are lifted, then you are required to apply for CENDANA's Mobility Funding Programme.

CENDANA's funding programmes are introduced to provide financial assistance, in the form of conditional grant to individual(s), duly incorporated and registered companies, associations or societies in Malaysia.

### Sectors

The Programme supports the mentioned projects from the performing arts, visual arts and independent music sector defined as below:

Performing arts	Visual arts	Independent music
<ul style="list-style-type: none"> <li>• Traditional and contemporary arts that may include:               <ol style="list-style-type: none"> <li>i. theatre</li> <li>ii. dance</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• Ceramics</li> <li>• Drawings</li> <li>• Paintings</li> <li>• Sculptures</li> <li>• Printmaking</li> <li>• Design</li> </ul>	<ul style="list-style-type: none"> <li>• Music produced independently - not by any major commercial record labels or their subsidiaries</li> </ul>

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iii. music (e.g. choir, percussion, multi-disciplinary etc.)	<ul style="list-style-type: none"> <li>• Photography</li> <li>• Installation art</li> <li>• Multimedia art</li> </ul>	
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### **Funding provided under the CENDANA Capacity Building Funding Programme.**

The **Capacity Building Funding Programme** supports direct expenses for you to participate or organise such professional training and skills development or and public outreach programmes (up to RM15,000) per application per calendar year.

**Proposed project to adhere to guidelines stipulated by the 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, mass gathering and event standard operating procedure (SOP).**

Eligible Expenses	Non eligible expenses
<p><b><u>As Organiser:</u></b></p> <ul style="list-style-type: none"> <li>• Artists/Speakers/Instructors/ Organiser's<sup>1</sup> honorarium OR per diems</li> <li>• Travel (only beyond 50 km from current residence) and accommodation for Artists/Speakers/Instructors/Organiser</li> <li>• Venue/space rental</li> <li>• Rental of PA system, projector &amp; Microphones</li> <li>• Translator/transcriber costs (Languages: English, BM, Chinese and Tamil)</li> <li>• Support staff fee (e.g. workshop assistants, helpers etc)</li> <li>• Photography and videography costs*</li> </ul> <p><b><u>Projects that may take place on digital platforms</u></b></p> <ul style="list-style-type: none"> <li>• Web design and production costs (e.g. web designer, copywriter, illustrator)</li> <li>• Online marketing and promotional costs (Social media boosting)</li> </ul>	<p><b><u>As Organiser:</u></b></p> <ul style="list-style-type: none"> <li>• Catering costs (e.g. food and beverage expenditure)</li> <li>• Operational expenditure costs (e.g. full-time salaries, monthly office rent, etc)</li> <li>• Organiser or third-party management/service fee</li> <li>• Marketing costs (e.g. advertising fee, printing of marketing collaterals, designer fees, etc)</li> <li>• Purchase of equipment (e.g. laptop, printer, musical instrument, software, etc)</li> <li>• Fees for attendees</li> <li>• Visa</li> </ul> <p><b><u>Projects that may take place on digital platforms</u></b></p> <ul style="list-style-type: none"> <li>• Web domain fees</li> <li>• Web hosting fees</li> <li>• SSL (Secure Sockets Layer) certificate fees</li> </ul>

<sup>1</sup> Organiser's honorarium fees only apply if the organiser is contributing to the workshop.

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<ul style="list-style-type: none"> <li>• Photography and videography costs</li> <li>• Artists/Speakers/Instructors/ Organiser's<sup>2</sup> honorarium OR per diems</li> <li>• Expansion or upgrade of online platform<sup>3</sup></li> <li>• Technical support staff costs</li> </ul>	<ul style="list-style-type: none"> <li>• Search Engine Optimisation fees</li> <li>• Digital art and music softwares/applications</li> <li>• Motion graphics or video editing software (e.g. MadMapper, Isadora (Troikatronix, HeavyM, Resolume Arena)</li> <li>• Cloud storage fees (e.g. iCloud, Dropbox)</li> <li>• Any kind of storage device (e.g. USB flashdrive)</li> </ul>
<p><b><u>As Participant:</u></b></p> <ul style="list-style-type: none"> <li>• Travel costs if it is beyond 50 km from current residence (within Malaysia only)</li> <li>• Registration fees of upskilling programmes such as conference/workshop or fairs</li> <li>• Per diems<sup>4</sup></li> </ul> <p><b><u>Participate on digital platforms:</u></b></p> <ul style="list-style-type: none"> <li>• Registration fees of upskilling programmes such as conference/workshop or fairs</li> </ul>	<p><b><u>As Participant:</u></b></p> <ul style="list-style-type: none"> <li>• Accommodation</li> </ul> <p><b><u>Participate on digital platforms:</u></b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul>

\*Case by cases basis

CENDANA Funding Programmes provide partial support to enable efforts of arts practitioners and intermediaries to realise artistically exciting projects. The Funding is not in replacement of salaries and is not intended to be the sole income for fees during the funding period as we recognise that creatives are likely to be involved in other projects.

<sup>2</sup> Organiser's honorarium fees only apply if the organiser is contributing to the workshop.

<sup>3</sup> An extension of premium package for wider public reach on virtual platform. i.e.: Zoom, GoToMeeting etc.

<sup>4</sup> For platforms which does not provide per diems and only for the duration of the event capped to a max of 10 days at RM40 per day.

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### **A note on the payment transaction guideline**

Please note that a successful beneficiary shall not enter into any transaction with related parties which will be deemed not claimable. For purposes of this provision, the expression “related parties” means but not limited to any related companies/ organisations that is wholly owned and/or related to the beneficiary.

### **Who can apply for the CENDANA Capacity Building Funding Programme?**

- Malaysian citizens or organisations 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.
- Anybody critical in the development of performing arts, visual arts and independent music. This may include but not limited to artists, choreographers, composers, dancers, directors, producers and musicians.
- Applications can be made by individuals, collective/groups or organizations. However, the lead applicant must assume full administrative responsibility as well as be actively involved in the whole process.

Projects proposed by for-profit entities must have significant developmental benefits for Malaysian artists, bring high quality arts to audiences and should achieve financial sustainability with time. In addition, CENDANA may prioritise funding to organisations whose core business is in the arts. Given the competitive nature of arts funding and limited resources, CENDANA will prioritise new proposals as opposed to recurrent projects of a similar nature which have been funded before.

### **Who is not eligible to apply for the CENDANA Capacity Building Funding Programme?**

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

- i) Are a group/organisation
  - constituted for non-secular purposes;
  - currently receiving funding under any of CENDANA funding programmes (exemption is given to the recipient of the Create Now Funding Programme);
  - that have pending/outstanding evaluation reports on the use of previous funding programmes from CENDANA.
  - has been funded consecutively by CENDANA within three (3) calendar years.
- ii) Are proposing a project that
  - have already commenced prior to the time of application or prior to completion of CENDANA’s application evaluation process;
  - projects that do not have a clearly defined arts component, including projects primarily aimed at promoting religious causes;

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- activities that do not fall under the types of artforms/ sectors of CENDANA's mandate;
- projects that are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;
- projects primarily aimed to generate profits which will be distributed to company owners' shareholders;
- programmes that are held at a religious venue;
- activities that is not intended for public consumption;
- programmes that are intended for fundraising purposes;
- (where relevant) is unable to obtain relevant in-market licenses (For e.g. local council or PUSPAL approvals).

### **How can you apply for the CENDANA Capacity Building Funding Programme?**

- You can submit your funding application through CENDANA's online grant management system on [www.cendana.com.my](http://www.cendana.com.my). Submissions via other means, e.g. email, hardcopies, will **NOT** be accepted.
- Application and Budget templates are provided for within the system.

You **MUST** use CENDANA's templates provided within the system.

### **Who can you call if you have questions?**

If you have any questions, or wish to discuss your applications in detail, please email [info@cendana.com.my](mailto:info@cendana.com.my) to secure an appointment.

### **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** comprise of industry advisors, experts and practitioners, determined by a weighted scoring system against the published assessment criteria.
- The highly weighted applications will be reviewed and approved by **Management 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.

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- Notification of outcomes will be sent via email confirmation no longer than eleven (11) weeks after the application closing deadline.

### **How will your application be assessed?**

Applicants will be evaluated against the following criteria 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 overall project

#### **B. Contribution to Growth of Malaysia's Arts Scene** *(may be illustrated based on any of the below)*

- Relevance to Malaysian audiences
- Demonstration of accessibility and reach to wider audiences
- Promoting or improving access to high-quality Malaysian artistic work
- Contribution to the diverse cultural expression of the arts and culture community
- Exposes different artistic perspectives or fosters increased understanding of the arts

#### **C. Applicant's Competency and Caliber**

- Demonstrate tangible track record of past projects and/ or work
- Evidence of necessary support to undertake and complete proposed work demonstrated through clear articulation of proposal
- Past achievements demonstrate strong artistic merit, high production values or receive critical recognition within the Malaysian arts scene

#### **D. Project Management**

- Produce a detailed budget sheet which includes the costs for overall project and requested funding amount
- Produce detailed timeline of project/ programme/ activity from inception to completion
- List partners and their specific roles which include evidence of their commitment and involvement
- Commit to best practice around data capture, publicity and sharing on social media

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

- Articulate potential return on investment to CENDANA's economic multiplier of 2.5x which contributes to your sustainability or the country's economy. This may be demonstrated in a form of personal wage, increase of profile, media coverage or sales of tickets, merchandises, etc.
- In certain cases, where the applicant may not be able to illustrate the economic output, consideration may be given to media value and reach, response from the audience (e.g. reviews or dipstick survey)

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- Opportunities of employment, up-skilling, talents or capacity building that is beneficial towards the Malaysian arts community, industry and/or those interested in the arts
- Articulate how applicants works may contribute towards exposing the wider society to the arts
- Priority is given to arts and culture efforts within Kuala Lumpur/Klang Valley. However, equal consideration is also given to arts and culture efforts in other parts of the country as long as it includes activation within Kuala Lumpur/Klang Valley (i.e. performance, workshop, showcase etc).

### **What would affect your application?**

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

#### **Personal documents**

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 Malaysian Permanent Resident:

- Copy of Passport, and;
- Copy of MyPR 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*)
- Copy of company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable);

#### **Supporting documents**

- Budget/cost breakdown and Itinerary sheet;
- Any other relevant supporting materials in digital format (if applicable) e.g. visual images, video, web link, collaborators/ speakers/ band members portfolio/CV etc.
- A confirmed letter from a local venue presenter.
- Relevant profiles for all relevant parties/ collaborators who is involved in the projects.

If you are organising a workshop, forum, conference, exchanges etc, please include your activity schedule for the event that you intend to organise.

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

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- 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).
- Your participation or organization of the professional development and public outreach programmes have to take place within twelve (12) months from CENDANA's successful receipt of funding programme notification.
- Depending on your approved funding quantum, your funding will be disbursed in two (2) disbursements. The funds will be credited to your or your organisation's recognised bank account.

Structure of the Capacity Building Funding Programme disbursement is illustrated below:

Upon signing of Agreement	Economic Survey Report
First Disbursement (40% of the approved amount) upon execution of the Letter of Agreement within 21 working days.	Final disbursement (remaining 60% of the approved amount) within 21 working days upon submission of Project Post Mortem Report and completion of CENDANA's Monitoring Economic Survey Report.

- A mobilisation of (40% 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 (60%) will be disbursed upon completion of the project.
- Type of deliverables include, but not limited to the items below:
  - I. Project Post Mortem Report;
  - II. Monitoring Economic Survey;
  - III. Final Statement of accounts – proof of expenditure (receipts, invoices, payment vouchers, etc)
  - IV. Other form of validation – budget/actual expenditure, supplementary materials of activity such as videos, photos and collaterals created (if applicable).

### What happens after the applications are assessed?

#### Successful Applications

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

- Approved Capacity Building Funding Programme amount and purpose;
- Terms & Conditions of the CENDANA Capacity Building Funding Programme;
- Performance goals and deliverables.

The Capacity Building Funding Programme 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.

## What is expected from successful applicants?

- Keep in regular contact with CENDANA to update on project progress or should there be any changes in the proposed scope of works;
- To apply CENDANA brand guidelines onto all communication platforms e.g. to include logo on all publicity and marketing collaterals<sup>6</sup> for supported projects;
- To ensure all payment vouchers, invoices and receipts for project expenditure are kept as proof of payment to be submitted to CENDANA. Failure to provide the necessary supporting documents may affect the disbursement amount.

### A Note on Capacity Building 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.

CENDANA reserves the right to revoke any applications/award 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;
  - Unable to complete the project as per the submitted proposal;
- Breach of terms and conditions specified and agreed in the Funding Programme Agreement

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<sup>6</sup> Details outlined in Agreement.

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## 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 Ministry of Communications and Multimedia. For more information, log on to [www.cendana.com.my](http://www.cendana.com.my)

## CENDANA's GOALS

**CENDANA supports platforms, projects and/or activities that:**

- i. Falls under one or more of the following CENDANA Strategic Pillars:
  - **Energising the Arts** – Stimulating demand for Malaysian arts from the wider public and trade. For e.g. building networks with venue presenters, running public arts programming, etc.
  - **Empowering the Communities** – Increasing opportunities of success for Malaysian artists and increasing quality of work. For e.g. facilitating collaborations, hosting trainings and professional development courses.
  - **Reorganising Policies** - Advocate for policies and frameworks that encourage sustainable development of the cultural economy. For e.g. co-designing and researching on a proposed national cultural funding policy.

**For more information about the work that we do, please log on to [www.cendana.com.my](http://www.cendana.com.my).**

- ii. Associates with one or more of the following CENDANA Building Blocks:
  - **Cultural and Creative Education: Creating a Creative Workforce**  
– Developing a creative education and skills policy for Malaysia.
  - **Nurturing the Market**  
– Building KL as a centre for creative expositions.
  - **Business Support and Investment**  
– Ensuring creative businesses have access to tailored expertise and advice as well as key investment communities.
  - **Creative Place-making, Liveability and Tourism**  
– Developing dedicated planning guidelines for culture and explore incentives that will encourage culture and creativity in KL.

**For more information about the Building Blocks, please log on to the “*KL as A Cultural*”**

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and *Creative City Report*” at [www.cendana.com.my/resources](http://www.cendana.com.my/resources).

- iii. Contributes to delivering CENDANA’s intended output as below:
  - **2.5x Economic multiplier;**
  - **Positioning of Kuala Lumpur as a Cultural and Creative City;**
  - **Up-skilling of industry practitioners to scale-up talent development.**
- iv. Demonstrates potential for project scalability and/or sustainability in the mid or long-term even after CENDANA’s sponsorship has ended.