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CENDANA DEVELOPMENT FUNDING PROGRAMME

OVERVIEW

	Open for Application	Application Due Date	Applicants notified by	Projects to Start
FUNDING CYCLE 1	6 th May	3 rd July	September	October onwards
FUNDING CYCLE 2	2 nd September	15 th October	December	January 2020 onwards

Note: In consideration of Raya Aidilfitri, the application period is eight (8) weeks instead of the usual six (6).

What is the CENDANA Development Funding Programme?

CENDANA’s **Development Funding Programme** (“Programme”) supports the creation, adaptation or re-development of distinctive Malaysia-made artistic content for performing arts, visual arts and independent music. The Programme seeks to expand the range of high-quality works that engage audiences in Malaysia and encourage local practitioners to push the boundaries to their artistic practice.

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

What does the CENDANA Development Funding Programme support?

Activities

- Creation of original new works
- Adaptation and re-development of works across artistic disciplines (with priority given to works promoting Malaysian content)

The stage of the work should result in an original, complete script/ screenplay/ score/ exhibition / live presentation of excerpts.

The list above is not exhaustive; please contact the relevant CENDANA officers to find out if your project can be supported under this scheme.

Sectors

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

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Performing arts	Visual arts	Independent music
<ul style="list-style-type: none"> Traditional and contemporary arts that may include: <ol style="list-style-type: none"> theatre dance music (e.g. choir, percussion, multi-disciplinary 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

What is the level of funding provided under the CENDANA Development Funding Programme?

The **Development Funding Programme** covers **direct expenses** of the artistic creation and developmental process only (up to total of RM15,000) per application per calendar year.

Eligible Expenses	Non eligible expenses
<ul style="list-style-type: none"> Costs involved for research and content creation which may include workshops (e.g. venue/ space rental, travel, technical, consultancy, food and beverage) Per diems (for works that is required beyond two (2) hours travel from current residence)¹ Costs involved for experimentation/ devising/ creation Costs involved for raw materials Fees for collaborators involved in the creation process only (e.g. composer, lyricist, script writer, choreographers, dramaturg etc.) Translator/ transcriber costs (Languages: English, BM, Mandarin, Tamil) 	<ul style="list-style-type: none"> Operational expenditure costs (e.g. full-time salaries, monthly office rental etc.) Curatorial fees Purchase of software/ upgrading software Production cost (e.g. rental of show venue, technicians, fabricators, framing cost etc.) Publicity and marketing costs (e.g. advertising fee, printing of marketing collaterals, designer fees, etc.) Purchase of equipment (e.g. laptop, printer, musical instrument, software etc.) Academic research and conferences, workshops and development of teaching and resources specifically for academic courses Capital expenditure including refurbishment of buildings and offices

*The list above is not exhaustive: please contact the relevant CENDANA officers to find out if your project expenses can be supported under the scheme.

¹ For work that is required beyond the geographic coverage of current residents

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Who can apply for the CENDANA Development Funding Programme?

- Malaysian citizens or organizations with minimum three (3) years of relevant professional experience and portfolio of work that 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 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 Development 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 grants or sponsorships under any of CENDANA funding programmes;
 - that have pending/ outstanding evaluation reports on the use of previous funding programmes from CENDANA.

- 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;
 - programmes that are not able to demonstrate efforts to benefit practicing artists or arts workers;
 - 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;

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- 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).

When can you apply for the CENDANA Development Funding Programme?

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How can you apply for the CENDANA Development Funding Programme?

- You can submit your funding application through CENDANA’s online grant management system on www.cendana.com.my. Submissions via other means, e.g. email, hardcopies, will **NOT** be accepted.
- Application, Progressive Milestone Report, Project Post Mortem Report, Monitoring Economic Survey and budget templates are provided for within the system.
- All documents outlined as above **MUST** use CENDANA’s provided templates.

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

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** or the **Board of Directors**.
- 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.
- Notification of outcomes will be sent via email confirmation no longer than ten (10) weeks after the application closing deadline.

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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 creative process and 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 Calibre

- 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 incurred for creation and developmental process
- 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)
- 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

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- 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 (ie. 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 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

- Project proposal;
- Project timeline/ schedule;
- Budget/ cost breakdown sheet;
- Any other relevant supporting materials in digital format (if applicable) i.e. visual images, video, web link etc.

How will you receive funding?

- 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).
- 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.

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Structure of the Development 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 twenty-one (21) working days.	Final disbursement (remaining 60% of the approved amount) within twenty-one (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 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).

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.

What happens after the applications are assessed?

Successful Applications

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

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

The Development 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.

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.

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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 i.e. to include logo on all publicity and marketing collaterals² 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.

What is required after the project is completed?

- To complete Project Post-Mortem Report and CENDANA's Monitoring Economic Survey to be submitted within fourteen (14) working days from completion notification date (template/ form provided by CENDANA);
- To provide summary of project expenditure along with the – proof of expenditure (receipts, invoices, payment vouchers, etc);
- To submit any other form of validation – supplementary materials of activity such as videos, photos and collaterals created (if applicable).

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 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 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.

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

² *Details outlined in Agreement.*

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reports to Ministry of Communications and Multimedia. For more information, log on to 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 form 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.

- 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 and Creative City Report*” at 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 ended.

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