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CENDANA PERFORMING ARTS PRESENTATION FUNDING PROGRAMME

OVERVIEW

Applications Open	Applications Close	Review & Evaluations	Applicants Notified By	Programmes to Start
1 April 2021	30 April 2021	3 – 31 May 2021	14 June 2021	August 2021 onwards

What is the Performing Arts Presentation Funding Programme?

CENDANA's Performing Arts Presentation Funding Programme aims to promote Malaysia's creativity and stories, encourage a dialogue that fosters mutual respect for the diverse beliefs and values of all persons and groups, enrich our humanity by broadening our understanding of ourselves as individuals and as a society and more.

To achieve this, the Programme primarily supports:

- **Research, development and creation of works** (with the intent that may be culminated into a showcase or digital presentation);
- **Production, presentation and showcase of works** within Malaysia or for Malaysian productions touring abroad (shows, productions, concerts and performances within spaces < 500 pax or at public spaces);
- **Arts outreach programmes** (cross-sector collaborative efforts that supports and complements the arts sector such as art therapy workshops, programmes for a wide reach of demographics and more);
- **Upskilling and professional development** (attending and/or organising workshops, residencies, training, conferences, performing arts markets and networking and more).

The Programme provides funding up to **RM30,000 per application**, supporting implementation and participation of programmes and activities from **August 2021 onwards** which may cover one or any of the above purpose and criteria.

Who can apply to the Performing Arts Presentation Funding Programme?

1. The Programme supports a range of performing arts genres defined as below:

Performing Arts (Traditional/ Contemporary)
<ul style="list-style-type: none"> • Theatre • Comedy • Dance • Musicals • Ensemble works • Spoken Word • Traditional performing arts • Cross and multi-disciplinary collaborations with focus on performing arts

2. Individuals, collectives and arts organisations nationwide who meets the **criteria**:



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- Malaysian citizens or organisations with minimum three (3) years of relevant experience and portfolio of work that are actively engaged in the Malaysian arts scene.
- Anybody critical in the development of the performing arts sector who are able to demonstrate consistent track record. This may include but not limited to artists, choreographers, dancers, directors, producers and arts administrators.
- Applications can be made by individuals, collective/groups or organisations. However, the lead applicant must assume full administrative responsibility as well as be actively involved in the whole process.

CENDANA Funding Programmes are introduced to provide partial support through funds and financial assistance, in the form of conditional grants to individual(s), duly incorporated and registered companies, associations or societies in Malaysia to realise artistically exciting projects.

3. The **proposed projects** must be (where applicable):

- Accessible to the general public;
- Offer significant developmental benefits for Malaysian artists and bring high quality arts to audiences;
- If applicable, supported by a marketing and promotions plan;
- In the case of cross or multi-disciplinary projects and performances, have a majority performing arts centric component that would contribute to the development of Malaysian arts sector;
- Completed within timeframe of next twelve (12) months from date of funding approval.

Projects proposed by for-profit entities must have significant developmental benefits for Malaysian artists and bring high quality arts to audiences.

Proposed project must adhere to the Movement Control Order restrictions and guidelines stipulated by state or federal governments or within the defined environment given by the Government for e.g. social distancing, travel conditions, mass gathering and event standard operating procedure (SOP).

Who is not eligible to apply to the CENDANA Performing Arts Presentation Funding Programme?

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

- i. Are an individual/ collective/ organisation:
 - whose core business or activity does not have a clearly defined arts component that fall under the criteria of performing arts;
 - profile does not meet the eligible criteria as stipulated;
 - constituted for non-secular purposes;
 - that have been declared bankrupt or undergoing bankruptcy proceedings;
 - currently facing an action, claim, process or investigation against the applicant;
 - being charged and/ or convicted in a criminal process or named as accused in a pending court case process;



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- (where relevant) do not have the necessary business license to operate;
 - currently receiving grants or sponsorship under CENDANA or its holding company MyCreative Ventures Sdn Bhd funding programmes (with exception to Create Now Funding Programme);
 - that have pending/ outstanding evaluation reports on the use of previous funding programmes from CENDANA or its holding company MyCreative Ventures Sdn Bhd;
 - if there are any adverse findings on the organisations during the due diligence process;
 - that has been funded consecutively by CENDANA within three (3) calendar years.
- ii. Are proposing a project/ series of programmes/ activities that:
- have already started before the time of application or before the completion of CENDANA's application evaluation process;
 - do not fall under the types of artforms/ sectors of CENDANA's mandate;
 - do not have a clearly defined arts component that fall under the criteria of performing arts, including projects primarily aimed at promoting religious causes or held at a religious venue;
 - are not able to demonstrate efforts to benefit practicing artists or cultural workers;
 - are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;
 - are primarily aimed to generate profits which will be distributed to company owners/ shareholders;
 - is not intended for public consumption;
 - is intended for fundraising purposes; and
 - (where relevant) is unable to obtain relevant in-market licenses (for e.g. local council or PUSPAL approvals).

What does the Performing Arts Presentation Funding Programme support?

The Programme supports direct expenses¹ of the proposed project, up to total of **RM30,000** per application for the following costs which may include:

Eligible Expenses	Non-Eligible Expenses
Professional Fee	
<ul style="list-style-type: none"> • Professional fee/ collaborators (i.e. producer, project managers, choreographers, director, performers, composer, stage manager, lyricist, script writer, dramaturg, masters of traditional arts, indigenous communities, workshop facilitator/ instructor/ speaker etc.) • Cost for translator/ transcriber (Languages: English, Bahasa Malaysia, Mandarin and Tamil only) • Videographer/ photographer fees 	<ul style="list-style-type: none"> • Purchase of equipment (e.g. laptop, tablet, printer, office furniture, etc) • Purchase of software/upgrading software • Operational expenditure costs (e.g. full-time salaries, monthly space rental, management fees, etc) • Catering costs (e.g. food and beverage expenditure)

¹ This list may not be exhaustive. Please contact CENDANA Team should you require clarification.



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<ul style="list-style-type: none"> • Cost to enable your creation of work to be presented via digital platform (i.e. web designer, video editing, copywriter, illustrator etc.) • Expansion or upgrade of online platform² <p>Note: Fees must be relevant and based on the average market rate. Request of professional rate needs to be supported by their industry experience and background. All fees requested will require the submission relevant profiles and supporting work.</p> <p>Please note that the Funding is not in replacement of full-time salaries and is not intended to be the sole income for duration of the funding period.</p>	<ul style="list-style-type: none"> • Major renovation and refurbishment costs (e.g. space extension, water leak repair, etc) • Business/ event related licenses, permits, visa
Production and Technical Support	
<ul style="list-style-type: none"> • Cost involved for production/ showcase (e.g. rental of sound system/ technical equipment/ backline, technical staff, crew/ support staff, aspects of set design and set creation, making and/or purchasing of props/ traditional costume where relevant etc.) • Venue/ space rental • Cost for materials (related to creation of work and/or delivery of programme/ project/ presentation/ showcase where relevant) 	<ul style="list-style-type: none"> • Operational expenditure (i.e. monthly office rental, utility bills etc.) • Capital expenditure including refurbishment/ renovation of buildings, offices, studio • Purchase and upgrading of software • Purchase of equipment (i.e. laptop, printer, musical instrument, machines etc.) • Event permits and licenses • Catering costs (e.g. food and beverage expenditure)
Mobility and Touring	
<ul style="list-style-type: none"> • Return flight tickets • Return airport transfers • Travel expenses by train, bus, or car³ to rehearsal and event venue only • Cargo freight cost for touring (i.e. equipment, instruments etc.) • Per diems⁴ • Accommodation (for travelling participants only) 	<ul style="list-style-type: none"> • Visa and passport fees • Medical/ insurance coverage and vaccines • Customs tax for international shipping • Meals/ catering costs (e.g. food and beverage expenditure)

² An extension of premium package for wider public reach on virtual platform. i.e.: Zoom, GoToMeeting etc.

³ Mileage is claimable at RM0.80 per kilometer from current residence to destination

⁴ For platforms which do not provide per diems and only for the duration of the event capped to a max of 10 days at RM40 per day for local travel and USD20 per day for international travel.



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<ul style="list-style-type: none"> Instrument's logistics (domestic and international shipping) 	
<p style="text-align: center;">Additional Notes for Mobility and Touring</p> <p>For invited platforms, you must fulfil the following:</p> <ul style="list-style-type: none"> Receive a confirmed invitation from an international/ a local partner, venue presenter, producer or festival director. Receive an appropriate remuneration (i.e. honorarium or professional fee) for the performance and is hosted as well as provided accommodation amongst others. <p>For self-effort projects, you must fulfil the following:</p> <ul style="list-style-type: none"> Provide a copy of the venue booking receipt or confirmation letter from the respective venue where your performance/ work will be presented. All relevant permits/ licenses/ visas are secured. <p><i>What if you can't secure the host/ organiser's letter in time?</i></p> <p>In the event that you are awaiting confirmation from partners/collaborators, you are advised to submit your application before the closing date, and state clearly any information which is still outstanding/unconfirmed. The outstanding information should be submitted to CENDANA once available (limited to two weeks after the closing date).</p>	
<p>Marketing and Promotional</p>	
<ul style="list-style-type: none"> Marketing/ promotional activities (i.e. advertising fee, printing of marketing collaterals, social media/ digital ads, printing of programme booklets etc.) Fees and services for marketing/ comms/ social media manager, designer for marketing materials etc. Translator/transcriber and proofreading costs (Languages: English, BM, Chinese and Tamil) 	<ul style="list-style-type: none"> Web domain and web hosting fees SSL (Secure Sockets Layer) certificate fees Search Engine Optimisation fees Digital art software (Adobe Creative Cloud i.e. Photoshop, Illustrator, InDesign, Dreamweaver) Motion graphics or video editing software (i.e. MadMapper, Isadora Troikatronix, HeavyM, Resolume Arena) Cloud storage fees (i.e. iCloud, Dropbox) Any kind of storage devise (i.e. USB flash drive) E-commerce payment gateway
<p>Participation Fee</p>	
<ul style="list-style-type: none"> Registration fees to participate in any identified programmes to encourage participation in a wide range of development opportunities. <p>Note: To provide details of programme fees during application process.</p>	<ul style="list-style-type: none"> Academic course fees for e.g. degree, diploma etc.

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A note on the payment transaction guideline

Please note that a successful beneficiary shall not enter into any transaction with a related party(s) which will result the beneficiary not being able to claim. For purposes of this provision, the expression “related party(s)” means (including but not limited to) any related companies/ organisations that is partly/ wholly owned and/or related to the beneficiary.

What do we look for in applications for the Performing Arts Presentation Funding Programme?

Applicants will be evaluated against the following criteria as well as the strength of relevant supporting materials submitted:

Profile

- Does the applicant have sufficient track record for past projects/work?
- Does the applicant show that they have the ability to deliver the proposed project?
- Does the applicant demonstrate active involvement in the Malaysian performing arts/ arts sector?

Project

- Has the project/ programme proposed been clearly explained?
- Is the project/ programme proposed original/ ambitious/ risk-taking/ has level of experimentation/ innovative?
- Would the project contribute to the diversity of the Malaysian arts sector?
- Does the project/ programme create greater accessibility to the performing arts/ arts sector?

Planning

- Does the applicant demonstrate that they have the ability to complete the proposed project?
- Has the applicant provided enough detail in their proposed budget breakdown and timelines?
- Has the applicant provided enough detail on their marketing and promotional plans?

Contribution to Malaysia’s Arts Scene

- Does the project/ programme contribute towards development and growth of the Malaysian performing arts/ arts scene? (this may be articulated through initiatives that addresses gaps in the industry, development of the performing arts practice, creating opportunities for the sector and more)
- Does the project/ programme show possibilities to build and expand networks, develop new markets or create accessibility to the arts?
- In relevance with CENDANA’s goals, does the project provide opportunities for employment, increase of artistic profile or development for all parties involved?

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What documents should be submitted with your application?

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

Application Type
<p>Applying as Individual/ Collective – <i>main applicant or entity not registered under Companies Commission of Malaysia (SSM):</i></p> <ul style="list-style-type: none"> • Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page. <p>Applying as Organisation/ Association – <i>registered under Companies Commission of Malaysia (SSM), Registrar of Companies (ROC) or Registrar of Societies (ROS):</i></p> <ul style="list-style-type: none"> • Copy of Director/ President MyKad Identity Card (IC)* – clear copy of both back and front image on same-sided A4 page (<i>*director(s) and shareholder(s) of organisation with authority to execute signatory on behalf of organisation.</i>) • Copy of valid company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, list of shareholders, authorisation letter (if applicable), list of committee members (for societies).
Supporting Documents
<ul style="list-style-type: none"> • Budget and Activity Timeline Sheet (<i>template provided within application form</i>) • Venue confirmation (if you are organising an event/ showcase/ touring) • Invitation letter (if you are invited to participate/ perform) • Profile/ CV/ Bio of ALL performers/ collaborators/ organisations involved in project • Project proposal (if applicable) – <i>recommended file size limit 25MB</i> • Working samples/ examples of proposed work that may include video, audio, images or written material (if available)

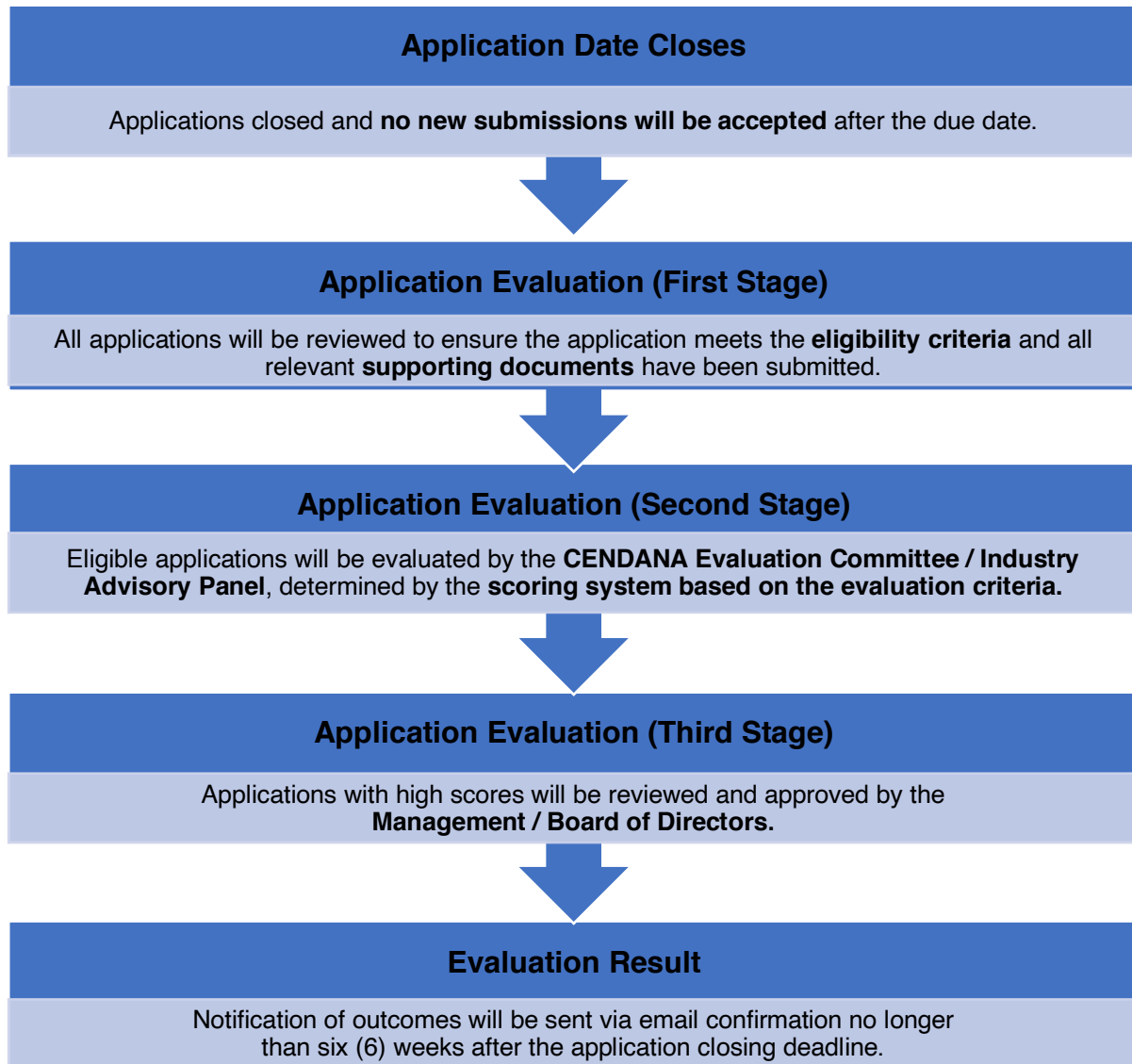
A Note on Performing Arts Presentation Funding Programme Guidelines

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 you submit an application?



What happens after the applications are assessed?

Successful Applications

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

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

The Performing Arts Presentation 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.

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Appeals

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

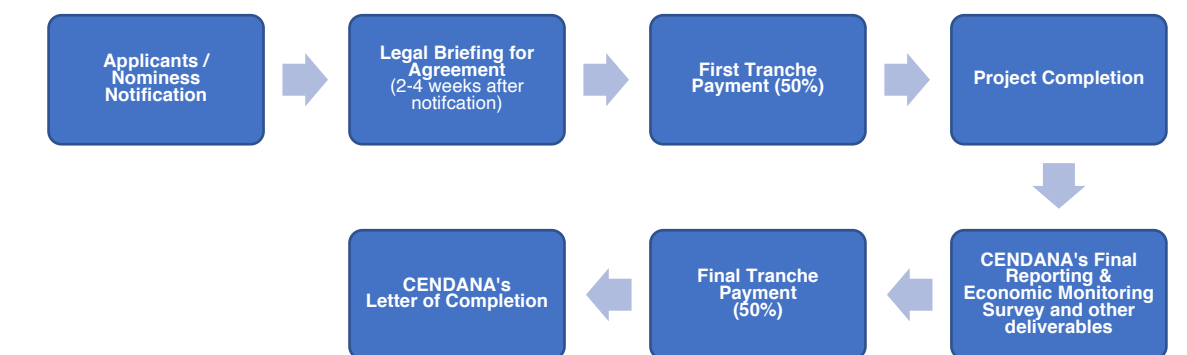
How will you receive funding?

- Should you be successful, you will be required to be present at a 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 funding will be disbursed in two (2) or three (3) tranches depending on approved amount, subject to the monitoring process and reporting requirements during the period of funding, and will be credited into your recognised bank account.
- Kindly note that application types that are organisations or associations must have valid organisation bank account.

1. Structure of the Performing Arts Presentation Funding Programme disbursement for **RM10,000 and below** is to be determined as below:

STAGE 1: Upon signing of Agreement	STAGE 2: Final Reporting & 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 documents that meet CENDANA's reporting* requirements as below: <ul style="list-style-type: none"> • CENDANA's Final Reporting and Monitoring Survey; • Final Statement of accounts (proof of payments made for expenses i.e. receipts etc.) • Supplementary materials (photos, videos, collaterals created if applicable)

Disbursement Process for Funding of RM10,000 and below:



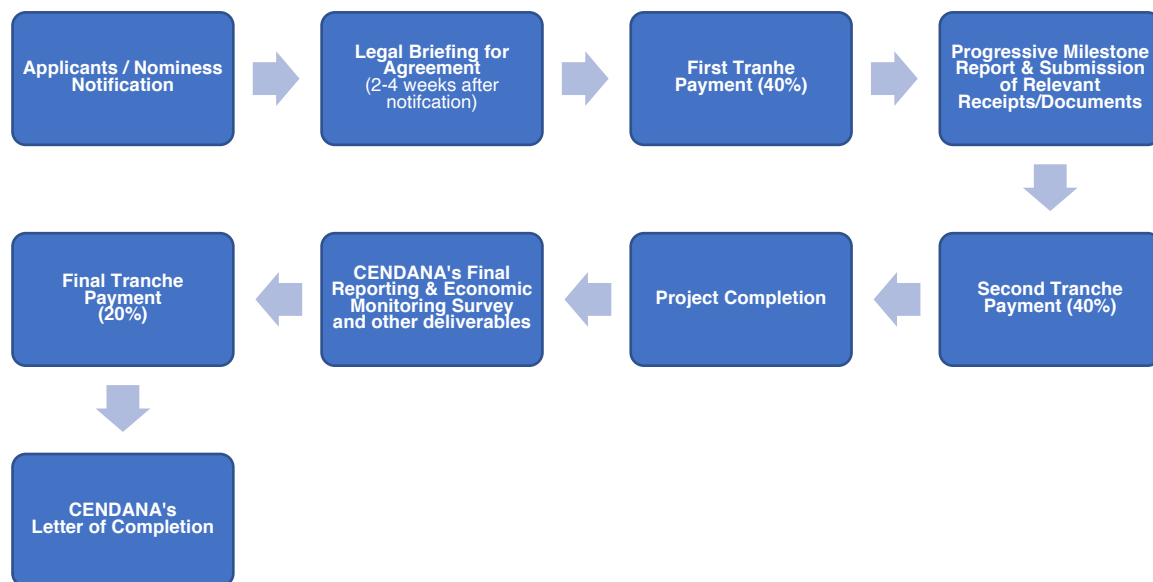
2. Structure of the Performing Arts Presentation Funding Programme disbursement for **RM10,001 to RM30,000** is to be determined as below:



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STAGE 1: Upon signing of Agreement	STAGE 2: Progressive Milestone Report	STAGE 3: Final Reporting & Deliverables
First Disbursement to kick-start programme (40% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.	Subsequent disbursement (40% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting* requirements as below: <ul style="list-style-type: none"> • Progressive Milestone Report; • Supporting documents to substantiate claims and utilisation of the first disbursement amount (i.e. receipts, payment vouchers, invoices etc). 	Final disbursement (remaining 20% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting* requirements as below: <ul style="list-style-type: none"> • CENDANA's Final Reporting and Monitoring Survey; • Final Statement of accounts (proof of payments made for expenses i.e. receipts etc.) • Supplementary materials (photos, videos, collaterals created if applicable)

Disbursement Process for Funding between RM10,001 to RM30,000:



*The data and outcomes from reporting provides CENDANA with valuable information to monitor the performance and activity of each project, and ensures accountability of public funds. It also informs the research and communication by CENDANA, allowing us to demonstrate the impact of our funded applicants.

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What is expected from successful applicants?

- To deliver project as outlined in approved application or proposal and adhere to reporting requirements as agreed;
- 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 collaterals⁵ 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.

Who can you contact if you have questions?

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

Additional notes

CENDANA reserves the right to revoke any applications/ approvals 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 (without valid justification);
- 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 reports to the Ministry of Communications and Multimedia. For more information, log on to www.cendana.com.my

⁵ Details outlined in Agreement.