

TERMS OF REFERENCE

CENDANA SENI UNTUK SEMUA ONLINE PROGRAMME (FOR ARTISTS, ARTS EDUCATORS, ARTS TEACHERS AND ASSISTANTS ONLY)

OVERVIEW APPLICATION PERIOD

Open for Application	Application Due Date	Applicants notified by	Programme starts		
			Workshop	Recording at Home	Published online
11 August 2021	1 September 2021	6 October 2021	October 2021	October – November 2021	November - December 2021

1. What is the Seni untuk Semua Online Programme?

Seni untuk Semua Online is a programme aimed at promoting arts education among the wider public to instil an appreciation for Malaysia's arts and culture as well as love for the arts. It seeks to equip the public with the understanding of concepts and techniques of art forms, enhance creative thinking skills, and the ability to create art in a fun and creative manner taught by real-life art practitioners. It hopes to build confidence among Malaysian arts enthusiasts and the general public so they are able to effectively articulate and express themselves either through music, dance, visual arts or craft.

Seni untuk Semua Online has been initiated in the absence of the Artist in School Programme in view of the COVID-19 pandemic. The recorded segment will showcase an experienced Malaysian arts practitioner, arts educator, arts teacher or arts teacher assistant teaching arts classes online hosted on CENDANA's BASKL digital platform. The programme can be enjoyed across all ages and their families as they spend quality time making the artwork taught by the art instructor through easy step-by-step instructions.

The art work featured in the arts courses should be focused on CENDANA's mandated sectors as follows;

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, ensembles 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 	<ul style="list-style-type: none"> ● Crafts ● Traditional Textile ● Beadworks ● Weaving ● Ceramics ● Woodwork ● Metalwork ● Traditional arts ● Instruments and Props ● Handmade Shoes

Note: this list is not exhaustive

2. Who is the Seni untuk Semua Online Programme for?

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The art courses under Seni untuk Semua Online are aimed at Malaysians across all ages.

3. What is the aim of the Seni untuk Semua Online Programme?

- Nurture a love for the arts and a vibrant arts landscape despite the pandemic and restrictions;
- Grow and strengthen the knowledge base and understanding of various art forms;
- Provide exposure to the prevailing cultural and arts practices, and the arts landscape;
- Develop and strengthen the growth of Malaysians' potential through the arts and contribute to the sustainability of the sector.

4. What must art practitioners bear in mind when applying for the Seni untuk Semua Online Programme?

A. Document Submission for Application

- Application is via CENDANA's online application form;
- A one-minute (1) teaching demo **must be submitted** for evaluation purposes. The teaching demo can be in Bahasa Malaysia or English. This can be shared via link (from third party host i.e. YouTube, Vimeo) and/or uploaded on a shared Google Folder to be submitted together with the application form; and
- **Submission of a proposed lesson plan** is required where artists/ arts educators/ arts teachers and assistants must curate a fifteen (15)-minute arts class segment suitable to be published online.

B. Arts Class Video Production & Recording

- All design, curation, and recording of the arts class segment will be undertaken by the artists/ arts educators/ arts teachers and assistants;
- Successful applicant **must** attend a compulsory online workshop on how to record and produce an online arts class segment organised by CENDANA;
- Virtual backdrop and other branding guidelines will be provided by CENDANA;
- The medium of language for the arts class can be in English or Bahasa Malaysia (BM);
- The proposed activity for the arts class must be sequential i.e., step by step instructions which are easy to follow;
- Materials for the arts class should be safe, affordable and easily accessible for the audience to create at home; and
- All arts classes will be published on CENDANA's digital platform www.baskl.com.my.

5. What does the Seni untuk Semua Online Programme support?

The Seni untuk Semua Online programme supports the following:

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- An all-inclusive fee amounting to RM3,000 for individuals and RM4,500 for arts collectives/ arts organisations for the curated arts class. The fee is to cover all costs related to production/ recording of the arts class;
- Provision of a digital backdrop and branding for the recording of the arts classes;
- Collating feedback from the wider public and the artists on the impact of the programme; and
- Publicity and marketing for the artists/ arts educators/ arts teachers and the programme via CENDANA's digital assets.

6. Who can apply for the Seni untuk Semua Online Programme?

Artist(s)/ arts educators/ arts teachers and assistants who are:

- Malaysian citizens;
- Pleasant and engaging, and are able to communicate effectively in Bahasa Malaysia (BM) and/ or English;
- Anybody active and critical in the development of performing arts, visual arts, independent music and crafts. This may include but is not limited to artists, choreographers, composers, dancers, directors, producers, musicians, writers and crafters;
- Applications can be made by individuals or groups collectively. However, the lead applicant under the individual category **MUST** be the lead instructor for the arts class. Organisations and/ collectives **MUST** identify in the application form the person who will be the lead instructor should it be different from the person who is applying;
- Possess a wide knowledge of the art form specifically in CENDANA's key sectors; performing arts, visual arts, independent music and craft. This can be illustrated by a good track record of a minimum of two (2) years of experience in having conducted arts classes for online audiences or have undergone training with a training provider in the teaching of the arts in the specified art forms above; and
- Those with experience carrying out shows on television or online may have an added advantage.

7. Who is not eligible to apply for the Seni untuk Semua Online Programme?

Individuals, collectives or organisations who:

- May not be well versed in Bahasa Malaysia (BM) and/ or English;
- Are not able to commit time to carry out the production of the fifteen (15)-minute arts class segment or attend briefings, online workshop, and meetings related to the programme;
- Do/ does not have a clearly defined proposal for a fifteen (15) minutes arts course;
- Arts classes proposed is not suitable for public consumption;
- Proposes an arts class that does not fall under the types of artforms/ sectors of CENDANA's mandate;
- Proposes an arts class that goes against Malaysian cultural values; and
- Proposes an arts class that has elements of fundraising purposes.

8. When can you apply for the Seni untuk Semua Online Programme?

			Programme starts
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9. How can you apply for the Seni untuk Semua Online Programme?

Submissions must be conducted via CENDANA's website at www.cendana.com.my no later than **1 September 2021**. Any applications submitted after this date will not be considered.

All submissions must be accompanied with the applicant

- certifying that all **submissions are true and accurate**;
- **agreeing to the provided terms and conditions** of the Seni untuk Semua Online Arts Education Programme including Acknowledgement and Disclaimer and Duties to Keep Confidentiality and Indemnity.

CENDANA reserves the right to revoke any applications and/ or change any terms and conditions at any time without prior notice. Please note that all decisions are final.

10. What happens after you submit an application?

- Once the application deadline closes, all applications will be vetted against the eligibility criteria, and checked that all relevant supporting documents have been submitted.
- Applications that meet all requirements will then be reviewed by CENDANA's Industry Advisory Panel/ Evaluation Committee comprising industry advisors, experts and practitioners according to a weighted scoring system against the published assessment criteria.
- The highly weighted applications will subsequently be approved by the **Management**.
- Email notification and confirmation of outcomes will be sent no later than **6 October 2021**.
- All applications submitted to CENDANA will be treated in the strictest of confidence.

11. How will your application be assessed?

Assessment of the application by artists/ arts educators/ arts teachers and assistants to participate in the programme will be guided by the following criteria:

- Suitability of the artists based on the criteria specified in no. 6 above;
- Artistic and educational merit of the proposed arts class for public consumption;
- Creative use of materials (if any) which are easily available in the household for the audience to use;
- Creative and fun activities that the audience can easily follow; and
- Previous experience in carrying out art classes (not compulsory but an added value).

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12. What will affect my 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

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

Supporting documents

- Artist's CV / profile;
- A one (1) minute teaching demo in video format (compulsory submission);
- Proposed lesson plan for the fifteen (15) minutes arts class with description using the template provided on the application page at www.cendana.com.my (compulsory submission); and
- Any other relevant supporting materials in digital format (if applicable) e.g. visual images, video, web link, etc.

13. How will you receive the fee?

- A mobilisation fee of fifty percent (50%) of the approved amount will be given up-front upon receipt of the signed Agreement by the Successful Applicant;
- The subsequent disbursement will be done in a second (2nd) tranche of fifty percent (50%) upon submission of the following deliverables;
 - Recording of the arts class has been completed and submitted to CENDANA;
 - The recording of the arts class is cleared by CENDANA to be posted online;
 - Submitted a post event report using the report template given;
 - Completed the CENDANA Economic Monitoring Survey;
 - Completed CENDANA's Artist Profile Sheet (template will be provided); and
 - Satisfactory response to any queries or requests for further particulars and information in a format requested by CENDANA.

14. What happens after the applications are assessed?

Successful Applications

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

- The schedule for the online video recording and production workshop; and
- Terms & Conditions of the Seni untuk Semua Online Programme.

The Seni untuk Semua Online Programme offer will be **valid for fourteen (14) days** from the date the email notification is sent to the successful applicant. If the applicant does not accept the offer within this period of 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.

15. **What is expected from the successful applicants?**

- Be prepared to attend meetings, workshops, and other related briefings for the proposed arts class;
- Provide a curated arts class content relevant to their core expertise either in performing arts, visual arts, independent music or crafts;
- Deliver the curated arts class as outlined in the application;
- Indicate willingness to provide feedback and overall review for the programme's enhancement;
- Agree to allow CENDANA to feature the arts class on CENDANA's digital platforms or other relevant platforms under the purview of Ministry of Communications and Multimedia;
- If applicable, agree to provide CENDANA authority to edit the activities within the episodes to individual standalone segments for distribution to public primary schools under CENDANA's Arts Education Schemes; and
- Agree that CENDANA retains the intellectual property rights for all the content from the production of this programme (artistic work will be credited to the successful applicant); and

16. **Who can you contact if you have questions?**

If you have any questions, please contact us at artedu@cendana.com.my.

A Note on 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; ^[1]_[SEP]
- threaten the nation's security or stability. ^[1]_[SEP]

CENDANA reserves the right to revoke any applications should there be:

- changes in the scope of the arts class without notifying and getting approval from CENDANA;
- indirect or direct degrade or tarnish CENDANA's reputation;
- the Arts course is not delivered as per the agreed outline with CENDANA;
- a breach of terms and conditions specified and agreed in the Agreement for the programme.

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NO LIABILITY

CENDANA disclaims any and all liabilities for any special, direct, indirect, consequential, or incidental damages, or any damages whatsoever arising out of or in connection with CENDANA's Seni untuk Semua Online Programme.

DISCLAIMER

- CENDANA reserves the right to observe and document findings from the observation as well as take photographs and videos of the recording and production workshop as well as the online arts class whilst in progress.
- Photographs and videos will be used for promotional and evaluation purposes only for the CENDANA Seni untuk Semua Online Programme.
- Artists may be required to provide additional information whenever needed in particular during the evaluation of the CENDANA Seni untuk Semua Online upon completion of the programme period.

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.