

# creative KIDS

DIGITAL  
SMALL BUSINESS  
GRANTS



[create.nsw.gov.au](https://create.nsw.gov.au)

# CREATIVE KIDS DIGITAL SMALL BUSINESS GRANTS

**This grant round opens Wednesday 6 May 2020 and closes Friday 6 November 2020** (or before this date if funds are expended). Applications may be submitted at any time during this period. Your activity must commence at least three weeks from the date you submit your application and be completed by 31 December 2020.

## GUIDELINES

The information on this page is the full guidelines and will not be made available as a download. We recommend reading the full guidelines before completing your application.

## ACCESSIBILITY

If you are an applicant with disability, and you require this information in a format which is accessible to you, or if you require this information in another language, you can contact us on the details below between 9am and 5pm Monday to Friday.

**Telephone:** (02) 8289 6508

**Email:** [creativekids@create.nsw.gov.au](mailto:creativekids@create.nsw.gov.au)

Create NSW staff are available to provide information to potential applicants on interpretation of these Guidelines, including types of activities eligible for funding and advice on the online application process. Staff cannot help directly with your application. To maintain a fair and equitable process, staff are unable to edit or correct any applications.

### **The National Relay service numbers are:**

TTY users: Phone 133 677 then ask for (02) 8289 6520

Speak and Listen users: Phone 1300 555 727 then ask for (02) 8289 6520

Internet Relay users: Connect to NES then ask for (02) 8289 6520

## APPLY NOW

To apply for funding you will need to complete and submit the relevant application form through our secure online grants system, **SmartyGrants**.

## OVERVIEW

The NSW Government is providing financial support to ease the pressures on small business and families as a result of COVID-19.

This is a NSW Government grant program for small businesses/non-profit organisations that are Creative Kids Providers and directly affected by the COVID-19 emergency and the associated NSW Public Health Order of 31 March 2020.

The Creative Kids Digital Small Business Grants allow Providers to transition their programs and business models to online and expand digital delivery so they can continue to meet the objectives of the Creative Kids Program to:

- support the cost of living for NSW families
- increase the participation of school-enrolled children in creative and cultural activities or lessons
- support the growth of creative thinking in children to enhance their future.

In addition, this grant program:

- strengthens small business and non-profit organisations in the creative sector financially and operationally
- supports audience and business development of the Provider through diversification of income streams and markets.

It is open to Creative Kids Providers that are also a small business or non-profit organisations.

Providers can apply for up to \$5,000 for project expenses, including equipment, to support digital and online skills development and the delivery of online arts and cultural program/s for which Creative Kids vouchers are accepted.

Applicants will be notified of the outcome of grant assessments no later than three weeks after submission of their application. Payment is generally made within four weeks of notification.

## WHAT CAN THE FUNDS BE USED FOR?

The Creative Kids Digital Small Business Grant can support Providers to develop, produce, curate, and present online content for school-aged children and young people, for which Creative Kids vouchers can be redeemed. Funds are limited to the costs directly associated with transitioning to online delivery, including but not limited to:

- equipment or hardware
- software
- online platform or web hosting costs
- internet access
- website interactivity or capacity development
- marketing an online program
- employment of specialists and/or consultants (if not covered by JobKeeper or the NSW Small Business COVID-19 Support Grant)
- artist, actor, presenter or facilitator fees (if not covered by JobKeeper or the NSW Small Business COVID-19 Support Grant)
- digital or technical skills development/training
- other relevant training, such as a course on web accessibility
- digital strategy development.

## WHAT CAN'T THE FUNDS BE USED FOR?

- **Salary or wages** – funds cannot be used to pay a staff member/s the salary or wages (in part or in full) they would normally be paid.
- **General equipment** – purchases that cannot be shown to support or facilitate online delivery of a Creative Kids Program are not eligible.
- **Capital works** – funds are not to be used for cost of repairs, maintenance or renovation to buildings or any form of capital works.
- **Retrospective costs** – you cannot claim costs incurred prior to the date of notification of funding.
- **Travel costs**
- **Activities, purchases and expenses that are funded under other grants** – such as the Small Business COVID-19 Support Grant or Create NSW Project funding or initiatives.
- **Ongoing operational costs and programs that are business as usual** – such as ongoing salaries, rent, utility costs, costs for delivery of ongoing services or training for ongoing service delivery.
- **Debts or budget deficits.**

## WHEN CAN I APPLY FOR FUNDING?

The NSW Creative Kids Small Business Grant Program **opens on Wednesday 6 May 2020 and closes at 5pm on Friday 6 November 2020** (or before this date if funds are expended). Applications may be submitted at any time during this period.

Your activity must commence at least three weeks from the date you submit your application and be completed by 31 December 2020.

## WHO CAN APPLY FOR FUNDING?

To be eligible for a Creative Kids Digital Small Business Grant you need to meet the following **two** criteria:

### 1 Applicant type

At the time of application you must be:

- a registered Creative Kids Provider
- a small business or non-profit organisation based in NSW and:
  - hold an Australian Business Number (ABN)
  - have fewer than 20 full-time employees. That is, the sum total of all standard hours worked by all employees (whether full-time or part-time) is less than the number of standard hours which would be worked by 20 full-time employees, as defined by the Australian Bureau of Statistics.

A small business owner is a sole trader, partnership, private company or trust that carries on a small business.

### 2 Small Business Support

Your application must:

- clearly demonstrate adaptation of your current, or in development, Creative Kids activities to online delivery
- describe how this support can maintain or increase voucher redemption during COVID-19 restrictions
- meet the objectives of the Creative Kids Program, as outlined in the Overview and Creative Kids Provider Guidelines.

You are **ineligible** to apply for a Creative Kids Small Business grant if:

- you are not a registered Creative Kids Provider at the time of application
- your proposed program or activities do not fulfil eligibility requirements of Creative Kids Provider Guidelines
- your project has been completed or will take place within three weeks following your submission
- the activities of your application are funded in full under another grant
- you have already purchased equipment or engaged specialist support
- you are already receiving funding from Create NSW or Screen NSW for digitisation activities
- your activities contravene the **NSW Public Health Order of 31 March 2020**, or relevant updates.

**Note:** If you are undertaking work that requires Providers, employees or participants to leave their place of residence, you must provide evidence that it is both safe and lawful to do so.

## HOW WILL MY APPLICATION BE ASSESSED?

### Assessment criteria

You must address the following three assessment criteria:

#### 1 Application merit

Your application should demonstrate:

- the quality and reputation of the applicant and its previous work or program delivery
- high quality, digital creative or cultural outcomes, such as programs, activities, skills development or enhanced business delivery.

#### 2 Application impact

Your application should demonstrate:

- how this grant will impact your organisation or small business
- how this grant will increase or maintain Creative Kids Voucher redemption rates
- how your funded activity will deliver tangible and positive outcomes that meet the objectives of the Creative Kids Program.

#### 3 Application viability

Your application should demonstrate:

- effective planning, use of resources and demonstrated ability, or planned skills development, to deliver online programs
- a realistic and accurate funded activity budget.

### Assessment process

You will receive an automated response from our secure online grants system once your application has been submitted. All applications then proceed through an assessment process as outlined below.

#### Eligibility check

Once received through the online grants system, all applications will undergo an eligibility check.

Eligible applications proceed to the two-stage assessment process.

If you are deemed ineligible you will be advised in writing within 14 days of your submission date and your application will not proceed to assessment.

### Assessment Stage 1

Create NSW staff will assess all applications against three assessment criteria: Merit, Impact and Viability.

### Assessment Stage 2

Create NSW staff will make final recommendations with reference to the assessment criteria, artform, demographics and the distribution, range and scale of recommended applicants.

This may include prioritising Providers living and/or working in regional NSW or Western Sydney, Aboriginal people, people from culturally and linguistically diverse (CaLD) backgrounds, people with disability and young people or servicing these priorities.

Further advice and/or clarification may be requested from applicants by Create NSW during the assessment process.

The NSW Government typically receives far more applications than it can support and even if your application meets the assessment criteria, you are not guaranteed funding. If you are successful, your application may not be funded to the amount you have requested.

## WHEN WILL I KNOW IF MY APPLICATION IS SUCCESSFUL?

Applicants will be notified of the outcome of grant assessments no later than three weeks after they submit their application.

## WHAT HAPPENS IF MY APPLICATION IS SUCCESSFUL?

Successful applicants will be required to sign a funding agreement that covers the following:

- **Acceptance:** Return a signed contract, and completed invoice, within two weeks of receipt
- **Payment:** Will be in line with NSW State Government payment processes – all attempts will be made to pay successful applicants no later than four weeks after notification
- **Publicity:** Any marketing/publicity collateral must promote the business/organisation as a Creative Kids Provider and acknowledge the support of the NSW Government
- **Timing:** Your activity must commence at least three weeks from the date you submit your application and be completed by 31 December 2020
- **Reporting:** Will be appropriate to the scale of funding received and will require receipts for purchases/expenses to be submitted
- **Overdue acquittals:** If you have received a grant or administered a grant from Arts NSW/Create NSW in the past and that grant has not been satisfactorily acquitted, payment of new funding may be delayed until acquittal that has been submitted and approved.

## HOW DO I GET FEEDBACK ON MY APPLICATION?

When you are notified of the outcome of your application, you will also be provided with information on how to receive feedback.

## WHAT SUPPORT IS AVAILABLE TO ME?

Resources are available to assist you with your funding application.

If you are applying for an activity that involves working with Aboriginal communities or Aboriginal cultural heritage, please refer to **Create NSW's Aboriginal Arts and Cultural Protocols**.

Please refer to the Creative Kids Digital Toolkit and **FAQs** for more Information.

We also recommend that you sign up to the Create NSW **e-Newsletter** to stay informed of updates via our website.