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This publication is intended for use by Eastern Cape artists who seek to apply for project funding in the stimulation of sustainable development in arts, culture and Heritage in the Eastern Cape Province. The use of this publication for private gain is subject to copyright and will not be permitted without the written consent of the Eastern Cape Provincial Arts and Culture Council.

1. BACKGROUND

The Eastern Cape Provincial Arts and Culture Council's mandate is to promote, monitor and foster the development of arts and culture in the Province.

2. FUNDING OBJECTIVES

To mainly provide a regulatory framework that guides the administration and distribution of funding to ensure consistency in funding practices.

3. TYPES OF FUNDING

Funding is meant to support emerging, intermediate and experienced creatives who have operated for a minimum period of six (6) months and above in the CCI.

3.1 Concept Research

Validation of the project idea through clear definition of your customer and problem statement.

3.2 Product Design and Development

Completion of the business analysis and final design of the product inclusive of marketing and product documentation.

3.3 Production and Training

Process of producing a product or reach a planned result.

3.4 Marketing and Distribution

Process of promoting the product and overseeing the movement of goods or services effectively with the intention of allowing consumption by customers or end-users.

3.5 Education and Training

Capacitation and enrichment of projects for practising creatives through short learning programme study support not to exceed twelve (12) months.

3.6 Excellence – Flagship/Special Projects

Projects of excellence shall depend on conditional grants or grants received from third parties and shall be disbursed in accordance with the terms of conditions stipulated in the funding agreement. These shall include special projects from political principals based on commemorated matters per given year.

4. FUNDING THRESHOLDS

To ensure that funding is distributed as widely as possible, funding has been capped according to the various thresholds.

4.1 Emerging Grants from R10,000 to R20,000

Support to formally registered and unregistered organised emerging creatives in operation for six (6) months to one (1) year, submission of business registration documentation applicable depending on disclosed project status as above. Supporting letters from traditional leaders, local councillor and relevant sectoral organisation.

4.2 Micro Grants from R21,001 to R50,000

Support to developing and intermediate creatives in operation for one (1) to five (5) years, submission of business registration documentation applicable to both individuals and organisations. Local recognition for their work through reviews and references and supporting letters from traditional leaders, local councillor and relevant sectoral organisation.

4.3 Macro Grants from R51,001 to R100,000

Support established creatives in operation for more than five (5) years, submission of business registration documentation applicable to both individuals and organisations. Provincial and/or national recognition for their work through reviews and references and supporting letters from traditional leader, local councillor and relevant sectoral organisation.

4.4 To ensure that there is equitable share of the budget, it shall be aggregated on scientific calculation based on the population size of each district and/or metro.

4.5 In pursuit of achieving its strategy deliverables, ECPACC may issue a closed/ focussed funding call to target specific sector priorities.

4.6 Funding is highly dependent on the budget available in each respective year and may be approved for a lesser or higher category than what was been applied for.

4.7 Where a deserving project is not funded for reasons of lack of funds, ECPACC shall encourage supporting the applicant through its non-financial programmes and/or facilitate an intervention from for the applicant at the relevant Agency and/or Department for intervention.

5. ELIGIBILITY CRITERIA

In applying for the funding, the applicants shall meet the following eligibility criteria, failing which, they shall be disqualified.

5.1 Only South African citizens who are residents in the Eastern Cape Province and are above the age of 18 years.

5.2 Applicants are restricted from using tangible and/or intangible rightful intellectual property of creators or inventors without consent.

5.3 Only funding proposals in the following domains aligned to UNESCO and the White Paper are considered. Take note that these are not presented in a particular order.

a) **Performance and Celebration**

Performing Arts, Theatre, Music, Dance, Festivals, Story Telling, Rituals and events.

b) **Cultural and Natural Heritage**

Historical Places, Cultural Landscapes and Natural Heritage.

c) **Music**

Recording inclusive of music composition, distribution, production and post-production.

Music Performance inclusive of music administration, performance and celebration.

d) **Visual Arts and Craft**

Photography

Fine Arts – sculpture (wood, bronze, wax, cement), printmaking, etching, painting, drawing (cartooning, comic illustrator, realistic drawing).

Crafts – textiles (applique', crocheting, felt-making, knitting, lace-making, weaving, quilting, tapestry), grass-work, wireworks, beading, sewing, toymaking, woodcraft, papercraft, pottery/ceramics, mosaic, glass (sand blasting, stained glass), jewellery, leatherworks, metalworks, papercraft (origami, paper modelling, collage, papier-mache).

e) **Audio-Visual and Interactive Media**

Film and Video, Television and Radio (including Internet live streaming), Internet podcasting, Video Games (including online) with focus on promoting indigenous games.

f) **Design, Creative and ACH Technical Support Services**

Fashion Design, Graphic Design, Furniture Design, Arts, Culture and Heritage Technical Support Services.

g) **Education & Training**

CCI Sector based formal and informal education and training.

6. FUNDING ADMINISTRATION PROCESS

- 6.1 Call for submission of applications shall be made once annually and will be advertised in ECPACC website (www.ecpacc.co.za), its social media platforms (Facebook Page and WhatsApp), DSRAC website (www.ecsrac.gov.za), local community radio stations, and COGTA to ensure that it reaches creatives in rural communities.

EVALUATION PROCESS

Applications are assessed through a two-stage evaluation process as follows.

6.3.1 STAGE 1: ADMINISTRATIVE COMPLIANCE

- a) This is the function of the Programme Managers and is meant to verify administrative compliance of received applications through verification of all compulsory administrative requirements.
- b) Failure to submit relevant compliance documents at this stage as detailed in the application form and hereunder shall result in an automatic disqualification and no exceptions shall be accepted.
- c) Applications received after the announced closing date shall automatically be disqualified.

6.3.2 STAGE 2: Project and Artistic Adjudication

- a) This is the function of the External Adjudication Funding Committee and meant to adjudicate shortlisted applications on their project and artistic merit through a process of evaluation.
- c) The Committee shall be selected through a process of identifying representatives or experts from the Eastern Cape CCI and shall serve a three-year term of office.
- d) The Committee shall submit a full recommendation report to the Council which shall not be tempered with by ECPACC management on the awarding process outcomes.

ADJUDICATION CRITERIA

- a) Each successfully completed application shall be evaluated and scored on its strengths and weaknesses against the set criteria detailed hereunder.
- b) Each criterion will be given a score from one (1) to five (5) and according to the following scoring: Scale: 1 = Very poor; 2 = Poor; 3 = Adequate; 4 = Good; 5 = Very good.
- c) Applications qualifying for recommendation for funding should achieve an average minimum total score of not less than 75 (i.e., 75/100) which constitutes 75% of the total score.
- d) Irrespective of total score obtained, applications scoring less than a total of 25/30 on the **Relevance** criteria will not qualify for funding.

CRITERIA

i) **Relevance**

To provincial and ECPACC priorities, development and excellence, embracement of the 4th Industrial Revolution, realistic implementations, Involvement of youth, women, people living with disabilities and support to people from previously marginalised ethnic groups and locality including use of local resources.

ii) Project Design and Methodology

Appropriateness of objectives to local needs, meeting expected outcomes, planned activities displaying the development of the artform, clear audience engagement and marketing plan, the strengths of the project synopsis.

iii) Leadership, Management and Operational Capacity

Overall operational management competencies to implement and administer the project, adequate knowledge of and experience in the particular artform of the project application.

iv) Financial Management, Capacity and Funds Utilisation

Expenditure projections realistic and consistent with the objectives, outcomes and activities of the project. Proven track record of past funds management.

v) Partnership Strength and Sustainability

How clearly defined and strategically chosen are those involved? Have their roles been clearly defined? Are they realistic? Are there credible cooperation agreements in place? Are the expected results of the proposed action plan likely to be sustainable financially? Are the expected results of the of the proposed project going to grow and strengthen the artform, individual and/or organisation?

e) In addition, Education and Training Programmes, shall be further adjudicated on the following criteria:

Valid financial need substantiated by evidence, a strong motivation justifying the need for the identified course of study/ learning programme, its benefit and impact on the current work of the artist and demographics in relation to ECPACC's transformation objectives which are primarily focussed on the empowerment of indigenous, previously disadvantaged and marginalised communities, groups or individuals.

f) Audio-Visual and Interactive Media, shall also be further adjudicated on the following criteria and those qualifying for recommendation for funding should achieve an average minimum total score of not less than 70 (i.e., 70/100) which constitutes 70% of the total score.

NB: For the 2021/22 financial year, ECPACC is issuing a focussed call for funding specifically in the Audio-Visual and Interactive Media sector for content related to the theme: "A New Normal" and therefore, submissions outside this theme will not be given a consideration.

NO.	CRITERIA	DEVELOPMENT	PRODUCTION AND POST-PRODUCTION
1	Concept and story idea (Premise, theme, controlling idea, dramatic question)	x	x
2	Story		10
3	Structure (Turning points)	x	x
4	Characterisation (Character development and journey)	x	x
5	Genre & relevance	x	X
6	Production Budget and Finance Plan (Is it feasible)	-	x
7	Presentation (Visual style	-	X

	and director's treatment)		
8	Presentation (Writing style)	x	
9	Applicant and/or Team Profile (Industry experience and training and delivery track record))	x	x
10	Transformation (Race. Gender, Key Black Management Positions, Disability	x	x
11	BBBEE	-	x

7. APPROVALS

The council is the final decision-making body that approves or disapprove funding based on the recommendations received from the external adjudication funding committee.

8. PROCEDURE FOR PAYMENT OF PROJECTS

Funding can only be paid to beneficiary's bank account within fifteen (15) days of signing the Grant agreement with ECPACC and is subject to the conditions and timeframes as set out in the grant agreement to be signed. The approved amount does not cover project expenses incurred prior approval of the project.

9. APPEALS

Any person who feels aggrieved at any action or decision that the Council has taken or made in terms of its constitution or Act, may, within ten (10) working days from the date on which the action or decision in question was made known by the Council, may appeal to the Council. The Council shall appoint three or more independent assessors with knowledge of the Cultural and Creative Industries as well as micro funding experience to assist in the determination of the said appeal. The Council, shall after consultation with the assessors, confirm, set aside or amend any action or decision taken.

The letter of appeal shall state:

The grounds on which the applicant believes his/her application was not properly dealt with or Assessed and Specific reasons or evidence the applicant may have to support his/her appeal.

11. VALIDITY OF APPEAL

On receipt by ECPACC, the appeal request shall be checked to ensure it falls within the scope of the appeals procedure and that sufficient grounds for the appeal have been detailed. An applicant shall receive a written acknowledgement from the Project Manager responsible for the administration of funds, noting the outcome of the validity check within seven (7) working days. Invalid appeals shall be rejected at this stage of the process.

12. APPEAL REVIEW PROCESS

The appointment of the Appeals Committee is at the discretion of the Council and selection criteria is based on the Cultural and Creative Industries and micro finance experience. Their conclusions and recommendations shall be communicated to the applicant within seven (7) working days of their decision. Where any delay is anticipated, ECPACC shall inform the applicant in writing of the extended timescale.

13. GENERAL TERMS AND CONDITIONS OF FUNDING

ECPACC's funding is subject to general and specific terms and conditions stated below.

Applicants shall only be allowed one application per individual and/or organisation per funding cycle. Those who submit more than one application per funding cycle shall automatically be disqualified. Applicant/s who do not have the capacity to complete the application form may at their discretion request person/s to assist with the completion of the application on their behalf but shall submit the application form using their own credentials. ECPACC will use the submitted information as means of communication. It is the applicant's responsibility to update ECPACC on any changes in contact details as failure to do so will jeopardise chances of receiving critical information timeously.

14. DISCLOSURE ON ANY OTHER CONFIRMED SOURCE OF FUNDING

In cases where the applicant has other sources of confirmed grant funding, such information should always be disclosed in the application form. Non-disclosure shall lead to automatic disqualification. Where funding has been confirmed after submission of the application form, the applicant shall be required to inform ECPACC of such confirmation.

15. FUNDING EXCLUSIONS

ECPACC does not fund the following:

- ECPACC Members of the Council, a Committee, an Advisory panel, employees, DSRAC employees and related persons to employees are not eligible to apply for funding nor enter partnerships with applicants.
- Employees, provincial and local government including their Agencies and entities excluding private sector employees.
- Municipalities and DSRAC Funded Institutions except for collaboration or partnership prospects on agreed high impact projects.
- Retired employees and/or members referred to in Section 13.1 and 13.2 are only eligible to apply after a two-year cooling off period.
- Organisations and/or individuals who have not satisfactorily discharged of the contractual obligation on a previously funded project.
- Beneficiaries inclusive of individuals and/or organisations that have been funded in the previous two financial years from the date of the call for funding submissions.
- Projects and/or applicants whose applications do not conform to ECPACC funded domains.
- Activities such as ballroom dance, drum majorettes are not funded as they are considered as sport.
- In addition, the following activities are also excluded from the funding:
 - Architecture, Church choirs.
 - Competitions, prize money and adjudication.
 - Running costs shall only be funded if they are in line with the project applied for.
 - Re-granting - funding purely for the redistribution of the grant to other artists.
 - Arrangement of other persons' work without permission.
 - Personal commissions and commissions by other institutions.
 - Promoters that are not practitioners in the CCI within the context of this policy.
 - Purchasing of books; Writing in other subjects that are not of creative writing genre.
 - Vanity press.
 - Funding funeral costs for late artists shall not be considered.

15. MONITORING AND EVALUATION

All funded projects will be monitored through the following means:

15.1 GRANT REPORTING

- All grant beneficiaries are required to report on the utilization of received funds (expenditure) and the impact thereof.
- The reports shall include financial report narrative report on the deliverables.
- ECPACC shall at its discretion request beneficiaries to submit bank statements in respect of the Account to verify and justify project expenditure.
- The reporting mechanisms shall be set out in the grant agreement. These shall be strictly adhered to before releasing further instalment of the approved grant to the beneficiary.
- ECPACC shall at its discretion evaluate the performance of the beneficiary on an on-going basis and may withdraw any committed or further funding if the outcomes of such evaluation prove to be unsatisfactory.
- Performance evaluation shall be based on the signed project activity plan and budget submitted with the approved grant agreement.

15.2 SITE VISITS

ECPACC shall conduct site visits to monitor project progress and verify reported project deliverables and measure impact thereof.

15.3 PROJECT STEERING COMMITTEES

Project steering committees will be set up for information sharing purposes with various stakeholders including DSRAC.