

Global Digital New Work Fund 2022

Frequently Asked Questions

Kia ora. Here are answers to some questions we anticipate you might have about this new fund. Have a read through and if you have a question that isn't answered here, on our website or in our funding guidelines, [email Catherine George, Senior Adviser International Services and Initiatives](mailto:catherine.george@creativenz.govt.nz) (catherine.george@creativenz.govt.nz)

We will keep these FAQs updated and add new questions and answers we receive from artists, arts practitioners and organisations. We encourage you to check back to read any updates before submitting your application.

This fund supports researching, developing and/or creating new artwork in the digital space to be experienced by global audiences. The aim of the fund is to amplify innovative digital arts practice and encourage exploration and experimentation. It does this by supporting the development of new, high-quality digital artwork for global audiences.

Applications open on Monday 11 April and close on Friday 6 May at 1pm.

1. What do you mean by digital?

We use the term 'digital' broadly. Digital includes both online platforms and other technologies that extend or impact on the creation, presentation and distribution of artwork.

2. Who can apply to this fund?

We welcome applications from independent artists and practitioners, collectives, arts organisations, recipients of Annual Arts Grants, and organisations in Creative New Zealand's [Toi Tōtara Haemata](#) and [Toi Uru Kahikatea](#) investment programmes.

This fund is aimed at:

- Digital artists and organisations with an international practice or following.
- Artists and organisations with a more traditional arts practice that includes an international track record, who are committed to using technologies as a way of developing great arts experiences.

Before applying, you need to first contact Creative New Zealand to confirm your eligibility. This will also ensure you will be able to access the application portal when you're ready to submit your application.

3. Why does this fund have two strands?

We are offering two strands to ensure we can fund applicants who are at different stages of developing digital work, with some at the concept stage and needing support to research and test their ideas while others may be ready to create work that could involve research.

- The **Research strand** provides time and space for artists and arts organisations to research and experiment with new or emerging technologies, to engage specific expertise for their proposed concept, and to scope potential partners and international presenters.
- The **New Work strand** supports artists who are actively engaging with international partners and are ready to create new digital artwork for global audiences or distribution. Artists applying to this strand can include in their application the cost of research and/or development that will be incurred during the project (not costs already incurred). Note, presentation costs are not eligible.

We'll also consider applications from those that have:

- an existing work currently in a 'traditional' form that will be significantly adapted for the digital context. We'll look for innovation in how the work is created and/or experienced.
- started developing a digital work but wish to apply for funding to help complete the work.

4. Can I apply to both strands?

No, you can only apply to one strand.

The **Research strand** is for applicants who have a strong concept but wish to research it further or test it first before it's fully realised, and/or wish to scope interest from collaborators, partners and international presenters.

The **New Work strand** is for applicants who can deliver a finished digital artwork that is presented by an international presenter or using a digital medium/channel that reaches a targeted international audience. Research and development costs are also supported under this strand.

The key requirement for the **New Work strand** is either:

- A confirmed invitation or strong evidence of interest from an international presenter. Include evidence that the presenter is contributing financially to the project, if applicable.
- OR

- If you're presenting via digital environments, mediums or channels, details about who your international audience is, and why, and how you'll reach them via this medium.

5. Do I need to have an international presentation confirmed if I'm applying for the Research strand?

No, we don't expect an international presentation to be confirmed for the **Research strand**. We ask that you include in your application details about the international presenter/platform or digital channel/medium that you anticipate will deliver this project in the future and why you think it would make a good fit for the concept you are researching.

You can apply for research and development costs to scope potential collaborators such as international presenters or partners. This might include engaging the services of a consultant who has expertise in a particular international market or digital field.

6. Will this fund support me to work with collaborators from other industries?

Yes, this fund supports fees for national and international collaborators across disciplines and industries to fuel innovation in the development of digital artwork. It also supports fees for specialists you engage for specific expertise. Examples include an app or game developer, technologist, XR designer, digital strategist, blockchain expert, academic, environmentalist.

One of the aims of this fund is to encourage more collaboration between the arts and other industries to generate a range of creative projects that are presented in 'traditional' arts venues or experienced using digital mediums, thereby extending the reach to new and diverse audiences.

7. Does this fund support travel costs?

Yes, this fund supports travel costs (national or international) for the research and creation phases of your project. This might be to work with collaborators or scope partners and presenters.

If your project requires international travel, you will need to follow official travel advice. You should carefully consider the additional risks of travel and be sure to read our International activity guidelines before submitting an application.

<https://www.guidelines.creativenz.govt.nz/help/international-activity>

This fund does not support travel costs for presenting your work internationally. We expect that costs such as freight, flights, touring costs, venue hire and marketing will be met by the international presenter and/or other partners.

8. What costs does this fund support?

Costs covered under both strands include:

- Artist fees.
- Collaborator fees – this includes collaborators or experts across disciplines and industries.
- Research and development costs – this includes scoping potential collaborators. (e.g. international partners, presenters, or collaborators across disciplines and industries)
- Specialist fees - engaging specific expertise with national or international peers or experts across disciplines and industries.
- Prototyping and workshopping.
- Artist or Lab Residencies.
- Travel costs (national or international, noting travel costs for presenting work aren't covered by this fund.)
- Materials.
- Rehearsals / studio space.
- Production / Making the work.
- Digital tools, software and equipment (up to a maximum of \$3,000) – accessing or acquiring relevant and fit-for-purpose resources to carry out your project. (You must include an explanation of how you will use these resources for your project.)

This fund does not support travel costs for presenting your work internationally. We expect that costs such as freight, flights, touring costs, venue hire and marketing will be met by the international presenter and/or other partners.

9. What kinds of digital tools or equipment costs are eligible?

You can apply for digital tools or equipment costs (as capital expenditure items) that are directly related to carrying out your project. In your application, you must say how the tools or equipment will support your project.

Here are some examples:

- Digital tools or equipment, eg laptops or cameras
- IT software or hardware

You can apply for up to \$3,000 in total for relevant capital expenditure items, as part of an application. Your final application will need to be for at least the minimum threshold of \$5,000 and can include capital expenditure items up to \$3,000.

10. Can I apply for funding for capital expenditure items only?

No, funding for capital expenditure items is only available as one part of an application. The capital expenditure item(s) requested within your application must be directly related to carrying out your project and will not be considered for funding on its own.

For example, if you apply to work with a developer to help build an interactive digital installation that moves and interacts with audiences, you can also apply for the software and sensor equipment to enable this build.

Your final application will need to be for at least the minimum threshold of \$5,000 and can include capital expenditure items up to \$3,000.

11. Does this fund support livestreaming?

Yes, this fund supports livestreaming. You will need to explain in your application why you've chosen this medium to present your work, who your target audience is, and how your work will reach them.

Note: One of the factors your application will be assessed on is how your project idea fosters digital innovation in the development, creation, distribution or experience of digital artwork, so we would expect livestreaming to be only one part of the project.

12. Do I need to include an international plan as part of my application?

Yes, we require an international plan as one of the support materials to be included in your application. International activity is exciting but also comes with challenges. It's important to have an international plan to help inform your decisions around which markets/audiences/platforms to focus on and which invitations and activities to prioritise.

One of the factors your application will be assessed on is how this project aligns with your international plans/goals.

13. I don't have an international plan. What does it look like?

An international plan doesn't have to be a big document, but it should include:

- **Your international goals** – it's important you're clear about your motivations for wanting to take your work international as this will help inform your decisions about what opportunities to pursue and prioritise. For example, are you interested in income generation, creative/professional development, critical attention, developing peer networks, onward touring and exhibitions invitations?
- **Your identified target markets, platforms, audiences** – digital has the potential to expand artist reach to new audiences, and is opening up opportunities both within traditional arts platforms and in new digital environments and mediums. Which platforms do you want your work to be shown on or which audiences do you most want to reach?
- **Risks and mitigation** – Operating internationally presents a number of challenges and variables. For example, fluctuations in exchange rates, variations in levels of on-the-ground technical support, expectations of different international presenters, cancellations due to COVID-19 or other unforeseen circumstances. A risk mitigation plan is critical to plan for these challenges.
- **Resources** – what financial and human resources are required to realise your international goals?

Here's a resource to help you develop an international plan: [A guide to developing your international plan](#)

14. Where can I find more information?

You can find more information about the types of activities and costs we support on the [Global Digital New Work Fund 2022 webpage](#)

Then contact our International team to discuss your eligibility for this fund. The application portal will only be open to those who meet the eligibility of the fund. Email catherine.george@creativenz.govt.nz