

Business Uplift Initiative

Dance Board

Assessment Report -October 2005

About this Report

This report provides a context to the Dance Board's *Business Uplift Initiative*.

In 2004, the Dance Board was one of four boards prioritised by Council for a one-off allocation of additional funds. The Board's proposed use of an extra \$553,000 was approved at the August 2004 Council meeting. The Board directed \$400,000 of this amount towards Key Organisations through enhancing the budget for Program grants by \$150,000 and through an initiative for triennial grant recipients entitled *Business Uplift*.

The Dance Board considers that a stable and thriving group of small and medium dance companies is a vital element in the dance landscape. The *Resourcing Dance: an analysis of the subsidised dance sector in Australia* report provided evidence that the companies providing a significant proportion of professional dance activity do so under considerable financial stress. A key factor is earned income and the report concludes that there is a need to rebuild production budgets and to strengthen management structures to address marketing and audience development.

Process

In September 2004, all organisations in receipt of Triennial Grant funding from the Dance Board were invited to submit proposals for the initiative to build the company's income earning capacity. Companies decided on what this activity would be, best suited to their needs. However, potential activity could include (but was not limited to) marketing staff or budgets, projects to reach new or targeted audiences, developing sponsorship, philanthropic or business partnerships and national or international market development. The Dance Board encouraged companies to establish viable long-term strategies for building capacity and although not a requirement, encouraged applicants to use this uplift in funding to leverage other resources if possible. Proposals could request up to \$50,000. Eight proposals were received.

The Dance Board considered these proposals at its February 2005 Assessment Meeting and subsequently sought further information from four applicants in March 2005.

Decision

Four companies were supported through this initiative:

| Organisation | Activity | Grant Amount |
|--------------------------|---|--------------|
| Ausdance National | Ausdance National will undertake the first stage development of a marketable Dance Education model. | \$50,000 |
| Australian Dance Theatre | Australian Dance Theatre will appoint a Sydney based Development Officer for a two year period. | \$49,850 |
| Restless Dance Company | Restless Dance Company will undertake a two-year marketing strategy entitled 'Boost'. | \$45,000 |
| Tracks Inc | Tracks Inc will undertake two projects to build the company's income earning capacity. Project One will employ a Marketing and Development Consultant and Project Two will utilise artists to animate communities into audiences. | \$50,000 |