



## ASSESSMENT MEETING REPORT



# NEW MEDIA ARTS BOARD

APPLICATION CLOSING DATE

1 May 2004

AUSTRALIA COUNCIL  
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THE INFORMATION IN THIS REPORT IS EMBARGOED FROM PUBLIC  
DISCUSSION UNTIL **2 SEPTEMBER 2004**

## ABOUT THIS REPORT

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This report provides a context to the assessment of the applications submitted to the New Media Arts Board on 1 May 2004. It details statistical analysis of the grants round and more general comments made by the Board during the assessment of the applications at its meeting held on 26-29 July 2004.

The New Media Arts Board supports collaborative arts practices that do not fall within conventional, single artform areas. The Board supports work in the two broad areas of interdisciplinary art and new media art (please see *2004 Australia Council Support for the Arts Handbook* for further detail)

## ATTENDANCE

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The membership of the New Media Arts Board is as follows:

Michael Snelling (Chair, Qld) is based in Brisbane and is the Chief Executive Officer of Major Brisbane Festivals. He was formerly Director of the Institute for Modern Art (IMA), Brisbane.

Marcus Canning (WA) is Artistic Director of the Artrage Festival in Perth.

Peter Hennessey (VIC) is a multi-media artist, interactive designer and programmer. He is the director of Drome Pty Ltd and consultant to Cinemia at Federation Square.

Jonathan Mills (VIC) is a composer and artistic director. He is also adjunct professor in Environmental Design at RMIT.

Bronte Adams (VIC) is based in Melbourne and is a principal at Dandolo Partners. She is a director of Melbourne University Publishing, and formerly executive director of Multimedia Victoria.

*Note: There are currently two vacancies on the Board.*

In addition to the above members the Board was joined by three participating peer advisors: Christine Peacock (Qld) is a writer, producer and director of community information videos, documentaries, short films and personal and community histories; Valerie Berry (NSW) is a performing artist based in Sydney; and Annemarie Kohn (SA) is a performance and new media artist based in Adelaide.

The following New Media Arts Board Staff were in attendance:

Andrew Donovan	Manager
Geoffrey Taylor	Program Officer
Reed Everingham	Assistant Program Officer
Nina Stromqvist	Acting Assistant Program Officer
Susan Parker	Administrator
Olivia Patchett	Administrative Assistant



## CHAIR'S COMMENTS

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The Board believes the applications to this round demonstrate a vibrant and conceptually imaginative field in Australia. The July meeting continued the trend toward an increase in the quality of proposals submitted for assessment and a resulting increase in competition for grants. In this context, I urge all applicants to consider the general feedback in this report and contact staff for further information about your application.

I would like to welcome our newest members, Bronte Adams and Jonathan Mills to the Board. The first assessment meeting is always a challenging experience for new board members and we appreciated the contributions of both Bronte and Jonathan, who bring a wealth of experience and understanding of the field to the table. We look forward to their participation at future meetings. I would also like to thank our participating peer advisors at this meeting, whose contributions were equally valued and acknowledged by the Board.

We were pleased with the range of practice represented in the applications to this round, contributing to a good balance between the Board's dual responsibilities of hybrid and new media art. We were happy to note an increase in the involvement of local government in new media and hybrid art with a number of proposals supported by local councils.

While most states and territories were represented among the range of successful applications, representation remains strongest among artists from NSW and Victoria. We strongly encourage applicants from other parts of Australia to contact staff prior to submitting an application to talk through ideas and receive valuable advice about the purpose and intention of the different funding categories.

This is the first year for some time where two closing dates for the New Work category are offered. The Board received 72 applications to the New Work (General) compared to 94 last year when we had just one closing date, demonstrating increased competition in this category. The second closing date for New Work in 2004 is 1 November.

At this meeting the Board assessed a strong round of Skills & Arts Development (Organisations) applications. Each of the organisations funded in this category aim to develop new media art practice in ways specifically tailored to the needs of artists in their region. We encourage all organisations interested this area of arts practice to consider projects that can benefit the development of new media and hybrid art.

I think all Board members would acknowledge the difficult decision with which we were confronted when assessing the Fellowship applications this year. With a limited budget the Board could not support more than the four approved, however the extremely high quality of applicants is testament to the strength and diversity of the new media and hybrid art field.

The four artists supported with Fellowships this year represent a maturity of engagement, as well as a diverse range of practice, within the boundaries of what we know as new media and hybrid art. The programs proposed by each of these artists, which at first may appear to have nothing in common, converge thematically in their



curiosity about how we, as living, breathing organisms, fit into the inorganic world of technology. These four extraordinary artists will take two years to reflect on and explore, through the creation of a significant body of new work, how our humanity is represented within, or in spite of, this digital age.

I'm pleased to announce that the Board, through its Synapse Art/Science Initiative, will offer another round of Australian Research Council Industry Partner Linkage Grants. For further details on how to apply for this funding program please visit <[http://www.ozco.gov.au/grants/other\\_support\\_new\\_media\\_arts/synapse/](http://www.ozco.gov.au/grants/other_support_new_media_arts/synapse/)>.

During late 2003 and early 2004 the Board received a significant number of requests seeking funds to present work at the ISEA 2004 symposium to be held in Sweden, Estonia and Finland in August. While we have not been able to support all requests for assistance the Board is confident that there will be significant international exposure for Australian work at ISEA.

Later in the year, two other international events will have strong Australian participation: Ars Electronica in Austria will exhibit Australia new media and arts/science works as part of *Unnatural Selection*, developed by Novamedia Arts; and in October, the focus turns toward Singapore for the Multimedia Art Asia Pacific (MAAP) Festival 2004.

Each of these events will contribute to an increased level of exposure and understanding of Australian new media and hybrid art practice, enhancing the already excellent international reputation our artists have around the world.

The next closing date for the Board is 1 November 2004, with applicants notified of decisions in April 2005. The following categories will be offered at the 1 November closing date:

- New Work (General and R&D)
- Run\_Way Young and Emerging Artists Initiative
- National Residencies – Symbiotica (WA)
- International Residencies – Banff (Canada)

If you have any questions in regard to this funding round or submitting an application to the next round please do not hesitate to contact Board staff on 02 9215 9116 or <[nma@ozco.gov.au](mailto:nma@ozco.gov.au)>.

Michael Snelling  
August 2004



## OUTCOMES

PROGRAM TITLE	APPLICATIONS		SUCCESS %	APPLICATIONS	
	(Number) RECEIVED	APPROVED		(Amounts - \$) REQ'STED	APPROVED
NEW WORK (GENERAL)	72	10	14%	\$1,625,005	\$206,558
NEW WORK (R&D)	25	4	16%	\$221,655	\$38,700
PRESENTATION AND PROMOTION	10	4	40%	\$218,739	\$82,389
SKILLS AND ARTS DEVELOPMENT (ORGANISATIONS)	9	7	78%	\$197,102	\$107,158
SKILLS AND ARTS DEVELOPMENT (INDIVIDUALS AND GROUPS)	6	2	33%	\$64,448	\$31,836
HYBRID PERFORMANCE RESIDENCY	2	0	0%	\$37,730	\$0
ABC RADIOPHONIC RESIDENCY	6	1	17%	\$107,032	\$26,280
KEY ORGANISATIONS PROGRAM GRANTS	4	4	100%	\$245,000	\$155,000
YOUNG & EMERGING ARTISTS RUN_WAY	17	7	41%	\$82,283	\$34,737
FELLOWSHIPS	11	4	36%	\$880,000	\$320,000
<b>TOTAL</b>	<b>162</b>	<b>43</b>	<b>26%</b>	<b>\$3,678,994</b>	<b>\$1,002,658</b>
OUT-OF-TIME APPLICATIONS ASSESSED AT MEETING	3	1	33%	\$38,771	\$5,209
OUT-OF-TIME APPLICATIONS SINCE LAST MEETING (Feb 2004)	15	10	66%	\$147,117	\$104,216

In addition to the project grants approved at this meeting, the NMAB is currently funding the following Organisations through its Key Organisations grants category:

#### Triennial 2004-2006

- Australian Network for Art and Technology (ANAT), SA.
- The Performance Space, NSW.
- Open City (RealTime), NSW.

#### Program 2004

- dLux Media Arts, NSW
- Experimenta Media Arts, VIC
- Multimedia Art Asia Pacific, QLD

*A full list of approved grants is attached.*



## FEEDBACK

- support material is the main opportunity to demonstrate the calibre of artists proposed to participate in a project. Applicants are encouraged to submit support material of the highest viewing quality possible. Support material is crucial to the selection process and the application form includes a section where the relationship between the support material submitted and the proposed project can be explained. The Board urges applicants to use this opportunity to explain *why* particular support material was chosen and elaborate on its context in relation to the proposed project. Submitting a URL that doesn't work can significantly disadvantage your application. The Board strongly encourages the provision of a specific navigable path through URLs, DVDs and CDROMs, otherwise the members will only consider the material as they find it.
  - the Board was concerned at the low proposed level of co-funding from other sources in some applications. The Board encourages applicants to consider all avenues of support for their projects. The category description of New Work in the Australia Council's *Support for the Arts Handbook* states that seeking such funding is a means to demonstrate the viability of a proposal.
  - the Board would like applicants to address in more detail the impact of their work. Does the public engage with their practice and who is proposed as the audience for work that is created? The Board stressed that this point is not so much about audience numbers, as a desire of the Board to gain a sense of the context of public outcomes for works being created through new media and hybrid art
- the Board was concerned that New Work (R&D) applicants were not clearly articulating the R&D aspects of their proposals. Many were framed as 'mini' New Work grants or tended more toward creative development. The process undertaken by artists in these projects must be framed clearly as research and development.
  - applicants proposing mentoring activities in the Skills & Arts Development (Individuals and Groups) category must address in more detail the skills of the mentor. Support letters from mentors must better describe the nature of the mentorship and the application should provide as much detail as possible on the proposed mentor program.
  - the Board was also keen to highlight that the Skills & Arts Development category is for artists to undertake professional development activities, whereas applicants were in some cases proposing creative development activities—these are more appropriately applied for under New Work.
  - the Board was impressed at the quality of applications to Skills & Arts Development (Organisations) category in this round.
  - the Board encourages applicants to clearly articulate in what sense they believe their application is appropriate for funding through the New Media Arts Board. In some instances the Board felt that applicants did not clearly argue what elements and processes in their practice made it strongly hybrid or new media art in nature. Applicants must make a compelling case as to why the New Media Arts Board should support their project.



## INITIATIVES AND PARTNERSHIPS

The Board has been working to develop some significant new initiatives in 2004. In August/September 2004 Indigenous new media artists will gather for the third national **Indigenous Media Lab** in Brisbane. The two-week long lab will introduce emerging and established Aboriginal & Torres Strait Islander new media artists to a range of new experiences and expert tutors designed to further develop their practice and understanding of new media art in an Indigenous context.

In July, **Time\_Place\_Space** (TPS), the Board's hybrid performance laboratory held its third annual workshop over two weeks in Adelaide. This year's event, by all accounts, has been extremely successful and we look forward to seeing the fruits of the networking, creative development and research outcomes of TPS over the next few years as new collaborations and projects are developed in the hybrid performance arena.

In late July, the Board partnered with Asialink to present **Floating Worlds**, a symposium exploring the potential for collaboration and cross cultural exchange among new media and hybrid artists and organisations in the Asian region. The outcomes of the stimulating and challenging discussions of the two-day conference will form the basis of the Board's response to the development of new media and hybrid art in the region.

**Synapse** is an initiative of the New Media Arts Board (NMAB) which aims to encourage creative and experimental collaborations between scientists and artists. Through **Synapse** the Australia Council aims to maximise and promote the benefits of these creative collaborations.

The Board will be offering, through **Synapse**, a further round of Australian Research Council Industry Partner Linkage Grants. For further details on this program please visit: [www.ozco.gov.au/grants/other\\_support\\_new\\_media\\_arts/synapse/](http://www.ozco.gov.au/grants/other_support_new_media_arts/synapse/).

People interested in submitting a proposal are asked to signal their intention to the Board via email by 15 September 2004 to [synapse@ozco.gov.au](mailto:synapse@ozco.gov.au)

The Board is pleased to announce that **RUN\_WAY** will be offered again this year at the 1 November 2004 closing date.

**RUN\_WAY** is a program designed to extend and enliven your experience and understanding of hybrid and new media art practice. The initiative is for young and emerging artists/artswriters under 30 years of age.

It provides opportunities for young and emerging artists/artswriters to travel, learn and develop new skills and/or understanding of hybrid and new media art practice. You can determine and implement a unique professional development scenario suitable to your own individual needs.

For further information please contact Reed Everingham on 02 9215 9132 or email [r.everingham@ozco.gov.au](mailto:r.everingham@ozco.gov.au).



# STEPS IN THE ASSESSMENT PROCESS

## BEFORE THE MEETING

Staff check eligibility and register applications on Council's computer database. You will receive a letter acknowledging your application with an application number and staff contact for your reference. Staff analyse the statistical information provided by applicants to help Council measure the effectiveness of its grant programs. Staff prepare applications and support material for the Board assessment meeting. Applications are made into booklets and sent to Board members. Peers are invited to participate as advisers to the Board at the meeting bringing additional expertise and perspectives to the assessment process. Staff also check and manage any conflicts of interest that Board members and peers have with applications and study the applications in order to provide information to the Board as required (see below \*).

## AT THE MEETING

### ASSESSMENT

Board members assess your application against the published selection criteria. Board members may examine support material at the meeting or by prior arrangement.

Board members may also take into account information from other sources such as:

- their attendance at performances and other events;
- reports from members of the Register of Peers who may be asked to provide formal assessments of designated works;
- reviews, videos and recordings, referee reports and other material;
- any previous Australia Council grant acquittal reports and performance agreements you may have had; and
- communication with State and Territory agencies.

Boards may decide not to fund the application at the level requested. While your application may meet the stated selection criteria, this does not guarantee you a grant. The Australia Council receives many more applications than it can support. The success of your application must rest ultimately on the merits of your proposal against published criteria and in competition with all the other applications considered for funding.

## NOTIFICATION OF DECISION

All applicants will be notified of the Board's decision by mail during the month indicated in the Handbook and the application forms. Information about grant decisions will not be released over the phone.

## IF YOUR APPLICATION IS SUCCESSFUL

If your application is successful, you will receive a letter of agreement offering you a grant. This letter outlines the terms and conditions of the offer. Payment of a grant will not be made until you have accepted the conditions by signing and returning the letter of agreement.

## ACQUITTAL OF GRANTS

Acquittals are the artistic and financial reports that you must provide after completing your project. Acquittal reports enable the Council to fulfil its obligations of accountability as well as allowing us to learn about the success or otherwise of your project. These reports are a valuable way for you to contribute to the policy development work at the Australia Council.

*\*Staff do not make funding decisions. Staff provide information and advice to Council, Boards and advisory bodies to assist their determination of policy and assessment of grant applications. Staff also provide information to potential grant applicants and administer the Australia Council's grant programs to enable a simple, fair and efficient assessment of applications.*



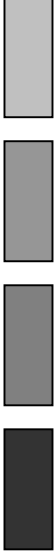
# GRANTS LIST

**NEW MEDIA ARTS BOARD**  
**APPROVED GRANTS LIST—CLOSING DATE 1 MAY 2004**  
**ABC RADIO NATIONAL RADIOPHONIC RESIDENCY**

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
Fitzgerald, Thomas	Creation of 'Shower Songs', an audio project for interactive radio media.	VIC	\$26,280

**NEW WORK—GENERAL**

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
The Kingpins	Creation of a performance installation that uses drag to explore media stereotypes & monoculture.	NSW	\$20,000
Black, Colin	Creation of 'Longing Love and Loss' a music and sound art work.	NSW	\$30,230
Merton, Cameron	Creation of 'The Little Optimum', a digital, interactive installation.	WA	\$11,928
Cypher, Mark	Creation of 'Biophilia' an interactive installation.	WA	\$10,000
van Dorssen, Miles	Creation of a wireless network interface for a self playing pneumatic orchestration 'Cell'.	NSW	\$12,900
Multimedia Art Asia Pacific Inc	Development of 'net.works' an online residency for Australian artists as part of MAAP in Singapore.	QLD	\$12,500
Arena Theatre Company Ltd	Production of a hybrid performance work 'Game Girl' to premier at the Arts Centre & Awesome Festival	VIC	\$36,000
Rea	Creation of 'Mouthin Off' a media installation which investigates Indigenous languages and history.	NSW	\$34,000
International Art Space Kellerberrin Trust	Creation of 'Landscape with Figures' a project comprising four closely inter-related exhibitions.	WA	\$22,000
Lucy Guerin Association Inc	Creation of 'Information' a new work in collaboration with Michaela French.	VIC	\$17,000



# GRANTS LIST

## NEW WORK—RESEARCH AND DEVELOPMENT

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
Nodemadic	Research and development 'Nodemadic', exploring portable technologies for audio visual performance	VIC	\$10,000
Resonant Designs Pty Ltd	Research and development of soundscape works through interactions with palliative care patients	VIC	\$9,600
James, Samuel	Investigation into the nature and reproduction of archive material from historic Hill End township	NSW	\$9,100
Fabulon Sweet Shop	Creation of 'Cabaret', musical theatre in a fictional civil war with West Australian separatists	WA	\$10,000

## PRESENTATION AND PROMOTION

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
Ivanova, Antoanetta	'Game Time' - exhibition exploring the artistic and cultural impact of computer and video games	VIC	\$19,700
Samartzis, Philip	Presentation of 'Dodg'em' an interactive sound installation at the Tisonanzen Festival, Berlin	VIC	\$11,815
Smith, Samuel	Exhibition of 'Set Piece' at the High Street Project Gallery in Christchurch, New Zealand.	NSW	\$874
New Flames Incorporated	Presentation of Indigenous new media art 'Spirit and Vision' at the Essl Museum, Vienna.	QLD	\$20,000
Y Space	To remount 'Space and Place' an interdisciplinary art production including multimedia animation	VIC	\$30,000

## SKILLS AND ARTS DEVELOPMENT (INDIVIDUAL AND GROUPS)

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
McRae, Emma	Mentorship with Liz Hughes at Experimenta Media Arts for 'Illusions' 2005	VIC	\$14,836
Sieper, Kathryn	Internship at the festival KOHINA, Finland & study at the Centre for Music & Technology	NSW	\$17,000



# GRANTS LIST

## SKILLS AND ARTS DEVELOPMENT (ORGANISATIONS)

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
Corporation of the City of Adelaide	Development of an Indigenous Creative Laboratory having a hybrid art focus with NZ artists	SA	\$19,000
City of Swan	Presentation of the National Review of Live Art Midland, 2005	WA	\$10,150
Experimental Art Foundation Incorporated	Presentation of a web-art lab and workshops with Karel Dudusek, Van Gogh TV and Martin Schmitz	SA	\$12,550
dLux media arts Inc	Staging of 'FutureScreen04', exploring mobile devices as platforms for art making and presentation	NSW	\$20,250
Octapod Association Inc	Presentation of 'Electrofringe04', a festival of digital, electronic and media based art	NSW	\$37,000
24HR Art: Northern Territory Centre for Contemporary Art	Hosting of an artist camp in Kakadu National Park focussing on audio visual field recording	NT	\$8,208

## FELLOWSHIPS

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
Brophy, Philip	Development of a range of hybrid works (video/audio/performance) for public presentation	VIC	\$80,000
Crnielewski, Leon	Research into games, visualisation and population movement to produce playful installation art.	NSW	\$80,000
Cooper, Justine	Research and development of work through a sustained series of international residencies	O'seas (US)	\$80,000
Stelarc	Further advancement of the Prosthetic Head project and R&D for a new project, the Partial Head	VIC	\$80,000



# GRANTS LIST

## KEY ORGANISATIONS—PROGRAM GRANTS

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
dLux media arts Inc	Program Grant 2005 - promotion and development of innovative new media, video and sound arts	NSW	\$30,000
Arterial Inc	Program Grant 2005 - development and production of interdisciplinary projects	QLD	\$35,000
Experimenta Media Arts Inc	Program Grant 2005 - new media exhibition and screening, tour, publications and project development	VIC	\$40,000
Multimedia Art Asia Pacific Inc	Program Grant 2005 - development and implementation of MAAP, an international media art festival	QLD	\$50,000

## RUN\_WAY YOUNG AND EMERGING ARTISTS' INITIATIVE

RECIPIENT	PROJECT DESCRIPTION	STATE	AMOUNT
Christen, Rene	Attendance at a six day residential course on sound and consciousness at the Monroe Institute, USA.	NSW	\$5,000
Clare, Vicky	Attendance at Ars Electronica, Linz, Austria and curatorial internship at Transmediale 2005, Germany	NSW	\$5,000
Corcoran, Ian	Study tour to Europe (Pani Projection Factory, Ars Electronica Futurelab and Laterna Magica School)	VIC	\$4,980
Horton, Lauren	Attendance at the Study of Play Conference and visiting with play equipment manufacturers, USA	NSW	\$5,000
Kosloff, Laresa	Attendance at Dance on Film, New York, towards development of animation and dance cross-over	VIC	\$5,000
Sipthorp, Bella	Attendance at a residency at New Moves International, Glasgow, for the New Territories Festival 2005	QLD	\$4,757
Snaith, Tai	Attendance at Transmediale, Berlin, Germany and workshops with Daniel Holcroft, Glasgow, Scotland	VIC	\$5,000

