

Connect: International Market and Network Development Fund

Wales Arts International is changing the way we support creative professionals and arts organisations to attend international showcases and events.

We have, in previous years, offered support in the form of showcase and event specific bursaries to support the development of international networks and to build intelligence of, and presence in, new markets. Following feedback from the sector, we would like to test a more open approach to supporting creative professionals and arts organisations to participate in a wider range of international events and showcases most relevant to their artistic interests and business ambitions.

Purpose of the fund:

A pilot initiative to encourage Wales' individual creative professionals and arts organisations to develop international profile, networks, markets and professional/business opportunities through attendance at significant international events (for example network events and industry showcases and trade fairs) that take place outside Wales, either elsewhere in the UK or overseas.

You need to show evidence of your track record, your willingness to engage internationally, your approach and readiness to develop new international markets or networks for your work, as well as the need for our support.

We will give priority to those applications that can demonstrate a strong fit with the following:

- Clear objectives, rationale and plan for attending the chosen event(s), noting how your attendance will help to develop your international profile, markets or networks and future professional/business opportunities.
- Your chosen event has a significant international content, profile and reputation.
- Your ability to act as an ambassador for the sector you represent in Wales.

- Your willingness to use the experience and knowledge gained to help develop international networks for the sector you represent back in Wales.

We are looking to support a balance between creative professionals and arts organisations, and between events taking place before August 2017 (before November 2017 for the 28th February 2017 application deadline). For this pilot, it is likely that we will be able to offer no more than 5 awards for the same event. Analysis of demand, however, will help to inform the development of future support.

What we can't support:

- Events that do not have a significant international focus, either in its programme or through its delegates.
- The full costs of attendance.
- Marketing materials.
- Presentation of artistic work, other than short pitch sessions.
- *Please note: if you are looking for funding to present live work at an international event, including showcases, please refer to our International Opportunities Fund scheme.*
- Events which have already taken place or will be taking place prior to receiving a decision.
- Study or professional training.
- Participation in or attendance at competitive events.
- For Arts Portfolio Wales organisations: attendance at events that you ought to be prioritising through your core resources.

Please note that WAI will NOT be offering separate bursary schemes during 2016/17. This includes Venice Biennale 2017, CINARS 2016, Celtic Connections 2017, IETM and WOMEX 2016.

Who can apply:

Arts organisations and individual creative professionals based in Wales who can demonstrate that either they are export ready, have an international business development plan, or whose work within Wales has an important international dimension.

Representatives of artists based in Wales are also eligible to apply if there is strong rationale and clear potential benefits to the represented artist.

This is an additional funding opportunity, so applicants with live Wales Arts International or Arts Council of Wales lottery awards will be eligible to apply to this fund.

Funding available:

The fund is intended to provide support towards travel, accommodation, per diems and registration costs. Applications can be submitted to more than one event if there is clear rationale and accumulative benefits.

The maximum amount that can be awarded to any applicant is £3,000 over the pilot year.

Individual creative professionals: you can apply for a maximum of 75% of the eligible costs.

Arts organisations: you can apply for a maximum of 50% of the eligible costs.

The total fund is up to £35,000 which be allocated across the three deadlines.

When to apply:

There will be four deadlines for this fund:

8 August 2016, 5:00pm

12 September 2016, 5:00pm

28 November 2016, 5:00pm

28 February 2017, 5:00pm (additional deadline)

Applicants will be notified of a decision within 3 working weeks of the deadline.

Making an application

Please write to us, providing your contact details, your CV or current business plan and a budget with itemised expenditure. You must answer the following questions:

- Name, dates and web link to the event(s), including any relevant information about the international content of the event.
- What are your objectives for attending the event(s) and what do you expect to gain?

If you are proposing to attend a series of events, please describe your rationale and the potential accumulative benefits.

If you have previously attended the event or are existing members of a network, please describe how you build on your previous engagement or visit.

- Why attending the event(s) is relevant to your artistic and business ambitions, specifically your mid and long term international plans?

We are interested in how you grow and sustain your international business.

- How will you evaluate the impact of the visit?
- How you will cover the remaining 50% (organisations) or 25% (individuals) of the costs?

Applications should be marked as **Connect: International Market Development and Network Fund Application** and emailed to:

info@wai.org.uk

Please contact the WAI team should you have any enquiries on:

029 2044 1320

What happens next?

Applicants will be notified of a decision within 3 working weeks of the deadline. If your application is successful, you will be required to complete a questionnaire and return it to us within 30 days of the end date of your visit.

You will also be required to complete a follow up questionnaire one year on from the date of the visit.

Your feedback and experiences will be essential as we develop our approach to future support.

July 2016, amended January 2017