



# Production Grant

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## Section 1: Overview

### *What is the Production Grant?*

The grant supports artists and arts intermediaries in producing and presenting **signature artistic works and platforms** that can have significant impact and legacy for our arts scene in terms of:

- Artistic development and achievement;
- Opportunities created for Singapore artists and practitioners; and
- Reach to both local and international markets.

We recognise that such productions or platforms that aim to set new heights of artistic excellence for the Singapore arts scene are likely to be of greater scale and complexity, hence requiring more resources to produce, present, market and distribute. The Production Grant is therefore the highest level of funding support given by NAC for a production, project or platform, and is a highly selective grant.

### *What does the Production Grant support?*

The grant supports the production, presentation and marketing costs of the following types of projects\* in the Performing, Visual, Literary, Multi-Disciplinary art-forms:

- Performances / programmes / exhibitions, whether of a substantial new work(s) or signature artistic work(s), a re-staging, or as a long-running production<sup>1</sup>.
- The publication of high impact titles which are curated and presented as a series of thematically and/or structurally related works. This may include trans-media projects or publications by signature artists. Standalone publications, including publications related to Singapore's artforms, will be supported under the Presentation and Participation Grant.
- Signature, large scale conferences, competitions, fairs and festivals.
- Funding is prioritised towards proposals with effective national, and preferably international, marketing and distribution plans.
- **For the 2024 cycle**, projects with strong use of digital technology as part of their creation and production process, and/or audience engagement plan will be prioritised for funding under the Production Grant.

In the first two cases, where it is an international co-production, it should include both a Singapore and overseas presentation/edition. You are also encouraged to engage a foreign presenting partner for your overseas production.

\*Many of these activities can also be supported through our Presentation & Participation (P&P) grant. The key difference between the Production Grant versus the P&P is that of the **scale and impact** of the project. As the costs of projects supported and the level of funding awarded under the Production Grant are much higher, the selection process is also considerably more selective (see **Section 3: Assessment Process**).

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<sup>1</sup> Projects with presentations comprising digital components may be included.

## What is the level of funding support under this scheme?

Our funding varies by applicant and project type, as shown in the table below:

Applicant Type	Funding caps for all projects
<b>Individuals and Non-Profit Organisations</b>	Up to 50% of a realistic budget
<b>For-Profit Organisations</b> <i>(except literary publishers applying for the publication of a curated series of high-impact titles)</i>	Up to 30% of a realistic budget
<b>Literary publishers</b> applying for the publication of a curated series of high-impact titles	Up to 70% of a realistic budget
<b>Capped at:</b>	\$150,000 per financial year for each applicant

Projects proposed by for-profit entities must have direct developmental benefits for artists, increase accessibility to the arts and should achieve business sustainability with time. In addition, we will prioritise funding to companies whose core business is in the arts.

Support for repeat applicants and for-profit organisations may be structured in part as a matching grant for earned or raised income.

Funding will vary depending on the scale and complexity of the proposal, as well as the following factors:

- Merit and scale of the submitted proposal and its potential contributions to developing the arts in Singapore and abroad;
- The potential impact of your work on the public;
- Your track record and demonstrated ability and commitment to realise your ideas from production to market;
- A reasonable estimate of the budget<sup>2</sup>; and
- NAC's availability of funds.

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<sup>2</sup> The first step in preparing a good budget is to identify your project's needs and understand how much they would cost. We encourage you to work out a realistic budget that demonstrates your understanding of costs and needs. An unrealistic, over-inflated budget will not necessarily guarantee more funding, and may have the counter-productive effect of casting doubt on the soundness of your overall proposal.

## Section 2: Eligibility

### ***Who is the Production Grant for?***

The Production Grant is open to:

1. Individuals who are Singapore citizens or Permanent Residents (PRs), preferably residing in Singapore and actively contributing to the local arts scene (e.g. artists, collectives<sup>3</sup>, performers, writers, presenters, curators, producers, impresarios, dramaturges and other people working in the arts), and
2. Organisations whose core business is related to the arts and which are either registered with ACRA (including sole proprietorship / limited liability partnership (LLP) / Company Limited by Guarantee (CLG) / Private Limited Company) or as a society with the Registry of Societies at the time of application, who intend to produce a work with significant impact on the arts scene and which may be recurring in nature.

The lead applicant should be the main producer or presenter for the project. Proposals that involve collaborations with foreigners are eligible, as long as the lead applicant (who plays a key role in the production) is Singaporean or PR. Priority will be given to applications with at least 50% Singaporean or PR in the artistic team<sup>4</sup>.

You must have a strong track record of artistic achievement and production, and be able to demonstrate commitment to the long-term development of your art form in Singapore.

### ***Who is not eligible to apply for the Production Grant?***

NAC will not be able to support your application if you:

#### **1) Are a group / organisation**

- constituted for non-secular purposes;
- currently receiving funding under the NAC's Major and Seed Grant schemes;

#### **2) Are proposing a project that**

- has already commenced related production activities prior to the time of application;
- does not have a clearly defined arts component, including projects primarily aimed at promoting religious causes;
- is currently receiving funding under NAC's Major Company and Seed Grant schemes;
- is held at a religious venue;
- is not intended for public consumption;
- is intended for fundraising purposes;
- is presented under the auspices of a school or tertiary institution, or is part of the curriculum;
- is intended for academic purposes;
- (where relevant) is unable to obtain an Arts Entertainment Licence (see "Licence for The Provision of Arts Entertainment" at <https://www.imda.gov.sg/regulations-and-licensing-listing/licence-for-the-provision-of-arts-entertainment>).

#### **3) Have pending / outstanding**

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<sup>3</sup> Collectives must nominate either an individual to be the representative, or a legally constituted organisation to take legal and financial responsibility on behalf of the group.

<sup>4</sup> The artistic team includes, but is not limited to, the director, playwright, conductor, composer, lyricist, choreographer, writer, performer, producer, translator, illustrator, among others.

- evaluation reports on the use of previous grants from NAC beyond the stipulated deadline;
- debts with NAC (you are eligible to apply once you have cleared your outstanding debts).

**4) If you / any of your collaborators:**

- have been awarded the Production grant 3 times within 5 financial years (FYs) of the first award.

**A note on Funding Guidelines**

While we celebrate diversity of expression and open, balanced dialogue in the arts, as a statutory body disbursing public funds in line with Government policies, NAC has to prioritise funding to proposals which do not:

- Advocate or lobby for lifestyles seen as objectionable by the general public;
- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society;
- Undermine the authority or legitimacy of the government and public institutions, or threaten the nation's security or stability.

\*If you are not sure as to whether you are eligible for NAC funding, please email [NAC\\_Feedback@nac.gov.sg](mailto:NAC_Feedback@nac.gov.sg).

## Section 3: Application and Assessment process

### ***How do you apply for the Production Grant?***

You will need to submit your application for the Production Grant via OurSG Grants Portal (OSG). The OSG can be accessed via the NAC website <https://www.nac.gov.sg/support/funding-and-schemes/production-grant/overview> or via <https://oursggrants.gov.sg>.

The application will also require you to submit the following information:

- Proposal template (template available for download within the OSG)
- Budget template (template available for download within the OSG)
- CV or biographical information of key people involved in the project
- Minimum of 2 samples of past works (for first-time applicants, or if requested by NAC)
- Working samples of proposed works

Please refer to the OurSG Grants Portal for more information.

### ***When must you apply by?***

The Production Grant is open for application **once a year**. The following table lists the key dates and windows that you will need to adhere to when you prepare your application.

Apply by	Notified by	For projects taking place on or after
17 May 2024	13 Sep 2024	31 Oct 2024

All applications have to be submitted by 11.59pm on the closing date. Late applications will not be accepted. In the event that you are awaiting confirmation from partners/collaborators, please submit your application before the closing date and state what is pending, then submit these documents to the relevant NAC officer(s) once they are available.

### ***Who can you contact if you have questions?***

If you have any questions, or wish to discuss your applications, please email [NAC\\_Feedback@nac.gov.sg](mailto:NAC_Feedback@nac.gov.sg).

### ***What happens after you submit an application?***

All applications will be rigorously assessed by NAC. You may be contacted if we need more information. In the event NAC requires further clarification, an email will be sent to you from the OSG, and you will need to log in and access your application on the OSG to respond to the request.

### ***Who will be assessing my application?***

NAC works with an Assessment Panel comprising a representative body of specialists in their respective fields, many of whom sit on NAC's Arts Advisory Panel. The final composition of the Panel is determined after all applications have been submitted to ensure fair assessment of the applications. The Panel will make recommendations to NAC, and NAC will then make the final decision on the outcome of the application and funding allocation.

## ***How will your application be assessed?***

The Panel will base its assessment on the following:

1. Submitted application and proposal; and
2. Supporting documents about the applicant's past works and CV.

Our assessment will be guided by the following criteria:

<b>Assessment criteria</b>	<b>Weightage</b>
<p><b><u>Merit of the project</u></b></p> <p><b>a. Idea:</b></p> <ul style="list-style-type: none"><li>• Does the project demonstrate rigour, quality and innovation?</li><li>• How relevant is the project in the context of today's society?</li></ul> <p><b>b. Scale:</b></p> <ul style="list-style-type: none"><li>• Is the project of sufficient scale, significance and/or impact to rejuvenate or transform the arts landscape in Singapore and/or internationally?</li><li>• Is the project of a seminal or groundbreaking nature that will contribute to Singapore's artistic legacy?</li><li>• Is the project potentially scalable for different platforms and audiences?</li></ul> <p><b>c. Contribution to the art form:</b></p> <ul style="list-style-type: none"><li>• Does the project push boundaries and/or meet a critical gap in the arts ecosystem?</li><li>• Is the project potentially viable and sustainable (for recurring projects)?</li></ul>	60%
<p><b><u>Strategies of Public Engagement</u></b></p> <ul style="list-style-type: none"><li>• Has the applicant identified their target audience, whether local or overseas?</li><li>• Does the applicant have a clear plan to engage and excite their target audience?</li><li>• Will the project be able to generate greater awareness of, and/or loyalty towards the art form?</li><li>• Does the applicant have a sizable existing audience base for their work?</li><li>• Does the project reach out to new audiences, including people who do not normally engage in the arts?</li><li>• (For international co-productions) Does the project raise the profile of Singapore works and artists?</li></ul>	20%

<p><b><u>Capacity and Commitment to execute your project:</u></b></p> <p><b>a. Artistic calibre:</b></p> <ul style="list-style-type: none"> <li>• Does the applicant and/or the team have a strong track record of artistic achievement?</li> <li>• Has the applicant's work been critically recognised in the Singapore and/or international arts scene?</li> <li>• Does the applicant have the capacity and commitment to develop and advance your art form in Singapore?</li> <li>• (For collaborative projects) Is the applicant collaborating with partner(s) of strong artistic standing?</li> </ul> <p><b>b. Project management skills:</b></p> <p><u>Execution</u></p> <ul style="list-style-type: none"> <li>• Is the proposal well-planned, demonstrating deep and careful thought about the resources and partners needed to produce your work and present it to a wider audience?</li> <li>• Does the applicant have the ability and expertise to see the project through from production to marketing and distribution?</li> <li>• Does the applicant have a good track record in executing past projects?</li> </ul> <p><u>Finances</u></p> <ul style="list-style-type: none"> <li>• Does the applicant have a robust plan with realistic projections of income and expenditure; and a reasonable estimation of whether the project can be delivered within budget?</li> <li>• Does the applicant have access to the appropriate knowledge and skills to ensure that the project's finances are managed effectively?</li> </ul>	<p>20%</p>
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## Section 4: If you are awarded the Production Grant

If your application is successful, you will receive a **Letter of Award via OurSG Grants Portal** with:

- Terms and conditions of the grant
- Performance goals and deliverables<sup>5</sup> as agreed upon by you and NAC.

The grant offer will be valid for two weeks from the time the letter of notification is sent out (unless NAC informs and states otherwise). If you do not accept the grant offer within this period of time, the offer will lapse.

Unsuccessful applicants will receive a **Letter of Notification** within the same period.

### Appeals

We will not be able to accept appeals against artistic strength. However, cases may be reviewed on grounds of improper processing procedures. All appeals will have to be submitted in writing to NAC within two weeks of the notification of results.

### ***How will you receive your funding?***

Depending on your grant quantum, your grant will be disbursed in instalments upon completion of the key milestones and deliverables laid out in your proposed project timeline. The grant will be credited to your or your organisation's recognised bank account via PayNow.

### ***How will NAC assess your progress?***

An Account Manager is assigned to awarded applicants and their projects. NAC is interested to keep in touch with you to understand your progress and, wherever possible, facilitate or support the promotion of your work.

When you have completed your project, you will be asked to submit a **Self-Evaluation Report** (refer to **Annex A**) **within two months of project completion**, to help you take stock of what you have accomplished and the challenges you faced, if any. You will have to submit this together with an updated budget breakdown of your projected and actual income and expenditure.

For grants \$10,000 and above (but below \$100,000), you will also need to submit **Statement of Accounts** certified by an accountant registered with the Institute of Singapore Chartered Accountants (ISCA) or equivalent international body.<sup>6</sup> For grants of \$100,000 and above, the Statement of Accounts will need to be independently audited by a public accountant registered with Accounting and Corporate Regulatory Authority (ACRA) or equivalent international body. As part of the submission, the proof of the accountant's registration with ISCA, ACRA or any equivalent international body (e.g. ISCA Membership ID) should be provided as well.

Please log onto the OurSG Grants Portal to submit these documents. To help you navigate the portal, you may refer to the user guide uploaded at

<https://www.nac.gov.sg/support/funding-and-schemes/production-grant/overview>.

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<sup>5</sup> Based on your proposal, your Account Manager will discuss with you, reasonable targets for you or your organisation to achieve within the funding period. You will be expected to deliver the plans articulated in your grant proposal, and account for the funding awarded to you.

<sup>6</sup> Accounting fees for this statement can be budgeted for in your application.

## Annex A: Self-Evaluation Report

When your project is completed, we would like you to share your evaluation and reflections on your project with us. You may wish to use the following questions as a guide.

Please attach any

- Photos/ recordings
- Publicity material used
- Media clippings/press reviews, if available

<b>For Performances / Exhibitions</b>	<b>Actual</b>
Number of Performances / Exhibition Days	
Total attendance	
Number of tickets sold (if applicable)	
Percentage House (if applicable)	
Number of new works created (if applicable)	
<b>For Block Publishing Projects</b>	
Number of copies produced	
Number of copies sold	
Number of new works created (if applicable)	
<b>For Other Activities (e.g. Conferences)</b>	
Number of Activities	
Total Attendance	
Number of Tickets Sold (if applicable)	
Number of new works created (if applicable)	
<b>For International Activities</b>	
Number of cities visited	
Number of tickets sold (if applicable)	
Percentage House (if applicable)	

### Digital indicators for projects involving digital elements (if applicable)

Please see (i) to (ii) below for guidance on the following digital indicators. Please report the figures that are relevant for your project.

<b>Key Digital Indicators</b>	<b>Actual</b>
A. Reach on Websites/Mobile Application	
<b>B. Reach on Social Media &amp; Audio-Video Platforms</b>	
i. Social Media (including video conferencing platforms e.g. Zoom attendees)	
ii. Video Platforms	
iii. Audio Platform	
<b>C. Engagement on Social Media Platforms</b>	
i. Total sum of reactions (including likes), shares, comments	
ii Engagement Rate (Ci divide by A+Bi)	
<b>D. Total no. of pieces of content published/posted</b>	
i. Unique number of content	
ii. E-publications (Published)	
iii. E-publications (sold/loan/downloaded)	

iv Number of pieces of content by language (if applicable)	<input type="checkbox"/> English ____ <input type="checkbox"/> Mandarin ____ <input type="checkbox"/> Malay ____ <input type="checkbox"/> Tamil ____ <input type="checkbox"/> Multi-lingual ____ <input type="checkbox"/> NA
<b>Total Reach (A +Bi)</b>	
<b>Total Consumption (A+ Bii + Biii + Diii)</b>	

You may wish to use the following questions as a guide.

<b>Artistic aspirations</b>
<ul style="list-style-type: none"> <li>• How well have you achieved the artistic goals set out in your plan?</li> <li>• Is the work/result as you have envisioned?</li> <li>• What is your assessment of the quality of the work produced?</li> </ul>
<b>Public engagement</b>
<ul style="list-style-type: none"> <li>• What was the audience feedback to your work?</li> <li>• What worked and what didn't when it came to your public engagement strategies? Were your marketing channels effective? What could have been done better? [Please include press reviews and/or audience feedback]</li> </ul>
<b>Production process</b>
<p><b>Artistic development:</b></p> <ul style="list-style-type: none"> <li>• How has the work contributed to your development as an artist/organisation?</li> <li>• What are some discoveries and new methodologies that have emerged as a result of this process?</li> <li>• What challenges did you meet along the way, and how did you overcome them?</li> <li>• Did you make use of external consultation in the course of your project, and was it useful?</li> </ul> <p><b>Project execution:</b></p> <ul style="list-style-type: none"> <li>• Was the project well-executed: on-time, within budget?</li> <li>• What were some key learning points that you can apply to your next project?</li> </ul>
<b>Feedback on the Grant</b>
<ul style="list-style-type: none"> <li>• Are there any areas in which NAC can do better to support your production process?</li> </ul>

**(i) Digital Indicators**

Please track and report the following digital indicators for the relevant platforms and based on what is available to you. Apart from **Reach**, **Engagement** provides further insights into the programme’s resonance with your viewers or audiences. The number of **Content Pieces** is important for us to understand how many people have been reached and engaged across the quantity of unique content available online. NAC also hopes to find out the **language** (for verbal/textually-conveyed programmes) used across content pieces, as this informs us that there is a pool of arts content across different languages available to multi-lingual viewers.

For the following digital indicators, please refer to (ii) for the guiding principles that should support your counting and tracking.

<b>Digital Platforms</b>	<b>Key digital indicators</b> (platforms listed are commonly-used platforms, and are <u>non-exhaustive</u> examples, please refer to the Annex B for other examples)
<b>A. Reach on Websites / Mobile Applications</b> [extract from Google Analytics]	
A. Websites/Mobile Applications	<b>Unique metrics</b> - [For Microsites] Website/Application Visitors i.e. Total Users (unique) OR - [For sub-pages within main website] Unique Page Views on the page that the content is natively hosted
<b>B. Reach on Social Media &amp; Audio-Video Platforms</b> [extract from analytics or insights of the respective platforms]	
Bi. Social media (including video conferencing platforms e.g. Zoom attendees)	<b>Unique metrics</b> - Facebook Reach (unique) - Instagram Reach (unique) - Youtube unique viewers, min. 30 sec duration (unique) - Bigo Live livestream viewers, note: user must note down viewership at the end of each livestream (unique)
Bii. Video platforms	<b>Non-unique metrics</b> - Facebook views (non-unique) - Instagram views (non-unique) - Youtube views (non-unique) - Vimeo Views/Plays (non-unique)
Biii. Audio platforms	<b>Non-unique metrics</b> Spotify Plays/Streams – min. 30 sec (non-unique) Apple Music Plays – min. 30 sec (non-unique) Google Play Plays – min. 20 sec (non-unique)
<b>C. Engagement on Social Media Platforms</b> [extract from analytics or insights of the respective platforms]	
Ci. Social Media Engagement	<b>Total no. engagements is the sum of reactions (incl likes), shares, comments</b> (to measure resonance with content)
Cii. Social Media Engagement Rate	<b>Total Engagements divide by Total Reach</b>

<b>D. Total no. of pieces of content published / posted (D + Dii)</b>						
D. Unique content	E.g. a series of 4 videos or 4 songs = 4 unique content pieces E.g. 1 video, 2 versions (Eng & Mandarin) = 2 unique content pieces					
Dii. E-pubs (published)	Diii. E-pubs (sold/loaned/downloaded)					
Div. # of pieces of content by language	<input type="checkbox"/> English _____	<input type="checkbox"/> Chinese/ Dialects _____	<input type="checkbox"/> Malay _____	<input type="checkbox"/> Tamil/ Non-Indian Tamil Languages _____	<input type="checkbox"/> Multi-lingual _____	<input type="checkbox"/> NA
<b>E. Total Reach (Unique)</b>	<b>A + Bi</b>					
<b>F. Total Consumption (Non-unique)</b>	<b>A + Bii + Biii + Diii</b>					

(ii) **Guiding principles for reporting digital indicators**

<b>1. At which point should you extract the digital indicators for reporting?</b>	
<b>a. Online content with an expiry date</b> e.g. pre-recorded performance online from 1-10May, taken down/deleted after 10 May	From publish date to programme's end point or reporting deadline, whichever is earlier
<b>b. All other online content that will be posted/published online for eternity</b>	From publish date to reporting point/reporting deadline
<b>2. Other Important guidelines to note when counting digital indicators</b>	
<b>a. Report for applicable platforms</b>	<b>Reporting should be done for the applicable platforms only</b> , and as long as the digital indicators are available to the grant recipient / partner. NAC notes that free/personal vs business/premium accounts on various online platforms will offer varying access to digital indicators.
<b>b. Paid &amp; Organic posts</b>	For all social media platforms, to track <b>both paid &amp; organic posts</b> . <b>There is no need to differentiate between both types of posts for reporting purposes.</b>
<b>c. Embedded content</b>	<b>For audio-video content embedded in websites, digital indicators to be tracked from the original source where the content is hosted</b> , and not double counted to include website visitor/unique page views e.g. if a Youtube video is embedded on website, track digital indicators from Youtube only.
<b>d. Content on multiple platforms</b>	<b>If the same piece of content is hosted on multiple platforms (e.g. on FB, IG &amp; YT), digital indicators should be counted across all platforms where content is hosted</b> , but note point 2d about embedded content.

Other examples of digital platforms include:

Sound Cloud

Zoom

Tik Tok