Arts and Culture Digital Roadmap

1. Why Going Digital is Important

From immersive and interactive art to digital marketing and artificial intelligence art, **digitalisation is a key enabler for the arts and culture sector today and for the future**. While some may say that the arts and culture is best appreciated in person, digitalisation need not take away this appreciation of the arts. Rather, digital technology can enhance the experiences of audiences and visitors by making a wide range of innovative works available, and boost the productivity and sustainability of arts and culture organisations. During the Emerging Stronger Conversations (**ESCs**) organised by the National Arts Council (**NAC**) and National Heritage Board (**NHB**) (December 2020 – January 2021), participants shared how digitalisation could present new opportunities for the arts and culture sector, and noted the importance of ensuring that the digital tools and platforms used by the sector help to make their works more accessible to the audiences.

Digital solutions can help you and your organisation better serve and connect with your audiences and visitors. The right digital solutions can seamlessly complement your work in any part of the sector, whether you are an arts and culture practitioner, administrator or educator.

The transition to digital does not mean that everything should be virtual. In fact, one of the most useful applications of digital technology is for automating and streamlining administrative and back-room processes, such as accounting, booking of tickets and email marketing. As the economic value of innovation increases, it is vital for the you and your organisation to develop digital capabilities to remain competitive and better serve the community.

Digitalisation offers new ways to monetise your work, bolstering the sustainability of your practice or organisation. Digital technology also enables you to benefit from economies of scale, since a larger consumer base can be reached through digital tools. Far from replacing the work of arts and culture practitioners, digitalisation boosts productivity and leads to the creation of new jobs in the sector.

The need for digitalisation has been accelerated by the impact of the Covid-19 pandemic. The pandemic has limited physical performances and visits to museums and galleries, revealing gaps in digital service delivery. The arts and culture sector has adapted to these challenges by digitally transforming and enhancing the experiences of consumers. In the post-pandemic world, digital and blended delivery models will be even more common. It is more relevant now than ever to

develop digital capabilities to push the boundaries and transform the creation, presentation and marketing of arts and heritage offerings.

Global trends across technology, the economy, and society will have an impact on the arts and culture sector. As different industries harness data analytics, automation and innovation, you and your organisation can ride this digital wave too. Digital transformation is not about replacing existing experiences, but enhancing the arts and culture ecosystem.

Digital Disruption

In this high-tech landscape where businesses are competing for consumers' attention through numerous digital touchpoints, you and your organisation can use digital tools to transform the experiences of audiences and visitors.

Disruptive technology can bring value to different stages of the creative process such as the creation of artworks with digital painting and augmented reality (**AR**). Presentations can also be transformed through virtual reality (**VR**) exhibitions and live streaming. Digital presentations are able to multiply the reach of performances and exhibitions, since they are not limited by venue capacity and can potentially reach thousands of consumers. In addition, digital technology can enhance marketing efforts using search engine optimisation, graphic design platforms, and more. It can also streamline corporate functions using enterprise resource planning (**ERP**) systems, contract management software and other tools. Digital tools improve productivity and efficiency, and offer new ways to monetise arts and heritage content.

COVID-19 Pandemic

The pandemic has brought challenges to the arts and culture sector. Audiences could not enjoy performances or visit museums in person, while social distancing has affected how art forms can be appreciated and monetised. Overseas art buyers may have preferred to view art pieces in person before making a purchase, but travel restrictions have prevented them from physically visiting galleries. Fortunately, the sector has managed to remain sustainable through technology. For example, galleries have adapted by engaging buyers virtually, while arts educators have adapted to virtual teaching.

Consumption Patterns Have Shifted

From online streaming on platforms such as Netflix and YouTube to online marketplaces for the sale of artworks, digital technology enables arts and culture organisations and practitioners to reach global audiences, as people increasingly spend their leisure time on screen-based devices.

While in-person attendance of performances, visiting of museums, and other in-person modes of appreciation have been integral to experiencing and consuming the arts and culture, digital technology can enhance the experience of consumers and make arts and culture more accessible for audiences.

In addition, traditional modes of advertising have dovetailed with digital marketing. Today, when audiences want to find out more about an artist, they search for that artist online, and follow the artist on social media. By embracing digital marketing, you and your organisation can reach out to new fans while nurturing their existing fan base.

Internationalisation of the Arts and Culture

Digital tools are a means to reach out to overseas markets without travelling. Economic value is increasingly shifting from physical products to smart technology and innovation. For example, besides in-person performances, you and your organisation can also offer digitised versions of past performances online. Digital technology is a means to capture and generate value, since content can be preserved and delivered digitally to audiences across the globe. Moreover, digital tools enable you and your organisation to remain connected with the international community of art makers and creatives. This interaction allows sharing of best practices to deal with the changing world, and fosters cross-cultural exchanges and collaborations which may lead to furthering of artistic practices, ideas and development.

While there remain many challenges in the monetisation of content, overseas markets are already looking into and experimenting with various business models. Singapore should also be forward-looking.

Demographic Shifts

Populations in industrialised countries, including Singapore, are ageing. Digital transformation of the arts and culture sector can cater to the increasing percentage of older audiences who may not find it convenient or comfortable to travel to a physical venue to appreciate the arts and culture. As it is not location-bound, digital content can be introduced more easily to the day-to-day lives of the elderly. Digital tools also allow works to be subtitled easily, enabling audiences to appreciate these arts and heritage offerings in vernacular languages. At the same time, digital content can also reach out to the younger generations who are "digital natives" that spend a significant amount of time on digital platforms.

2. A One-Stop Arts and Culture Digital Roadmap

The Arts and Culture Digital Roadmap builds on Singapore's long-term strategies for the arts and heritage sector, as outlined in **Our SG Arts Plan** and **Our SG Heritage Plan**, and takes reference from the **Charities GoDigital Kit** published by MCCY in November 2020. The Arts and Culture Digital Roadmap focuses on the digital transformation aspect of the sectoral strategy.

This Roadmap is designed to support you and your organisation in the adoption of digital solutions to improve operational productivity and deliver greater impact to the community through your work, as well as introduce sector-specific resources to support you and your organisation's digital

transformation. The Roadmap consolidates validated digital solutions that work across the arts and culture sector, and provides information on funding resources to support the sector's digital transformation.

This Roadmap is the first step towards strengthening the digital capabilities of the arts and culture sector in Singapore. It was developed based on an informal survey on the digital capabilities of the arts and culture sector and over 20 deep-dive interviews with arts and culture organisations and practitioners to understand the needs of the sector.

3. Arts and Culture Digital Checklist

Are you keen to find out how **digital-ready** you or your organisation is and the steps to take to further your digital efforts? Take the self-test below to find out.

Digital Capability Areas	Description of Digital Capabilities	✓
Governance and Leadership	I / We have a **digital strategy and plan.**	
	I / We **understand the digital strategy and plan.**	
	I / We have a **digital governance framework.**	
Digital Culture	**Policies and processes** are aligned with digitalisation.	
	Digital roles and skillsets are present in job descriptions.	
	I / We use **digital tools** at work.	
Capacity and Capability	I / We have a **digitalisation budget** and are **aware of the Government grants** that we are eligible for.	
	I / We have **sufficient manpower and technical capabilities** to implement our digital strategy.	
	I / We have access to **training and development opportunities** to boost our digital capabilities.	
Digital Technology	I / We are able to **identify digital solutions and vendors** to help achieve our digitalisation goals.	
	I / We have in place **procurement processes** for **digital solutions** and **vendor management**.	

	I / We actively **leverage digital technology** (including experimentation and innovation) to enhance the experiences of audiences/museum visitors/consumers.	
Digital Ecosystem	I / We are able to **tap into a community of practice** on technology adoption.	
	I / We **build and manage relationships digitally** with audiences, consumers, customers, suppliers and employees.	

Score	Assessment
10 to 14 ticks	You are **digitally ready**. Consider sharing your experiences with other arts and culture practitioners and organisations.
5 to 9 ticks	You have **some digital capabilities** and are working towards enhancements.
0 to 4 ticks	You are **less digitally ready**. Consider reviewing your operating model to benefit from digitalisation.

4. How to Go Digital – Digital Solutions

From performing arts and literary arts to museums and galleries, we have curated a list of **digital solutions** relevant to you and your organisation for your digitalisation journey.[1] You and your organisation can use the digital solutions to identify opportunities to boost growth and productivity as well as deliver greater impact to the community.

The digital solutions correspond to **3 levels of complexity**, and **6 different dimensions of both the creative process and other supporting functions**:

3 Levels of Complexity
● **Basic solutions**: This level consists of basic ways in which arts and culture organisations and practitioners can **build an online presence** and **deliver the arts and culture to audiences in digital** rather than purely physical modes.

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[1] The digital solutions mentioned in the Arts and Culture Digital Roadmap do not constitute the endorsement of companies or solutions. These digital solutions are examples provided to illustrate the various functions of digital technology, based on consultation with arts and culture stakeholders.

- **Mid-level solutions**: This level consists of more complex digital tools that not only **bring organisations and practitioners online**, but leverage technology to enhance service delivery.

- **Advanced solutions**: This level focuses on the most complex digital tools that are less commonly implemented, but present the most **unique and immersive modes of service delivery**.

Digital Solutions for the 6 Different Dimensions

- **Creation**: These solutions comprise digital technology that helps arts and culture organisations and practitioners **create and develop art, music, museum exhibitions and other works**.

  Advanced
  - VR Exhibition
  - AR Exhibition

  Mid-Level
  - Digital Art
  - Accessibility as a Priority
  - Wireframe Tools
  - User Interface (**UI**) Design Tools
  - User Experience (**UX**) Design Tools

  Basic
  - Scheduling Tools
  - Web Publishing Platforms for Museums

- **Presentation**: These digital tools aid in the **presentation of arts and heritage creations** to audiences, museum visitors, and other consumers.

  Advanced
  - Archival System

  Mid-Level
  - Online Festivals
  - Virtual Museum Tours
  - Virtual Jamming Tools
  - Mobile Applications

  Basic
  - Online Streaming
  - Webinars and Virtual Workshops

- **Marketing**: This category comprises digital technology for **marketing and promoting arts and heritage offers** to audiences, museum visitors, and other consumers.

  Advanced
    - Enhanced Ticketing Solutions
    - Marketing Analytics Software

  Mid-Level
    - Digital Marketing
    - Online Art Marketplaces
    - Virtual Viewing Rooms
    - Unlocking New Revenue Streams
    - Dynamic Pricing Solutions

  Basic
    - Website
    - Email Marketing
    - Social Media Marketing

- **Data analytics**: These solutions enable arts and culture organisations and practitioners to **analyse data on audiences, website traffic, museum visitors, and consumer preferences**. Data analytics helps generate insights to better engage consumers and reach out to new audiences.

  Advanced
    - Advanced Analytics Software

  Mid-Level
    - Mid-Level Data Analytics Software

  Basic
    - Website Visitor Analytics

- **Corporate functions**: This stage comprises **back-room functions**. Arts and culture organisations and practitioners can streamline operations with digital solutions to raise productivity.

  Advanced
    - ERP System

  Mid-Level
    - Human Resource Management System (**HRMS**) / Workforce Management System (**WMS**)
    - Contract Management Software

- Project Management Software - Account Management Software Basic - Subscription Services	

- **Stakeholder management**: This stage covers the inbound resources received by arts and culture organisations and practitioners. Arts and culture organisations and practitioners can **enhance their engagements and improve relationships with stakeholders** through digitalisation.

  Advanced
  - Advanced Stakeholder Management Software

  Mid-Level
  - Donor Management System
  - Volunteer Management System (**VMS**)

  Basic
  - Basic Stakeholder Management Software

Please refer to **Annex A** below or the **Digital Toolkit pull-out** for more details on the digital solutions.

How Can I Benefit from Digitalisation?

I am a / an …	
Arts Educator	With **webinars**, **virtual workshops** and **online streaming**, there are numerous ways to deliver content to students without travelling.
Technical Producer	To streamline your rehearsal scheduling process, consider using a **rehearsal scheduling tool**.
Visual Artist	As a- visual artist, there is a range of digital tools that can support your creative process and open new possibilities for artmaking, such as • **Digital art** • **AR exhibitions**
Performing Artist	Deliver performing arts content (e.g. music, dance) to and interact with international audiences with • **Online streaming**

	• **Social media marketing**
Gallerist	Several tools are available to make your gallery's artworks accessible to a pool of international customers and visitors, including • **Online art marketplaces** • **Virtual viewing rooms** • **Webinars and virtual workshops**
Museum Curator and Administrator	You may wish to digitally catalogue artefacts, create virtual exhibitions or transform the visitor experience through innovative technology. You can consider: • **Web publishing platforms for museums** • **Webinars and virtual workshops** • **Virtual museum tours**
Arts and Culture Organisation	One place to start is building an online presence, through tools like • **Mobile applications** • **Website visitor analytics** To help designers along the creative process, try using UI and UX software: • **Wireframe tools** • **UI design tools** • **UX design tools** Manage volunteers and donors using • **Basic Stakeholder Management Software** • **Donor Management System** • **VMS** Leverage social media and digital marketing, and interact with a base of international visitors and customers by streaming a series of videos about your activities to create **Twitter engagement campaigns** to drive conversations about your work. Optimise marketing efforts through: • **Solutions to unlock new revenue streams** with the ability to track subscriber growth using analytics, and new avenues for monetisation including subscriptions and advertising • **Dynamic pricing solutions** which automate and optimise pricing with category/brand performance analytics

	• **Enhanced ticketing solutions** to enable easy set-up of events using templates and inventory management, and to allow tracking of sales with analytics • **Marketing analytics solutions** to enable revenue attribution reporting to track return on investment (ROI), integration with other tools e.g. customer relationship management (CRM) software to provide lead intelligence to sales team, management of ads for social media platforms, and track conversion of ads to customers

5. Highways for Digital Service Delivery and Digital Innovation

Digital Service Delivery

You and your organisation can tap on "highways" that the Government has built for digital service delivery and **digital innovation in our arts and cultural landscape**. These shared platforms enable the sector to employ digital solutions without having to build the infrastructure yourself. Moreover, these digital "highways" have an existing customer base: members of the public who are actively looking for arts and heritage content. The "highways" can thus accelerate the digitalisation efforts of the sector and allow cost-friendly experimentation without the need to invest in more permanent structures.

One such "highway" is **digital service delivery**, which refers to the **transmission of digital content and data across different devices and platforms**. It enables arts and heritage offerings to be integrated with a range of entertainment and lifestyle options for a holistic and diverse audience experience.

You and your organisation can consider using the following digital service delivery platforms:

Digital Service Delivery Solutions	Description
A List	• The A List is a **one-stop arts and culture digital portal** that features event listings, feature stories, in-depth interviews and bite-sized content. • You can contact the A List at this link to request that your content be featured.

Roots.gov.sg **ROOTS**	• [Roots.gov.sg](#) is a **one-stop resource portal** for members of the public to **discover Singapore's heritage and culture** through the national collection, heritage trails, National Monuments, historic sites, intangible cultural heritage and more. • You can contact Roots.gov.sg about collaborative ideas at [this link](#).
Esplanade Offstage esplanade off stage theatres on the bay singapore	• [Esplanade Offstage](#) offers **behind-the-scenes, educational and streamed content** on the performing arts. • You can contact Esplanade Offstage at [this link](#) with your story idea or partnership proposal.
SISTIC SISTIC LIVE	• A platform for audiences to **stream productions** on internet-enabled devices. • You can contact SISTIC at [this link](#) for corporate enquiries.
Cultural Concierge (Work-in-progress) Cultural Concierge	• Cultural Concierge will be a **one-stop platform** that will enable efficient **discovery of events by members of the public**, through the aggregation of local arts and culture events, as well as collaborative features and recommendation capabilities. • It will provide arts and **culture sector stakeholders** with **data analytics** and **data mining** capabilities that allow a deeper understanding of Singaporeans' consumption of the arts and culture. • The platform will have an application programming interface (**API**) framework that arts and culture organisations and practitioners can **integrate with to publish content** to and from Cultural Concierge.

The **Culture Sector Innovation Labs** provides opportunities for you and your organisation to **collaborate with technology companies** in innovation labs to **experiment and develop potentially game-changing ideas and solutions** for the arts and culture sector. These innovations can push the boundaries of arts and culture content to better impact and serve the community:

Innovation Labs	Description
DigiMuse 	• [Digimuse](), an initiative by NHB, aims to engage the wider **technology sector** to crowdsource ideas to **enhance museum experiences** and **build a vibrant culture sector.** • Invites **artists, technologists and culture professionals** to co-create projects, and provide consolidated interventions that showcase the integration of culture and technology in our museums. • Past projects from Digimuse can be viewed at [this link]().
Y-Lab 	• [Y-Lab]() is a product innovation lab in National Gallery Singapore. It provides **organisations and entrepreneurs** a platform to launch or testbed their **Art x Tech product innovations.** • Seeks to be an innovation hub for **start-ups, patrons, museum professionals, investors, culture sector talents and visitors** to co-create the future of cultural production and consumption. • Arts and culture organisations can submit their projects to Y-lab at [this link]().
Arts x Tech Lab 2021 	• [Arts x Tech Lab]() is NAC's inaugural innovation lab that will **foster collaboration between the arts and technology sectors.** • Aims to empower **creatives, artists and technologists** to engage in innovative experiments and collaborations. • For more information, contact NAC at [this link]().

SAM Experimental Galleries	• The upcoming SAM Experimental Galleries will be a series of **pop-up exhibition spaces** that incorporate a variety of technologies for:
	    o Concept reviews, presentations and feedback
	    o Feasibility and proof-of-concept studies of digital artwork, installations and creative innovations
	
	 • For more information, contact Singapore Art Museum at enquiries@singaporeartmuseum.sg.

6. Get Funding Support

How to Use This Section

1. Using the table below, first **identify your profile** as an individual, charity/Institution of a Public Character (**IPC**), other non-profit organisation or business.[2]

2. In the column corresponding to your profile, you can consider **digitalisation funding schemes** that support adoption of digital solutions, training and digital presentation, as well as other resources that support digitalisation.

3. An overview of the schemes and links to their respective webpages for further information are compiled in **Annex B** below and the **Funding Support pull-out**.

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[2] "Individuals" refers to Singapore Citizens or Permanent Residents; "Charities/IPC" refers to charities that are registered under the Charities Act; "Other Non-Profit Organisations" includes organisations registered with the Registry of Societies, and public Companies Limited by Guarantee; and "Businesses" includes companies, partnerships, and sole proprietorships. The eligibility criteria for each scheme may vary.

	INDIVIDUALS	CHARITIES/IPC	OTHER NON-PROFIT ORGANISATIONS	BUSINESSES
FUNDING SUPPORT FOR ADOPTION OF DIGITAL SOLUTIONS				
• VWOs — Charities Capability Fund (VCF)#		✔		
• Productivity Solutions Grant (PSG)				✔
• Enterprise Development Grant (EDG)				✔
• Tech-and-GO!		✔		
• Cultural Matching Fund (CMF)		✔		
FUNDING SUPPORT FOR DIGITAL CAPABILITY DEVELOPMENT				
• VWOs — Charities Capability Fund (VCF)#		✔		
• Capability Development Grant	✔	✔	✔	✔
• Cultural Matching Fund (CMF)		✔		
FUNDING SUPPORT FOR DIGITAL PRESENTATION				
• Presentation and Participation Grant	✔	✔	✔	✔
• Production Grant	✔	✔	✔	✔
• Cultural Matching Fund (CMF)		✔		
OTHER RESOURCES				
• Our Singapore Fund for Digital Readiness	✔			✔
• SMEs Go Digital				✔
• SkillsFuture Credit-Eligible Courses	✔			
• Growing with Resilience through InTangibles (GRIT)	✔	✔	✔	✔
• MuseumNext	✔	✔	✔	✔
• Yours Virtually	✔	✔	✔	✔

#*VCF will be renamed as Charities Capability Fund from 1 April 2022.*

7. Other Issues to Consider When Going Digital

Building A Digital Culture

If Singapore wants to be regarded for its forward-looking arts and culture sector, we need to have a more pervasive digital culture. Stakeholders at all levels of the organisation need to support the goals of digital transformation. As culture requires time to evolve, you and your organisation can take the following steps to gradually work towards establishing a digital culture:

1. A digital culture starts with your vision of how technology and innovation can add value to the artistic production and administrative tasks in your individual practice or organisation. The

vision should be concretised in a digitalisation plan that details your goals for the adoption of digital technology. In an organisation, this plan should be developed as a team effort and adopted across the entire organisation.

2. Communicate the digitalisation plan to all team members, such as through emails, newsletters or events. To harness opportunities from digitalisation, team members should be encouraged to upskill, and team leaders should support these development goals by providing avenues for training.

3. Larger organisations can consider putting in place a digital governance framework. This framework lays out the decision-makers for the digital strategy, policies and standards in the organisation, and helps to ensure accountability and provide clarity on the protocols for digital transformation.

4. Policies, processes, roles and responsibilities should be aligned with the digital culture. Incorporating digital capabilities into job descriptions would help employees better understand how they may contribute to the organisation's digital vision and digitalisation plan. An example is the inclusion of digital marketing skills in the job descriptions for the marketing team. In addition, team members should be encouraged to embrace the organisation's digitalisation plan such as being rewarded when they use digital tools effectively and innovatively in their work.

5. Success stories of team members who exemplify the organisation's digital transformation goals should be celebrated, to help other team members understand better what constitutes successful digitalisation and promote a digital culture in the organisation. Celebrating the successes of digital innovation can encourage team members to constantly pursue experimentation, which is important for pushing the boundaries of artistic creation and audience engagement.

Cybersecurity

Cybersecurity refers to the safeguarding of internet technology, including data, software and hardware, from damage and theft. When embarking on a digitalisation journey, your organisation should first set up safeguards against potential security breaches. This is important if your organisation maintains a database of the personal details of patrons, volunteers or other stakeholders.

Components of a sound cybersecurity framework include:
● Network and host intrusion detection system which monitors and responds to cyber-threats in real time
● Data protection against threats e.g. identity theft
● Measures against malicious websites, malware, and ransomware
● Password management

- Employment of secured encryption transaction channel (e.g. Virtual Private Network (**VPN**), Secure Sockets Layer (**SSL**))

Steps that your organisation can take to improve cybersecurity:
- Train team members to be aware of common cybersecurity threats and pitfalls, including human error, phishing, scams and social engineering.
- Assess current cybersecurity measures and potential areas of vulnerability e.g. Internet of Things (**IoT**) devices and internet-connected devices, conduct a risk assessment on the access and storage of the organisation's data, and develop a security strategy that is regularly updated.
- Deploy antivirus software to safeguard devices against security threats.
- Back up data regularly, using programs that schedule or automate backups.
- Regularly conduct system vulnerability scans, as well as reviews of user access rights and system logs.

For more information about cybersecurity, visit the Cyber Security Agency (**CSA**)'s website.

Personal Data Protection

The Personal Data Protection Act (**PDPA**) governs the collection, use, disclosure and care of personal data. Since digital transformation for the arts and culture sector may involve the collection of customer data (e.g. for email marketing), it is important for you and your organisation to be familiar with the proper procedures for managing personal data. For detailed information on the PDPA and guidelines for handling personal data, visit the Personal Data Protection Commission's website.

Intellectual Property Management

When arts and culture organisations go digital, content is placed online and becomes accessible to global audiences. Thus, it is vital for you and your organisation to be aware of how to protect your intellectual property (**IP**) against piracy. Additionally, you and your organisation should be aware of when to seek permission to include the content of other practitioners and organisations in your works.

IP management also includes monetisation of IP. When releasing content online, you and your organisation should be knowledgeable about the avenues for earning income from those works. For resources on IP management, visit the websites of IPOS International and Growing with Resilience through InTangibles (**GRIT**).

Knowledge of Contracts

Digital transformation involves engaging IT vendors and contractors for various reasons, including technology implementation, recording music, and the loan of hardware. Hence, you and your

organisation need to be able to evaluate and understand contracts, or risk facing unfavourable contractual terms. Stages of contract management using contract management software include:

- Drafting the contract with the aid of contract management software
- Negotiating the contract, which includes managing different versions of the contract to accommodate changes arising from the negotiation
- Approving the contract with reference to approval workflows
- Executing the contract with the aid of electronic signatures
- Ensuring that deliverables stated in the contract are completed by stakeholders
- Amending the contract to include any additional items
- Renewing the contract with the help of automated features

Digital projects may also involve confidential information. Therefore, you and your organisation should be equipped with knowledge on non-disclosure agreements (**NDAs**), which commit vendors to maintaining confidentiality of the information they receive.

8. Acknowledgements

We thank everyone who has contributed to the development of the Arts and Culture Digital Roadmap, including those who participated in our earlier survey and interviews. We look forward to your continued support and partnership as we continue to refine the Roadmap, and promote digital adoption across our arts and culture ecosystem. If you have any queries, feedback and comments about the Roadmap, or require any assistance in digital adoption, please reach out to contact us [here](#).

DIGITAL SOLUTIONS

CREATION		
Digital Solution [Complexity]	**What It Does**	**Key Features**
Scheduling tools [Basic]	Performing artists can streamline their scheduling process, e.g. rehearsal scheduling, using tools such as the Theater Rehearsal Planner.	• Manages who should attend the rehearsal and arrange rehearsal timings.
Web publishing platforms for museums [Basic]	Museums can use web publishing platforms to publish collections and exhibitions online. Tools to consider include Omeka Classic and CollectiveAccess.	• Simple process for launching exhibitions online, without coding knowledge. • Ability to catalogue museum and archival collections. • Ability to add further functions through plugins, e.g. allowing users to tag favourites
Accessibility tools [Mid-level]	Digital technology can be leveraged to make inclusion a priority. Accessibility should be a standard feature of product offerings. For example, arts and culture content can be made accessible to audiences in their own languages, and to audiences who are visually or hearing impaired. Innovations to consider include Google Translate's transcription feature. One tool for inclusivity is auto-captioning and translation. You can consider tools such as AI Media, Google's Speech-to-Text and Wordly.AI.	• Live translation of performances into different languages via audio, or subtitles that appear on-screen. • Artworks customised for the visually impaired that emphasise audio and tactile features.

Digital art [Mid-level]	Digital art leverages digital technology to produce and present art. Platforms for creating these works include Adobe Photoshop and Affinity Designer.	• Computer-generated, e.g. algorithmic art. • Digital art installations that are immersive, involving features such as live video capture. • Digital painting. • Electronic art.
User Interface (UI) design tools [Mid-level]	UI designers create the appearance and layout of the product and are concerned with the interactive feel of the interface. UI design tools such as Sketch, InVision and Proto.io aid designers in prototyping these visual elements of the product.	• Enables designing of prototypes. • Enables collaboration on designs.
User Experience (UX) design tools [Mid-level]	UX designers aim to meet the user's expectations of a product, and solve problems faced by users. Tools for UX design include VisualSitemaps and Treejack.	• Enables the creation of visual sitemaps and user flows • Enables designers to create and test information architecture.
Wireframe tools [Mid-level]	UX designers create wireframes to lay out the structure, user flow, intended behaviours and other elements of a webpage or app. Wireframing provides the visual aids for helping the team decide on the location of elements on the final product, before developers begin building the product. Mockplus, Wireframe.cc and Figma are wireframing software with free versions.	• Ability to share and test designs collaboratively using icons, UIs, and templates made available to aid the design process. • Wireframes can be created for different platforms including mobile and webpages
Artificial Intelligence (AI)-aided art [Advanced]	With AI, human creativity in artistic creation is complemented and enhanced through the intelligence of machines.	• AI-generated art that complements human creativity. • AI choreography to streamline and enhance

	AI tools to consider include [Runway ML](), [AI Painter]() (for visual arts) and [Magenta Studio]() (for music).	performing arts productions.
		• Music composed by AI to streamline and add further diversity to compositions and artistic productions.
		• Literary arts and text created by AI to add to the creative process.
		• Generative design: AI drives designs based on requirements specified by humans.
		• Robots participating in the appreciation of art as fellow museum visitors or art critics.
		• Consumers are recommended tailored arts and culture content with the aid of algorithms that learn consumers' preferences and habits.
Augmented Reality (AR) exhibition [Advanced]	With AR, real-world objects in exhibitions are enhanced by computer-generated inputs. Tools to consider include [Artivive]() and [Adobe Aero](). Examples of the use of AR in the arts include [AR.T Trail](), which was part of Singapore Art Week 2020.	• Enhances users' real-world experience in an exhibition across different sensory modalities.
		• Exhibits in museums could come to life as visitors view them through their camera phones.
		• Deepens audience engagement with art works, e.g. giving audiences the ability to colour or sketch.
		• Facilitates navigation, such as when navigational guides appear on your phone screen in museums or festivals.

Virtual Reality (VR) exhibition [Advanced]	VR, which is a simulated reality generated by computers, can enable audiences and consumers to engage with a 3D simulated arts and culture exhibitions, with the aid of devices such as goggles. Tools to consider include VR-All-Art for creating exhibitions in VR. Examples of the use of VR in the arts include Louvre's 'Mona Lisa: Beyond the Glass'.	• Can be used for educational (e.g. museum exhibits simulating past historical events, or training for artistic techniques), entertainment, training and other purposes. • Ability to create virtual prototypes of artworks. • Completely immersive. • Requires electronic devices such as gloves with sensors, or goggles with a screen. • Users can look in different directions and have the experience of actually being present in the VR setting.

PRESENTATION

Digital Solution [Complexity]	What It Does	Key Features
Online streaming [Basic]	Online streaming enables audiences to watch or listen to performances on internet-connected devices. Begin streaming on platforms like SISTIC Live, Facebook Live, YouTube Live, Vimeo, Open Broadcaster Software (OBS) and others.	• Live or pre-recorded. • Makes performances, music festivals, museum tours and other content accessible to a wide range of consumers by putting the arts and culture at their fingertips. • Can be integrated with social media: as audiences are browsing their social media feeds, they would be informed of the newest uploads and live streams of their favourite artists. • Requires recording equipment, e.g. camera, lighting, microphones.

		• Requires basic knowledge of video editing. • Requires comfort in front of a camera and awareness of camera angles.
Webinars and virtual workshops [Basic]	Webinars and virtual workshops are conducted on platforms such as [Zoho](#), [Google Meet](#), and [BlueJeans Virtual Events](#), and enable artists, arts educators and other practitioners to engage audiences in online performances, interactive classes, and other activities.	• Real-time interactions with audiences, with video and audio. • Live chats. • Reactions from participants e.g. raising their hands, Q&A, and polls.
Mobile applications [Mid-level]	A mobile application is a digital tool on audiences' or visitors' mobile devices that facilitates interactivity with the arts and culture organisations, performances, exhibits, venues, and more. Consider free mobile app builders like [Appy Pie](#).	• Ability to book tickets for performances and exhibitions. • Interactive elements e.g. scanning Quick Response (QR) codes to interact with exhibits.
Online festivals [Mid-level]	Online festivals give audiences the opportunity to appreciate performances virtually. Upon purchasing tickets for the festival, audiences can access various shows across different days of the festival. [SMU Arts Festival](#) and [StoryFest Online](#) were online and made performances accessible digitally even after the festival. For an example of how arts content is displayed online for festivals, view the [Singapore Writers Festival](#) website.	• Collection of virtual performances. • Festivals could be delivered in a hybrid format, where certain segments allow in-person attendance.

Virtual jamming tools [Mid-level]	Tools for virtual jamming allow musicians to perform together with little latency. Examples to consider include Soundjack and Jammr.	• Enables musicians to interact in real-time and produce music together without travelling. • Public and private jam sessions.
Virtual museum tours [Mid-level]	Virtual museum tours allow museum visitors to view exhibits online, in a high resolution and realistic format. Google VR's Virtual Tour Creator and artsteps are tools for creating virtual museum tours.	• 360-degree, up-close views of artefacts and cultural landmarks. • Ability for visitors to virtually "walk" through museums and click on items to access further information.
Archival systems [Advanced]	Archival systems store a repository of arts and culture content, allowing arts and culture organisations to share this content with future audiences, museum visitors and other institutions. Platforms to consider include Axiell and OpenText.	• Tools include collection management, digital media management, archive management and others.

MARKETING		
Digital Solution [Complexity]	**What It Does**	**Key Features**
Email marketing [Basic]	Using email marketing, arts and culture organisations and practitioners can promote their content and nurture their fan base through newsletters, polls, competitions, and other email updates. Some email marketing tools include Moosend, MailChimp and Sendinblue.	• Email content is sent to a mailing list.
Social media marketing	Using social media platforms such as Facebook, Twitter and Instagram,	• Arts and culture organisations and

[Basic]	arts and culture organisations and practitioners engage their audiences with text posts, photographs, videos and other media. Digital tools are available to streamline social media marketing. For example, these tools could help schedule several social media posts in advance. Examples of tools include Biteable (for creating informative short videos to share on social media), Buffer (for scheduling posts) and Buzzsumo (for planning and analysing social media content).	practitioners maintain social media accounts and grow their base of followers on social media. • Followers interact with posts through replying, liking and sharing. • Online streaming content can be posted on social media. • Use of hashtags.
Website [Basic]	A website is a way to publicise information about your work or organisation. News and updates, schedules of performances and exhibitions, and other information can be made available on this online platform. Free website builders are available for you to start building an online presence. You can also consider content management systems like Drupal.	• Several web pages containing background of the organisation, schedule of events, photographs of the team and recent activities. • Ability to book tickets for performances and exhibitions.
Digital marketing [Mid-level]	Digital marketing uses the Internet, mobile devices and other digital channels to reach consumers and audiences. Arts and culture organisations and practitioners can perform A/B testing to determine which digital marketing solution works best.	• Website marketing. • Pay-Per-Click (PPC) Advertising, such as Google Ads. • Content Marketing. • Email Marketing. • Social Media Marketing. • Affiliate Marketing. • Video Marketing.

	Canva, a design tool, offers its premium features for free to non-profits. Digital marketing tools include Twitter's engagement campaigns and Moz (for Search Engine Optimisation).	
Dynamic pricing solutions [Mid-level]	These solutions define, manage and analyse the best pricing strategies for products and services, to drive sales growth and increase profit margins. Tools include Prisync and Competera.	• Marketplace data tracking. • Category/brand performance analytics. • Pricing automation. • Price optimisation.
Online art marketplaces [Mid-level]	Online art marketplaces are a way for galleries to reach a global consumer base e.g. Artsy, Artwork Archive. An alternative to a marketplace is an online catalogue. There is potential to sell art works on marketplaces that are not conventionally art-centric. These platforms include Shopee and Etsy.	• Ability to buy and sell artworks. • Ability to create online portfolios. • Online gallery could be embedded in an artist's personal website.
Unlocking new revenue streams [Mid-level]	Tools such as Vimeo OTT enable artists to maintain a subscription service while monitoring subscriber growth. Facebook Stars, which viewers can purchase and send to artists during online streaming, can be used to monetise your online streams. Google AdSense enables you to earn ad revenue from your website. Amazon Associates Program allows creators to share products and	• Ability to track subscriber growth using analytics. • Avenues for monetisation include subscriptions, advertising and others.

Digital Solution [Complexity]	What It Does	Key Features
	programs with audiences, and earn money from qualifying purchases and customer actions.	
Virtual viewing rooms [Mid-level]	Virtual viewing rooms enable artists to organise viewings of art tailored to particular buyers, e.g. Private Rooms.	• Ability to curate a collection of artworks online. • Ability to invite collaborators to view the artworks online.
Enhanced ticketing solutions [Advanced]	Consider leveraging digital technology to automate and optimise ticketing. For example, Nliven helps to instantly assign prices and attribute seats using a visual map, and offers smart rules for optimising ticket pricing. Nliven's algorithm can plan seating arrangements to facilitate social distancing.	• Ability to easily set up events using templates and inventory management. • Allows for tracking of sales with analytics.
Marketing analytics software [Advanced]	Arts groups and museums can use marketing analytics software to streamline marketing efforts as well as manage and evaluate their marketing performances. Tools to consider include HubSpot Marketing Hub and Semrush.	• Ability to use revenue attribution reporting to track return on investment (ROI). • Ability to integrate with other tools e.g. customer relationship management (CRM) software to provide lead intelligence to sales team. • Ability to manage ads for social media platforms and track conversion of ads to customers.

DATA ANALYTICS		
Digital Solution [Complexity]	What It Does	Key Features
Website visitor analytics [Basic]	Website visitor analytics solutions are used to analyse website traffic, users, real-time visitor count, and	• Web traffic analytics. • Ability to measure and analyse user behaviour.

	other aspects of customer behaviour. Tools to consider include Google Analytics, Matomo and Statcounter.	
Mid-level data analytics software [Mid-level]	Data analytics is the analysis of raw data to gain insights. Data analytics tools for the arts groups and museums perform functions such as predicting visitations and revenue as well as optimising growth through insights from data. Tools to consider include Dexibit, Zoho Analytics, Microsoft Power BI and Qlik.	• Ability to analyse data about audience habits to customise the delivery of arts and culture content and improve audience engagements. • Ability to analyse the value generated by arts and culture offerings and thus refine their value propositions and business case. • Ability to study the impact of artworks and performances.
Advanced analytics software [Advanced]	Arts groups and museums can use advanced analytics software to prepare, visualise and analyse data. Tools to consider include Tableau and SAS.	• Ability to work with data in areas such as sales, finance, marketing and human resources. • Data can be accessed on different devices e.g. desktop and mobile devices. • Data can be analysed in a collaborative way and using interactive dashboards. • Ability to generate findings through advanced analytics, calculations and statistics.

CORPORATE FUNCTIONS		
Digital Solution [Complexity]	**What It Does**	**Key Features**
Subscription services [Basic]	Subscription services for functions such as word processing, presentations, email and spreadsheets. Microsoft offers discounted solutions for non-profit organisations. For more information, view this link.	• Recurring price to access the software. • Word processing, spreadsheets, presentations and other features.
Accounting management system [Mid-level]	Accounting management system helps arts and culture organisations and practitioners collect, store and process financial information and produce informational reports for management decisions. It helps organisations and practitioners automate the manual accounting tasks and provide a consolidated overview of the financial activities. Example: Quickbooks.	• E-Invoicing processing. • Bank reconciliation. • Tracks income and expenses. • Manages assets and liabilities. • Manages General Ledger. • Manages Balance Sheet. • Manages cash flow statements.
Contract management software [Mid-level]	A contract management software can help arts and culture organisations and practitioners mitigate risk and ensure compliance by analysing contracts, identifying problem clauses, producing risk assessment reports, and tracking compliance. Examples: PandaDoc and ContractWorks.	• Analyses contracts and identifies any problem clauses. • Produces risk assessment reports. • Monitors and tracks compliance of contractual terms.
Human Resource Management System (HRMS) / Workforce Management System (WMS) [Mid-level]	HRMS/WMS integrates various aspects of manpower and resources planning to streamline processes for a comprehensive overview of the profile, performance, job scope and schedule of all employees in arts and culture organisations.	• Processes payroll. • Leave administration. • Claims administration. • Workforce scheduling and management. • Appraisal evaluation.

Digital Solution [Complexity]	What It Does	Key Features
	Examples: Homebase and WebHR.	
Project management software [Mid-level]	Project management software enables arts and culture organisations and practitioners to plan, monitor and report on their projects. These platforms could be especially useful for arts and culture organisations practitioners planning large scale projects such as festivals, exhibitions or art shows. Examples: ClickUp, Trello and Jira.	• Online and collaborative. • Ability to assign parts of the project to different team members.
Enterprise Resource Planning (ERP) System [Advanced]	ERP system integrates and streamlines business processes from HRMS, Accounting Management, Inventory Management, Customer Relationship Management and beyond to facilitate seamless information flow within the organisation. With data consolidated on a platform, real-time information from various business functions is more accessible to facilitate more informed decision making. Examples: Tally and Microsoft Dynamics TP.	• Streamlines processes such as artefacts management from cataloguing heritage artefacts to tracking movement of artefacts from location to location and monitoring storage of artefacts.

STAKEHOLDER MANAGEMENT		
Digital Solution [Complexity]	What It Does	Key Features
Basic stakeholder management software [Basic]	Arts groups and museums can use basic stakeholder management software to map and visualise stakeholders based on their influence, interests and impacts, assign tasks to stakeholders, and other functions.	• Easy to set up, e.g. importing a spreadsheet comprising stakeholders. • Ability to sync stakeholder information with your email platform. • Integration with other digital tools such as email

	Example: Simply Stakeholders.	marketing software, email, Office 365 and social media.
Donor Management System [Mid-level]	A Donor Management System is tailored to donor-specific functions such as maintaining donor records and engaging donors through various channels. It can also track fund-raising campaigns. Examples: Bloomerang and DonorPerfect.	• Manages various types of donations, gifts and sponsorships. • Generates tax deductible receipts. • Matching donors to preferred benefits based on their preferences.
Volunteer Management System (VMS) [Mid-level]	VMS is a useful application for arts and culture organisations to coordinate volunteer resources efficiently. Examples: iVolunteer.com and RosterVolunteers.	• Facilitates volunteer recruitment from application to onboarding. • Volunteer scheduling for rostering and allocation of volunteer tasks. • Manages volunteer retention and engagement.
Advanced stakeholder management software [Advanced]	Arts groups and museums can use advanced stakeholder management software to perform other functions in addition to managing stakeholder management activities. Example: Borealis.	• Additional, non-basic stakeholder management functions including grievance management, meeting employment and business development targets, and demonstrating social and economic impacts of activities etc.

FUNDING SCHEMES AND OTHER RESOURCES

FUNDING SCHEMES		
FOR ADOPTION OF DIGITAL SOLUTIONS		
NAME	**DESCRIPTION**	**WEBSITE FOR MORE INFORMATION**
Cultural Matching Fund (CMF) *This fund also supports digital capability development and digital presentation.*	CMF provides dollar-for-dollar matching grants for private cash donations to registered charities and Institutions of Public Character (IPCs) in the arts and heritage sector. The grants received may be put to various uses, including developing digital capabilities for the long-term sustainability of the organisation and the sector as a whole. The first $300,000 of the matching grants received should be used in line with recipients' stated objects as arts and heritage charities as well as with the governance regulations for charities. These include items such as operating and rental costs. The matching grants received above the first $300,000 must be used to support the arts and heritage sector's priorities. These include projects which encourage sustainability in the sector through improving capabilities and innovation. NAC is the appointed secretariat for the administration of the CMF. Eligibility: • Singapore-registered charities and IPCs in the arts and heritage sector.	https://www.mccy.gov.sg/sector/policies/cultural-matching-fund
Enterprise Development Grant (EDG)	EDG helps Singapore companies grow and transform. This grant supports projects that help organisations upgrade their businesses, innovate or venture	https://www.enterprisesg.gov.sg/financial-assistance/grants/for-

	overseas, under the Core Capabilities, Innovation and Productivity, and Market Access pillars. The grant funds qualifying project costs, namely third-party consultancy fees, software and equipment, and internal manpower cost. Up to 80% of funding support is provided from 30 September 2021 to 31 March 2022. Eligibility: • Be a business entity registered and operating in Singapore. • Have a minimum of 30% local shareholding. • Be in a financially viable position to start and complete the project. • Applications will be assessed by Enterprise Singapore based on project scope, project outcomes and competency of service provider. Eligible employers who fulfil the following criteria can also qualify for additional subsidies under the SkillsFuture Enterprise Credits (SFEC) scheme • Have contributed at least S$750 Skills Development Levy over the qualifying period. • Have employed at least three Singapore Citizens or Permanent Residents every month over the same period. • Have not been qualified for SFEC at any of the earlier periods.	local-companies/enterprise-development-grant/overview
Productivity Solutions Grant (PSG)	The Productivity Solutions Grant (PSG) supports companies keen on adopting IT solutions and equipment to enhance business processes. Up to 80% of funding support is provided from 30 September 2021 to 31 March 2022. Eligibility: SMEs can apply for PSG if they meet the following criteria	https://www.enterprisesg.gov.sg/financial-assistance/grants/for-local-companies/productivity-solutions-grant

	- Registered and operating in Singapore. - Purchase/lease/subscription of the IT solutions or equipment must be used in Singapore. - Have a minimum of 30% local shareholding; with Company's Group annual sales turnover less than S$100 million, OR less than 200 employees (for selected solutions only). Eligible employers who fulfil the following criteria can also qualify for additional subsidies under the SkillsFuture Enterprise Credits (SFEC) scheme - Have contributed at least S$750 Skills Development Levy over the qualifying period. - Have employed at least three Singapore Citizens or Permanent Residents every month over the same period. - Have not been qualified for SFEC at any of the earlier periods.	
Tech-and-GO!	Tech-and-GO! Is a series of funding initiatives aimed at making it affordable for Social Service Agencies (SSAs) and charities to digitise data and automate processes for their digital transformation journey. It covers the following: SSA - Start Digital (Pre-scoped IT solutions and green lane solutions) – Up to 80%, capped at $30,000 per SSA for pre-scoped and green lane solutions. - Go Digital (Large scale/specialised IT solutions) – Up to 80%, capped at $30,000 per project. Charities - Go Digital (Tech subsidies) – Up to 80% or approved project cost or actual expenditure, and up to 50% of approved recurrent costs or actual expenditure. Both capped at $30,000.	https://www.ncss.gov.sg/Our-Initiatives/Tech-and-Go

• 80% to 100% Funding	• No Need for 3 Quotes	• Pre-scoped IT Solutions	• Fully Funded Advisory	• Pre-scoped Professional Help

Eligibility:

- A National Council of Social Service (NCSS) member or an SSA funded by the Ministry of Social and Family Development (MSF).
- Registered charity and Institution of a Public Character (IPC) from arts and heritage, community, education, health, sports and other sectors.

VWOs – Charities Capability Fund (VCF)

This fund also supports digital capability development. It will be renamed as Charities Capability Fund from 1 April 2022.

VCF aims to enhance the governance and management capabilities of charities and Institutions of a Public Character (IPCs), as well as enhance their operational efficiency to facilitate their submissions of returns via the Charity Portal through the following grant types:
- Training.
- Consultancy.
- Shared services.
- Info-communications technology (ICT).

Eligibility:

- All exempt and registered charities and IPCs are eligible to apply for the VCF.
- Applicants must not receive any funding from other government sources for the same purpose for which VCF funding is sought.
- Approval of applications is subject to applicants' submission of their latest Annual Report, audited Financial Statements and Governance Evaluation Checklist on the Charity Portal.
- Training courses or projects that have commenced (or purchases made, including purchase contracts/engagement letters which the charity entered into with the vendor), before the submission and approval of the VCF application, will not be eligible for funding.

https://www.charities.gov.sg/Pages/Charities-and-IPCs/Grants-and-Support-for-Charities-IPCs/VWOs-Charities-Capability-Fund.aspx

FUNDING SCHEMES		
FOR DIGITAL CAPABILITY DEVELOPMENT		
NAME	**DESCRIPTION**	**WEBSITE FOR MORE INFORMATION**
Capability Development Grant	The Capability Development Grant aims to support the exposure to and learning in diverse areas of functions and practices within the arts. This grant can be used for workshops, masterclasses, seminars, conferences, residencies and many other professional training and skills development programmes. Eligibility: • Individuals who are Singapore Citizens or Permanent Residents preferably residing in Singapore and actively contributing to the local arts scene. Priority will be given to Self-employed Persons and sole proprietors who are Singapore Citizens or Permanent Residents residing in Singapore and work in the local arts scene. • Organisations that are either registered as entities with the Accounting and Corporate Regulatory Authority (ACRA) or societies with the Registry of Societies (ROS) at the time of application. NAC Seed Grant recipients are eligible to apply for the Capability Development Grant provided that the proposed activities are not already within the organisation's deliverables under the Seed Grant. • Informal groups or collectives in which the majority of members are Singapore Citizens or Permanent Residents can apply but the applicant (be it a member of the group or a legally constituted organisation) will have to take legal and financial responsibility on behalf of the collective.	https://www.nac.gov.sg/support/funding-and-schemes/capability-development-grant/overview

What the Grant covers	For Individuals	For Non-Profit Organisations or Collectives	For Profit Organisations	What the Grant covers
Percentage of Actual Supportable Expenses	Up to 70%	Up to 70%	Up to 50%	Percentage of Actual Supportable Expenses
Overall Cap per Financial Year	$20,000	$75,000	$75,000	Overall Cap per Financial Year

FUNDING SCHEMES		
FOR DIGITAL PRESENTATION		
NAME	**DESCRIPTION**	**WEBSITE FOR MORE INFORMATION**
Presentation and Participation Grant	The Presentation and Participation Grant aims to enable a wide range of arts practitioners and organisations to express and enrich Singapore's artistic diversity, as well as increase arts appreciation and participation in the country. Eligibility: • Singapore Citizens or Permanent Residents. • Organisations that are either registered with the Accounting and Corporate Regulatory Authority (ACRA) (including non-profit/non-Government/community-based organisation/sole proprietorship/Limited Liability Partnership (LLP)/Company Limited by Guarantee (CLG)/Private Limited Company) or societies with the Registry of Societies at the time of application. • Informal groups or collectives of which, the majority of members are Singapore Citizens or Permanent Residents. • Foreign publishers who wish to publish and/or translate Singaporean-authored literary works for promotion in Singapore and overseas.	https://www.nac.gov.sg/support/funding-and-schemes/presentation-and-participation-grant/overview

- Applicants should be able to clearly articulate the artistic intent of the project and/or engagement with members of the public. Applicants are encouraged to have the relevant artform training or experience to implement and complete the project satisfactorily. Proposals that involve collaborations with foreigners are eligible, as long as the lead applicant (who plays a key role in the production) and at least half the artistic team/cast are Singaporeans or Permanent Residents.

What the Grant covers	Applicant Type	Funding caps for all projects
All except Publishing, (Extended Plays) EPs/ Albums	Individuals and Non-Profit Organisations	Up to 70% of a realistic budget, up to $50,000 per financial year for each applicant.
	For-Profit Organisations	Up to 50% of a realistic budget, up to $50,000 per financial year for each applicant.
Publishing	Individuals, Non-Profit Organisations and For-Profit Organisations	Up to 50% of a realistic budget, up to $100,000 per financial year for each applicant.
EPs/ Albums	Individuals and Non-Profit Organisations	Tier 1: For applicants recording their first EP/Album Once-off funding of up to $10,000 per project. Tier 2: For applicants who have released more than one EP/Album Up to 50% of a realistic budget, up to $50,000 per financial year for each applicant.
	For-Profit Organisations	Tier 1: For applicants recording their first EP/Album Once-off funding of up to $10,000 per project. Tier 2: For applicants who have released more than one EP/Album Up to 30% of a realistic budget, up to $50,000 per financial year for each applicant.

| 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.

Eligibility:

• Individuals who are Singapore citizens or Permanent Residents, preferably residing in Singapore and actively contributing to the local arts scene (e.g. artists, collectives, performers, writers, presenters, curators, producers, impresarios, dramaturges and other people working in the arts).
• Organisations whose core business is related to the arts, and which are either registered with the Accounting and Corporate Regulatory Authority (ACRA) (including sole proprietorship/Limited Liability Partnership (LLP)/Company Limited by Guarantee (CLG)/ Private Limited Company) or societies with the Registry of Societies at the time of application.
• Having the intent 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 Permanent Resident. Priority will be given to applications with at least 50% Singaporeans or Permanent Residents in the artistic team.
• Applicants must have a strong track record of artistic achievement and production, and be able to demonstrate commitment to the long-term development of their art forms in Singapore. | https://www.nac.gov.sg/support/funding-and-schemes/production-grant/overview |

Applicant type	Funding caps for all projects
Individuals and Non-Profit Organisations	Up to 50% of a realistic budget

For-Profit Organisations (except literary publishers applying for the publication of a curated series of high-impact titles)	Up to 30% of a realistic budget
Literary publishers applying for the publication of a curated series of high-impact titles	Up to 70% of a realistic budget
Capped at:	$150,000 per financial year for each applicant

OTHER RESOURCES		
NAME	**DESCRIPTION**	**WEBSITE FOR MORE INFORMATION**
Growing with Resilience through InTangibles (GRIT)	GRIT is an inter-agency initiative to partner businesses and communities to better manage and monetise their intangible assets and intellectual property (IP) in the COVID-19 environment and beyond. GRIT provides infopacks, information on clinics and advisory platforms, government grants and schemes, as well as training, webinars and events.	GRIT website
MuseumNext	MuseumNext features articles and virtual community events focused on the future of museums. MuseumNext also creates content for their Vimeo channel.	https://museumnext.com
Our Singapore Fund for Digital Readiness	Our Singapore Fund for Digital Readiness aims to empower passionate Singaporeans to play a part in spearheading community projects to prepare fellow Singaporeans to seize the benefits of the digital future. It provides funding of up to 80% of supported costs, subject to a maximum of $20,000 per project. Projects that merit higher funding will be assessed on a case-by-case basis. Eligibility: Group of individuals	https://www.imda.gov.sg/programme-listing/our-singapore-fund-for-digital-readiness

	• A group of at least two individuals (Singaporeans/Permanent Residents) who are 18 years old and above, with the main applicant being a Singaporean who resides in Singapore. Organisation • A not-for-profit organisation that is a public Company Limited by Guarantee (CLG) with the Accounting and Corporate Regulatory Authority (ACRA), or society registered with Registry of Societies (ROS), or Charitable Trust registered with the Commissioner of Charities (COC), or Co-Operative registered with the Registry of Co-operative Societies, or Trade Union registered with Registry of Trade Unions, or Social Enterprise with raiSE. • A company that is registered with ACRA.	
SkillsFuture credit-eligible courses	Search for SkillsFuture credit-eligible courses using keywords like "digital" or specific skillsets like "SEO" (Search Engine Optimisation) and "web design".	https://www.myskillsfuture.gov.sg/content/portal/en/training-exchange/course-landing.html
SMEs Go Digital	The SMEs Go Digital programme aims to help small and medium-sized enterprises (SMEs) use digital technologies and build stronger digital capabilities to seize growth opportunities in the digital economy. Start Digital Pack If you are an SME that has just started your business or is new to digital solutions, you can now take up a Start Digital Pack under the SMEs Go Digital programme, to give you a head start in going digital. SME Digital Tech Hub The SME Digital Tech Hub is a dedicated hub that provides specialist digital technology advisory to SMEs with more advanced digital needs, such as data analytics and cybersecurity. SMEs requiring specialist consultancy on more	https://www.imda.gov.sg/programme-listing/smes-go-digital

	advanced digital solutions will be referred by the [SME Centre](#) business advisors to Principal Consultants at the SME Digital Tech Hub. Pre-Approved Solutions Proven SME-friendly digital solutions have been pre-approved by IMDA to meet your business needs. Government grants, e.g. [Productivity Solutions Grant (PSG)](#), are available for the adoption of these solutions. Advanced Digital Solutions This supports the adoption of advanced technologies (e.g. Artificial Intelligence, Internet of Things) and integrated solutions (e.g. inventory management, e-invoicing) by enterprises. Up to 70% funding support for qualifying costs of digital solutions from 1 April 2022. SISTIC Live, an online streaming platform for performances, is a supported under this.	
Remix Academy	Remix Academy features speakers from the arts and culture, technology and entrepreneurship, with topics including experiential design, marketing, digital content, arts/tech and more. A free membership tier is available.	https://remix.academy/signup/
Yours Virtually	Yours Virtually is a series of videos by the Culture Academy featuring practitioners and organisations sharing how they have re-imagined their practices for the digital sphere.	https://www.viddsee.com/channel/learn-connect-experience/yours-virtually