

GUARANTEE AGAINST LOSS FUND GUIDELINES

How the Guarantee Against Loss Fund works

The Guarantee Against Loss (GAL) Fund helps Presenter Groups manage the financial risk of presenting professional performing arts events in their communities by offsetting a loss.

The Guarantee Against Loss Fund provides a safety net for approved events. If your event makes a loss, Country Arts SA may contribute up to \$1,000 towards that shortfall, subject to acquittal requirements.

Presenter Groups are expected to develop a realistic budget and aim to cover their costs through ticket sales, contributions, sponsorship, fundraising or other income sources.

The purpose of GAL funding is not to fully fund an event. Instead, it provides a safety net if a well-planned event does not achieve its expected income.

Groups should demonstrate that they have:

- developed a realistic budget
- considered how they will attract an audience
- set achievable attendance and ticket sales targets
- explored opportunities for local support, sponsorship or contributions
- made a contribution to the event through cash, fundraising, volunteer effort or other support

Applications are stronger when they show a clear plan to break even or minimise financial loss.

Applications for GAL funding are submitted online via SmartyGrants.

Eligibility

Only Presenter Groups with Country Arts SA's Shows On The Road program can apply.

If you're not a Presenter Group, [click here](#) for information on how to become a Presenter Group.

Important

As your event/performance will involve the public as creative participants and audience members, it is important to understand that the presenting organisation/group are liable for any claims of personal injury or property damage a third party may make as a result of the event. Country Arts SA strongly advises you have Public Liability Insurance (PLI) as protection from any claims. The level of insurance needed is dictated by the size of your event and in some instances, delivery partners will require you to have a certain level and/or other forms of insurance to cover you and your members. This [online tool](#) will help you determine what insurance covers you may require.

Application Timeframes

Applications are accepted year-round.

Applications must be submitted at least **four weeks before the performance date**. Applicants are encouraged to apply as early as possible to allow time for discussion and feedback before the event.

What GAL funding can be used for

Eligible costs include:

- Artist and performance fees
- Travel and accommodation
- Venue hire
- Technical equipment and production costs
- Marketing and promotion
- Ticketing costs
- Catering and hospitality directly related to the event
- Other reasonable costs associated with presenting the performance
- Public Liability Insurance

The fund will not support:

- Ongoing or recurring programs
- Core administration costs
- Competitions
- Curriculum-based activities
- Projects that do not align with the aims of Country Arts SA

What makes a strong application?

We understand that Presenter Groups are volunteer-run and that every community is different. We are not looking for perfect events or professional marketing plans; however we do want to know that your group has thought about:

- why this performance is a good fit for your community
- how you will encourage people to attend
- the support you have from your community
- how you worked out your expected audience and ticket sales
- whether your budget is realistic and achievable

Applications that demonstrate planning, local support and realistic financial expectations are more likely to receive support.

Audience Development and Promotion

We encourage groups to make use of local networks and partnerships to build an audience. There is no single right approach. We encourage groups to use the methods that best suit their community.

This could include:

- social media
- local newspapers and radio
- schools and community organisations
- local businesses
- posters and flyers
- newsletters and email lists
- word of mouth

Community Support

Applications are strengthened when there is evidence of local support such as:

- volunteer involvement
- partnerships with community groups
- support from local businesses
- sponsorship or donations
- assistance with promotion
- in-kind contributions such as venue hire or volunteer time

Not all projects will have every type of support. Just tell us about the support that is available in your community.

Budget Information

A detailed budget is an important part of your application.

Your budget should:

- show realistic income and expenses
- include expected ticket income
- identify any cash contributions
- include any sponsorship, fundraising or donations
- identify in-kind support where relevant
- balance with the scale of the event being proposed

When preparing your budget, artist fees, wages, travel allowances and per diems should be based on current industry rates.

Applicants should ensure that:

- Artists and arts workers are paid fairly for their work.
- Technical and production staff are budgeted at appropriate rates.
- Per diems and travel allowances reflect current industry practice.
- Accommodation, travel and freight costs are realistically estimated.

Budgets that rely on unrealistically low artist fees, wages or travel costs may be considered unfeasible. Please refer to this [guide](#) for recommended pay rates for performers, musicians, production crew, photographers etc.

The figures in your budget do not need to be exact. We are interested in understanding how you arrived at your estimates and whether they are based on reasonable assumptions.

For example, you may have used:

- attendance at previous events
- venue capacity
- community interest
- confirmed sponsorship
- quotes from suppliers
- known venue or artist costs

Country Arts SA encourages Presenter Groups to discuss proposed budgets with staff if they are unsure about appropriate industry rates.

In-kind support

In-kind support refers to goods or services provided without payment. Examples include:

- volunteer time
- free venue hire
- donated advertising
- donated equipment
- administrative support

Even though you won't be paying for these items, they still have a value and should be included in your application as in-kind contributions.

Volunteer hours should be calculated at \$58 per hour as per guidance from [Volunteering SA & NT](#).

Request a value for donated venue, advertising, equipment or other items from the donating partner.

Before you apply

Before submitting your application, consider the following questions:

- Why is this performance a good fit for our community?
- What gives us confidence people will attend?
- Who will help us promote and support the event?
- Is our budget realistic?
- Have we included all income, expenses and contributions?

These questions can help strengthen your application and improve planning for the event.

After the event

After your event, work out your actual income and expenses to see whether the event made a loss, broke even, or made a profit.

If the event made a loss, you must submit a report within **15 working days** of the event. The report must include:

- Actual income and expenses
- Audience attendance numbers
- A short summary of how the event went

The report will be submitted through a SmartyGrants form. A link to the form will be sent to you once your GAL application has been approved.

If the event breaks even or makes a profit, you still need to submit the form to let us know that GAL funding is not required.