

# AUDIENCE DEVELOPMENT FUND (ADF) 2025

## GUIDELINES

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**Closing date: Friday 27 June 2025, 5.00pm**  
**Amount available: up to \$9,000 (no minimum)**

### Purpose

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The Audience Development Fund (ADF) is a devolved funding program of the NSW (New South Wales) Government through Create NSW and is administered by Museums & Galleries of NSW.

The fund offers public galleries in NSW assistance towards targeting and developing new audiences for the visual arts. It encourages galleries to create new, innovative programs, events and activities that engage targeted audiences and connect them with artists and visual arts practice. The fund is designed to support galleries to develop and trial models for developing and engaging new audiences that will increase immediate and future attendance, access, and participation.

Applications that create new or extend existing partnerships within regions are strongly encouraged.

Applicants are also encouraged to target audiences from the following priority areas; people living and/or working in regional NSW, people living and/or working in Western Sydney, NSW Aboriginal people, people from culturally and linguistically diverse backgrounds, people with disability or who are d/Deaf.

*The Audience Development Fund is a Create NSW devolved funding program, administered by Museums & Galleries of NSW (M&G NSW) on behalf of the NSW Government.*

### Eligibility criteria

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Grants are available to publicly funded galleries, visual arts and craft organisations based in New South Wales.

To be eligible to make an application, a gallery must be a legally constituted entity and be one of the following:

- a not-for-profit incorporated body
- a co-operative or trust
- a local government authority.

Individual business units and entities of local government authorities (such as art galleries or performing arts centers) are eligible to submit applications on their own behalf if they have their own ABN (Australian Business Number).

The gallery is to be accessible to the public at regular and/or specified times and meet professional facility standards. In addition, its programs and activities are to be managed by at least one professional staff member with relevant tertiary qualifications and experience.

A gallery/organisation cannot apply for a Create NSW devolved grant, such as the Audience Development Fund, if they have also applied for or received Create NSW funding for the same activity. Applicants who have outstanding acquittals from other Museums & Galleries of NSW grants will not be eligible to apply.

## Funding information

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The project must commence **after 1 December 2025** and before 31 December 2026 (but can continue after this date).

Eligible applicants may only submit one application per round.

Funds can be used for costs that support the development and implementation of public or educational programs, provide seed funding to trial new models for public engagement and/or build new partnerships for audience development. Costs can include:

- Fees and travel costs for artists, educators, or other professionals to deliver new programs;
- Purchase of equipment required to deliver a public or education program or similar;
- Research costs incurred in developing a new program including travel, per diems and accommodation;
- Travel costs for audience outreach;
- Startup costs for new initiatives such as makers' markets, workshops, symposia, conferences, or similar programs relating to the gallery's artistic program which may also generate funds or an additional income stream for the gallery;
- Marketing, advertising, and promotion of planned new programs (to no more than 10% of the total amount requested).

Funds must not be used towards existing staff fees. The program does not support existing public or education programs. Funds must not be used towards items already funded by Create NSW through project or program funding.

## Selection criteria and assessment

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Applications will be assessed against the following criteria:

- The project is well planned with appropriate strategies in place for developing new audiences for the visual arts and maintaining them into the future;

- The project targets one or more of the following priority areas; NSW Aboriginal people; people with disability or who are d/Deaf; people from culturally and linguistically diverse backgrounds; young people (under 26); people living and/or working in regional NSW or people living and/or working in Western Sydney.
- The project employs creative strategies for audience development and encourages adventurous cultural programming;
- There is a strong rationale for the project with relevance and connection to the organisation's artistic program;
- The project budget is accurate and realistic.

Applications will be assessed against the selection criteria listed above by an assessment panel drawn from M&G NSW staff and external industry peers.

M&G NSW will notify applicants of their outcome by e-mail. Funds will not be available until the relevant grant agreements, including a valid invoice, have been completed and returned by the successful applicant.

## Conditions of grant

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The recipient must use the funding solely for the purpose for which it was approved. If any part of the funding is used for purposes other than those originally named, the recipient must inform M&G NSW immediately. M&G NSW reserves the right to terminate and request the return of funds should the recipient not adhere to these terms. A variation agreement may be required if new purposes are intended for use of received funds.

All marketing material and publicity associated with the project must acknowledge the financial assistance of M&G NSW and Create NSW by using the appropriate logos and the following credit line on all publications:

*This project is supported by Create NSW's Audience Development Fund, a devolved funding program administered by Museums & Galleries of NSW on behalf of the NSW Government.*

All acknowledgement details, including required usage of logos and credit lines will be provided to successful applicants in a grant agreement contract.

Successful applicants will be required to submit an acquittal report to M&G NSW within one month of the project's completion. The acquittal form will be provided to successful applicants and can be emailed upon request. The acquittal report includes an overview of the audience development project and the resulting benefits to the organisation and audience. Photographs, media clippings and brochures must be included in the acquittal documentation where available. M&G NSW or Create NSW may use all or parts of this report in marketing material for the grant program.

## Application process and closing dates

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Applications must be submitted via the SmartyGrants online system available via the M&G NSW website:  
<http://mgnsw.org.au/sector/funding/grants-we-administer/gallery-grants/audience-development-fund/>

Applicants **must** submit the following support material (written material can be submitted in PDF):

- Current abridged CV or biography for key artists, staff or other professionals involved in the proposed project (max 200 words per person)
- Examples or documentation of previous projects undertaken by the gallery including images\* if available (no more than 5, A4 pages of documentation and 10 images in total)
- Up to 3 letters of support from relevant collaborative artists, professionals, or organisations.
- If First Nations artists or groups are involved, please provide letters of support and ensure protocols are fully adhered to – you can refer to protocols outlined here:  
<https://www.create.nsw.gov.au/arts-in-nsw/aboriginal-arts-and-culture-protocols/>  
 and here:  
<https://creative.gov.au/investment-and-development/protocols-and-resources/protocols-for-using-first-nations-cultural-and-intellectual-property-in-the-arts/>

In addition, applicants **may** submit the following support material:

- Media articles, public program coverage or examples of publicity achieved from previous projects (no more than 3, A4 pages).
- Video footage of work, hosted on YouTube/Vimeo/DropBox – please provide URL and passwords to view video on external website.

\*NB: Please ensure that all images are provided in a single PDF file with relevant image credits where appropriate (e.g., artist, artwork, medium, exhibition, dates, curator, location etc.).

**All applications and support material must be submitted online by 5pm, 27 June 2025.**

*Applicants should contact M&G NSW to discuss their project prior to submitting an application. M&G NSW staff are on hand to provide advice on developing projects, writing grant applications, and budgeting.*

For more information or to discuss a project please contact M&G NSW on (02) 9270 3100 or:

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