

Tips in developing an application for Guildhouse Artistic Programs



Overall Tips

- Consider all selection criteria listed in the call out and/or application page.
- Contact the Guildhouse team with any questions or support needed in forming and/or submitting your application.
- This is unlikely to be your only opportunity, so keep the scope manageable. There will be other opportunities!
- Consider – why you; why now; why this opportunity; what is the impact?

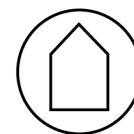
Developing Goals

- Develop clear and concise goals that are ambitious yet achievable. 1-3 key clear goals are typically a good foundation for an application.
- Consider "what do I want to learn for my future practice or ambitions" and "what do I want to learn from this experience/opportunity in particular?"
- Develop goals that are clearly relevant to the development of your career/professional arts practice.
- Steer away from broad projects – this is an opportunity to achieve specific goals within your practice.
- Consider the feasibility of your ambitions and set yourself up for a positive experience, can your proposal achieve what you are setting out to in the scope/resources of the program?
- Why now? What intersection or place is your practice at and why/how would this program opportunity develop/shift/orientate/grow your practice in ways you are wanting/seeking?

Why this Program?

- Guildhouse programs are often focused on a specific kind of learning experience that connects artists, craftspeople and designers with new people, organisations, specialists, or sectors.
- Consider the type of program you're applying for, residency, mentorship, research etc, and share why that's important or valuable to you.
- Use the flexibility of the brief, schedule, budget (if applicable) to your advantage.
- Who else is involved in the program and why is that connection, context, relationship, and/or professional development important to you.

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- For example – for the Guildhouse Catapult mentorship program: “why are you seeking a mentor, why this mentor in particular?” Share why it’s important to connect with them at this stage of your practice.

Developing Support Material

- Include a range of images and support material that showcase your practice. Images don’t need to be studio/professional set ups, but keep in mind the panel want to see your work clearly and you want to represent your work as best as possible.
- Support letter – someone connected to you, who can speak to the potential impact of this opportunity on your practice. You can guide them with dot points or suggestions.
- The selection panel may not know your practice. See your proposal as an introduction to them, it illustrates what you want to learn and who with, why this is important to you, and why now.

Developing a cohesive Budget and Timeline (if applicable)

- Timeline and Budget often work together. Once you plan what you want to do (goals into a timeline) then you can see what's feasible (timeline and/or budget) and adjust to have your proposed goals, timeline and budget work together cohesively.
- Listing ‘in kind’ in your budget: it is common practice to not have this be higher than the artist fee attached to the program. Guildhouse advocates for sustainable creative practices and support artists being remunerated appropriately for their time and specialty.
- We suggest [NAVA](#) rates as a guide for artist fees.
 - For example, in Catapult mentorships: the mentee \$50-\$60 per hour, the mentor is \$120. You can negotiate these rates between you, but you both must be paid for all / most of the formal time given to the mentorship as outlined in your timeline.

Budget note – Please have a backup if travel is important in your application, and if it can't occur. We want to know you can still have the outcomes you planned if travel cannot happen (Zoom calls are often noted in the timeline or schedule).

See the FAQs listed on the call out page for further information. **guildhouse**