

Theatre Individual Project Grant

March 1, 2019

General Expert Panel Comments

The comments made by the Expert Panel during its assessment of applications submitted to the March 1, 2019 deadline are outlined below.

Please note, these comments provide a summary of the Expert Panel's assessment and do not necessarily relate to every unsuccessful application submitted to this deadline.

The Expert Panel does not provide individual comments.

Project Description

- The Expert Panel gave priority to applications that had a unique artistic vision that clearly stood out. The Expert Panel looked for applications that displayed excellence.
- Expert Panel members were excited by projects that “pushed the boundaries” and challenged both audience and artist. This was usually embodied in new works.
- Applicants should not assume that Panel members know them or their work. A context should be provided that allows the Expert Panel to see how the proposed works fits into their practice and growth as artists.
- The Expert Panel was particularly supportive of projects where applicants demonstrated a real passion for their proposal along with realistic timelines, accurate detailed budgets and indications of community support.
- If the proposed work is not “traditional”, Expert Panel members found it helpful when applicants supplied support material that helped illustrate their process and artistic vision. Video and script samples were helpful. Support material from collaborators that were not indicative of the final outcome were less helpful.
- There were many exciting ideas that the Expert Panel was unable to support as key details were missing (such as process and timelines) and/or budgets were vague or did not make sense with respect to the project.
- The Expert Panel recommends applicants avail themselves of the grant writing resources available on the AFA website and through the consultants.

Professional Development

- Expert Panel supported applicants that were able to demonstrate clearly how the proposed training fit within their artistic practice, and how and why this training would further their artistic practice. Expert Panel members appreciated those who had thoroughly researched programs that were a “good fit” for their talents and articulated long-term goals.

- Expert Panel members gave priority to professional development applicants where there was a clear indication of ties to Alberta and that the knowledge would be brought back and shared.
- When artists collaborate with other artists or companies, it should be made clear the exact contribution coming from the other artists and institutions, whether it be in-kind donation of space, personnel, funding etc. Letters of support/agreement from those artists were also useful in illuminating the parameters of that partnership.
- Expert Panel members appreciated when emerging artists engaged mentors and dramaturgs to assist with their development.

Budgets

- The Expert Panel recommends following Equity salary recommendations.
- Budgets should tie to project descriptions.
- Expert Panel members appreciated when applicants demonstrated commitment to their own projects by fundraising, obtaining support in kind or finding other revenue sources rather than asking AFA to foot the entire project cost.
- Expert Panel members appreciate when budget “units” are explained, e.g. people, hours, weeks, etc.
- Expert Panel members appreciated when artists supplied background/reasoning behind projected box office receipts.