

**Online Digital Resource Project**

**Purpose:**

- To provide accessible video resources to the Creative Partnerships website that will provide an alternative approach to understanding fundraising concepts.

**Background:**

One of our strategic objectives is to build the development, fundraising skills and capabilities of artists and arts organisations to lead to a more sustainable cultural sector with diverse sources of revenue. A milestone in our 2019 – 2022 Corporate Plan is to increase capacity building activities that can be undertaken online and cater to our national stakeholders in a diverse and accessible format.

**Task:**

Develop and publish 6 digital/film pieces backed up with practical resources and case studies related to the topics presented to be hosted on the CPA website that reflect content presented in the Fundamentals of Arts Fundraising.

**Breakdown:**

- 4 x 2-3-minute short clip discussing the method/content, this should incorporate arts fundraisers talking to camera and not CPA staff
- 2 x 10-minute clip discussing the method/content, this should incorporate arts fundraisers talking to camera and not CPA staff
- Tools and resources to support online videos, including checklists and practical tools referring to the video learning

**What's required:**

A person to work with CPA's Executive Director Strategy and Programs to script, coordinate and undertake the filming and editing the suite of videos, and delivery of final product to CPA. You'll work with the team to lead overall artistic direction of the project, including brainstorming sessions with CPA staff, story-board and content development sessions as well as overall administration of the filming.

**Skills required to deliver the project:**

Video content skills required:

- Ability to take direction of what key areas need to be delivered, this includes storyboard sessions
- Ability to speak to CPA tone
- Understanding of fundraising in the arts, or demonstrate the ability to take what is written by CPA and write content for presenters
- Ability to project manage the video delivery to the set CPA expectations

CREATIVE PARTNERSHIPS AUSTRALIA

Delivery date of content: June 30, 2019

If you are interested in this opportunity please contact Matthew Morse, Executive Director Strategy and Programs. [Matthew.morse@creativepartnershipsaustralia.org.au](mailto:Matthew.morse@creativepartnershipsaustralia.org.au) or 03 9616 0300