



MAGANDA MAKERS GRANT WRITING GUIDE ©



Writing a grant is like building a nest. The more complicated the grant the more clever and original is the nest.

Think of a stealing bird's nest. Unique, painstakingly crafted, and works of beauty. An engineering feat that makes you marvel every time you see one in the bush.

The bower bird building a nest is like a business that is seeking money and support (resources) through a grant submission. Like the bower bird, you need to build a strong picture through words and figures to be clear about what you want.

You need to know your goal. What's your immediate need? What do you want the grant for? A marketing plan? A new toilet block? Some help for you to research and plan out a new business idea?

The bower bird's immediate need is to attract a mate. His big picture (his strategy) is to create the next generation. Building a nest will help him get a mate and this will lead to chicks. What's your immediate need? How does it fit into your big picture, your overall strategy?

When writing a grant, you have to collect a lot of information and evidence like quotes, plans, budgets - your sticks, stones as well as colourful things, shiny objects - your support letters, illustrations, etc to tell your story as to why the funding body should give you the money - not someone else.

Female bower birds are demanding. Several male bower birds may be building a nest for them and they are in fierce competition for the female. Only the best nest wins! So too is grant writing; it's very competitive.



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To write a successful grant you have to spend time working on it. Sometimes more than 30, 40 or even 50 hours for a grant of \$20,000 to \$100,000 plus. For a grant of around \$20,000 make sure you start at least 5 to 7 days before the grant is due, especially if you need to get quotes from tradespeople, marketing people, or any other business, plus you may need support letters from other organisations.

The write stuff

A grant needs to be ordered. That is, it needs to flow and read well. It needs to make sense to someone who doesn't know your organisation or business well. Always assume your reader has no idea about you or your business. Be clear about what you are asking for.

Cut out unnecessary words. Your message needs to be clear, and concise. Do not throw all your ideas onto the page at once in the hope that something sticks in the mind of your reader!

To write in plain English does take practice and many grants have word limits meaning answers need to be contained. Nevertheless, practice makes possible. **Remember words are powerful AND they need to be to the point.**

Like the shiny lids, shells and colourful objects that the bower bird places at the entrance to the nest as a final hurrah, "look at my bower", so too does a grant need to be well presented - no spelling errors or incorrect adding up in the budget.

White space and bold headings can make proposals easier to read, as can illustrations. Avoid basic mistakes like spelling errors, poor grammar and lengthy proposals that exceed word limits. Those kinds of mistake can cast doubt on how good you will be at using the grant money. If you can, get someone else to check it.

Applicants should put themselves in the shoes of grant reviewers, who might be from another cultural group, or have to read dozens of applications about complicated subjects that lie outside their own fields of knowledge. **Make it as easy as you can for them to understand your idea and overall strategy.**



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Other tips

- You could start with a 'soft pitch' that outlines your project or idea. These pitches should cover several main points: "Here's what I'm trying to do. Here's why it's important. Here's a little bit about me and the people I'm collaborating with. Would you like to talk further?"
- Sometimes you need a business plan for a grant (especially for an infrastructure grant) but not always.
- Reflections from "the other side" – ask grant assessors what they are looking for (many of the things they will look for we have already discussed)
- Show confidence in your idea – again practice makes possible. If you are not excited no one else will be!
- Think about the risks of giving you the money or supporting your idea – from your side, from the 'other side'. And address these risks in your submission – subtly or explicitly.
- Trust your Intuition
- Gather facts and figures to support your idea – evidence
- Look at case studies of past successful grant recipients. Talk to them if you can.

Tourism Grants

Tourism Western Australia is the State government agency that can help you. Go to their website www.tourism.wa.gov.au and subscribe to their newsletter for updates, resources and information. For Indigenous tourism businesses www.waitoc.com can also assist.

Some key points when going for a tourism grant are:

- Is your tourism experience located in a compelling landscape? Do you have interesting stories to tell?
- If it's an infrastructure grant you are more than likely to need a business plan. The business plan needs to tell the story of what your business is, how you plan to operate it and who is going to run and work in your business. And it needs to include financial information
- Think strategically about your tourism idea or product. This can be hard to do especially if it's a new idea.
- Conviction is key here. YOU have to believe that it is possible. Entrepreneurs have a vision well before they had the resources to deliver on that vision.
- Build relationships – before you submit a grant speak to the funding body. Let them know it's your first time applying (if it is). If it's your second or third time then let them know what's different about your submission this time around.



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Art Works/Design

There are a number of programs and grants around for art businesses. Both State and Commonwealth Government have agencies that assist with grants. The Department of Local Government, Sport, and Cultural Industries is the State government agency that can help you. Go to their website www.dlgsc.wa.gov.au.

There is also specific funding for Aboriginal arts businesses, connecting on country as well as regional arts. For Indigenous art businesses www.waitoc.com can also assist. At the Commonwealth level there are grants through the Office for the Arts – www.arts.gov.au and www.australiacouncil.gov.au National Indigenous Australians Agency has funding programs specifically targeting the tourism and art sector – www.niaa.gov.au.

Some key points when going for an arts grant are:

- Do you have a portfolio of work/reputation in the industry? Include examples of your work as evidence to support your submission
- Is your art going to be located in a compelling landscape? Do you have interesting stories to tell?
- Think objectively about your idea or product. This can be hard to do because it's your idea! This is a very competitive area so take time to learn from the setbacks and successes of others – there will be an art centre or art gallery in your town or community. Go and see the arts administrator and ask for some tips – and a support letter! Check in with your local development commission also.

Consultancy Grants/Cultural Awareness Grants

This type of funding support doesn't fit as neatly into one space as tourism or the arts. However, both tourism and arts funding agencies – mentioned previously – will have elements of their programs that fit the funding of cultural awareness and leadership programs.

Often those same agencies are also looking for consultants to provide advice. A consultant is an agent of change. A consultant is a person who gives specialist advice and acts in an advisory capacity on professional matters. This includes professional advice on increasing people's cultural competency. If you fit these criteria then agencies like www.dpir.wa.gov.au and www.niaa.gov.au and www.iba.gov.au have consultancy registers as do many other government agencies.



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To start cultural competency training and delivering cultural awareness workshops it is a good idea to team up with a collaborator who has already delivered some. This can increase the chance of a successful delivery – and getting the work in the first place – as well as build your confidence. Importantly real-life experiences will only strengthen grant submissions you put in for resources to develop your consulting business.

You may have the cultural content, the expert cultural knowledge but it's good to seek advice on best ways to deliver or share that knowledge.

If you are looking for a grant to help you provide consulting services such as paid mentoring work, you will need to include specific examples where you have been successful doing this type of consultancy before. Ideally you would describe the project, the value of the project and the outcomes from the project.

If grant funding is not available for your idea. Here is a table outlining sources of funding.

Source of Funding	Description
Fund through Operations	So-called bootstrapping... Getting cash from Customers in advance of delivery. Collaborating with existing business to get paid experience and a foot in the door
Strategic Investing from Partners/Suppliers	From Suppliers / Partners / Other Stakeholders - Corporate Venture Capital (CVC)
Non-dilutive Capital	Lending (bank loan)/ Philanthropy/ Grants, etc.
Public Capital	Crowdfunding, DPOs, Accredited Investor Crowdfunding
Private Capital	Private equity, Venture Capital, Angel Investors, etc.

