



NATIONAL ARTS COUNCIL SINGAPORE

Grant Application Guidelines

Publishing and Translation Grant

Welcome from the National Arts Council (NAC).

Thank you for your interest in the Publishing and Translation Grant. Please read this document carefully before applying.

We strongly advise you to be complete in your grant application, especially your contact details. This is to enable us to contact you where clarification is required.

We wish you success with your application.

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Correct as of 30 July 2012

NAC reserves the right to make changes to the contents of this document at any time, without prior notice.

SECTION I – GENERAL INFORMATION

OBJECTIVES

- (a) To enrich Singapore's literary canon and to raise the profile of Singaporean authors both locally and overseas.
- (b) To provide financial assistance to publish and / or translate original Singaporean-authored literary works and critical writing on the arts for promotion in Singapore and overseas.

WHO MAY APPLY

Applications **should be submitted by the publisher of the work** (usually a company or organization, unless the work is self-published, in which case the writer may apply for the grant).

Applicants must be one of the following:

- Singapore citizen or Permanent Resident (as funding is limited, lower priority will be given to non-resident Permanent Residents);
- Singapore-registered company or organization;
- Foreign organization or company producing Singapore-authored content.

To be eligible for this grant, the writer/translator/publisher must:

- (i) Submit work originally written in any of the four official languages (i.e. English, Chinese, Malay or Tamil);
- (ii) Have the work commercially available for sale, with effective national and preferably international distribution systems;
- (iii) Be publishing or translating **Singaporean-authored** literary work (for anthologies and literary collections, at least 50% of the content must be Singaporean-authored);
- (iv) *(For translators only)* Be a recognised professional translator or have had a least one literary translation published by a recognised publisher.

Please also refer to **Annex A** for a list of eligible literary genres we support.

WHO MAY NOT APPLY

- (a) Student groups formed under the auspices of schools and tertiary institutions.
- (b) Political and / or religious organisations.
- (c) Projects that have already been produced at the time of application.

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- (d) Projects intended for fund-raising or other non-commercial purposes, and which will not be made available for public consumption.
- (e) Publications already supported by one Publishing Grant (even if the previously approved grant was submitted by another individual / entity).
- (f) Applicants who have not submitted feedback and / or evaluation reports on the use of any previous grants given by NAC.
- (g) Writers seeking funding to translate their own work.
- (h) Subsequent editions / re-translations of a work into the same language (i.e. if a work has already been translated and published in a particular language, whether in Singapore or overseas) will receive a lower priority.

WHAT WE WILL SUPPORT

The Publishing and Translation Grant offers subsidies for both print and digital publications, as well as for translation, marketing and publicity as follows:

Item	Subsidy Caps Per Title
1. Print Books	
Text-heavy books	\$4,000
Children's picture books	\$5,000
Heavily illustrated books, including graphic novels	\$10,000
2. Digital Books	
eBook conversion	\$125
Enhanced eBooks	\$5,000
3. Marketing and Publicity	
Marketing for print and/or digital title	\$8,000
4. Translation Per Language	
Children's picture books	\$200 or \$0.30 per word, whichever is lower
Books up to 100,000 words	\$5,000 or \$0.15 per word, whichever is lower
Books with >100,000 words	\$7,500 or \$0.05 per word, whichever is lower

You may apply for funding in any or all 4 categories above, subject to a funding cap of **\$20,000** per application. All applications for publishing should be accompanied by a detailed marketing proposal.

Please also note the following funding guidelines:

- Print:** The subsidies above represent the maximum funding we can award for a print publication in its entirety (including printing, layout, design, illustration and editorial fees).
- Digital:** Enhanced eBooks refer to digital applications and eBooks with interactive features (e.g. video, animation etc.), while eBooks refer to reflowable text files read on digital devices. Please note that standalone applications for eBook conversion are not eligible. We will

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consider support for eBook conversion as part of a wider publishing plan for your title. Please also refer to the FAQs in **Annex C**.

3. **Marketing and Publicity:** Award of this grant is contingent on the strength and creativity of your marketing proposal, including the expected audience reach. The marketing grant will only be awarded once to any title, regardless of the media or language in which it is produced.

Eligible titles are those that:

- (a) Have at least **48** printed pages (or at least **28** printed pages for children's picture books).
- (b) Have a print run of at least **500** copies for fiction and **200** for poetry / plays / literary non-fiction.

ASSESSMENT CRITERIA

Applications are assessed by a panel of external assessors, based on the following criteria:

- (A) Literary Merit and Innovation**
 - High quality and coherent manuscript
 - Originality of content
 - Design and artistic creativity
- (B) Sound Project Management (i.e. use of resources)**
 - Sound financial planning
 - Effective use of resources
 - Suitability of print or digital media chosen for your book
 - Sound local and international marketing and distribution plan
- (C) Past Achievements / Track Record of the Writer / Organisation / Translator / Publisher**
 - Reliable and consistent performance
 - Commitment to the literary arts scene
 - Record of high quality works
- (D) Achievement of NAC's Priorities**
 - Promoting Singapore-authored work
 - Strengthen canon of local content
 - Develop new audiences for the literary arts

Please refer to **Annex A** for activities not funded.

GRANT QUANTUM

The grant amount will be based on our funding guidelines as well as a reasonable estimate of the budget. Funding for each project will **not** exceed **50%** of the qualifying costs or a maximum of

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\$20,000 (whichever is lower). Total funding awarded to any one applicant in a Financial Year (FY) may not exceed **\$70,000**.

There is no limit to the number of Publishing and Translation Grant applications a writer / organisation / translator / publisher can submit.

GRANT DISBURSEMENT

Typically, grants will be disbursed as follows:

Disbursement Schedule		
1 st	2 nd	3 rd
50% of publication quantum upon award and acceptance of grant	30% of publication quantum upon successful completion of project	20% of publication quantum upon submission of final report + 100% of marketing quantum (if applicable) on a reimbursement basis

SECTION II – APPLICATION PROCEDURE

SUBMISSION OF APPLICATION

Applications shall be made online at <http://imas.nac.gov.sg>. Late and incomplete applications will not be processed.

The following information is required to support the application:

- (a) Four printed copies of the typewritten manuscript / original publication, properly bound (do **NOT** write the author's name on any part of the manuscript). Please also indicate the print run and the estimated number of pages in print.
- (b) A one-page plot and character summary of the work(s).
- (c) Curriculum vitae of the author(s) / organisation / translator(s).
- (d) Profile of selected print and/or digital publisher, including track record of past projects and sales track record.
- (e) Proposal for digital adaptation (if any).
- (f) Outline of the work's publicity, marketing and local/international distribution plans.
- (g) Detailed budget proposal with a breakdown of the costs involved.
- (h) (Where applicable) Samples (at least 10 pages) of the translated work for Translation grant applications; samples of illustrations for children's books / graphic novels; sample screenshots or links to graphics and animations for similar digital projects

Please send the four printed copies of the complete manuscripts to:

National Arts Council
90 Goodman Road
Goodman Arts Centre
Blk A #01-01
Singapore 439053
Tel: 6346 9400

Upon submission of the application, the applicant is agreeable to the terms and conditions set out by NAC (as stated in Section III).

WINDOWS OF APPLICATION

Please refer to the NAC website for details on the application windows.

Late and / or incomplete applications will **not** be processed.

OUTCOME OF GRANT APPLICATION

The applicant will be notified of the outcome by mail.

For the successful applicant, NAC will issue a **Letter of Offer** stating the following:

- (a) Terms and conditions of the grant; and
- (b) Performance measures and deliverables of the grant as proposed by the applicant, and accepted by NAC.

The **Letter of Offer** is a legal document requiring signed acceptance of grant terms and conditions by the applicant.

The offer will be valid for **two weeks**, unless otherwise indicated by NAC in writing. During this time, the applicant must indicate acceptance by signing and returning the **Letter of Offer Reply Slip**, failing which the offer will lapse.

By accepting NAC's offer of grant, the successful applicant agrees to give NAC access to financial and manpower records relating to the grant.

APPEAL

NAC's decision is final. NAC reserves the right not to disclose reasons for approving or disapproving an application.

Appeals against artistic appreciation and judgement will not be accepted. Cases will be reviewed only on the grounds of:

- (a) Improper processing procedures, and/or
- (b) Inaccurate interpretation of the project by the grants officer.

Unsuccessful applicants must substantiate these claims with concrete evidence and reasons. Appeals must be submitted **within two weeks** from the date of the letter of notification, and before the commencement of the project.

SECTION III – TERMS AND CONDITIONS

TERMS AND CONDITIONS

- (A) NAC reserves the right to review, withdraw or suspend the grant in full or in part thereof should any of the following conditions not be complied with:
- (i) NAC's support must be acknowledged on all related publications, productions and publicity materials. Please refer to our website for details on how to use the NAC logo.
 - (ii) NAC must be informed in writing of any changes to the proposed project at least **seven** working days prior to the project's original execution date. These changes include any changes in the programme, key artistic personnel, venue, and/or date of the project. **A project may not be postponed more than once. Any postponement and/or cancellation must be fully explained in writing.**
 - (iii) A Project Evaluation Report must be submitted online **within two months** of the end of the project. Failure to submit this report will result in the automatic disqualification of any future grant applications.
 - (iv) **Individuals and Organisations that receive a single grant below \$20,000** may be requested to provide supporting documents or receipts (ticket stubs for ticketed events may be requested), in addition to the Project Evaluation Report.
 - (v) **Individuals and Organisations who receive a single grant equal to or above \$20,000** must submit a certified statement of accounts which has been externally audited by an accounting firm.
- (B) NAC also reserves the right to recover the grant(s) disbursed, should any of the following occur:
- (i) The proposed project which receives funding is changed significantly without the prior written approval of National Arts Council.
 - (ii) The grant is not used for the purpose for which it is awarded.
 - (iii) Wrong and/or misleading information is provided in the application form, either deliberately or otherwise.
 - (iv) Illegal or negligent acts that occur during any point of the funded project, which will adversely affect the reputation of the National Arts Council, any government bodies, public institutions, national leaders or your organisation.

ANNEX A – FUNDING GUIDELINES

GENERAL ACTIVITIES ELIGIBLE FOR FUNDING

The National Arts Council's grants budget is limited and priority will be given to:

- (a) Projects that propose innovative publicity and / or marketing plans to reach new audiences / markets.
- (b) Projects that have a potentially strong impact in the local and / or international literary scene.
- (c) Projects that can enhance and inject new dynamism into the existing arts scene.
- (d) Publication of works by new writers.

TITLES ELIGIBLE FOR FUNDING

Only titles by Singaporean writers in the following genres are eligible for the grant:

- (a) Literary fiction
- (b) Poetry
- (c) Plays (note that **only previously staged plays** are eligible)
- (d) Creative / Literary Non-Fiction (including literary biographies, essays on ideas, society, culture and the arts, etc.)
- (e) Children's Literature
- (f) Anthologies of literature (containing at least 50% Singaporean-authored work)
- (g) Reprints of significant work (i.e. publishing projects that maintain the availability of contemporary works of high literary merit that would otherwise be lost)
- (h) Critical Writing on the Arts (including critical prose on the literary arts)
- (i) Graphic Novels

ACTIVITIES NOT FUNDED

While artistic merit is a key factor in funding decisions, as a government agency, NAC gives consideration to whether the work is potentially a negative influence to society. NAC will prioritise funding to proposals which do not:

- a) Advocate or lobby for lifestyles seen as objectionable by the general public;
- b) Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society;

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- c) Undermine the authority or legitimacy of the government and public institutions, or threaten the nation's security or stability.

There are many activities that are beyond the scope of the Council's funding, regardless of their merit. NAC will **not** accept applications for the following titles:

- (a) Academic, scholarly or assessment texts targeting the education market.
- (b) Calendars and almanacs.
- (c) Cookbooks.
- (d) Guidebooks (E.g. travel, nature, food, etc.).
- (e) Books that describe how-to techniques, games or skills (including sports manuals).
- (f) Colouring and activity books.
- (g) Trivia and quiz books.
- (h) Instructional, self-help and personal development books.
- (i) Religious testimonials.
- (j) Co-publications with other government departments (unless it makes a significant contribution to the arts. This will be assessed on a case-by-case basis).
- (k) Reference books or professional manuals for a specialised audience.
- (l) Collections of specialised conference papers, unless they make a significant contribution to the arts.
- (m) Catalogues of visual art exhibitions.
- (n) Books containing prominently displayed advertising and promotional material and corporate logos.
- (o) Books with minimal or limited text, or books that lack an overarching narrative structure or a developed fictive world (e.g. photographic compilations, etc).

If you are not sure as to whether your proposed project is eligible for NAC funding, please speak to one of our Grant officers before applying.

ANNEX B – BUDGET GUIDELINES

CHECKLIST FOR FINANCIAL ESTIMATES

Please budget carefully and make use of the prescribed budget sheet attached to the application form.

An accurate and well-presented budget is indicative of the administrative capacity of the applicant.

The following Qualifying Costs and Sources of Expected Income (where applicable) should be used as a guide when preparing your budget.

QUALIFYING COSTS

- (a) Editorial
- (b) Translation (if applicable)
- (c) Artwork and Design
- (d) Typesetting
- (e) Printing
- (f) Publicity and Marketing
- (g) Distribution
- (h) Technical Support / Charges (if applicable)
- (i) Contributors' Fees (for anthologies and reprints)

SOURCES OF EXPECTED INCOME

- (a) Sales of publication
- (b) Corporate sponsorship
- (c) Donations
- (d) Grants (excluding NAC)
- (e) Advertisements

ANNEX C – FAQs

GENERAL PUBLISHING QUESTIONS

1. Do I need a publisher to submit a P&T application?

No, but we encourage you to find a publisher who can offer you editorial advice before the manuscript is submitted to us. Whether you are a publisher or a writer self-publishing a manuscript, you will need to submit a comprehensive publishing proposal listing your publishing, distribution and marketing plans.

2. Do you have a list of publishers in Singapore?

Yes, you can download a copy of *Literary Singapore – A Directory of Contemporary Writing in Singapore* from our website: <http://nac.gov.sg/art-forms/literary-arts/local-directory>. Alternatively, you may purchase a copy of *Literary Singapore* from Select Books (www.selectbooks.com.sg). The directory contains information about Singapore writers, publishers, organisations and journals.

DIGITAL PUBLISHING

3. My book is already published in print. Can I apply to have my book converted to an eBook?

Yes, we can support the conversion of your book to an enhanced eBook (i.e. an eBook with interactive features). Standalone applications for basic eBook conversion are not eligible as it is a zero to low-cost activity. You are also encouraged to submit a marketing proposal with your application.

4. My book is unpublished. Can I apply for funding for both print and digital publishing?

Yes, you can apply for print, digital, marketing and translation support in a single application, capped at \$20,000.

5. My manuscript is unpublished and I wish to explore digital publishing first. Can I apply for digital funding first and then apply for print publishing funding later?

The publishing plan for your book should be conceived holistically from the outset, and a single application for print, digital and marketing is strongly encouraged. However, if you do not wish to produce your book in print, you may submit an application for digital publishing alone (applicable only to enhanced eBooks, with the option of eBook conversion if relevant).

In the event that separate applications are made for digital or print publishing, the fresh application made for either media will be given lower priority and you will be awarded a marketing grant only once.

6. Can I apply for multiple grants for the same book for different digital formats?

You are encouraged to submit a single cohesive digital publishing plan for your book.

7. Am I allowed to distribute my eBook or app for free?

You are encouraged to sell your eBook or app. However, you can consider giving it away free as part of your marketing strategy, or as part of a print and digital bundle.

8. Are there any publishers I can contact for digital publishing services?

Some literary publishers in Singapore may offer digital publishing as a complement to their print publishing services. However, there are other digital publishers you can explore for eBooks and apps.

TRANSLATION

9. I would like to translate a text originally written in Chinese to Japanese. Is that eligible?

Yes, as long as the text you are translating is Singaporean-authored, and was written in any of the 4 official languages (English, Malay, Chinese, Tamil), we can support its translation into any language.

TECHNICAL DIFFICULTIES

10. I am having trouble filling up an application. What do I do?

The first step for a new applicant is to set up an account at <http://imas.nac.gov.sg/GASLoginPage.aspx>. Please make sure you're using Internet Explorer on a PC or Firefox on a Mac. Once you've done that, you may wish to scroll down to the bottom of the page every 15 minutes as you fill out your application and hit "Save". Failure to do so will result in the system logging you out and deleting all the information you have entered.