

creative KIDS

PROVIDER
GUIDELINES
2023



PROGRAM OVERVIEW

Create NSW want NSW kids to get creative!

Creativity plays an important part in a child's development. Engaging in creative activities can have a profound effect on interpersonal skills, and emotional development. It assists in fostering curious, courageous minds in young people allowing them to confidently problem solve and express themselves.

Creative Kids provides school aged children and young people with the opportunity to try new creative and cultural experiences and learning activities. Creative Kids is designed to support children and young people in enjoying a diverse range of creative activities, from painting to coding, graphic design to poetry, and music to theatre.

Creative Kids represents a significant investment from the government and is one of the ways it is helping to reduce the cost of living for families, while giving children access to important creative pursuits. The vouchers are available for all parents, guardians and carers of school aged children and young people, and can be used towards the cost of registration, participation or membership in eligible creative programs.

Creative industries, arts and cultural organisations are encouraged to register for the program, which aims to provide thousands of great options for children to experience the benefits of getting involved in creative activities.

This program is a NSW Government initiative supported by Create NSW and Service NSW.

This document should be read in conjunction with the **Creative Kids Provider Terms and Conditions**.



in the arts, we all want young people to access as many arts and cultural opportunities as they can.

Creative Kids makes it easier for them to do that, which is fantastic 

POLLY BRETT

HEAD OF OPEN PROGRAMS, SYDNEY DANCE COMPANY



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ABOUT CREATIVE KIDS

Since January 2019, NSW parents, guardians and carers of school aged children and young people aged 4.5 to 18 years have been able to apply for a \$100 voucher to use for creative and cultural learning activities.

In response to COVID-19, the Creative Kids program expanded in 2020 to better support digital and distance learning activities, and to include activities that supported the curriculum. The additional activities included online learning, and supply of creative materials/equipment to families for activities to be completed at home (such as art kits).

In March 2022, in response to the easing of COVID-19 restrictions the Creative Kids program was updated to encourage children and young people back to real-time (online and face-to-face) creative and cultural learning opportunities delivered by qualified professional artists, cultural workers, and/or experienced educators.

CREATIVE KIDS OBJECTIVES

The objectives of the program are to:

- 1 Support** the cost of living for NSW families
- 2 Increase** the participation of school-enrolled children in creative and cultural activities or lessons
- 3 Support** the growth of creative thinking in children to enhance their future opportunities.

From 1 March 2022:

- voucher redemption for creative items or art kits/creative kits are not permitted and any Creative Kids programs that included the purchase of materials or supplies are no longer eligible. This includes but is not limited to paints, books, stationery, canvases, clothing, uniforms, leotards, instruments, or other equipment.
- online programs are capped at 20 participants to ensure meaningful interactive activities for children and young people;
- new providers are required to demonstrate relevant industry experience, or experience in creative education or teaching fields. Please refer to pages 5 and 7 of these Guidelines for further information in relation to eligible and ineligible activities.

From 1 July 2023:

- the NSW Government has extended the Creative Kids Program until 31 January 2024, with a \$50 voucher replacing the \$100 voucher from 1 July.
- the \$50 voucher will only be available to Parents/Carers who did not use their \$100 voucher by 30 June 2023.

ELIGIBLE PROVIDERS

To register as a provider with the Creative Kids program, you must deliver a creative or cultural program and meet the following provider requirements:

Provider Requirements

- Be based or have a physical presence in NSW (or in a permitted border town*)
- Hold a current ABN and must not have any outstanding actions or enforcement orders recorded by NSW Fair Trading (ensure that your details are up to date with the Australian Business Register)
- Have Child Safe Policy or completed the Child Safe Organisation e-learning model by the Office of the Children's Guardian
- Obtain Working With Children Check clearance for all staff and or volunteers who work with children
- Hold current Certificates of Currency for Indemnity and Insurance policies appropriate to the type and level of activities being delivered.

Provider Qualification Requirements

Providers must hold appropriate skills, experience, or qualifications for the activities provided, including appropriate accreditation for high-risk activities e.g circus activities. Evidence of qualifications can be requested at any time by the Creative Kids team.

Providers with one (1) to five (5) employees must provide an overview of the qualifications and experience that their staff hold to teach the chosen activities. Providers will be required to demonstrate relevant industry experience, or experience in creative education or teaching fields. Documents to support your application may include:

- A degree, tertiary qualification or training in a relevant field i.e. fine arts, drama, music, or,
- Awards, accreditation or industry recognition in a relevant field, or
- Up to three professional references or letters of support.
- For cultural experiences, evidence of being a cultural elder or provider within that culture recognised by their community as having the appropriate cultural knowledge to pass on.

If you do not meet the requirements outlined but provide an eligible activity that is:

- In rural or remote NSW
- For children with disability or
- An Aboriginal Culture Activity or Program led by a recognised Aboriginal person or elder in your community.

Please contact **creativekids@create.nsw.gov.au**.

Service NSW reserves the right to contact you during the application process to discuss the application and may need to refer to Create NSW to complete the assessment. All requests will be assessed, and all decisions are final

If your situation changes and you no longer meet the eligibility criteria, you or an authorised representative must notify Service NSW immediately.

* See **Terms and Conditions** for definitions of 'physical presence' and 'border town'.

ELIGIBLE PROGRAMS



Eligible activities must be delivered in **real time** and be part of a **structured program** with clear creative or cultural outcomes. The primary purpose is for children or young people to learn or participate in interactive creative or cultural activities. The program must demonstrate value for money and be relevant to the age and skill level of participants.

Eligible activities must have an approved Program. The following are eligible Programs:

- **In-person programs** that involve learning and developing a specific creative skill (private or group based).
- **Online, live programs** that involve learning and developing a specific creative skill (private or group-based). Online programs include but are not limited to delivery through platforms such as Skype, Zoom, Vimeo, Microsoft Teams, Google Hangouts. Creative materials or kits required to participate in the online class are not permitted.

A maximum of twenty (20) participants per online lesson.
- **Cultural and creative learning experience programs** that provide skills and knowledge of cultural identity, for example, Aboriginal cultural learning workshops.

- **Membership fee-based programs that include a structured creative arts program.**
- **Performance/exhibition-based programs** that are delivered either in person or in real-time online must be followed by:
 - an interactive workshop, or
 - a masterclass or question time, relating to skills and artform development.
- **Programs that support or link to the school curriculum**, and co-curricular/ extra-curricular activities.



ELIGIBLE ACTIVITIES

Creative Kids activity categories include:

Visual Arts

- Drawing
- Photography
- Sculpture
- Sketching
- Painting
- Printmaking
- Advertising
- Public art
- Screen art
- Media arts
- Design
- Multimedia
- Craft
- Other visual arts

Performing Arts

- Music
- Drama
- Singing
- Circus arts
- Choreography
- Parkour
- Theatre
- Puppetry
- Dance
- Other performing arts

Creative Industries

- Architecture
- Coding
- Game design
- Industrial design
- Graphic design
- Fashion design
- Radio
- Robotics
- Augmented/virtual reality

Literary and Linguistics Arts

- Creative writing
- Languages
- Publishing
- Public speaking
- Poetry
- Debating
- Spoken word
- Slam poetry

Cultural Programs

Structured learning activities with a focus on strengthening Aboriginal and culturally diverse community practices, for example:

- Aboriginal Cultural Knowledge Program
- Cultural Experience (Aboriginal and Culturally Diverse Communities)

INELIGIBLE ACTIVITIES

Activities that are not eligible are:

- All programs that include the supply of any creative materials or art/craft kits (including those accompanied by written instructions or live lessons).
- Online activities that have no live and interactive component (such as pre-recorded tutorials.)
- Online lessons that host more than twenty (20) participants per online lesson.
- After-school care services with no structured creative arts program.
- Membership fees that do not include a structured creative arts program.
- School-run competitions, concerts, drama programs, including weekend activities or interschool competitions or activities.
- Online or digital programs delivered by an individual or business that is not based in NSW.

Ineligible activity categories

- Cookery Classes
- Games and gaming (board games, chess, digital games)
- Gardening
- Gymnastics
- Aerobic dance
- Martial Arts
- Pole Dancing
- Yoga

Ineligible activities will be regularly reviewed.

Costs that are excluded are:

- Creative materials, art/creative kits. This includes but is not limited to paints, books, stationery, canvases, clothing, uniforms, leotards, instruments, or other equipment. (Creative materials are permitted for in-person programs if the materials are being borrowed or used during the class for the purpose of developing a final art work to take home e.g. canvas painting).
- Examination fees for qualifications and assessment
- Travel costs to and from activities.





HOW TO REGISTER

There are three simple steps to register as a provider:

- 1** Visit service.nsw.gov.au/creativekids to learn if you are eligible.
Use the checklist on the following page to make sure you have all the details and documents you will need to register.
- 2** Create a **MyServiceNSW account**, or log into your existing account and **set up a Business Profile** if you don't already have one.
- 3** Register for the **Creative Kids Program**. Enter your details, upload your documents and activity program, **then submit for approval**.

You may be contacted by the Creative Kids team during the assessment process. Your assessment outcome will be confirmed within 28 days. You will receive an email once your business has been approved.

 we're all about encouraging children and their families to create, grow and inspire together, and this enables more children to have the opportunity to do that. 

SUSIE RUGG

KIDS AND FAMILIES COORDINATOR
MUSEUM OF CONTEMPORARY ART AUSTRALIA

CHECKLIST

New Account

- ☐ Email address
- ☐ Identity documentation such as a driver licence, passport or ImmiCard

Existing Account

- ☐ MyServiceNSW login details – email address and password

Business information

- ☐ ABN*
- ☐ Business names*
- ☐ Director's name*
- ☐ Mobile number*
- ☐ Email address
- ☐ Website (if applicable)
- ☐ Child Safe Policy or completed Child Safe eLearning module provided by Office of the Children's Guardian

*Ensure that the details are as per the Australian Business Register

Businesses with 1- 5 staff working with children

For **all staff** who are over 18 years and working with children:

- ☐ Name
- ☐ Working With Children Check number and expiry date
- ☐ Date of Birth
- ☐ PDF document (resumé or bio) which details the skills, qualifications or experience related to the activity being delivered

Businesses with 6+ staff working with children

- ☐ Business registration number issued by the Office of the Children's Guardian (Number starts with REG followed by seven digits i.e. REGXXXXXXX)

Insurance

Certificate of Currency insurance (in PDF format). You can obtain a copy of this document from your insurer.

It needs to:

- ☐ Include a minimum public liability cover of \$10 million for low risk activities and \$20 million for high risk* activities
- ☐ List the activity/activities you are covered for i.e music lessons, dance, craft workshops

*Examples of high-risk activities include those which are water based, have physical contact, are dangerous, extreme (e.g. circus arts) or require specialised safety equipment.

Program Structure (activities on offer for Creative Kids vouchers only)

- ☐ Brief description outlining your structured, focussed program with the clear creative skill development outcomes you offer to students and a timetable of the program. (in PDF format)
- ☐ Fee Structure which details the cost for the activities on offer as described in your program document. (in PDF format)

Banking details (to receive funds)

- ☐ Bank account name, BSB and account number

PROMOTING CREATIVE KIDS



Promoting the program to your community and customers

The NSW Government supports creative industries, arts and cultural organisations and this program represents an opportunity to grow your business. **Creative Kids** will support your current customers by reducing costs. We encourage you to introduce programs that allow children and young people to explore the creative arts. The program will support families in easing the cost of living pressures.

Service NSW will supply all providers with an electronic on-boarding pack. This will support you with the program and provide you with tools and resources to promote your approved provider status for the Creative Kids program in your area.

The on-boarding pack will include:

- Digital marketing tools with images and copy blocks to promote on your website, share with local schools and on your social media channels
- Print ready poster files



having the **Creative Kids** voucher available to all kids has stimulated parents to seek out a creative interest for their child where they may not have before, and visual arts has been top of the list for many 

JENNIFER MCNAMARA

DIRECTOR, ART EST ART SCHOOL

MORE INFORMATION

WEBSITE

service.nsw.gov.au/creativekids

CONTACT US

Phone 13 77 88

FOR PARENTS

Email info@service.nsw.gov.au

FAQs service.nsw.gov.au/creative-kids-faqs-parents-guardians-and-carers

FOR PROVIDERS

Email creativekids@create.nsw.gov.au

FAQs service.nsw.gov.au/creative-kids-faqs-providers

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