

# 3

## Finding Funding

Finding funding for your project is important. Many projects cannot be undertaken without funds to cover fuel and travel costs, or to buy essential equipment. More importantly, funding also allows you to increase the quality of your work, in that it may allow you to pay specialists to undertake highly skilled technical tasks. Writing a funding application is also the best way of planning any research project, as it forces you to think deeply about how you will carry out the project, identify challenges or problems, plan a viable budget, and identify the concrete outcomes you hope to achieve. Scholars who take the time to develop a funding application will benefit from having more clearly defined goals, more detailed plans and overall better project management. This makes project outcomes more attainable. While granting agencies receive considerably more applications for support than there are funds available for distribution, you can increase your chances significantly through developing a thorough and professional application. Think of the time you spend on preparing a funding submission as a good investment.

The first step in the process is to locate an appropriate funding body. You do this through reading the job/funding description of your proposed funding agency to see if you fulfil their essential criteria. If you don't, then applying is just a waste of time. The essentials when applying for funding are having a project to sell (i.e. showing how good or novel the research proposal is), and being able to demonstrate a good track record and hence your ability to achieve a successful outcome. Whether or not you will obtain financial support for your project will be determined by two main factors. The first is the standard of your application. Whenever you apply for funding it is crucial that you submit the best possible application. For any funding body you will need to demonstrate what you are going to do, how you are going to do it, and why the project is important. The second factor is whether the funding body has a mandate to fund the type of project for which you are seeking support. Bear in mind that all funding programs have particular purposes. If the purpose of the program is to support Indigenous archaeology, for instance, it is probably pointless to apply for a maritime archaeology project unless there is some clear overlap (i.e. the Indigenous sites are underwater). The point to remember is that funding is always targeted at achieving specific outcomes. If you are going to apply for funding from a particular body, then you will need to show that your project

will help them to fulfil those outcomes. No matter how worthwhile the project or how well written the application, if the project falls outside of the organization's objectives, it will be eliminated in the first round.

The second step is to spread your funding applications as widely as possible. Don't confine yourself to one funding organization per project. Apply wherever your project fulfils the criteria, but let each funding body know of any other sources you have approached. Being able to demonstrate successful funding from one source is a great advertisement for your project and you can use this as leverage with other bodies. Think of how different aspects of your project could be funded in complementary ways by different funding bodies. If you are lucky enough to receive more than one successful grant you could even try to re-negotiate the terms of the funding. For example, "I have money from Foundation X for this aspect of the project, can I use the funding from Y for this complementary aspect?"

### 3.1. Types of Funding

There are numerous publications that will help you fine-hone your skills at finding funding, though most are aimed at an American market (e.g. Brown, 2001; Carlson, 2002; New & Quick, 1998; Quick, 2000). There are relatively few publications on how to seek funds in Australia (but see Funding Centre, 2001; Philanthropy Australia, 2005), and none on how to obtain support for archaeology or cultural heritage. In this chapter we apply some generally accepted fundraising principles to the particular situation of Australian archaeology. There are four main sources of funding for archaeological fieldwork in Australia: the government; industry; foundations; and fundraising activities. While there are many funding strategies that are common to all of these, there are also strategies that are specific to each.

#### 3.1.1. *Government*

Both Australian state and federal governments have a range of funding programs that support archaeological research. Programs may be targeted to a geographical area, a specific theme, or may be more general. Your first task when assessing whether a program is likely to support your project is to see if there is a "match" between the program aims and the work you wish to do. The other thing to remember is to check current priority areas. These can change from year to year and it will strengthen your application if you are able to key into one or more. Finally, some government programs will ask you to justify your budget.

When you apply for government funding, you have to be particularly careful to show how your work relates to that of others in the field (particularly the people you suspect may be assessing your application). You will have to refer to the work of people who have done fieldwork in your project's geographic area, as well as to any previous research that has used a similar theoretical approach, similar methods, or dealt with a similar range of artifacts or sites. For example, if you are doing an