

# AbaF

## Business case approach template

Part 1: Arts organisation or project profile		
Categories		Your organisation or project
<b>Who</b>	Background	
	Demographic profile of audience or customers	
<b>What</b>	Objectives	
	Values	
	Purpose	
	Activities, projects and achievements	
	Structure	



Categories		Your organisation or project
<b>Where</b>	Sector	
	Location and geographic reach	
<b>How</b>	Financial supporters	
<b>When</b>	Timeline for support	

Part 2: Value to the community	
Categories	Your organisation or project
Improve local or regional cultural life	
Strengthen the economy	
Tackle significant social issues	
Create opportunities for a particular community sector	
Encourage a sense of identity or belonging	
Enable greater or wider access for the community or a community sector	

Part 3A: Benefits for exchange – arts assets	
Categories	Your organisation or project
Community engagement aligned with corporate responsibility	
Brand alignment and recognition	
Employee engagement	
Art skills and creative processes	
Government, business and community networks	
Corporate hospitality	
New markets for products and services	

Part 3B: Benefits for exchange – Business assets	
Categories	Your organisation or project
Cash	
In-kind goods and services	
Expertise	
Networks	
Distribution channels	

Part 4: Business case summary			
<b>Company profile</b>			
<b>Value to the community</b>			
<b>Arts assets to be exchanged</b>	<b>List the benefits you will offer to business</b>	<b>Business assets to be exchanged</b>	<b>List the benefits you will seek from business</b>
Community engagement aligned with corporate responsibility		Cash	
Brand alignment and recognition		In-kind goods and services	
Employee engagement		Expertise	
Art skills and creative processes		Networks	
Government, business and community networks		Distribution channels	
Corporate hospitality			
New markets for products and services			