

# MUSIC WORKS:

## October 2021 Funding Round

### Overview & Guidelines

## Program Dates

Please refer to the Music Works [funding page](#) for program dates.

It takes approximately 12 weeks from the closing date until funding results are available.

We encourage you to use the application drafting tools before submitting your application online in the Department of Jobs, Precincts and Regions (DJPR) Online Grants Portal.

Applications must be submitted on the DJPR online grants portal via the unique link on the Music Works funding page by **3pm** on the closing date. Please note that late applications will not be accepted.

The Music Works October 2021 funding round is for activity commencing 1 March 2022.

## Definitions

Throughout this document:

- The term **First Peoples** is used to refer to Traditional Owners of Victoria and all other Aboriginal and Torres Strait Islander peoples who reside in this state.
- The term **Deaf and Disabled** people will be used. A lived experience of disability can be visible or invisible, including physical, sensory, cognitive, intellectual, developmental, mental illness and/or neurodiversity. We recognise and support the right of the Deaf community to label their experience as one of cultural and linguistic difference. We recognise the diversity within the Deaf and Disabled communities and that the terminology and language used is evolving.
- The acronym **CALD** is used and is inclusive of people from culturally and linguistically diverse backgrounds, including but not limited to people born overseas, people with one or both parents born overseas and people who speak a language other than English at home.
- The term **Regional** refers to the 48 Victorian local government areas classified as regional by the Victorian State Government. You can find the list of these local government areas [here](#).

Refer to the FAQs for more glossary.

## Overview

The Music Works program supports and invests in the development of Victoria's contemporary music industry at all levels. It provides support for projects — including new ideas and new approaches — that will support Victoria's position as a world-leading state for contemporary music.

The program is open to Victorian based contemporary music industry professionals from all genres and career stages. Priority will be given to projects that intend to actively develop and build the sustainability, resilience and commercial capacity of the contemporary music industry and which can be delivered or can easily adapt in the face of changing COVID-19 health restrictions.

This state-wide program encourages applications from First Peoples and First Peoples-led organisations or businesses, Deaf and Disabled people, businesses or organisations, LGBTIQ+ applicants, young applicants (aged 25 years and below), regional applicants and applicants from culturally and linguistically diverse (CALD) communities.

## Aims & Priorities

The Music Works program aims to strengthen Victoria's position as a world-leading state for contemporary music through:

- Nurturing the diverse and unique creative talent of Victoria's contemporary music industry;

- Increasing the range of and demand for Victorian contemporary music offerings for local and international audiences;
- Providing opportunities for artist and business development; and
- Encouraging the resilience, adaptability and sustainability of the industry in light of the ongoing impacts of the coronavirus (COVID-19) pandemic.

For the purpose of this funding program, Victoria’s “contemporary music industry” is defined as:

- Victorian musicians creating new musical works now, with a clear intention and strategy to connect with audiences.
- Victorian individuals, organisations and businesses surrounding these musicians which make up the industry in which they operate.

The Music Works program aims for the best use and a broad distribution of State Government funds across the Victorian contemporary music sector to maximise the benefit for the Victorian community in line with [Creative State 2025](#).

## Streams

*Whilst opportunities to tour nationally and internationally remain uncertain due to restrictions introduced in response to COVID-19, Creative Victoria strongly encourages applicants to instead consider activities that can be delivered in a COVID-Safe way and can adapt at short notice in response to changing COVID-19 health restrictions.*

Applicants can apply for funding for projects with creative and commercial outcomes. This may include collaboration and partnerships, creating new works, sustaining audiences, and exploring opportunities. Activity must demonstrate impact on the applicant and the broader Victorian contemporary music sector. All funded activity must be planned for COVID-Safe delivery in 2022.

Applicants can apply under three separate streams:

- 1. First Peoples stream:** Applications by Victorian First Peoples music industry professionals or First Peoples-led music industry businesses or organisations will be assessed by a First Peoples assessment panel to ensure Aboriginal self-determination.
- 2. Deaf and Disabled stream:** Applications by Victorian Deaf and Disabled music industry professionals or music industry businesses or organisations will be assessed by an assessment panel of music industry peers with lived experience of Deafness and Disability. Applications that are not Deaf and Disabled led but involve key participants who identify as Deaf and Disabled may also elect to be assessed under this stream.
- 3. General stream:** All other applications will be assessed by a panel made up of a diverse range of music industry peers.

Applications from non-First Peoples applicants that contain First Peoples content may also be reviewed by a First Peoples panel to ensure cultural protocols are demonstrated in the applications.

This program will prioritise support to eligible music industry professionals, organisations or businesses who are:

- First Peoples
- Deaf and Disabled
- Culturally and linguistically diverse (CALD)
- From under-represented cohorts (including LGBTIQ+ creatives)
- Regionally based

## Eligibility

The Music Works program accepts applications from Victorian based contemporary music industry professionals from all genres and career stages. This may include artists/bands, managers, promoters, labels and other music industry businesses and organisations. Applicants must also meet Creative Victoria's [General Eligibility](#) requirements.

Priority will be given to projects that intend to actively develop and build commercial capacity of the contemporary music industry and which can be delivered in a COVID-Safe way or can easily adapt in the face of changing COVID-19 health restrictions.

### Please note:

- Creative Victoria will only accept one application per applicant (including under auspice) in each funding round. Auspice bodies may apply on behalf of multiple applicants.

### Ineligible:

- Applicants that have an overdue Creative Victoria (or former Arts Victoria) acquittal.
- Non-Victorian music industry professionals or businesses.
- State-owned cultural agencies and organisations funded through Creative Victoria's Organisations Investment Program (except where acting as an auspice body).
- Organisations eligible for operational support through the [Creative Enterprises Program](#).
- Applicants who have received funding under the [Creative Ventures Program](#) are not eligible to apply for Music Works for the same project or activity

### What will not be funded:

- Competitions, prizes, eisteddfods, awards or fundraising activities.
- Tertiary courses over six months in duration or those that are eligible for an Australian Government HELP loan.
- Business start-up costs, capital purchases, or recurrent administrative, infrastructure and other organisational costs, not directly associated with the activity.
- Activity that does not follow correct protocols when working with First Peoples' artists, content and/or communities.
- Reimbursement of project expenses already incurred, including grant writing fees.
- Activities that do not pay creatives/artists at an industry standard rate.
- Projects comprising less than 75% original Australian compositions.
- Recordings that are not intended for commercial, physical or digital release or distribution (except demos).
- Equipment purchases or hire costs that are not directly related to your project or activity and which do not address the program's aims and priorities. Any equipment costs included in budgets must be justified in your supporting documentation.
- Projects or activities that breach the Victorian Government's public health measures and restrictions to slow the spread of coronavirus.

## Funding Available & Requirements

The Music Works October 2021 Round offers funding of between \$4,000 to \$40,000 for individuals or groups/organisations

Applications applying for \$20,000 and above must have a minimum 20% of the request in cash co-funding (e.g. generated fees/income and/or applicant cash contribution and/or other funding partners such as

government grants, corporate, philanthropic or private support). For Deaf and Disabled applicants applying through Stream 2, this request amount does not include any additional access costs.

### **Access Costs**

- **All applicants** are encouraged to include access costs within their project budgets that make activities accessible to a deaf and disabled audience (eg. Auslan, captioning, audio description, materials in other formats).
- **Applicants under the Deaf and Disabled stream (Stream 2)** may apply for an additional amount of up to \$5,000 on top of their general project costs in order to cover additional specific access expenses that will help reduce barriers for deaf and disabled artists/industry workers involved in the project. These additional Access Costs may only be allocated towards access initiatives and may not be repurposed to cover general project costs.

Funding can be used to cover **auspicing fees/costs** if the application is being auspiced.

Applicants will be expected to provide a level of detail in their written application, support material and budget (including levels of co-funding/financial contribution) appropriate to the grant request.

If you are in receipt of payments through JobSeeker or the Disability Support Pension you may wish to contact Services Australia to determine if any grant may affect your payment or contact your employer/ATO about any potential impacts.

Creative Victoria may allow Music Works grant budgets to include payment to non-Victorian services when the overall outcome of the project benefits a Victorian artist or industry individual or organisation as per the assessment guidelines.

### **Please Note:**

Demand for Creative Victoria project funding is high, and this is an extremely competitive program to enter.

Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding.

All applicants should plan for contingencies and consider other funding sources and options should their application be unsuccessful.

Successful applicants should not assume that if successful once, they will be successful again in the future, and therefore consider how they will leverage the funding to build their sustainability beyond the funded period.

Unincorporated associations will need to either apply under auspice or have an individual apply on behalf of the group (Please see FAQ).

## **Auspicing**

1. If you are planning on having your grant managed by an auspice organisation, you must have confirmed the auspice organisation's agreement to manage the grant in advance of the closing date and outline this arrangement in your application. Any legally constituted body may act as an auspice.
2. If the application is successful, the auspice organisation becomes the official 'recipient' and will receive any funds allocated and is responsible for the management of the activity and the acquittal of the grant. Change of ownership of successful grants will only be accepted under limited circumstances.
3. For more information on auspicing, please see our website [here](#) or contact program staff.

\*For Artist Managers: If you are an artist manager applying on behalf of an artist and it is intended that you will receive the funds and manage the grant for the artist (with the artist's consent), you must auspice the application. If you are not legally constituted and thus not eligible to auspice the application, you must ensure the ABN details provided in application are the artist's, not your own.

## Assessment

### Assessment Process

Assessment of applications will follow a six-step process as outlined below:

1. A check of the application details and the eligibility criteria.
2. All eligible applications will be competitively assessed by a panel of external industry peers against the program aims and assessment criteria.
  - Eligible applications **under the First Peoples stream (Stream 1)** will be assessed by a panel consisting of First Peoples contemporary music industry peers.
  - Eligible applications **under the Deaf and Disabled stream (Stream 2)** will be assessed by a panel consisting of contemporary music industry peers with lived experience of deafness and disability.
  - Eligible applications in the **General stream (Stream 3)** will be assessed by a diverse range of contemporary music industry peers.
  - **All eligible** applications from non-First Peoples applicants that contain First Peoples content may be reviewed to ensure correct protocols are reflected. Refer to the **Application Support Documents** section below on what to provide to demonstrate you have correct protocols in place when working with First Peoples' artists, content and/or communities. Activity that does not demonstrate correct protocols will not be supported.
3. Peer recommended applications will also undergo a due diligence check and any adverse findings may be taken into consideration during the assessment process (eg. overdue grant acquittal; organisation/business is, or notice has been given to be placed under external administration; a petition for bankruptcy has been presented or the winding up/ deregistration of an organisation/business has been initiated). Any information provided in the application may be shared and subject to verification with other government departments/agencies, as required.
4. An internal Creative Victoria moderation process, which takes into consideration any findings and recommendations from Steps 1 and 3, is undertaken to develop a final list of recommendations that reflects the program's aims and priorities and ensures a diverse range of music industry professionals are supported, across genres, music industry expertise, communities and regions. The final list of recommendations is subject to approval by the Minister for Creative Industries.
5. All applicants will be advised in writing via email of the outcome of their application approximately 12 weeks from the closing date.
6. Application feedback may not be provided for this program at the time of notification of results. Any feedback will be at Creative Victoria's discretion.

## Assessment Criteria

Each application will be competitively assessed by external industry peers and rated against the Music Works **Aims & Priorities** and the following equally weighted **Assessment Criteria**:

<p><b>1. IMPACT FOR THE APPLICANT / PARTICIPANTS</b></p>	<p>In assessing this criterion, the following may be considered:</p> <ul style="list-style-type: none"> <li>• The activity’s positive impact on the careers of the music industry professionals involved, including through paid work and collaborations.</li> <li>• If the proposed activity is timely and relevant in the context of the applicant/participant's career.</li> <li>• How the proposed activity follows or builds on previous music industry activity.</li> <li>• The potential of the activity to increase the adaptability, sustainability or resilience of the applicant/participant’s practice/career.</li> <li>• Whether the short- and long-term outcomes stated to be achieved through the activity or project are appropriate and achievable.</li> </ul>
<p><b>2. IMPACT FOR THE VICTORIAN CONTEMPORARY MUSIC INDUSTRY / AUDIENCES</b></p>	<p>In assessing this criterion, the following may be considered:</p> <ul style="list-style-type: none"> <li>• If the proposed activity has the potential to contribute to the quality and reputation of the Victorian music industry nationally and internationally.</li> <li>• Whether the activity is likely to increase the adaptability, sustainability and/or resilience of the Victorian contemporary music ecosystem.</li> <li>• The activity’s positive impact for Victorian audiences/communities through increasing the availability of and access to diverse music offerings with high artistic merit.</li> <li>• If the application demonstrates an appropriate understanding of target audiences/communities nationally and/or internationally, and a clear strategy for engagement.</li> <li>• If the proposed activity has the potential to generate new market/audience development opportunities.</li> <li>• Whether the project or activity addresses issues of equity and inclusion within the Victorian contemporary music industry.</li> </ul>
<p><b>3. VIABILITY</b></p>	<p>In assessing this criterion, the following may be considered:</p> <ul style="list-style-type: none"> <li>• The track record and capacity/experience of the lead applicant and collaborators/partners to undertake the activity.</li> <li>• Whether there is a clear commitment from key collaborators.</li> <li>• Whether the budget is viable and realistic, including contingency and the provision of appropriate fees to creatives/collaborators.</li> <li>• Project management and achievable planning, including a realistic timeline that accounts for any contingency/potential risks.</li> <li>• Where proposals involve working with First Peoples or other diverse communities, the panel will consider if the lead applicant(s) demonstrate best practice and appropriate cultural protocols and competencies, including appropriate fees for community consultants/participants and letters of confirmation from the relevant community.</li> <li>• Whether the project is able to proceed in a COVID-Safe way in 2022 or adapt at short notice in response to changing COVID-19 health restrictions, or whether the application presents a viable contingency plan.</li> <li>• Demonstrated awareness of regulatory requirements associated with the proposed activity (permits, etc.)</li> </ul>

## Addressing the Assessment Criteria

You are required to:

- Provide a **very short 1-2 sentence description** (up to 500 characters) of the activity or idea, using the format detailed in the Application Drafting Tool.
- Answer **four Application Questions** in the online form using plain English (up to 2000 characters for each question including spaces, punctuation and paragraph spaces), including:
  1. What is the proposed activity? (This question refers to all assessment criteria)
  2. How do you plan to deliver the activity in a COVID-Safe way in 2022? (This question refers to the Viability criterion)
  3. What impact will the proposed activity have on the applicant and/or any participant/s, specifically in terms of career development and sustainability? Answers should address the following:
    - Short-term career outcomes; and
    - Long-term career outcomes.(This question refers to the Impact for the Applicant / Participants criterion)
  4. What impact will the proposed activity have on the Victorian contemporary music industry and audiences? (This question refers to the Impact for the Victorian Contemporary Music Industry / Audiences criterion)
- Provide a **balanced budget** (see the Creative Victoria Budget Drafting Tool).
- Provide required and relevant **Application Support Material & Documents that respond to the aims and assessment criteria.**

**NOTE:** The option to submit responses to the application questions in video or audio format is available for those with access requirements. Please contact Creative Victoria program staff to discuss before submitting via video/audio

## Application Supporting Material & Documents

Providing relevant **supporting material** is crucial to your application. Proposals must include **application support documents**.

- Not all types of application support documents will be appropriate for your project. Please ensure that you select material that is most relevant to your application and best supports your proposal.
- You can upload and submit up to 10 documents/files in total.
- Attached files can be no more than 5MB in size each.
- It may be necessary to combine supporting material into one document in some instances, e.g. multiple images or letters of confirmation may be compiled into one PDF or PowerPoint file. Remember, each document must not exceed 5MB.
- When providing URLs, only use links to publicly available (not membership-based) sites. Links must directly open to the material you want to submit. If you are linking to a private video on a site such as Vimeo, you must provide password requirements to your video.
- **Do not provide links to non-public websites, Google Drive, Dropbox or other platforms where materials can be edited after submission. Soundcloud links are an acceptable platform for audio tracks. Do not provide links to online hosting platforms that require viewers to enter personal identification to gain access. Please note this type of supporting material will not be accepted.**

**The following file types are accepted:**

<b>Documents</b>	Word (.doc .docx); Excel (.xls .xlsx); PowerPoint (.ppt .pptx); Acrobat (.pdf)
<b>Images</b>	.jpg .png .tiff
<b>Audio</b>	.mp3 .wma
<b>Video</b>	.mp4 .wma .avi .mov

**Application Support Material** provides supporting information to strengthen your proposal. Ensure that your supporting documents are relevant to the type of activity you are applying for.

**Application Support Documents/Material**

<b>TYPE</b>	<b>DESCRIPTION</b>	<b>LIMITS</b>
<b>Audio Tracks</b> (All applicants to provide where relevant)	If your project involves the recording of new audio work please ensure at least one of these tracks presents material that will be completed through the project (eg. demos).	3 tracks no more than 15 minutes in total
<b>Programming</b>	For curated programs/festivals, include a summary of the proposed artistic/creative program including artists and/or creative practitioners involved and dates/locations.	1 page
<b>Audio Visual/YouTube/ Social Media /Facebook/ Websites</b>	URLs must be publicly available (and/or include login/password requirements) and should link directly to the material you want to submit.	Up to 4 URLs
<b>Timeline</b> (All applicants to provide)	Step out your creative process/activity and include a summary of key dates, background, activities during the proposed funded period and potential future opportunities.  Include any contingency planning which accounts for any delays or risks to the activity.	2 pages
<b>Curriculum Vitae / Additional Biographies</b> (All applicants to provide)	For activities with more than three creative practitioners or a project team, additional biographies can be uploaded as an attachment of the most relevant creative practitioners/project team involved. (The online application form only provides space for three biographies).	1 page max per CV
<b>Budget Notes</b> (All applicants to provide)	Additional budget/ financial/ contingency information which may include notes to clarify items in your budget, correspondence confirming financial support where applicable.	1 page
<b>Quotes</b>	Quotes for the key budget items.	5 pages max (in one document)
<b>Project Marketing and Audience Development</b>	A summary of the project's proposed marketing and audience development strategy, including publicity proposals and outlines of professional services.	1 page
<b>Touring Itinerary</b>	A summary of a tour timeline, including venues and locations. See the <a href="#">Tour Itinerary Template</a> on the Music Works web page	1-2 pages

<b>Activity involving First Peoples' Cultural Material / Content / Communities (All applicants with activity involving First Peoples)</b>	<p>For the protection of First Peoples' arts practice from misappropriation, moral and copyright infringement, appropriate documentation must be submitted if you propose to work with First Peoples' stories/cultural material that is not your own, such as letters of confirmation from the First Peoples you are working with and protocols you will put in place to ensure cultural safety.</p> <p>Applicants must follow correct protocols when working with First Peoples' artists, content and/or communities. Refer to <a href="#">Australia Council's Protocols For Using First Nations Cultural And Intellectual Property In The Arts</a>, in particular the checklist in pages 168 to 172.</p> <p>One of the key guiding principles of the <i>Creative State 2025</i> strategy is First Peoples First. The Victorian Government is committed to the United Nations Declaration of the Rights of Indigenous Peoples, and the 11 guiding principles of Aboriginal Self-Determination as identified in the <a href="#">Victorian Aboriginal Affairs Framework 2018-23</a>.</p>	<p>As required and appropriate to your activity.</p>
<b>Key Partner Confirmations</b>	<p>Correspondence that confirms key activity partners, if applicable.</p>	<p>1 page per key partner</p>
<b>Media Portfolio</b>	<p>Relevant media reviews of the creative practitioner/s, organisation or previous work.</p>	<p>5 articles (in one document, 5 pages max)</p>
<b>Presentation/Touring History</b>	<p>A summary of previous performances, showcases and touring experience</p>	<p>1 page</p>
<b>Community engagement strategy (For activity working with communities)</b>	<p>Identify communities involved and describe the process of engagement, including risk management procedures where necessary.</p>	<p>2 pages</p>

## How to Apply

Applications are submitted through the DJPR Online Grants Portal. To prepare your application, you should:

1. Visit the Music Works [funding page](#) and select the 'start application' link next to the applicable stream.
2. Register for access to the DJPR Online Grants Portal.
3. Read program information and guidelines thoroughly.
4. Contact program staff with any questions.  
**NOTE:** Program staff are unable to review draft applications.
5. Draft your application using the Application Drafting Tool and the Creative Victoria Budget Drafting Tool.
6. Begin an application in DJPR Grants Portal. Access the Portal via the link on the Music Works funding page.
7. Copy and paste the content of your application from your draft template into DJPR Online Grants Portal (please note, text will be cut off at the allocated character limit, so always check your character count before pasting information into the portal).

**NOTE:** The option to submit responses to the application questions in video or audio format is available for those with access requirements. Please contact Creative Victoria program staff to discuss before submitting via video/audio

8. Upload your Application Support Documents – see the tables above for detailed information on types/limits.
9. Submit your completed application via DJPR Grants Portal by **3pm on the closing date**.
10. You will receive an email to confirm your application has been received.
11. Once submitted, your application cannot be changed. However, if you receive any confirmations related to your submitted application – including additional funding, partnerships, etc – you can notify Creative Victoria and program staff will provide new information to peer assessors during assessment at our discretion. To advise on confirmations received after applying, please email program staff describing the nature of the confirmation and include your application reference number.

## Other Information and Responsibilities

**Creative Victoria reserves the right to amend these guidelines and any terms relevant to an application at any time, as it deems appropriate.**

If your application is successful, you will be asked to enter into a written grant agreement in a form provided by the Department of Jobs, Precincts and Regions ('the **Department**'), as the department Creative Victoria is part of. **The provision of any funding is subject to a fully executed grant agreement being entered between you and the Department.** You will also be required to:

- **Notify Creative Victoria of any proposed changes to your funded project.** This may include changes to creative personnel, itineraries (dates, venues, etc.) and expenditure of approved funding. You will be required to contact program staff to discuss any proposed changes before they occur.
- **Give permission** to Creative Victoria to access and use relevant samples or images of your project/work in our publicity and marketing activities, reports and other not-for-profit government uses. Creative Victoria will consult with you in the first instance before publishing.
- **Publicly acknowledge** the support of the Victorian Government using specific logos and text.
- **Acquit your grant** by submitting a brief written report on the outcomes of your funded activity within 30 days of project completion. Any specific requirements will be confirmed in a grant agreement.
- Participate in a program evaluation, including the provision of information before, during and/or after completion of the funded activity. Information on activity outcomes and longer-term impacts may inform the evaluation of this program.
- Where Victorian Government funding will support the care, education, services or activities for children (under 18 years), it is a whole of government requirement that the funding recipient is: A separate legal entity that can be sued in its own right in child abuse proceedings; and appropriately insured against child abuse. This requirement will improve the ability of child abuse survivors to bring a legal claim for compensation and ensure that successful claims can be paid. Please note: These requirements may not be applicable to all recipients. Please speak to program staff if you have any questions or concerns about this requirement.

Any personal information about the applicant or a third party in the application and project reporting will be collected by the Department for the purpose of determining program eligibility and will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 (Vic).

- In making an application you consent to the provision of your personal information to State and Commonwealth Government departments and agencies and to your auspice organisation (if applicable), for the purpose of administering the Program. If you intend to include personal information about a third party in your application, please ensure that the third party is aware of, and consent to, this privacy statement.
- Any personal information about you or a third party will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the *Privacy and Data Protection Act 2014* (Vic). For further information about Creative Victoria's commitment to Privacy please visit <https://creative.vic.gov.au/privacy>.

Any decisions on all matters pertaining to the award of grant funding under this Program is at the Creative Victoria's absolute discretion. This includes approving a lesser amount than that applied for and amending funding conditions without notice.

Creative Victoria reserves the right to request the applicant provide further information should it be deemed necessary.

## Contact

To find out more or discuss your application, please find the appropriate Creative Victoria staff member to contact **by clicking [here](#)**.