

Victorian Music Industry Recovery Program

Overview & Guidelines

SEPTEMBER 2020

Program Dates

This [Victorian Music Industry Recovery Program](#) is open 12noon, 21 September and will close **5pm, 22 October 2020**, for funding activity from 10 December 2020.

Overview

The Victorian Music Industry Recovery Program offers grants for Victorian-based contemporary music industry artists, workers and businesses who have been impacted by coronavirus (COVID-19).

This is a one-off program in response to the unique challenges the music industry is facing at this critical time. The program will focus on delivering support across the contemporary music ecosystem and is open to a broad and diverse range of applicants operating in the foreground and behind the scenes of the Victorian contemporary music industry. This includes songwriters, musicians, technicians, production companies, roadies, recording studios, labels and many others.

The program will help the industry respond to the changing market and restricted environment while enabling the industry's key workers and businesses to keep working, generating income, maintaining vital business partnerships and preparing for the future.

This state-wide program encourages applications from First Peoples*, Deaf and Disabled people*, LGBTI applicants and applicants from culturally and linguistically diverse communities.

Throughout this document:

- The term First Peoples is used and is inclusive of people identifying as Aboriginal, Torres Strait Islander, Indigenous and Koorie.
- The term Deaf and Disabled people will be used. Disability can be visible or invisible, sensory, physical, neurodiverse, cognitive, intellectual or developmental. Our definition includes people with lived experience of mental health or illness. We recognise and support the right of the Deaf community to label their experiences not as disability but as one of cultural and linguistic difference.

Aims & Priorities

The program aims to fund projects that will support contemporary music industry artists, workers and businesses who have lost work as a result of the coronavirus (COVID-19) pandemic to:

- start working on activities that can be delivered while maintaining physical distancing and [COVIDSafe](#) measures,
- develop new works that can be commercialised,
- identify new ways of working, and new delivery pathways to connect with audiences, and
- upskill through professional/business development and mentoring opportunities.

This program will prioritise support for music industry applications from; Bushfire affected communities and regionally based applicants, Victorian First Peoples and First Peoples led-micro organisations/businesses, Deaf and Disabled people and disability-led micro businesses/organisations, Culturally and Linguistically Diverse applicants and Women.

Areas of Support

The program will support projects ranging in size and scale, from one-off individual activities through to larger more complex projects. It is split into four streams:

Stream 1 - Victorian First Peoples applicants: supports Victorian First Peoples contemporary music artists, industry workers and businesses/organisations for activity described under Streams 3 and 4.

Stream 2 - Victorian Deaf and Disabled applicants: supports Victorian Deaf and Disabled contemporary music artists, industry workers and businesses/organisations for activity described under Streams 3 and 4.

Stream 3 – Development of new work: supports Victorian contemporary music artists, industry workers and businesses/organisations to create new works comprising original contemporary music/content or undertake activity, develop new or adapted forms of delivery, and connect to audiences.

Stream 4 – Training and professional/business development: supports contemporary music artists, industry workers and businesses/organisations to undertake professional development, business development and mentoring activities.

Eligibility

The program accepts applications from Victorian-based contemporary music professionals from all genres and career stages, including Victorian-based artists and musicians, technicians, production companies, roadies, recording studios, agents, managers and promoters, contractors such as bookers, sound and lighting technicians, music industry businesses and organisations (also see General Eligibility).

Ineligible:

- Applicants based outside of Victoria
- State-owned cultural agencies or organisations in receipt of multi-year organisation funding from Creative Victoria or the Australia Council for the Arts (except where acting as an auspice body)
- Recipients of grants through the Victorian Live Music Venues program

Please note:

- One application can be submitted per individual or organisation/business
- Auspice bodies may apply on behalf of multiple applicants

Funding Available

- \$4,000 to \$50,000 plus Access Costs (noting additional requirements for total requests over \$40,000 in the table below).

Access Costs

Please contact program staff to discuss how to include access costs in your application and budget as they will vary depending on the applicant and size/scope of project. Limits are as follows;

- **Deaf and Disabled applicants** may apply for the general project costs (\$4,000 - \$50,000), plus up to \$10,000 to cover any additional specific access costs that will help remove barriers for the

creatives/arts workers involved in the project plus up to \$10,000 to make the activity accessible to a wider audience (e.g. Auslan, captioning, audio description, materials in other formats).

- **All other applicants** – may apply for general project costs (\$4,000 - \$50,000) plus up to \$10,000 to make the activity accessible to a wider audience (e.g. Auslan, captioning, audio description, materials in other formats).

If you are in receipt of payments through JobSeeker, JobKeeper, 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.

LEVEL OF FUNDING	REQUIREMENTS BASED ON FUNDING AMOUNT
<p>Applying for \$4,000 - \$39,999</p> <p>(inclusive of Access Costs)</p>	<p>Applications must address all assessment criteria and provide appropriate artistic support documents and material.</p>
<p>Applying for \$40,000 +</p> <p>(inclusive of Access Costs)</p>	<p>In addition to the above, the application must:</p> <ul style="list-style-type: none"> • have a minimum of 20% of the request in cash co-funding or in-kind support; and • be made by a legally constituted organisation (including local government). <p>If successful, applicants will also be required to provide:</p> <ul style="list-style-type: none"> • a Business Plan, Audited Financial Statements or similar documentation that demonstrates the organisation's financial profile before funding is released. Note: applications from local government are exempt from this requirement; and • a certified practising accountant/independent financial auditor's opinion or certification on acquittal. Accounting fees may be included in the application budget.

What will not be funded

- Live music in-person events, festivals or other in-person gatherings or any interstate and international activities that breach Victorian Government and Commonwealth Government public health measures and restrictions designed to slow the spread of coronavirus.
- Funding for the capital investment in your own studio. However small capital purchases up to \$2,000 may be considered where they directly relate to the project or activity.
- Living expenses that can be covered by the Commonwealth Government's JobSeeker payment.
- Business support expenses (including ongoing staff salaries or rent) that are eligible to be covered by the Victorian Government's Business Support Fund or the Commonwealth Government's JobKeeper payment.

- Applicants that have an overdue Creative Victoria (or former Arts Victoria) acquittal.
- Costs for non-Victorians.
- Costs not directly associated with the proposed activity.
- Reimbursement for project expenses already incurred.
- Recordings that are not intended for commercial, physical or digital release or distribution (except demos).
- Eisteddfods or projects with competition elements.
- Grant writing fees.
- Amateur or hobby pursuits.

Assessment

Assessment Process

1. Applications will be accepted via [Creative Victoria's Grants Portal](#).
2. All eligible applications will be considered by relevant external peers and Creative Victoria program staff. All applicants will be reviewed by their peers according to each stream (e.g. the First Peoples stream will have a First Peoples-led assessment process; Deaf and Disabled applicants will be assessed by Deaf and Disabled peers and people with lived experience of disability) and against the program aims and assessment criteria.
3. Final recommendations will be approved by the Minister for Creative Industries based on industry experts and peer endorsed recommendations.

Applicants will be advised in writing via email of the outcome of their application within 7 weeks of the closing date. Due to the large volume of applications we anticipate receiving, individual application feedback may not be provided for this program.

Assessment Criteria

Each application will be competitively assessed by Creative Victoria staff and industry experts/peers. Each application will be rated against the program Aims (see overview) and the following equally weighted Assessment Criteria:

1. **Impact for Music Industry Artists and Workers:** The proposed activity supports musicians, artists, performers, managers and other industry workers to keep working, generate future income and/or develop their career
2. **Adaptation/Innovation:** The proposed activity supports the industry to develop, adapt, and innovate in response to a changing contemporary live music environment.
3. **Creative/Professional Merit:** The application demonstrates an appropriate level of creative and/or professional merit.
4. **Viability:** The application demonstrates the level of planning and professional organisational capacity required to deliver the proposed activity.

What the assessment panel will consider when assessing your application:

1. IMPACT FOR MUSIC INDUSTRY ARTISTS AND WORKERS	2. ADAPTATION / INNOVATION
<p><i>The proposed activity supports musicians, artists, performers, managers and other industry workers to keep working, generate future income and/or develop their career.</i></p> <p>In assessing this criterion, the assessment panel may consider, where applicable:</p> <ul style="list-style-type: none"> • The potential of the activity/business model to increase the ongoing sustainability of the applicant. • The potential for the proposed activity to be commercialised. • How the proposed activity is different from, or builds on, previous music industry activity (eg. albums, tours, professional development). 	<p><i>The proposed activity supports the applicant and/or Victorian contemporary music industry artists, businesses and other workers to adapt and innovate in response to a changing contemporary music environment.</i></p> <p>In assessing this criterion, the assessment panel may consider, where applicable:</p> <ul style="list-style-type: none"> • Measurable strategies for engaging audiences through adapted or innovative delivery models. • The potential of the activity to develop new audiences, networks and partnerships for the applicant and Victorian contemporary music industry. • The potential of the new activity/business model to increase the ongoing sustainability of the industry and to encourage sector innovation.
3. CREATIVE / PROFESSIONAL MERIT	4. VIABILITY
<p><i>The application demonstrates an appropriate level of creative and/or professional merit.</i></p> <p>In assessing this criterion, the assessment panel may consider, where applicable:</p> <ul style="list-style-type: none"> • The strength of artistic/professional support material provided. • The originality and relevance of the proposed activity. • The business case for the proposed activity. 	<p><i>The application demonstrates the level of planning and professional organisational capacity required to deliver the proposed activity.</i></p> <p>In assessing this criterion, the assessment panel may consider:</p> <ul style="list-style-type: none"> • Whether the proposed activity planning accounts for contingencies in response to changing COVID19 related restrictions. • Whether the budget is viable and realistic including an appropriate level of cash and/or in-kind contributions to the project/program. • The inclusion of relevant and appropriate supporting documentation. • Whether the timeline is viable and achievable.

Addressing the Assessment Criteria

To address the program assessment criteria, you are required to:

- Answer the three Application Questions (see below) in the online form using plain English (up to 2000 **characters** for each question including spaces).
- Provide a balanced budget (see the [Budget Drafting tool](#)).
- Provide appropriate and relevant Application Support Material & Documents consistent with the scale of the project (less is required for small scale individual projects).

Application Questions

1. What is the proposed activity and how do you plan to deliver it?
2. How will the proposed activity impact your (and/or that of other Victorian contemporary music industry artists, businesses and workers) employment, future income and/ or career development?
3. How will the proposed activity support you (and/or Victorian contemporary music industry artists, businesses and other workers) to continue working in the changed contemporary music environment?

Auspicings

The **Victorian Music Industry Recovery Program** accepts applications from auspice organisations applying on behalf of applicants. Any legally constituted body may act as an auspice. If the application is successful, the auspice organisation will receive any funds allocated and is responsible for the management of the project and the acquittal of grant funds.

If you are planning on having your grant managed by an auspice organisation, please ensure your application is **submitted by that auspice body** on behalf of you. **Change of ownership of successful grants will only be accepted under limited circumstances.**

For more information on auspicings, please see our website [here](#) or contact program staff.

How to Apply

To prepare your application, you should:

1. Register for access to the [Creative Victoria Grants Portal](#).
2. Read the program information and guidelines thoroughly.
3. Contact program staff with any questions.
4. Draft your application using the following tools:
 - Application Drafting tool (refer to the [Links & Downloads](#) section of the website)
 - Creative Victoria [budget drafting tool](#)

5. Copy and paste the content of your application from the drafting tools into the Grants Portal. (please note: the system will cut text off at 2,000 characters, 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.

6. Upload any relevant support documentation (files or links).
7. Submit your completed application by **5pm, 22 October 2020**, via the [Creative Victoria Grants Portal](#)
8. Once submitted, your application cannot be changed. You will receive an email to confirm your application has been received.

Application Supporting Material & Documents

In addition to completing the application form in Creative Victoria’s Grants Portal, you must also provide relevant **Application Support Documents** and where appropriate **Creative Support Material** that best supports your proposal.

- You can upload and submit up to 10 x files and/or URLs (external links) in total.
- Attached files can be no more than 25MB in size each.
- It may be necessary to combine supporting material into one document in some instances, e.g. multiple images or letters of support may be compiled into one PDF. Remember, each document must not exceed 25MB.
- When providing URLs, only use links to publicly available (not membership-based) sites. Link 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 Google Drive, Drop Box or other online hosting platforms that require viewers to enter personal identification details in order to gain access. Materials provided using these platforms will not be assessed by the peer advisory panel.

The following file types are accepted:

Documents	Word (.doc .docx); PowerPoint (.ppt .pptx); Acrobat (.pdf)
Images	.jpg .png .tiff
Audio	.mp3 .wma
Video	.mp4 .wma .avi .mov

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 that best supports your proposal

TYPE	DESCRIPTION	LIMITS
Audio Tracks	If your project involves the development of new work/recording of new audio work, please ensure the examples provided are directly relevant to the activity you are applying for.	3 tracks no more than 15 minutes in total
Audio Visual/YouTube/Social Media/Facebook/Websites	URLs must be publicly available (and/or include any login/password requirements) and should link directly to the material you want to submit	Up to 3 URLs
Additional Curriculum vitae/biographies	For projects with more than five artists/collaborators, additional biographies can be uploaded as an attachment. (The on-line application form only provides space for five biographies).	1 page in total
Business Case and/or Financial documents	If you have a business case you can attach it, or provide additional information on the financial aspects of the application; eg further budget detail or notes	Appropriate for the scale of the project
Project Partner confirmations/proposals	Relevant supporting correspondence from project partners (these should be scanned into one attachment)	1-3 pages depending on the scale of the project
Project marketing and audience development strategy	A summary of the project's proposed marketing and audience development strategy, including publicity proposals and outlines of professional services	1-3 pages depending on the scale of the project

Responsibilities

If your application is successful, please be aware that as a recipient of Creative Victoria funding, you will 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, where possible.
- [Publicly acknowledge](#) the support of the Victorian Government using specific logos and text.
- [Acquit your grant](#) by submitting a written report on the outcomes of your funded project within 30 days of project completion.

From 1 July 2019, non-government organisations funded to deliver services to children by Victorian government departments will be required to be:

- incorporated separate legal entities that can be sued in child abuse proceedings; and
- appropriately insured against child abuse.

The new requirements 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 that conditions of funding will be detailed in a common funding agreement.

Contact

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

Common Features of a Strong Funding Application

Regardless of the type of activity or scale being proposed, there are some common features that will make a funding application competitive. These include:

- The proposal clearly outlines in plain English what is proposed, why it needs to happen, how it will be achieved, who is centrally involved and where it will take place.
- The key people involved in the project have professional experience suited to the type of activity proposed and a demonstrated level of skill relative to the project's aims and complexity.
- Terms of engagement for collaborators and partners are explained including their roles, responsibilities and contributions to project outcomes. Where possible, key collaborators are confirmed at the time of application.
- Provide relevant artistic or professional support material that either shows the potential of the proposed activity, or the strength of the artist/organisation through previous similar work.
- Proof of support is evident for projects that involve ventures into communities or expansion into new markets. This could take the form of contractual arrangements, cost share or other evidence of viability.
- The project will provide career advancement opportunities for Victorian artists. This could be through an extension of skills or development of new audiences or networks.
- The budget is realistic and viable and includes an appropriate level of cash and/or in-kind contributions to the project in line with the grant request and program requirements.
- The project or activity contributes to promoting the strengths of Victoria's music industry locally, nationally or internationally.

Top Tips for all grant applicants

For further advice on preparing your application, please read Creative Victoria's Top Tips for Grant Applications or watch a short video [here](#).