

Music Works: February 2021 Funding Round Overview & Guidelines

Program Dates

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

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

The Music Works February 2021 funding round is for activity commencing 1 July 2021.

We encourage you to use the application drafting tools before submitting your application online in the Portal.

Applications must be submitted in the portal by 5pm on the closing date. Please note that late applications will not be accepted.

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 and programs — including new ideas and new approaches - that will develop and bring dynamism to Victoria's contemporary music sector, increase employment, and build on Victoria's position as Australia's contemporary music hub and a global live music capital.

This state-wide program encourages applications from First Peoples* and First Peoples-led micro organisations/businesses, Deaf and Disabled people* and disability-led micro businesses/organisations, LGBTIQ+ applicants, Young applicants (aged 25 years and below), Regional 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 Music Works program aims to support the Victorian contemporary music industry to develop business capacity, diversity, and to connect to regional markets through:

- Strategic development of the business capacity of Victoria's contemporary music industry to enable long-term sustainability,
- Increasing the audience for Victorian contemporary music through showcasing at a local, regional, national and international level, and
- Nurturing the diverse and unique creative talent of Victoria's contemporary music industry.

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.

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

- Victorian musicians creating music 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.

Areas of Support (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 touring or delivering live music events in regional Victoria and outer-metropolitan Melbourne.

- 1. Regional and Outer-Metropolitan Live Music Events:** This stream will support the delivery of live music events, activity, concerts, tours and performances within outer-metropolitan Melbourne* areas and regional Victoria*. These events will assist artists to develop audiences, the sector to develop ongoing viable touring circuits, will give regional and outer-metropolitan music artists and professionals more support to grow and develop, and provide further economic and cultural impacts locally. Funded activity will include costs of performance, production, promotion, logistics, travel, accommodation, freight and personnel. Funded events and activity will form part of a broader campaign to reactivate and promote live music in regional and outer-metropolitan areas and will be required to incorporate specific branding. (See “Responsibilities” section on Page 11 of this document for further information.)

*For the purposes of this program, outer-metropolitan Melbourne includes the following local government areas: Brimbank City Council, Cardinia Shire Council, City of Casey, City of Greater Dandenong, Frankston City Council, Hume City Council, Kingston City Council, Knox City Council, Manningham City Council, Maroondah City Council, Melton City Council, Mornington Peninsula Shire Council, Nillumbik Shire Council, City of Whittlesea, Wyndham City Council and Yarra Ranges Shire Council. Regional Victoria includes the 48 local government areas classified as regional by the Victorian State Government - <https://creative.vic.gov.au/glossary/regional-victoria>

- 2. Create and Release:** This stream supports the creation, recording and release of new original musical works. This may include recording, and other production costs for the creation of new work, and costs associated with a strategic release plan, specifically creation of new intellectual property such as artwork, photos, bios, video content and other digital assets, as well as marketing and promotion costs to support release.
- 3. Building Capacity (Professional Development):** This stream will support activities which will build industry, creative and business capability for the contemporary music industry. This may include attendance (physically or online) at workshops, masterclasses, industry conferences and other professional development activities which have a direct input into furthering the applicant’s business.
- 4. Connecting to Markets:** This stream is designed to increase the industry’s capacity to connect to markets. While COVID-19 restrictions inhibit international travel and touring, audience development opportunities through digital pathways and innovation allow Victorian artists and music businesses to continue to build globally. Funding through this stream may include strategic marketing and promotional costs, creation of digital assets and content, development of international partnerships and collaboration, including adaption of content for specific territories.

Applicants can elect to have their application reviewed by one of the following panels as applicable:

Victorian First Peoples applicants: Victorian First Peoples contemporary music professionals or First Peoples-led businesses or organisations applying under any stream may elect to be assessed through a First Peoples-led assessment process.

Victorian Deaf and Disabled applicants: Victorian Deaf and Disabled applicants or disability-led businesses or organisations applying under any stream may elect to be assessed by a panel of assessors with lived experience of disability.

All other applicants: All other applications will be assessed by a panel depending on the activity to be undertaken – Stream 1 (Regional and Outer-Metropolitan Live Music Events), Stream 2 (Create and Release), Stream 3 (Building Capacity) or Stream 4 (Connecting to Markets).

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, performers, agents, managers and promoters, labels, recording studios, venues, production companies, contractors such as bookers, sound and lighting technicians, music industry businesses and organisations (also see [General Eligibility](#)).

Priority will be given to projects that intend to actively develop and build commercial capacity of the contemporary music industry.

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.
- State-owned cultural agencies and organisations receiving funding through Creative Victoria's Organisations Investment Program are not eligible (except where acting as an auspice body).
- For the February 2021 funding round, applicants can only apply to **one** of these programs: Creative Workers Fund or Music Works. This means you must choose the most relevant program and cannot submit applications to more than one of these programs.
- Applicants may apply for both Creators Fund and Music Works in February 2021, for separate activities.
- Recipients of funding through the VicArts Grants September 2020 Round and the Victorian Music Industry Recovery Program are only eligible to apply for activity under Stream 1: Regional and Outer-Metropolitan Live Music Events.

Ineligible:

- 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)
- Non-Victorian creative practitioners or collectives.
- Activity that is eligible for support through other Creative Victoria programs. Please call program staff to ensure you are applying to the most appropriate funding program.
- Applicants that have an overdue Creative Victoria (or former Arts Victoria) acquittal.
- 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.
- Activities that do not pay creatives/artists at an industry standard rate.

- Projects comprising less than 75% original Australian compositions.
- The entire cost of a project if seeking more than \$20,000.
- Reimbursement of project expenses already incurred, including grant writing fees.
- Recordings that are not intended for commercial, physical or digital release or distribution (except demos).
- Funding for the hire or capital investment in your own studio.
- Live music in-person events, festivals or other in-person gatherings or any interstate activity that breach relevant Victorian Government and Commonwealth Government public health measures and restrictions designed to slow the spread of coronavirus.
- International activities that include physical mobility/travel.
- For Stream 1: Regional and Outer-Metropolitan Live Music Events, funded activity must occur in a regional or outer-metro area, and cannot occur within metropolitan Melbourne.

Funding Available & Requirements

Applicants may apply for Project Costs plus Access Costs, if applicable.

Project Costs

Major Funding Round Grants offer funding of:

- \$4,000 to \$35,000 for individuals; or
- \$10,000 to \$100,000 for groups/organisations

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.

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, **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, **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.

Based on the level of funding there are the following specific requirements:

LEVEL OF FUNDING (inclusive of access costs)	REQUIREMENTS BASED ON FUNDING ROUND
Applying for \$4,000 - \$19,999	Applications must address all assessment criteria and provide appropriate artistic support material and supporting documents.

<p>Applying for \$20,000 and above</p>	<p>In addition to the above, the application must have a <u>minimum of 20%</u> 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, corporate, philanthropic, private etc).</p>
<p>Applying for \$40,000 and above</p>	<p>In addition to the above, applications for \$40,000 and above will only accepted from <u>legally constituted organisations</u> (including local government) and;</p> <p>If successful, will be required to provide 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;</p> <p>If successful, will be required to provide a certified practicing accountant/ independent financial auditor's opinion or certification on acquittal. Accounting fees may be included in the application budget.</p>

Music Works will from time to time allow 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. Nor should applicants assume that if they are successful once, they will be successful again in the future.

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

Auspecting

1. Music Works 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 legally responsible for the management of the project and the acquittal of grant funds.
2. 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.
3. For more information on auspecting, please see our website [here](#) or contact program staff.

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, according to each stream of the program and/or the applicant's choice of panel depending on their individual circumstances (i.e. First Peoples reviewed by First Peoples; Deaf and Disabled applicants to be reviewed by panellists with lived experience of disability) and program staff against the program aims and assessment criteria.

3. Program staff consolidate the peers' recommendations and develop a final list of recommendations for approval by the Minister of Creative Industries. Applications undergo an internal moderation process to ensure a balance of genre, diversity of creatives and geography are reflected in the final list of recommendations.
4. All applicants will be advised in writing via email of the outcome of their application approximately 12 weeks from the closing date.
5. Due to the large volume of applications we anticipate receiving, application feedback will not be provided for this program at the time of notification of results. If you would like to apply for any future programs, staff will be available, by appointment, to support you in your application and can provide feedback on previous applications at that time.

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**:

1. CAREER DEVELOPMENT	2. INDUSTRY AND/OR AUDIENCE DEVELOPMENT
<p>The proposed activity aids the career development and sustainability of musicians and industry professionals. In assessing this criterion, the panel may consider:</p> <ul style="list-style-type: none"> • If the proposed activity is timely and relevant in the context of the participant's career • The potential for key participants to develop through the proposed activity • How the proposed activity is different from, or builds on, previous music industry activity (e.g. albums, tours, professional development). 	<p>The proposed activity aids the sustainability, economic growth and market share of the Victorian contemporary music industry. In assessing this criterion, the panel may consider:</p> <ul style="list-style-type: none"> • Strategies for engaging new audiences and the industry in the activity, including measures to assess the success of these strategies • If the marketing/distribution campaign is coordinated and appropriate (where applicable) • The potential of the activity to develop new and/or regional or outer- metropolitan networks and partnerships for the Victorian contemporary music industry • If the proposed activity has the potential to contribute to the quality and reputation of the Victorian music industry nationally and internationally.
3. ARTISTIC AND PROFESSIONAL MERIT	4. VIABILITY
<p>The application demonstrates an appropriate level of artistic and/or professional merit. In assessing this criterion, the panel may consider:</p> <ul style="list-style-type: none"> • The strength of artistic/professional support material provided • The originality and relevance of proposed digital or audio-visual content (where applicable) 	<p>The application demonstrates the level of planning and professional organisational capacity required to deliver the proposed activity through provision of:</p> <ul style="list-style-type: none"> • A viable and realistic budget including an appropriate level of cash and/or in-kind contributions to the project/program. • A clear commitment from presenters/promoters/booking agents (where applicable)

<ul style="list-style-type: none"> • The track record of key personnel undertaking the activity as demonstrated by their biography and professional profile. 	<ul style="list-style-type: none"> • Relevant supporting documentation; and • A viable timeline and/or confirmed touring itinerary. • Whether the proposed activity planning accounts for contingencies in response to changing COVID19 related restrictions.
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Addressing the Assessment Criteria

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

- Provide a very **short 1-2 sentence description** (up to 500 characters max) of the activity or idea, using the format detailed in the Application Drafting Tool.
- Answer the three or four **Application Questions** (see below) in the online form using plain English (up to **2000 characters** for each question including spaces, punctuation and paragraph spaces).
- Provide a balanced **Budget** (see the [Creative Victoria Budget Drafting Tool](#)).
- Provide appropriate and relevant Application Support Material & Documents.

Application Questions

1. What is the proposed activity and how do you plan to deliver it?
2. What impact will the proposed activity have on the participant/s, specifically in terms of career development and career sustainability?
3. What strategies will you employ to identify, engage and develop new audiences (markets) **and/or** networks / partnerships?
4. **For applicants to Stream 1: Regional and Outer-Metropolitan Live Music Events only:** Please outline what you consider to be the major regional/outer-metropolitan outcomes for your activity.

Application Supporting Material & Documents

Providing relevant support 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 files or 10 URLs (external links).
- 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 or PowerPoint file. Remember, each document must not exceed 25MB.
- 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 Google Drive, Drop Box or other online hosting platforms that require viewers to enter personal identification in order to gain access. Materials provided using these platforms will not be assessed by the advisory panel.

The following file types are accepted:

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

For more information about the kinds of support documents and artistic/content support material you can provide, refer to the table below.

Application Support Documents

Application Support Documents provide supporting information to strengthen your proposal. Ensure that your supporting documents are relevant to the type of project you are applying for. The peer assessors may review this support material (Support Documents and/or links) to help them gain a better sense of your project.

TYPE	DESCRIPTION	LIMITS
Audio Tracks	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.	3 tracks no more than 15 minutes in total
Timeline (All applicants to provide)	A detailed summary of project milestones including but not limited to the project/program background, activities during the proposed Music Works grants funded period, and future opportunities.	1 page
Budget Notes	Additional budget/ financial information which may include notes to clarify items in your budget, quotes, letters or emails confirming financial support where applicable.	2 pages

	Breakdown of access costs as applicable.	
Project Marketing and Audience Development	A summary of the project's proposed marketing and audience development strategy, including publicity proposals and outlines of professional services.	1 page
Audio Visual/YouTube/ Social Media /Facebook/ Websites	URLs must be publicly available (and/or include login/password requirements) and should link directly to the material you want to submit.	Up to 10 URLs
Touring Itinerary (highly recommended if seeking funds for a tour)	A summary of a tour timeline, including venues and locations. See the Tour Itinerary Template on the Creative Victoria website	1-2 pages
Curriculum Vitae / Additional Biographies	Biographical summaries on the artist, organisation and project participants. For activities with more than five creative practitioners/ participants, additional biographies can be uploaded as an attachment. (The on-line application form only provides space for five biographies).	2 pages in total
Media Portfolio	Media reviews of the artist, organisation or work. Maximum of three relevant media articles or references.	3 articles (in one document)
Presentation/Touring History	A summary of previous performances, exhibitions and touring experience	1 page
Activity involving First Peoples Cultural Material / Content / Communities	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.	Call program staff to discuss.

How to Apply

To prepare your application, you should:

1. Register for access to the [Creative Victoria Grants Portal](#).
2. Read program information and guidelines thoroughly.
3. Contact program staff with any questions.
4. Draft your application using the Music Works Major Funding Round Grants [Application Drafting tool](#) (DOC, 138 KB) and the Creative Victoria [Budget Drafting tool](#) (XLS, 104 KB)
5. Begin an application in the [Creative Victoria Grants Portal](#).
6. Copy and paste the content of your application from the drafting tools into the online portal application form (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

7. Upload your Application Support Material documents/files/links – see the tables above for detailed information on types/limits.
8. Submit your completed application by **5pm on the closing date**.
9. 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 this new information to the panel during assessment at our discretion. To advise on confirmations received after submitting an application, please email the artform program staff briefly describing the nature of the confirmation and include your application reference number.
10. You will receive an email to confirm your application has been received

Responsibilities

If your application is successful, please be aware that as a recipient of Creative Victoria funding, you will be required to:

- **Accept a Common Funding Agreement** with Creative Victoria and satisfy any conditions of funding, which will be detailed in the Agreement.
- **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 Music Works program staff to discuss any proposed changes before they occur, where possible.
- **Provide Partner Confirmations** where applicable. Correspondence from venues, booking agents, presenters and project partners that confirms activity partners, may be requested at the time of contracting. If applicable, these will be detailed in the Agreement.
- **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 any publicity or marketing activities
- [Publicly acknowledge](#) the support of the Victorian Government using specific logos and text.
- For **Stream 1 - Regional and Outer-metropolitan Live Music Events**, recipients will need to include a branding logo on all public promotional materials produced in relation to the funded activity and will be included in overarching program promotional activity. Details will be confirmed prior to entering a funding agreement in respect of the activity.
- [Acquit your grant](#) by submitting a written report on the outcomes of your funded project within 30 days of project completion.
- 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.
- From 1 July 2019, 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 is 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.

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. **Please note** that conditions of funding will be detailed in a common funding agreement should you be successful.

Contact

To find out more or discuss your application, please find the appropriate Creative Victoria staff member to contact **by clicking** [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. Strong applications:

1. Clearly outline what is proposed, why it needs to happen, how it will be achieved, who is centrally involved and where it will take place.
2. Involve creative practitioners with the relevant levels of skill and professional experience required for the proposed activity.
3. Explain the terms of engagement for collaborators and partners including their roles, responsibilities and contributions to project outcomes. Where possible, key collaborators are confirmed at the time of application.
4. 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.
5. Evidence proof of support for projects that involve ventures into communities, off-shore activity or expansion into new regions. This could take the form of contractual arrangements, cost share or other evidence of viability.
6. Demonstrate potential or confirmed career advancement opportunities for Victorian creative practitioners. This could be through an extension of skills or development of new audiences or networks.
7. Provide a realistic and viable budget which includes an appropriate level of financial planning and budgeting (this program will not cover the entire cost of a project, which should be reflected in the budget).
8. Have a contingency plan detailed in the budget notes (particularly for large amounts of unconfirmed co-funding).
9. Pay creative practitioners and contributors in line with their level of contribution to the activity.
10. Contribute to promoting the strengths of Victoria's music industry locally, nationally or internationally.