

Music Now - funding for contemporary live music guidelines

The NSW Government through Create NSW and the Office of Responsible Gambling Liquor and Gaming is committing \$1million to support the presentation of contemporary live music in NSW.

The Music Now Contemporary Live Music Funding program will invest in a program of activities, events or performances that support NSW musicians to present new work and increase participation in live music events across the state.

Objectives of the *Music Now* funding program

- Encourage NSW venues to program more live music events
- Increase audience participation in live music events
- Support the presentation of original musical work by NSW musicians
- Increase paid employment opportunities for artists; and
- Increase the sustainability of the contemporary music sector

For the purposes of this funding round, contemporary music is defined as:

- Original musical works (including works which involve sampling) which are being made now or the reinterpretation of other composers' work that offers a new approach and a distinguishing creative outcome.

Live music is defined as:

- A musical performance by an artist or artists that are engaging instruments and/or singing in front of an audience. The performance can be by a single musician, a band, group or choral or instrumental ensemble. This includes but is not limited to jazz, rock, blues, electronic, experimental, orchestral, acoustic, dance, hip hop, acapella, folk.

If you have a contemporary live music activity which you believe fits this funding program but is not listed in the above definitions, please contact Create NSW to discuss.

What can you apply for?

Funding of up to \$40,000 is available for a one-off, series or an annual program of live music events held in any region of the state.

Examples of funding opportunities could include, but are not limited to:

- a series public presentation opportunities for independent musicians
- a series of outdoor live music events or a festival
- a program of club nights for emerging hip hop/experimental/electronic musicians.

Eligibility

To be eligible for funding, applications must meet the following conditions:

- **Applicant type:** Applications are encouraged from venues, promoters, or a collective of musicians self-presenting. Organisations already in receipt of program funding from Create NSW are eligible to apply however the project must sit outside their core activities. For-profit organisations are eligible to apply if the activity takes place on a break-even basis.

- **Applicant location:** All individual applicants must reside in NSW or, for organisations, have a registered office address in NSW
- **Activity Period:** Activities must take place between 1 May 2019 and 31 December 2020
- **Project Location:** All events must take place in NSW

Eligible costs

Applications can request support for costs associated with presenting live contemporary music events. This covers a range of expenses including:

- NSW musician fees – these must be based on the LPA Award rate of \$38.65 per hour or higher,
- temporary staging,
- equipment hire,
- crew and production wages,
- marketing and promotion.

Funding cannot be used for the following:

- Fees for musicians from interstate or overseas
- Purchase of instruments
- Venue operational costs such as existing management fees, rent and bar upkeep
- Renovations and the purchase of capital

Key dates

Category	Open	Closes	First eligible project start date
Contemporary Live Music Funding Program	31 January 2019	14 March 2019*	1 May 2019

**Note: Late applications cannot be accepted as the assessment process commences immediately after the deadline.*

Funding range

Up to \$40,000 for a one-off, series or an annual program of live music events.

How will a decision be made?

Applications will be assessed by an independent panel of peers experienced in live music presentation.

Peers will consider each application against the assessment criteria and make recommendations for the consideration of Minister. The funding consideration of the Minister will also be supported by sector context provided by Create NSW.

Assessment criteria

Applications will be assessed by a peer panel against the following criteria:

1. Artistic and Cultural Merit (Quality) which can be demonstrated as one or more of the following:

- high quality cultural outcomes
- contribution and relevance to artform, cultural diversity, cultural practice or location experience and expertise
- involvement of professional musicians

2. Engagement and Participation (Reach) which can be demonstrated as one or more of the following:

- strategies for increasing audience/participant numbers
- the project will be widely accessible and reach a large audience
- the project supports the diversity priority areas of youth, Aboriginal people, people from culturally and linguistically diverse backgrounds, and/or people with disability
- relevance to target audience/participants, geographic area or community
- support and commitment of partners and/or communities (*see recommended support material below*)
- maintenance, development or diversification of audiences and participants

3. Viability (Health) which can be demonstrated as one or more of the following:

- sound planning and effective use of resources
- achievable and realistic timelines and outcomes
- appropriate administration and management skills
- track record of, delivery on, and acquittal of Arts NSW/ Create NSW funding (if applicable).

4. Budget (Health) which can be demonstrated as one or more of the following:

- detailed, comprehensive and accurate budgeting
- income (cash and/or in-kind) from sources other than the NSW Government (this criterion is mandatory and must be demonstrated)
- value for money – realistic for scale and impact of activities
- appropriate use of requested public funds
- adequate provision for artist/creative fees (*see eligible costs page 2*)
- provision for insurance and other liabilities.

Recommended support material

- Confirmation letters or letters of support related to the program such as letters from partners, venues, key sector contacts or other funding agencies. These letters must be provided as one document.
- For proposals involving Aboriginal and Torres Strait Islander people, letters of support and confirmation of involvement from the relevant communities and/or organisations.

How to apply?

To apply, please complete and submit a Music Now funding application form available through the Create NSW website.

For assistance in making an application or clarification on Guidelines, please contact:

Lachlan Herd
(02) 8289 6437
Email: lachlan.herd@create.nsw.gov.au

OR

The Funding and Development team on
(02) 8289 6520
Email: arts.funding@create.nsw.gov.au