

AAA GRANTS

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MusicNSW and the City of Sydney are thrilled to present a new grants program for all ages events in Sydney. Designed to encourage venues, booking agents, musicians and artist managers to present more all ages shows, these small event grants will fund events in Inner Sydney from February - June 2017.

ABOUT THE GRANTS

MusicNSW's All Ages Gig Grants will provide funding of up to \$5000 for venues, promoters, collectives and organisations putting on all ages shows in the City of Sydney local government area between February and June 2017.

These grants have been developed to help build a thriving all ages music scene in Sydney. All ages shows are incredibly important as they allow young people the chance to explore their passion for live music in safe spaces, as well as being a valuable investment in future live music audiences.

The purpose of this funding program is to encourage music industry professionals to consider and explore the viability of all ages shows through partnerships, collaboration and audience development.

MusicNSW and City of Sydney support a diverse, inclusive and strong venue-based music industry in Sydney. Among other assessment criteria (see below), priority will be given to applications that demonstrate a commitment to diversity and inclusivity as well as a focus on utilising existing City of Sydney venues and businesses.

WHAT ARE THE GRANTS FOR?

The grants of up to \$5000 will cover artist fees / advertising / marketing / publicity costs, venue costs and production costs.

The grants cannot be used to supplement administration fees or wages for the applicant.

KEY DATES

Grants open: Monday 14 November, 2016
Grants close: Monday 16 January, 2017
Announcement of Successful Applicants: 30 January 2017





WHO IS ELIGIBLE TO APPLY?

Applications will be accepted from venues, promoters, collectives and organisations. To be eligible for the funding applicants must:

- present an all ages show between February - June 2017 within the City of Sydney Local Government Area
- be a resident of NSW for at least 12 months prior to the closing date
- demonstrate how they will ensure their event is strictly drug and alcohol free
- use the funds specifically for artist fees, marketing, publicity, venue hire and/or production costs (administrative fees or wages not included)
- the shows must be ticketed, but reasonably priced
- engage artists/bands performing original music (no cover bands)
- feature at least one NSW artist/band on the lineup
- appropriately remunerate the musicians and bands performing
- ensure the grant is successfully acquitted within 4 weeks of the event taking place
- report on specific KPIs outlined in the application process

ASSESSMENT:

Applications will be assessed against the following criteria:

- artistic merit / industry reception
- financial viability
- engagement of local artists and businesses (partnerships)
- diversity of project teams and line ups
- support of existing City of Sydney venues
- relevance and accessibility for young people
- quality of media and marketing strategy
- access to audiences

WHO ASSESSES THE APPLICATIONS?

A panel consisting of representatives from MusicNSW, City of Sydney and three representatives from the live music industry will assess the applications.

All applications will be assessed against the stated assessment criteria.

The assessment panel may request additional information from an applicant in order to make a determination.

All decisions will be final. Feedback will be given to unsuccessful applicants by request only.





HOW TO APPLY:

To apply for funding you need to complete and submit an application form which is available for download from musicnsw.com/funding. To apply you must be registered with an Australian Business Number (ABN).

Funding Applications should be submitted, with any support material, to ecollins@musicnsw.com by 5pm Monday 16 January. For questions or assistance email ecollins@musicnsw.com or call 02 9953 5279.

IN YOUR APPLICATION YOU MUST PROVIDE THE FOLLOWING:

- Full contact details
- A street and postal address
- Relevant career history information
- Full event description including as much relevant information as possible including featured artist, event team, venue details
- Marketing and publicity strategy
- Full project budget

