

MUSICNSW

INDENT EVENT DEVELOPMENT GRANTS PROGRAM

Indent, a project of MusicNSW and funded by Create NSW, is the peak youth network for all ages' entertainment in NSW.

The Indent Event Development Grants fund teams of young people who are interested in staging their own all ages, drug and alcohol-free music events. Each application is assessed against the following objectives:

- Young people are the driving force behind ideas
- The event(s) is meeting a need for more entertainment in the region
- The event(s) is supporting and promoting live music
- The event is realistic and well-planned

Outside of event funding Indent provides support, resources, advice and workshops for young people staging their own events or wanting to find out more about the contemporary music industry.

OPENING AND CLOSING DATES

OPENING DATE	CLOSING DATE	ANNOUNCEMENT
October 27, 2017	Dec 1, 2017	Early February 2018

Grants are for events running between 16 Feb 2018 – December 31 2018 only. Events outside of these dates will not be eligible for funding.

WHO IS ELIGIBLE TO APPLY FOR THIS FUNDING?

Indent event development grants are open to a group of *at least* five young people (aged 12-25) in partnership with a support organisation such as a local council or local youth service.

WHAT IS A SUPPORT ORGANISATION?

A support organisation is an organisation that can provide assistance to the event team in the process of staging events. Most often they take the form of the local council (youth officer) or a local youth service, but can include venues or touring/promotion companies – any organisation with an interest in staging community events for young people and a willingness to help mentor youth through those processes.

Support organisations should be in a position to “auspice” the grant (accept the money on behalf of the team and responsibly manage its allocation), provide staff assistance regularly or when needed, as well as other essentials such as administrative support, access to phones and printers, and an existing Public Liability Insurance plan that can be extended to cover the event team and events. Support organisations should show a commitment to developing the skills of young people in running all-ages entertainment.

Note: Any outstanding MusicNSW and Create NSW grants must be fully acquitted for applications to be considered.



Create NSW
Arts, Screen & Culture

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NSW Government through Create NSW

USE OF FUNDING

Event Development Grants are event grants. They can be used towards the costs of running events, providing events are:

- All ages music (music played by and accessible to any age)
- Drug and Alcohol Free
- Created by young people, with young people as the main target demographic
- Live music events (bands, solo artists, acoustic acts, electronic artists)

Event Development Grants can be used for costs related to running the events outlined in the successful application (ie: to supplement a salary). These include (but are not limited to): Venue hire, artist fees, production (hire), staging (hire), fencing (hire), promotion and marketing, administrative costs.

Event Development Grant funds CANNOT be used for costs that are not directly related to the staging of the events outlined in the grant application. Similarly, Event Development Grants cannot be used to purchase equipment for the support organisation to assist with the running of future events. For example, staging can be hired for the purpose of the funded event, but not purchased for the support organisation.

HOW TO APPLY

Applications can only be made through Create NSW's SmartyGrants portal. This link will be available through musicnsw.com/funding.

Please carefully read the checklist at the end of this document for more details on filling out your application.

Support organisations can auspice more than one Indent Event Development Grant, but applications must be for separate event teams and must show they are addressing separate regions and / or needs.

There are two grant levels that can be applied for:

Level 1 Event Development Grants up to \$2,500

For first time Indent teams, with smaller events targeted at a local level.

Level 2 Event Development Grants up to \$5,000

For Indent Teams that have previously run an event with a Level 1 grant, and can include multiple/larger scale events. To apply for a Level 2 Event Development Grant, you must:

- Have successfully applied for, run and acquitted a Level 1 Grant with no more than one year between each application
- Have at least two young people from original Level 1 Grant team involved in the Event Development application
- Must not be submitting another Indent Event Development Grant application in any category

*NB: ALL OUTSTANDING INDENT GRANTS MUST BE FULLY ACQUITTED FOR APPLICATIONS TO BE CONSIDERED.



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REQUIRED SUPPORT DOCUMENTS

At the end of the application you will be asked to provide additional support documents. These are:

- At least one and up to 3 letters of support for your application. These could be from the proposed venue, artists, support organisation, local council, local media or other proposed sponsors/partners.
- Any additional media or support documents referred to in your application. Any support documents should be clearly marked, attached in the online application and referred to at the relevant points in the application forms.

ADDRESSING THE SELECTION CRITERIA

Each application must meet the following Indent objectives:

- Young People are the driving force behind the idea, implementation and evaluation of the application
- There must be a minimum of 5 young people in each event team
- The event is meeting a need for more entertainment in the region
- The event is supporting and promoting live and original music
- The event is realistic and well-planned

* Please also see additional selection criteria specific for LEVEL 1 and LEVEL 2 Event Development Grants below.

LEVEL 1 EVENT DEVELOPMENT GRANTS

Suggested types of events:

Band nights, Band Competitions, Open Mic nights and Workshops (when coupled with some sort of performance) etc.

- The proposed event provides opportunities for young musicians and bands to perform
- The proposed event/s support live, and original music. No “cover bands”
- Realistic event concept, understanding of opportunities and threats surrounding event concept
- Shows clear understanding of available marketing platforms
- Identifies appropriate potential local partnerships that aid the development of the event/s concept
- Generates basic understanding of risks associated with proposed event/s and provides adequate risk strategies to ensure each event is drug and alcohol free
- Budget is realistic for event concept, is well researched and the income and expenditure items balance.

LEVEL 2 EVENT DEVELOPMENT GRANTS

Suggested types of events:

Youth stages at community festivals, all ages regional tours, events mentorship programs and workshops, music events that attract professional musicians.

- The proposed event provides opportunities for young musicians and bands to perform
- The proposed event/s promote live and original music



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- Realistic event concept and timeline, and comprehensive analysis of event environment
- Clearly identifies target audience and demonstrates appropriate use of tools in detailed marketing plan
- Demonstrates knowledge of strategic local partnership opportunities that will assist the sustainable development of the event team
- Provides a comprehensive risk management plan that reflects knowledge of risks associated with event management. Provides adequate risk strategies to ensure each event is drug and alcohol free.
- Budget is realistic for event concept, is well researched and income and expenditure items balance
- Applicant has strategically mapped out potential sponsors to encourage long-term relationships and demonstrates knowledge of sponsorship leverage and cash and in-kind types of sponsorship

ASSESSMENT OF APPLICATIONS

Following the application closing time, the Indent Assessment Panel will conduct assessments of all applications. The panel will consist of MusicNSW staff and music industry professionals.

- Applications MUST be filled out on the designated online application form
- Application forms should be filled out in full with attention paid to selection criteria
- Any supporting material should be clearly labeled and referenced at relevant points in the application form
- Should the Indent Assessment Panel require additional information from any applicant, a representative from MusicNSW may contact the primary contact to obtain the relevant information
- All decisions made by the Indent Assessment Panel are final. Once a decision has been handed down no further discussion will be entered into. However feedback on unsuccessful applications will happily be provided.

DISTRIBUTION OF GRANTS

Payment of grants will begin in February 2018. All successful applicants must provide a tax invoice from their support organisation for the grant amount (plus GST if organisation is registered for GST).

Bank account details for Electronic Funds Transfer must be supplied. If this is not suitable, payment by cheque can be arranged by contacting MusicNSW. Early payments can be organised for events happening prior to payment dates. This must be arranged with MusicNSW.

ACQUITTAL OF GRANTS

Grant acquittals must be completed by filling out the online acquittal form in the SmartyGrants Portal.

- Your event acquittal form must be completed in full with as much required information as possible
- Your event acquittal should be supplemented with support material from the event including but not limited to photos, promotional materials, media clippings, run sheets, and any other relevant information. You can upload this in the SmartyGrants Portal
- There should be one acquittal form filled out for each event staged
- Acquittal forms must be submitted within one month from the event date

If you require more information, need some help or advice, or are having trouble with the online application, please don't hesitate to get in touch with MusicNSW staff. We'd be more than happy to assist you with your application.

APPLICATION CHECKLIST

Here is a list of things you'll need to complete your application form:

- A confirmed support organisation to help manage the grant
- A team of at least 5 young people to work on the delivery of the event
- A clear and concise concept for your event
- At least one support Letter (no more than 3)
- A marketing plan
- A risk assessment plan
- Proposed bands / artists / performers for your event
- Proposed venue/s for your event/s

TIPS FOR WRITING GREAT GRANT APPLICATIONS

Here are a few tips for ensuring your grant application is as strong as possible:

- Always read the grant criteria and make sure what you're pitching fits the criteria!
- Make sure you have a clear concept of what it is you're proposing
- The more research you include, the stronger your application. For example, if you say you want to hold an event at a specific venue, make sure you know the capacity of the venue, let us know that you've spoken with the venue and they're on board, tell us why you think the venue is appropriate for your event – these things all help convince the Assessment Panel that you know what you're doing! Same goes for proposed artists, sponsors, media plan. The more relevant research you include, the stronger your application.
- **MOST IMPORTANTLY** If you're not sure about any section of the grant, call MusicNSW for advice. We are happy to advise you and help you through your application. Call us on 02 9953 5279.