

CONTEMPORARY AND LIVE MUSIC DEVELOPMENT  
CATEGORY 2: MUSIC TOURING

**How to Apply** Guidelines and Application Forms

Closing Dates  
5 September 2011  
for projects starting on or after 1 December 2011

7 November 2011  
for projects starting on or after 1 February 2012

12 March 2012  
for projects starting on or after 1 July 2012

Please note: it takes approximately 12 weeks from  
the closing date until funding results are available.

## Contemporary and Live Music Development

### Grant writing tips for applicants

July 2011

Here are some general tips for applying to the Contemporary and Live Music Development funding program. This information applies to all categories. Please read through them carefully, and if you have any further enquiries contact program staff.

1. The Contemporary and Live Music Development funding program is extremely competitive. To give your application the best chances at success, please be sure to read through the guidelines carefully. The guidelines aim to help you fill in the application forms correctly and provide information about what you can apply for.
2. The program accepts submissions from artists of all genres and at all different career stages
3. Address the assessment criteria directly published in the guidelines. This is the criteria that the peer assessment panel use to review your application against.
4. You can apply for multiple streams within the Career Building category, however, the more you apply for the more detail you need to provide.
5. Make sure the funded activity takes place within the relevant dates for all categories. This can sometimes be confusing when you have an existing or ongoing project. It's essential that the element of your project you are seeking funding for must take place after the date indicated on the front of the application form.
6. Providing 'details' of your project does not necessarily mean more words. Being clear and concise will improve your chances of receiving funding. Directly address the questions "what", "why", "how", "who" when" and "where".
7. For *Touring* projects; we ask that you have a minimum of two (2) confirmed performances, however the more confirmed activity you have the stronger your application will be.
8. Before you submit your application, double check that you have nominated a specific amount requested from Arts Victoria in the far right hand corner of your budget
9. Make sure that you have included all **relevant** support material.
10. For Career Building grants; your demo should accurately convey your ideas and back up your project strategy- it doesn't have to be the world's best recording!

While applying for a grant can be somewhat daunting, it does provide you with the opportunity to define your project strategy, research a realistic budget, and decide whether the activity fits within the funding program's guidelines.

Try not to be discouraged if you aren't successful at receiving funding the first time you apply. Many of our successful applicants have applied multiple times before they receive funding.

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Section 1 – Contact Information

If you are an:

- Individual applying, complete **Part A**
- Organisation applying, complete **Part B**
- Auspice applying for an individual, complete **Parts A & C**
- Auspice applying for an organisation, complete **Parts B & C**

To be eligible to apply as an Individual or Organisation, you must be able to provide an ABN. The holder of the ABN will be responsible for managing and acquitting the grant, including the financial reconciliation. If you don't have an ABN, you will need to apply through an Auspice.

If your application relates to a band or ensemble, an Individual ('sole trader') may apply using their own ABN. If the band or ensemble is registered with its own ABN, you may apply as an Organisation and choose one person to be the main contact.

If you are applying through an Auspice, the Auspice will provide its ABN and manage the grant, but you need to provide your own contact details as well.

**Important:** some sections of this form use **input fields** – the **grey boxes** you type your answers into. The input fields will expand as you type in your answers.

Sections that contain input fields use Word's 'Protect Document' feature. You won't be able to click outside the grey boxes in those sections.

Protection is **not used** in tables (eg budget form) or where longer free-text answers are required.

PART A – INDIVIDUAL DETAILS

Salutation

First name **The first name of the contact person for this application**

Last name **The surname of the contact person for this application**

Street address **The address of the contact person, this must be the ABN holder and the person in charge of managing the project, and the funds if this application is successful unless an Auspice is being used.**

Postal address (if different) **Correspondence will be sent to this address, if different from the above.**

Business phone	<b>Best number to reach the contact person</b>	Home phone	<b>After hours number</b>
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Mobile **Alternative number if none of the above apply- or the best number in place of the above.**

Email **For email correspondence regarding the application**

Website **i.e Band website**

Trading name **Trading name attached to the ABN- see glossary. If in doubt contact program staff.**

ABN **The ABN holder is responsible for managing and acquitting the grant. You must have an ABN to apply. If you're unsure contact program staff.**

Are you GST registered?  Yes  No

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PART B – ORGANISATION DETAILS

Full name of Organisation **This may not apply to you. If you unsure of your legal status or whether this section is relevant to you, contact program staff.**

Street address

Postal address (if different)

Website

**Contact person's details**

Salutation

First name

Last name

Position

Email

Business phone

Mobile

**Organisation's details**

Trading name

ABN / ACN

Legal status of organisation

Is the organisation GST registered?  Yes  No

In what year was the organisation formed?

Under its articles or constitution, is the organisation a not-for-profit body?  Yes  No

**Key personnel**

**Name** (salutation, first, last)

**Position** (if equivalent)

Artistic Director  
or equivalent

General Manager  
or equivalent

Chair  
or equivalent

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PART C – AUSPICE DETAILS

Full name of Organisation

**If you do not have an ABN, you may use an Auspice organisation to manage your project. Include their details here. Please refer to the glossary of terms for definition of an Auspice. If you are still unsure, contact program staff**

Street address

Postal address (if different)

Website

**Contact person's details**

Salutation

First name

Last name

Position

Email

Business phone

Mobile

**Organisation's details**

Trading name

ABN / ACN

Legal status of organisation

Is the organisation  
GST registered?  Yes  No

In what year was the  
organisation formed?

Under its articles or constitution, is the organisation a not-for-profit body?  Yes  No

**Key personnel**

**Name** (salutation, first, last)

**Position** (if equivalent)

Artistic Director  
or equivalent

General Manager  
or equivalent

Chair  
or equivalent

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Section 2 – Application Summary

**Applicant details**

Applicant name **Your name(contact persons name)**

Auspice body (if applicable): **Auspice name applying on your behalf**

Stream (please tick all relevant – you may apply across both streams, please note the more funding you ask for the more detail you need to provide.)

Recording  Product Presentation

**Project details**

Project title  
(this will be used on all correspondence. Please keep it to 60 characters or less.)

*For example:* **The Whatever's National Tour**

**Genre** (please tick): *If your music is across a number of genres, just tick the most appropriate genre*

Classical  Funk/Soul  Punk

Country  Heavy Rock  Roots and Blues

Dance/Electronic  Hip Hop  World Music

Experimental / Sound Art  Jazz

Folk  Pop/Rock/Alternative

Other (please specify):

**Project Summary**

Provide a brief overview of your project. Maximum 200 words.

**This is your elevator pitch about your project so keep it concise. You should introduce the concepts and plans that you will discuss in detail later in the application.**

**Ask yourself what is my project, where is it taking place, why am I undertaking this project and what are the intended outcomes?**

**Keep to the word limit- you can expand on this statement later.**

**Grant requested: \$ The amount you are asking for from Arts Victoria**

Total project expenditure: \$ **The total cost of your project, including Arts Victoria contribution**

Project start date: **Check the front of the application. Start date and end date needs to be within the eligible date frame**

Project end date:

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#### Section 3 - Budget

You must include a budget with your application, using the **template on the next page**. If there is not enough space provided on the template you must use it to summarise your budget and provide a more detailed budget on separate sheets.

#### Co-funding

Your budget should include income from sources other than Arts Victoria. You need to show whether funding from other sources is confirmed (Con) or not confirmed (NC).

If your budget includes income that is not confirmed (NC), (for example, an application to another funding body) you will need to update us with the results as they become available. If an application to another funding body is unsuccessful, or other income becomes unavailable, you will need to submit a revised budget.

#### GST

If you **are** registered for GST you **must not** include GST in your income and expenditure figures. If you **are not** registered for GST you **must** include GST in your expenditure.

#### Budget template explained

All income and expenditure related to the project needs to appear in the Budget. When you have completed the budget the **Total Income** and **Total Expenditure** must **balance**.

Expenditure totalling the Arts Victoria grant request must be noted in the **\$AV** column.

#### Definition of terms (headings used in the Budget template):

##### Income

- **Earned income:** box office, merchandise, membership, entry fees, CD/DVD sales, artwork sales
- **Applicant's and others' contributions:** applicant's cash contributions, sponsorship, donations, fundraising, philanthropic
- **Government grants:** grants from local, state and federal Government

##### Expenditure

- **Project / production costs:** development, production and/or recording costs, studio/venue hire, installation, materials, CD/DVD manufacture, accommodation, travel, freight, project management
- **Marketing & promotion:** publicity, advertising, printing and design, website development, digital and social media tools, programs, distribution, flyers
- **Administration:** office costs, overheads, insurance
- **Salaries, fees, on-costs:** artists salaries (list each artist separately), other salaries, contracts, superannuation, living allowances/per diems

##### In-kind

In-kind items – ie non-cash income and support – can be included in your budget but must **only** appear under the 'In-kind' heading. Items must be accounted for in **both** the Income and the Expenditure columns – an identical entry must appear in each column.

If you have an item of expenditure (eg venue hire) that is covered through income of both in-kind and cash, you must show each expenditure amount as a separate item. The cash component must appear under the appropriate heading (eg Project / production costs) and the in-kind component will need to appear in **both** the Income in-kind and Expenditure in-kind columns.



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Section 4 – Quotes

You must provide quotes for any activity in this application that you are seeking funding for. This applies to **all applicants**.

Section 5 – Itinerary

This section needs to be completed by **Touring Projects** applicants. Professional Travel applicants go to Section 7. Add more lines if you need to.

	Date from	Date to	Town	Presenting Organisation	Venue Name	No. of Shows	Confirmed (Yes/No)	Pencil Dates (Yes/No)	Contract Fee/Box Office	Venue Capacity	Projected Attendance
1	Minimum of 3, but you may have many more than this penciled in.			This could typically be a booking agent			You must have a minimum of two confirmed shows. The more shows confirmed, the stronger your application	If the show is not confirmed, do you have the date on hold for you. Be sure to include support material that reinforces this.	\$ Guarantees or realistic estimated box office		Be realistic about the projected amount of people who will come along to your shows. Wherever possible, back this up with supporting documents
2									\$		
3									\$		
									\$		
									\$		
									\$		
<b>TOTALS</b>									\$		

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Section 6 – Touring Projects

To be completed by all **Touring Projects** applicants. Professional Travel applicants go to Section 7.

<p><b>1) Tell us about your tour and what you hope to achieve through this activity.</b> (Max 300 words)</p> <p><b>Be specific about what you are hoping to achieve with this particular touring activity, not the benefits of touring in general. What will this tour do to promote a release, help you get to the next stage in your career as a performer, set you up for your next project , etc.</b></p>
<p><b>2) Provide a list of previous performances in the last two years.</b> Please attach an additional page if you require more space.</p> <p><b>Give us the highlights, the gigs that best represent where you are up to in your live performance career in the last two years. Your answer to this question demonstrates that you have a professional performance history and that this particular project is appropriate at this stage in your career.</b></p>
<p><b>3) For the touring activity you seek funding, provide details of the headline act, support act(s), and booking agent if relevant.</b> (Max 200 words)</p> <p><b>Who is involved in this tour? If you are the headline act, you should provide more information about your show. Are you taking a Victorian band on tour or are you selecting supports from the different states? Tell us about why you've chosen them, or will approach them. Are you supporting a bigger name act? Tell us how they align with your act. Likewise for booking agents - why are you working with them and what are they going to do for/with you? (It's a good idea to add a confirmation letter or support letter in your support material to show their involvement.)</b></p>

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**4) List any partnerships involved with this touring activity which may include presenters, media or private sector organisations that may be sponsoring or supporting the tour.**  
(Max 200 words)

**These details tell us a little more about the planning and support for your project. If you have a promoter, explain who is providing support for the organization of the tour. If you have a product sponsorship deal that directly relates to the tour, talk about how you will leverage that support in this section. Likewise if you have sponsorship or other supplementary activity from/ involving media partners such as radio, street press, etc.**

**Avoid broad statements such as “booking ads”. This is your opportunity to highlight any comprehensive support, sponsorship, campaign or activity that directly relates to the tour and complements or adds value to your project.**

**5) How will the tour be promoted? Provide details of the tour’s advertising, publicity and promotional strategies.**

Supply specific details rather than statements such as “interviews and street press ads”.  
(Max 450 words)

**It is extremely important that you address this criteria. Outline what you will do to get the word out there about this tour and build anticipation with audiences. How are you getting people through the door on this tour?**

**Please be specific and show us a strategy behind your promotional plans. If you are using a publicist then tell us what they will do to help you promote the tour. If you are advertising, tell us where and why, if you are doing anything out of the ordinary as part of your promotional campaign, then outline this activity also.**

**6) What other activities will support this tour plan? eg CD release or online activity etc.**  
(Max 200 words)

**Here you should talk about anything else you haven’t covered in the above questions. What social networking campaigns will you do as part of this activity? What else are you doing to support the tour? How are you actively using this tour to expand your fan base? Is this tour in support of a release? Is there anything else that you haven’t had to chance to talk about that will support the tour? This can be simple or as open as you wish- just make sure you give us details and a rationale behind whatever these activities are, and be realistic about what you hope to achieve with them.**

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**7) What are your future tour plans and how will you build on the outcomes of this tour to expand your audience?**  
 (Max 350 words)

**In this section, tell us how you will capitalize on this activity in the future. Tell us how it ties in with your next planned activity, and include any give details regarding how you will follow up on the outcomes of tour to expand your audience. Again, be realistic and give concise details.**

Section 7 – Professional Travel

To be completed by **Professional Travel** applicants. If your application only relates to Touring Projects, proceed to Section 8.

Professional Travel applicants must complete Section 3 – Budget

**1) List the dates, location and activities you have planned as part of your Professional Travel.**

Date	Location	Activity
		Be specific about what you are planning to do, when and where.
		Wherever possible get confirmation emails or letters.

**2) Please outline (a) the purpose of your travel, (b) the potential outcomes and long-term benefits and (c) how you will evaluate this activity.**  
 (Max 500 words)

**You need to explain in detail what you are seeking funding towards and how this activity will give you real outcomes in your professional development.**

**Activities could include a reconnaissance trip to a national or international music conference or festival with your manager, in advance of the band applying to showcase the following year, it could be a master class with a premiere flautist, or attendance at a songwriting conference, etc.**

**The activity should have a real impact on your long-term career goals. Read through the guidelines carefully regarding this stream, and if you are unsure contact Program staff to talk through your proposed activity.**

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Section 8 – Support Material

**Important:** all material must be clearly marked with your name and project title. While all due care will be taken, Arts Victoria takes no responsibility for damage or loss that may occur to support material. Do not send original material. Do not send band photos, lyrics or manuscripts.

Support material will **not** be returned.

Type (may include the following)	Title/description (if applicable)
Curriculum Vitae/ Biography	i.e band bio, booking agent CV
Media Portfolio (maximum of 3 press or video references)	i.e album or gig reviews.
CD/CD-ROM/ DVD x 5 ( <b>mandatory for all applicants</b> )	
Web site	Band website or myspace page
Web links to relevant media exposure	i.e. online media reviews
Confirmation Letters (if required)	
Letters of support (maximum of 3)	
<b>List of previous performances for the last two years. Performance highlights only, one page (max)</b>	
Other	

**Remember to sign the following Declaration.**

Section 9 – Declaration

I have read the program guidelines, eligibility and evaluation criteria and certify that to the best of my knowledge the information provided in this application is true. I have provided a completed application form, budget, written proposal and appropriate support material.

Signature of the contact person who is responsible for the distribution of funds if you are successful **Don't forget to sign this before sending the application off.** Date: / /

Name (Please print)