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Live Music Festivals Fund (Round 2)

Ensuring Victoria's Music Festivals Thrive

Delivered by Music Victoria, on behalf of the Victorian Government through the Community Support Fund and Creative Victoria.

The LIVE MUSIC FESTIVALS FUND (LMFF) is an investment by the State of Victoria to support the economic sustainability of Victoria's world famous contemporary music festivals sector.

In 2025, the LMFF will focus on a key activity area of Victoria, the small to medium festival sector. In this round, we define these festivals as 1000+ attendees and continue to ensure a minimum of 25% of the funding is for activity in regional Victoria.

LMFF is a grant program designed to support the economic sustainability of ticketed contemporary music festivals in the state of Victoria:

- with a capacity of 1,000+ attendees
- run by experienced and established Victorian festival organisers with a proven track record

By supporting experienced festival organisers to continue to present live music events across Victoria, the LMFF will:

- contribute to the viability of the supported festivals
- provide opportunities for artists to earn income and connect with audiences
- provide work for skilled creative and event workers from across the sector supply chain

Key Information

Applications open: 10am, Tuesday 25 February 2025 (AEST)

Applications close: 2pm, Tuesday 25 March 2025 (AEST)

Outcome notification: By June 2025

Eligible festival dates: Between 1 July 2025 and 30 June 2026.

Grant amount: \$50,000 max per application, per round.

Enquiries: festivals@musicvictoria.com.au

Festival Name

Entity name

As per the Australian Business Register

Trading name (optional)

If different to entity name.

ABN

ABN must be registered in Victoria and held at 31 March 2025.

Are you registered for GST?

Yes

No

Entity street number and name

Entity suburb

Entity postcode

Contact person name

Preferred pronouns (optional)

Contact email

Contact number

Festival Site Address

Please be as specific as possible, including nearest road/street

Festival site suburb

Festival site post code

Traditional Owners of the Land on which the festival is held (optional)

e.g the Wurundjeri Woi-Wurrung people.

Is your festival regionally based?

Yes

No

Regional Victoria is defined here: <https://www.rdv.vic.gov.au/victorias-regions>

Festival start date

Festival must take place between 1 July 2025 and 30 September 2026. Please provide the proposed date of the festival if it's a one-day only event, or the start date if it's a multi-day festival.

Festival end date (optional)

The proposed end date of the festival if it's a multi-day event

Planned capacity

Must be a minimum of 1,000 in person attendees.

Brief history of the festival or the idea behind the festival

300 words

Please include details of TWO prior festivals (or major event over 1000 capacity that you have run in the past 5 years).

Assessment Criteria: Concept

The festival has a strong commitment to live music and the local Victorian music community, furthering Victoria's live music reputation.

Proof of prior festival #1

(or a major event over 1000 capacity that you have run in the past 5 years).

Documentation may include e.g. website, links to media coverage.

Please note that links to cloud storage such as Dropbox, Google Drive or OneDrive cannot be accepted.

If you are proposing a new event, please provide proof of a prior festival or major event (over 1000 capacity) you have run.

Proof of prior festival #2

(or a 2nd major event over 1000 capacity that you have run in the past 5 years).

Documentation may include e.g. website, links to media coverage.

Please note that links to cloud storage such as Dropbox, Google Drive or OneDrive cannot be accepted.

If you are proposing a new event, please provide proof of a second prior festival or major event (over 1000 capacity) that you have run, that was referenced in the above question.

Profit and Loss Statement from prior festival #1
(or a major event over 1000 capacity that you have run in the past 5 years).



If you are proposing a new event, please provide a Profit and Loss Statement from the prior festival or major event (over 1000 cap) you have run, that was referenced in the above questions.

Profit and Loss Statement from prior festival #2
(or a 2nd major event over 1000 capacity that you have run in the past 5 years).



If you are proposing a new event, please provide a Profit and Loss Statement from the second prior festival or major event (over 1000 capacity) you have run, that was referenced in the above questions.

Full festival budget 2025/2026 event



Please include:

- Breakdown of artists' fees
- Assumptions made regarding ticketing/income projections
- Details of sponsorships/partnerships and if they are confirmed

Grant funds should NOT be included in the budget and the bottom line does not need to be zero

Please attach appropriate permits and licenses (from past events, or future events if they are already confirmed).



For further information regarding required permits and licences, please see Business Victoria's Event Planner Guide:
<https://eventplanner.business.vic.gov.au/efp/home>.

Please note that further information and proof of permits/licenses may be requested.

If you have multiple permits and licences you wish to submit, please merge into ONE FILE to upload.

Production Plan (optional)



Please provide a detailed production plan outlining key operational aspects of the festival.

Bios of key operational personnel



Please include the biographies for key personnel (including but not limited to, Festival Director, Artistic Director, Head of Operations).

I confirm that we have, or will obtain the appropriate OneMusic Licence for the event seeking funding support.

I confirm that the business/organisation has or will organise in advance the appropriate insurance coverage to proceed with the festival.

I confirm that the business/organisation has the applicable rights (now or will secure them) to deliver the festival.

I confirm that the business/organisation will adhere to protocols for using First Nations Cultural and Intellectual Property in the Arts.

For further information regarding protocols for using First Nations Cultural and Intellectual Property in the Arts, please see here:
<https://creative.gov.au/investment-and-development/protocols-and-resources/protocols-for-using-first-nations-cultural-and-intellectual-property-in-the-arts/>

What initiatives will you implement to reduce the environmental impact of your festival (e.g., waste reduction, energy efficiency, carbon offsets)? 200 words

Related Assessment Criteria

Quality: The sound system, festival set-up, delivery team, and overall audience experience is of high quality, including efforts towards environmental sustainability and accessibility.

Sustainability Action Plan (optional)



Please upload your supporting documentation.

How will your festival ensure access and inclusion for people with disabilities? 200 words

Related Assessment Criteria

Quality: The sound system, festival set-up, delivery team, and overall audience experience is of high quality, including efforts towards environmental sustainability and accessibility.

Disability Inclusion and Access Plan (optional)



Please upload your supporting documentation

How does your festival ensure clear communication and engagement with your audience? 200 words

Related Assessment Criteria

Execution: The festival communicates and engages clearly with its audience, delivers great music, in a safe and inclusive environment for musicians, patrons and staff.

Please share your marketing and communications plans (past and/or current).



Please upload your supporting documentation.

Please share your risk management plans (past and/or current).



Related Assessment Criteria

Execution: The festival communicates and engages clearly with its audience, delivers great music, in a safe and inclusive environment for musicians, patrons and staff.

Provide a preliminary line-up or examples of proposed artists/acts 200 words

Related Assessment Criteria

Line-Up: The festival predominantly showcases original live music and books acts in a way that fosters diversity and inclusivity.

How will your festival promote diversity and inclusivity through artist/act selection?

200 words

Related Assessment Criteria

Line-Up: The festival predominantly showcases original live music and books acts in a way that fosters diversity and inclusivity.

Does your proposed festival program feature the following as performers or paid participants?

Please tick the appropriate boxes if YES.

- First People
- Children aged 0-11
- Culturally and linguistically diverse (CALD)
- Seniors (60+)
- LGBTIQA+
- Women
- Deaf and/or disabled
- Regional communities

The term First Peoples is used to refer to Traditional Owners of Victoria and all other Aboriginal and Torres Strait Islander peoples who reside in this state.

The acronym CALD is inclusive of people from culturally and linguistically diverse backgrounds, including but not limited to people born overseas, people with one or both parents born overseas and people who speak a language other than English at home.

The term Deaf and/or Disabled people may be used. A lived experience of disability can be visible or invisible, including physical, sensory, cognitive, intellectual, developmental, mental illness and/or neurodiversity. We recognise and support the right of the Deaf community to label their experience as one of cultural and linguistic difference. We recognise the diversity within the Deaf and Disabled communities and that the terminology and language used is evolving.

The term Regional refers to the 48 Victorian local government areas classified as regional by the Victorian State Government. You can find the list of these local government areas [here](#).

Provide details of your standard payment practices for musicians.

200 words

Related Assessment Criteria

Musician Focus: The festival treats musicians with respect, offering fair splits and/or guarantees (i.e. artist can make a profit).

How does your festival address the needs and well-being of creative workers?

200 words

Related Assessment Criteria:

Musician Focus: The festival treats musicians with respect, offering fair splits and/or guarantees (ie artist can make a profit).

I confirm that all artists/musicians/acts/bands engaged for the funded festival will be paid at least \$250 per performer.

In very specific circumstances an exemption may be sought directly from Music Victoria, eg. performers without an ABN and engaging via a hobby form or for large scale community music. Please contact festivals@musicvictoria.com.au if you think you will require an exemption.

Amount of funding requested?

Max \$47,000.

Would you like to apply for access funding?

Yes

No

Up to \$3,000 of additional support is available per application to increase the accessibility of the festival.

Amount of access funding requested? (optional)

Max \$3,000.

What will this access funding enable? (optional)

150 words

Access funding could be used for (as an example only):

- Braille in labelling, marketing, signage at venue, etc.
- Auslan Interpreters
- Haptic Vests
- Captioning services (open/closed)
- Support programs like Bandmates Victoria - Inclusive Arts Network
- Disability concession pricing or subsidised ticket prices
- Disability liaison person - for meeting and/or engaging with Deaf and/or Disabled people to be responsive to their access needs
- Guide dog access
- Hiring access aids/equipment
- Plain English marketing material - short, simple sentences with pictures
- Setting up a quiet or sensory space or session - to avoid sensory overload or provide sensory input to meet a sensory or mental health need
- Staff and volunteer training e.g., disability awareness, communication, etc
- Updating website and booking system to a more accessible user interface

Website (optional)

If you have one, please provide it

Twitter handle (optional)

If you have one, please provide it in camel case eg @MusicMarket (as opposed to @musicmarket)

Instagram handle (optional)

If you have one, please provide it in camel case eg @MusicMarket (as opposed to @musicmarket)

TikTok handle (optional)

If you have one, please provide it

Facebook url (optional)

If you have one, please provide it eg <https://www.facebook.com/MusicVictoria>

Eligibility

Please confirm that you have read the eligibility criteria and understand definitions as outlined in the grant guidelines (on TAB 1/Start here).

I acknowledge that I have read and understand the eligibility criteria as outlined in the grant guidelines.

Application Outcome

Both successful and unsuccessful applications will be notified in writing, following a decision by the Minister.

To provide transparency and accountability for the use of public resources, and to help promote Victoria's creative sector, Creative Victoria will publish information identifying the successful grant recipients and the grants they have received. This information may be provided in advance to the Minister for the Creative Industries and other local Victorian government MPs.

If you are successful, you will need to:

- enter into a funding agreement with Music Victoria
- publicly acknowledge the support of Music Victoria and the Victorian Government. We will supply specific logos and text.
- discuss with Music Victoria any substantial changes to the festival or event as set out in the original application that has been approved for funding
- report progress at negotiated intervals
- acquit your grant by sending a written report on the outcomes of your funded festival. This occurs within 30 days of the end of the festival.

We will release funds in line with the funding agreement obligations.

I acknowledge that I have read, understand, and agree to the above application outcome.

Authorisations

This application will be shared with:

- external independent assessors
- the Music Victoria board and staff, and
- the Department of Jobs, Skills, Industry and Regions (Creative Victoria)

for the purpose of assessing and recommending, and the Minister for Creative Industries for final grant approval.

If successful, the applicant will need to complete an acquittal which will be shared with:

- the Music Victoria board and staff, and
- the Department of Jobs, Skills, Industry and Regions (Creative Victoria) and
- the Minister for Creative Industries

for the purpose of program evaluation and reporting.

Our privacy policy is available [here](#)

Music Victoria

Please confirm if you wish to sign up for the following

Please sign me up as a FREE member of Music Victoria (optional)

Find out more: www.musicvictoriamembers.com.au