

## LIVE MUSIC FESTIVALS FUND

### Ensuring Victoria's Music Festivals Thrive

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

### FREQUENTLY ASKED QUESTIONS:

#### Who can apply?

Experienced organisers of Victorian contemporary live music festivals with capacity 1000+

#### What size/capacity festivals are eligible?

1000+ in person attendees

#### When does the festival have to take place?

Between 1 July 2025 and 30 June 2026.

#### Where do I apply?

<https://musicvictoria.awardsplatform.com/>

#### How much funding is available?

\$50,000 max per application, per round.

#### Is my event considered a "Festival"?

For the purpose of this funding round, we consider a "Festival" an event that has the following characteristics:

- is able to be attended by members of the public
- is planned and announced to be delivered on a specific date/s
- is delivered in a single-day or over multiple consecutive days
- is intended for a live, in-person audience
- is held indoor or outdoor, potentially across multiple stages or in multiple venues
- is primarily focused on live, original contemporary music as the central form of entertainment
- features more than six musical artists/bands/acts, providing them with performance opportunities
- is intended to be recurring (e.g. annual or biennial) and ensures this by building a long-term community support and audience engagement strategies

For comparison, we are not looking to support one off or standalone events that:

- may or may not feature live, original music as a central component
- typically involves a single performance or a limited number of acts
- is not planned as part of a recurring series
- often serves a specific short-term goal, such as private celebrations, competitions, prizes, eisteddfods, awards or similar

### **If I meet the eligibility criteria, am I guaranteed funding?**

No. Demand for funding is high, and this will be an extremely competitive program to enter. Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding. Nor should applicants assume that if they are successful once, they will be successful again in the future.

### **Can I apply twice for two different festivals I run?**

Yes.

### **Can Local Councils apply?**

No.

**Do you accept auspiced applications?**

No.

**What if I received money from the State Government?**

Applicants who have already received State Government funding for a festival may apply, provided the same costs are not being covered by multiple funding sources.

**Can I apply for a new Festival?**

New festivals may apply, but only if run by experienced operators (more than 5 years demonstrated experience delivering live music festivals or events). The program is designed to support experienced organisers who can demonstrate a track record of successful festival delivery. The “track record of festival delivery” does not need to apply to the exact same festival that is applying for funding. Applicants can demonstrate their experience in delivering similar live music festivals or events in the past 5 years

**How do you choose who is successful?**

Eligible applications will be assessed against the Program Objectives and Assessment Criteria.

**What can I spend the funding on?**

Up to \$47,000 can be spent on Artists, Production, Marketing, Operations and Travel.

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

## What can I spend the access money on?

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.

## When do applications open?

10am, Tuesday 25 February 2025 (AEST).

## When do applications close?

2pm, Tuesday 25 March 2025 (AEST).

## When do I find out if I was successful?

From June 2025, following a decision by the Minister for Creative Industries.

### **If I am successful, when will I be paid?**

You will receive a funding agreement if your application is successful.

We aim to finalise agreements with successful organisations within 30 days of notification.

We anticipate that 80% will be paid on signing of the agreement, with the remaining 20% paid once all acquittal reporting is successfully completed.

### **Where do I go for more information?**

<https://musicvictoria.awardsplatform.com/>

### **Enquiries?**

[festivals@musicvictoria.com.au](mailto:festivals@musicvictoria.com.au)

### **Do all musicians need to be paid \$250?**

Yes – all those artists performing at the funded festival must be paid the \$250 minimum per person.

### **Can Electronic Dance Music (EDM) Festivals apply?**

Yes – to us “contemporary live music” means musicians currently creating new musical works of any genre, with a clear intention and strategy to connect with audiences as such, “Electronic dance music” or “EDM” is included.

### **Can I pay DJ's with the funding?**

Yes – we consider them in the funding as they are a live performer/s who showcases artistic skill and creativity through track selection and mixing,

and may include original compositions, remixes and productions within a curated set/s.

### **Are free to enter festivals eligible?**

No. It must be a ticketed event, with a ticket price greater than \$0 and a sound revenue generating model.

### **What supporting material do I provide with my application?**

Required links in the application include:

- Proof of prior festival #1 – e.g. website or media coverage
- Proof of prior festival #2 – e.g. website or media coverage

Links to cloud storage such as Dropbox, Google Drive cannot be accepted.

Required attachments (to be uploaded as word documents or PDFs) include:

- Profit and Loss Statement from prior festival #1
- Profit and Loss Statement from prior festival #2
- Risk Management Plan
- Appropriate Permits and Licenses (as available at time of application).
- Bios of key operational personnel
- Budget for proposed 2024/2025 festival

Optional supporting documentation include:

- Production Plan
- Sustainability Action Plan
- Disability Inclusion and Access Plan
- Marketing and Communications Plan

**I want to make my festival/organisation more accessible, but I don't know where to start?**

Access costs vary depending on the project and services required. Please get in touch with an Access Consultant. An Inclusive Practice Guide and a list of organisations in Victoria offering support to Deaf and Disabled people can be found on Arts Access Victoria's website.

<https://www.artsaccess.com.au/resource/useful-links-arts-and-disability>

**How will you support a fair distribution of funds and ensure festivals by, for or with people from a diverse range of backgrounds and genres are supported?**

We acknowledge that in getting funding right, we need to make sure there is diversity in the process from inception to delivery.

Music Victoria works with external industry representatives to ensure there is diverse representation on assessment panels for this program.

First Peoples applicants, First Peoples businesses or organisations, or programs with engage with First Nations communities, will be reviewed by First Peoples. Deaf and Disabled applicants, businesses or organisations or programs with engage with Deaf and Disabled communities will be reviewed by assessors with lived experience of deafness and disability.

We will also be reaching out to a broad range of organisations to promote the program and to encourage applicants from diverse backgrounds including applicants who are First Peoples, Deaf and Disabled, women, LGBTQIA+ and from culturally and linguistically diverse communities.