

LIVE MUSIC FESTIVALS FUND 2025

Ensuring Victoria's Music Festivals Thrive

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

GRANT GUIDELINES 2025

ROUND TWO (2)

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PROGRAM OVERVIEW AND OBJECTIVES

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 festival sector.

In 2025, the LMFF will focus on a key activity area of Victoria: the small-to-medium festival sector. In this round, these festivals are defined as those with 1000+ attendees, continuing to ensure a minimum of 25% of the funding is for activity in regional Victoria.

The LIVE MUSIC FESTIVALS FUND aims to

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

This grant program is guided by the Victorian Government's [Creative State 2025](#) strategy and the principles it contains:

- **First Peoples first** – place First Peoples knowledge, practice, protocols and cultural authority front-and-centre, forging strong and enduring partnerships with First Peoples creative communities.
- **For every Victorian** – regardless of cultural background, age, gender identity, income or ability, every Victorian can take up their right to participation in the cultural and creative life of the state.

- **Whole of state** – people in remote, regional, and outer-metropolitan areas have improved and more equitable access to cultural experiences, creative expression and creative careers.
- **Health and wellbeing** – foster healthy, safe and respectful working environments.
- **Environmental impact** – the creative industries reduce environmental impact in everything they make, share, present, tour and consume.

These guidelines have been developed through collaboration between Music Victoria and Creative Victoria.

KEY INFORMATION

Application form:	musicvictoria.awardsplatform.com
Applications open:	10am, Tuesday 25 February 2025 (AEST)
Applications close:	2pm, Tuesday 25 March 2025 (AEST)
Outcome notification:	June 2025 (tbc)
Eligible festival dates:	Between 1 July 2025 and 30 June 2026.
Grant amount:	\$50,000 max per festival, per round.
Enquiries:	festivals@musicvictoria.com.au

WHO CAN APPLY?

To apply you must be an experienced organiser of ticketed contemporary live music festivals which:

- are located in Victoria and hold an Australian Business Number (ABN) registered in Victoria (and held that ABN at 31 March 2025)
- may include promoters, Not for Profit (NFP) organisations, artists/bands, or other music industry businesses and organisations
- can demonstrate delivery of at least two ticketed live music festivals or events within Victoria in the preceding 5 years of application, each with:
 - an in-person capacity over 1,000 and
 - a sound revenue generating model
- have the applicable rights to deliver a live music festival in Victoria within the Round's eligible festival dates

WHO CAN'T APPLY?

We will not accept applications from:

- State-owned cultural agencies and organisations
- State government departments and agencies
- local government
- applicants that have an overdue Creative Victoria and/or Music Victoria acquittal
- applicants that do not have or do not agree to obtain appropriate [OneMusic licence](#) and other required licences, permits, insurances and approvals with respect of the live music festival for which the application is made
- an auspicing body or an organisation acting as an auspice body

WHAT CAN BE FUNDED?

Funding can be spent on costs associated with the planning and delivery of your festival, specifically:

1. Artists
2. Production
3. Marketing
4. Operations
5. Travel
6. Access

Each application may apply for up to \$50,000 (made up of \$47,000 for items 1-5 above, and \$3,000 for accessibility initiatives).

While only one application can be made per festival, the same applicant can make multiple applications, each one for a different festival that they deliver.

All musicians performing at supported festivals must be paid at least \$250 AUD per person.

WHAT WON'T BE FUNDED?

We will not fund festivals that:

- are not staged in Victoria
- are primarily or substantially for the purpose of persuading or converting
- are not intended to have a capacity of at least 1000 in-person attendees
- do not feature original live music as the primary entertainment form.
- are not ticketed

- are private events, competitions, prizes, eisteddfods, awards or similar

If you are uncertain about your eligibility, please contact Music Victoria prior to submitting your application.

THE PROCESS

Grant program opens 10:00am Tuesday 25 February 2025 with full details available at musicvictoria.awardsplatform.com



Complete and submit an application by 2:00pm Tuesday 25 March 2025 via our website at musicvictoria.awardsplatform.com



Music Victoria assess the eligibility of all applications and notify applicants deemed ineligible.



Eligible applications are assessed against the Program Objectives (see page 2) and the program's equally weighted assessment criteria by external assessors, who assess and rank applications, and make recommendations.



Assessor's recommendations undergo due diligence and a moderation process by the Music Victoria Board, and Department of Jobs, Skills, Industry and Regions (Creative Victoria). Any feedback may be taken into consideration. A final list of recommendations that reflect the program's objectives and ensure a balance of genres, audiences, diversity of creatives and geography will be determined and recommended to the Minister for Creative Industries for final approval



Decisions regarding recommended grants are made by the Minister for Creative Industries.



Music Victoria notify you of the outcome and, if successful, will enter into a formal grant agreement with you.



Successful applicants deliver their festival and as program managers, Music Victoria monitor your progress and make payments.



Successful applicants acquit the grant using a template from Music Victoria.



Music Victoria evaluates the grant program.

HOW TO APPLY

We encourage you to get in touch about your application before submitting.

You can apply via musicvictoria.awardsplatform.com

If you have access requirements, please get in touch via festivals@musicvictoria.com.au to discuss suitable alternative options for submitting your application.

You can download a template of the online application form as a PDF [here](#).

A word version of the application form is available [here](#).

You must submit your completed application by 2:00pm Tuesday 25 March 2025 by pressing submit in the online form.

To apply you will need to provide:

1. contact details and festival social media handles
2. evidence of two most recent festivals including Profit and Loss Statements
3. details of proposed festival including name, location, key dates, proposed artists and target audience, and bios of key personnel
4. 9 x 200-300 word responses addressing the assessment criteria
5. a full budget for the proposed 2025/2026 Festival including expected ticketing sales

There are instructions in the application form to help you.

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 2025/2026 festival

Optional supporting documentation includes:

- production plan
- sustainability action plan
- disability inclusion and access plan
- marketing and communications plan

You are responsible for ensuring that your application is complete and accurate by the closing date. Incomplete applications will be considered ineligible. Giving false or misleading information may exclude your application from further consideration.

You will receive an email receipt of the application. If you have not received receipt of your application 48 hours after applying, please contact us.

You can amend your application after submission, but before the closing of the grant round. You cannot change your application after the grant program has closed. You should keep a copy of your application and any supporting documents.

If you find an error in your application after submitting it, you should contact us immediately at festivals@musicvictoria.com.au . We do not have to accept any additional information, nor requests from you to correct your application after the closing date.

If we find an error or information that is missing, we may ask you for clarification or additional information. However, we can refuse to accept any additional information that would change the nature of your application after the grant program closes.

We will share your application with external assessors, the Music Victoria board and staff, Department of Jobs, Skills, Industry and Regions (including Creative Victoria) for the purpose of assessing and recommending, and the Minister for Creative Industries for final grant approval.

If successful, we will need to share your acquittal with the Music Victoria board and staff, 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 at www.musicvictoria.com.au/about/privacy-policy

Local Victorian Government Members of Parliament may be notified and supplied with your contact details and a summary of your application.

APPLICATION ASSESSMENT

Eligible applications will be assessed against the Program Objectives (see page 2) and against the following Assessment Criteria:

- **Concept:** The festival has a strong commitment to live music and the local music community furthering Victoria's live music reputation
- **Quality:** The sound system, festival set-up, delivery team, and overall audience experience is of high quality, including efforts towards environmental sustainability and accessibility
- **Execution:** The festival communicates and engages clearly with its audience, delivers great music, in a safe and inclusive environment for musicians, patrons and staff

- **Line-Up:** The festival predominantly showcases original live music and books acts in a way that fosters diversity and inclusivity
- **Musician Focus:** The festival treats musicians with respect, offering fair splits and/or guarantees (ie artist can make a profit)

The assessment process is competitive. Providing quality information that is clear and concise within the available word limits is essential. All assessment criteria are given equal weighting.

Each application will be assessed by no less than three independent sector assessors. They will consider the applications based on the assessment criteria and in the context of the program objectives, ranking them on scores. Assessors may also consider information about you or your application that is available through the normal course of business.

Independent sector assessors are expected to perform their duties in accordance with Music Victoria's Code of Conduct and must complete and declare any conflicts of interest. All applications will be assessed in consultation with First Peoples assessors.

Once complete, assessor's recommendations undergo a due diligence check by Music Victoria's Board, and the Department of Jobs, Skills, Industry and Regions (Creative Victoria). Music Victoria and Creative Victoria may moderate list of recommended applications to ensure overall program objectives and location and diversity requirements are met within the funding round budget.

The final list of recommended applications will be provided to the Minister for Creative Industries for approval. The Minister's decision is final. There is no appeal mechanism for decisions deemed unsuccessful or otherwise.

Music Victoria will make sure that the grant program process is fair, run according to these published guidelines, incorporates appropriate safeguards against fraud, unlawful activities and other inappropriate conduct.

Funding will be conditional upon recipients agreeing to comply with all applicable laws, including the *Equal Opportunity Act 2010* and the *Racial and Religious Tolerance Act 2001*, to ensure a safe environment for all Victorians in connection with any funded activity.

APPLICATION OUTCOME:

Both successful and unsuccessful applications will be notified in writing following the decision by the Minister for Creative Industries.

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:

- a) Enter into a funding agreement with Music Victoria.

- b) Publicly acknowledge the support of Music Victoria and the Victorian Government. We will supply specific logos and text.
- c) 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.
- d) Report progress at negotiated intervals.
- e) Acquit your grant by sending a written report on the outcomes of your festival. This occurs within 30 days of the end of the festival.

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

Please note: The funding agreement will detail the conditions of the grant.

If you are unsuccessful, you may ask for feedback within one month of being advised of the outcome.

ENQUIRIES AND FEEDBACK

Any enquiries or feedback you have about this program should be sent to festivals@musicvictoria.com.au

While all attempts have been made to ensure that the documentation associated with the LIVE MUSIC FESTIVALS FUND is accurate and free from error, alterations and addenda may be required, including but not limited to:

- corrections to currently published documents

- changes to closing dates and times for applications
- frequently asked questions documents

Any significant changes will be communicated.

DEFINITIONS

For the purposes of this funding program:

- “organiser” means a person, business or organisation with the right to hold, cancel, re-schedule, collect the proceeds from ticket sales, and/ or re-locate a given event or festival.
- “festival” means an event able to be attended by members of the public that:
 - a) is planned and announced to be delivered on a specific date/s
 - b) is intended for a live, in-person audience
 - c) is held indoor or outdoor
 - d) consists of more than two artists/bands
 - e) is not a ‘gig’ or a ‘concert’ (i.e. an event held for the purpose of promoting a headlining band, group of bands or DJs, in a traditional single-stage venue setting over a short time period such as one evening)
- “contemporary live music” means musicians currently creating new musical works of any genre, with a clear intention and strategy to connect with audiences
- “regional” is defined as within the 48 regional and rural council areas/ five regions in Victoria as per this map:

<https://www.rdv.vic.gov.au/victorias-regions>