

Music for Victoria

Fund Distribution Guidelines – current as at 3 March 2021

Purpose

The Music for Victoria Fund (“the Fund”) has been established with donations from Melbourne business leaders as a collaboration between Arts Centre Melbourne, Aussie Pops Orchestra and James Morrison AM. The objective of the fund is to provide recovery support for the live music sector in Victoria following the significant disruption of the COVID 19 pandemic to the operation of live music venues. Donations to the fund are tax deductible under Arts Centre Melbourne’s philanthropic program. The fund aims to support venues to book a live performance by providing a grant to cover the costs of them booking an artist or band. The venue will pay the artist directly and be reimbursed by the fund.

The aim of this fund is to:

- activate venues in the CBD, suburbs, and regions across Victoria;
- increase the number performance opportunities available to Victorian musicians by subsidising performance fees
- bring back the joy of live music to venues after the disruptions caused by Covid-19.

The program will distribute grants of \$2000 to cover the costs of a venue in booking musicians to perform.

The total amount distributed as grants will depend on the donations received to the Music for Victoria Fund, but a minimum of \$300 000 will be distributed.

Conditions

A ‘venue’ can include a café, bar, pub, record-shop, gallery, music theatre, or multi-disciplinary arts venue that has the space and equipment to host live music, and cater to an audience of guests.

The fund will accept applications from 5 March 2021 to 30 June 2021, or until all funds are exhausted. Applications will be assessed on a rolling basis, with the first round of successful applicants advised by Thursday 25 March. After that time, applicants will be notified of the outcome within two weeks of their application being submitted.

Providing that the Eligibility criteria (below) are met, applications will be funded in order of receipt.

Only one grant is available per-band, per venue. If a live music act is booked for multiple performances at one venue, they are not eligible for multiple payments from the Fund. However, if a musician or band is performing at a second venue that second venue is eligible to apply to the Fund and nominate the artist/band to receive a distribution from the fund.

Venues can apply to the Music for Victoria fund to support up to three different performances on different dates. The maximum total amount that the fund will distribute to one venue is \$6,000.

There is no guarantee that all applications will receive funding from the Fund and demand is expected to exceed the funds available to distribute.

Eligibility Criteria

To be eligible for funding:

Applicants, on behalf of a venue must provide:

- Venue name and address
- Name and contact details of the contact person for the application
- Name of the musicians/band being offered a live performance opportunity
- Proposed date of the live performance/s
- Evidence of a valid Australian Business Number
- Evidence of a current One Music Licence
- Confirmation that they hold an Australian bank account

and be one of the following entity types:

- a company incorporated in Australia
- a company incorporated by guarantee
- a sole trader with employees
- an incorporated trustee on behalf of a trust
- an incorporated association
- a partnership
- a not-for-profit organisation
- an Aboriginal and/or Torres Strait Islander Corporation registered under the *Corporations (Aboriginal and /or Torres Strait Islander) Act 2006* .

Government owned venues are not eligible for support from the Fund.

All genres and styles of music performed live are eligible for support from the fund.

While the live performance must take place in Victoria, musicians from outside Victoria are eligible for support.

Assessment Process

Applications will be assessed against the eligibility criteria above.

A representative of Arts Centre Melbourne will confirm that the eligibility criteria have been met and will recommend to the collaboration partners that a grant be distributed.

The decision on the awarding of grants is final.

Reporting and Evaluation

Venues who receive support from the Music for Victoria fund will be asked to make the following acknowledgement in their application to supporting donor reporting and evaluation of the impact of the Fund:

I understand that if I am successful in receiving a Music for Victoria grant, it is a condition of the grant that I meet the following requirements:

- Use the Music for Victoria grant for the sole purpose of paying the artist/s detailed above.
- Provide Arts Centre Melbourne evidence of the intention to make this payment e.g. invoice from artists or bank transfer. I acknowledge that payment of the grant will not be made until this evidence has been provided to the satisfaction of Arts Centre Melbourne.
- Provide an invoice for payment of the grant amount to Arts Centre Melbourne.

- Provide Arts Centre Melbourne with any information reasonably requested by it which relates to the Music for Victoria performance/s held at my venue (**Performances**) including the number of patrons that attend the performance/s.
- Use the social media handles below (**M4V Handles**) in connection with any social media posts by or on behalf of me about or relating to the Performances:
 - Facebook – @artscentremelbourne
 - Instagram – @artscentremelbourne
 - Twitter - @artscentremelb
 - #MusicForVictoria
 - #ArtsCentreMelbourne
- Use all reasonable efforts to encourage artists, promoters and audience members to use the M4V Handles in connection with their social media posts about or relating to the Performances.
- On request and subject to any applicable artist consents, provide Arts Centre Melbourne with photographs or recordings about or relating to the Performances (**Your Content**). The purposes for which Arts Centre Melbourne may use Your Content will be agreed between you and Arts Centre Melbourne on a case by case basis. In all cases, Arts Centre Melbourne will be responsible at its own cost for obtaining any music licences that may be required to use Your Content. You will be responsible for obtaining artist consents in consultation with Arts Centre Melbourne.
- On request and subject to any applicable artist consents, provide Arts Centre Melbourne representatives with access to the Performances to enable Arts Centre Melbourne to make its own photographs or recordings of the Performances (**ACM Content**). Subject to applicable artist consents, Arts Centre Melbourne may use the ACM Content for its own internal and archival purposes and for such other purposes as may be agreed with you / the applicable artists from time to time.
- Arts Centre Melbourne will be responsible at its own cost for obtaining any music licences that may be required to use Your Content or the ACM Content. You will use all reasonable efforts to obtain any artist consents that may be required for Arts Centre Melbourne to use Your Content or the ACM Content as contemplated in these terms.