

# **Project Support Grants**

Guidelines April 2021

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## The Program

### Background

Funding assistance for this **Project Support Grants** program is provided by the South Australian Government through the **Music Development Office (MDO)** within the Department for Innovation and Skills.

The MDO continues to work hard to reshape and simplify the way we can support South Australian music in a way that acknowledges current challenges and complements other funding available nationally and throughout the State.

The **MDO Project Support Grants** provide funding for creative and business development. This program allows artists and music businesses to continue to develop new content, and to resume or develop new ways of working, planning and connecting under the current COVID-19 conditions **and beyond**.

**MDO Project Support Grants** are integral to the recovery of the SA contemporary original music sector. The program is designed to foster creative and industry development for early-mid career and established artists and music businesses, and to respond to the changing needs of industry.

Overall, the objective of the **MDO Project Support Grants** is to support the creation, presentation, production, and delivery of original music within the South Australian music sector.

The next round of the **MDO Project Support Grants** program calls for applications in April 2021 with a total of **\$320,000 available in the round**.

### Program funding streams

The **MDO Project Support Grants** offer two distinct streams of funding: Creative Development and Business Development. You may only **choose ONE** of these funding streams per round.

#### Stream A: Creative Development – Artists (\$15,000)

To support recording and performing artists, songwriters, producers, and artists managers (on behalf of their artists) in the creation, presentation, production or delivery of original music composition or content.

#### Stream B: Business Development – Music businesses (\$15,000)

To support recording studios, promoters, record labels, booking agents, live music venues, artist managers, and other music entrepreneurs, businesses or organisations with their efforts to facilitate the creation, presentation, production, or delivery of original music.

## Key dates

|                                   |                          |
|-----------------------------------|--------------------------|
| <b>Friday 9 April 2021</b>        | round opens              |
| <b>Thursday 22 April 2021</b>     | information session      |
| <b>Tuesday 27 April 2021</b>      | closing date             |
| <b>End of May 2021</b>            | notification of results  |
| <b>1 July 2021 – 30 June 2022</b> | eligible activity period |

“**Round Opens**” = full details for the round are available, including the Guidelines and FAQs. Applications can be submitted online from this date.

“**Information Session**” = live event presented by the MDO in person and online, to discuss the grant program application process, assessment, criteria and eligibility. Details on page 14.

“**Closing Date**” = online applications must be submitted by 11:59pm on this date. Note: technical support from the MDO ceases at 5pm on this date.

“**Notification of Results**” = a precise date cannot be named due to variations in processing time. You will be notified by email of the result of your application no later than the Eligible Start Date.

“**Eligible Activity Period**” = successful applicants cannot use grant funding to claim or reimburse expenses for activity prior to the beginning of this period. Projects must be completed by the end of this period.

## Eligibility

### Eligible applicants

- You must be a:
  - ♦ **professional South Australian musician**, writing and performing your own music, or
  - ♦ **local music business/organisation** who supports these artists in the creation, presentation, production, delivery, or development of **original music**
- you must have been **based in and operating in South Australia for more than 6 months**
- you must be an **Australian citizen** or have **permanent resident status** (or equivalent, e.g. bridging visas leading toward this status).

If you are a previous MDO grant recipient and have **overdue funding acquittals** with the South Australian State Government, you are not eligible to apply for this program. If you are a previous grant recipient whose project is still in progress, or whose acquittal is forthcoming but not overdue, you are still able to apply in this round. If your project is in progress but is not able to proceed as originally outlined in your previous application, you should contact the Grant Program Manager to discuss options to seek a variation or extension if applicable.

## Eligible activity and expenses

Project activity funded through MDO Project Support Grants must take place within the eligible activity period: 1 July 2021 – 30 June 2022.

MDO Project Support Grants cannot be used to reimburse expenses incurred by the project prior to the eligible activity period. Projects must be completed by the end of the eligible activity period.

For both Funding Streams, projects supporting any genre are welcome as long as the compositions are **original music**.

It is your responsibility to be aware of, and comply with, current Government **COVID-19 directions** and restrictions that apply from time to time (Directions) and take necessary measures to ensure your project activity is not in breach of your legal obligations including, the Directions. If your application is successful, you may be required to report to the Music Development Office/Department for Innovation and Skills on your compliance with the relevant Directions during the funding period. Failure to comply will result in the grant being withdrawn or terminated immediately.

The following are **examples** of eligible projects and expenses, not an exhaustive list. Please contact the Grant Program Manager with any questions.

### *Stream A: Creative Development*

Creative Development projects do not need to represent distinct 'categories' and can be combined into a single project, e.g. a plan to record and market a new product, tour activity that includes an extensive marketing plan, or a songwriting project that culminates in a recording.

Examples of **eligible expenses** include:

- artist fees (including collaborations), producer/engineer fees, studio hire, equipment upgrade to enable a higher quality of content creation, streaming performances, live shows, travel costs for touring including regional, interstate or overseas (as applicable within the eligible activity period), marketing costs (advertising, marketing material, online presence), service fees (e.g. publicists, tour manager), production of merchandise, travel costs.

### *Stream B: Business Development*

Business Development projects should enable music businesses to develop new ways of working, planning and connecting under the current conditions and beyond. Grants will also support professional development activity to help reshape or diversify businesses models, and projects that support the music industry ecosystem.

Examples of **eligible expenses** include:

- costs that support delivery of original music in a COVID-safe environment, including expenses associated with infrastructure changes, extra staffing required (e.g. project management fees to coordinate a live music program, COVID Marshals, door staff), internships, seating, extra cleaning supplies, equipment for streaming services, venue hire, equipment hire, marketing, booking agent fees, artist fees, creative personnel fees (e.g. videographer, photographer, sound engineer, light technician).

- equipment purchase or upgrade for essential staging equipment, infrastructure support to improve live music delivery (e.g. noise attenuation).
- costs to support the development of new business models, including license fees, legal advice, marketing expenses, casual and temporary contracts and internships.
- delivery of workshops or engagement in professional development activity that increases the quality of the creation, presentation or delivery of original South Australian music, including presenter service fee, travel costs (where relevant), venue hire, marketing, mentorship fees, conference registration.

## Ineligible activity and expenses

- projects already completed, or due to be completed, before the commencement of the funding period (eligible start date). Funding will not be provided retrospectively.
- projects without professional or commercial outcomes, e.g. hobbyist or amateur productions, as well as projects forming part of a course of study, including graduation activities.
- projects that do not focus on original music, e.g. DJs who do not play their own compositions, cover bands or tribute acts.

Funding from the MDO Project Support Grants program cannot be applied to expenses that are **already covered** through other sources (e.g. grants, rebates, sponsorship). However, successful applicants can use funding to offset costs that **build on** activity that has been supported through other sources, as long as it is not applied to the same exact expenses.

For instance, if a project's South Australian artist fees are funded by another source, you cannot apply for more artist fees to pay the same artists. You can however apply for funds to include interstate or international artists in the project, or for other expenses within the project, e.g. eligible expenses outlined above.

## Program criteria

Your project should contribute to achieving the objectives of the **MDO Project Support Grants** which is to support the creation, presentation, production and delivery of original music within the South Australian music sector.

### Primary criteria

Applications will be assessed according to the following criteria:

- **creative and/or professional merit**, quality, skills and relevant experience of applicants and project participants
- **efficacy of the project planning**, including budget and timeline, and effective use of resources with realistic outcomes
- **timeliness and significance** of the objectives of the project, as they address your career development goals, and/or the current impact to business development

- **demonstrated outcomes** that will develop the professional career of the artists or the businesses involved
- ability to articulate **how the project supports the objective of the grant program** to support the creation, presentation, production and/or delivery of original contemporary music within the South Australian music sector
- **value for money**, in terms of demonstrated need for the grant, and the project representing an efficient, effective, economical, and ethical use of public resources that has a positive economic and cultural benefit.

## Additional criteria

In December 2015 Adelaide won the prestigious international designation as a UNESCO City of Music. Adelaide joins 246 other cities globally and 47 music cities as part of UNESCO's Creative Cities Network. It is the only UNESCO City of Music in Australia.

The Music Development Office is proud of this designation, and assessment will consider how your project, and your general artistic or business activity, fit within the **broader South Australian music ecosystem**.

Where possible, you should also describe how your project **contributes to a progressive South Australian music sector** through any of the following:

- collaboration and working with local artists/businesses
- innovation
- skills development and diversification of business models and revenue streams
- promotion or championing of the local industry
- inclusion and access for under-represented groups
- export activity.

## Essential application materials

Applications to the MDO Project Support Grants program are submitted online through a webform, linked via the [MDO website](#).

The MDO is part of the Department for Innovation and Skills, and its grant programs are **NO LONGER delivered through the Arts SA grants portal**.

The application contains a series of multiple-choice items, as well as open-ended questions where you will enter information directly into the form. In some cases, you will be requested to upload PDF material or to provide weblinks.

**IMPORTANT: DO NOT LINK to files/folders in Dropbox** or other online storage systems. Any material submitted in this format **will not be accessed or reviewed** as part of your application.

The following are **mandatory** parts of the application.

### Biography or Business Description (250 words)

You must provide an artist biography or business description. There is also an opportunity to include links to web pages that contain this information (e.g. website, social media accounts).

### Business information

The application will ask a series of questions about your business activity as it relates to the original contemporary music ecosystem of South Australia.

### COVID-19 impact (500 words)

You will be asked to describe how COVID-19 restrictions had and/or continue to have an impact on your artistic or business activity. Include details of your current situation, and how this project will support the development of new work or recovery to your business. You will be asked to estimate the loss of income due to the restrictions, and to identify which government support you may have received due to COVID-19.

### Project/activity description (500 words)

You must provide a clear and concise description of the activity to be undertaken with the grant, concentrating on (for example):

- what you want to do
- why you want to do it
- how you are planning to do it
- who is involved
- when and where you intend to do it (including a timeline and/or itinerary)
- specific outcomes from the project (e.g. new IP, products, or activity)

### Your role in the South Australian ecosystem (500 words)

You will be asked to describe how your project, and your general artistic or business activity, fit within the **broader South Australian music ecosystem**. Examples can include your status as a performing artist (emerging, established), your scope of activity (local, national, international), how your business or artistic activity supports certain demographics (e.g. youth, disadvantaged), any specific genres that you represent (e.g. jazz, metal), your project's importance to a geographic region, any artistic or business collaborations or partnerships, etc.

## Contribution to progressive music sector

You will be able to tick a box for any of the following that demonstrate how your project contributes to a **progressive South Australian music sector**:

- collaboration and working with local artists/businesses
- innovation
- skills development and diversification of business models and revenue streams
- promotion or championing of the local industry
- inclusion and access for under-represented groups
- export activity.

If any of these themes play a major role in your activity, you should be sure to elaborate on this in your Project Description and/or Career/Business Development statement.

## Market reach (250 words)

You must highlight **market demand** for your artistic output or business activity. This can include a description of major milestones in audience development, industry support, sales and more. The webform will also ask for key statistics for social media presence, and recent ticket sales or streams (as relevant).

You should also describe who the target market/audience is for the **proposed project** and the marketing methods you will use to connect with them.

## Career/business development (500 words)

You will need to describe how this project aligns with your current needs as an artist/music business practitioner, addresses your future goals, and significantly contributes to your career or business development and that of the project participants. For example, what is your professional goal and how will this project assist in achieving this? Why is this project timely, and essential to your next steps in your career or business?

## Budget (1000 words)

You must submit an **itemised budget** indicating top line expenses and income. You are encouraged to supply **explanatory notes**, which can give context to budget figures (e.g. how an artist fee was calculated).

The budget income and expenditure should **balance**. Be sure to include the amount you are applying for in State Government funding in your income list.

Please note, in competitive funding rounds, there are usually a greater number of worthy applications than the available funds can support. As such, some projects may be recommended for **part (partial) funding**. If your project cannot proceed without full funding, you can choose to note this in your budget explanatory notes.

### Expenses

In your list of total expenses, please identify those items **for which State Government funding** is sought as part of the project.

You should provide **quotes** for major expenses, particularly those items for which you are seeking State Government funding.

Expenses should be itemised according to the **project activity**. Expenses that are not specifically related to the project or are ongoing as an essential part of your business activity (e.g. rent, utilities) should **not** be included.

Expenses that have already been incurred prior to the eligible start date cannot be reimbursed by grant funding.

### Income

You may apply for up to the maximum amount in either Funding Stream: \$15,000. However, you are encouraged to only apply for an amount that can be itemised/**justified** as actual project expenses.

Your list of income sources should identify whether the contribution is **cash or in-kind** (goods or services provided without a fee). Explanatory notes can indicate how you calculated in-kind value of goods or services.

You are **encouraged to contribute** to the project budget. This may include in-kind income, other funding, partnerships or sponsorship that you have sourced, and cash contributions.

If the source of income is from another grant application or sponsor, you should note whether these funds are **pending or confirmed**. For unconfirmed funds, indicate the timing of notification and a contingency statement for significant unconfirmed funds (i.e. how will your project proceed if you are unsuccessful in your application for other significant funding).

### Key Achievements/Career Highlights/Career Goals (250 words)

You have the opportunity to provide a list of key achievements and highlights of your professional career or business milestones to date, and a brief summary of your short-term and long-term career or business goals.

### Other support material

You may provide material in support of your project, including links to existing content (e.g. Spotify, Soundcloud, YouTube), and letters of endorsement from the industry (where relevant). **Do not link** to online files/folders.

Letters from industry should be **relevant to your project** and speak to its goals and desired outcomes. If your project involves significantly renowned participants, you are encouraged to provide letters from them to confirm their involvement in the project.

Due to the expected high volume of applications, you should consider only showcasing your best work, and/or providing the strongest of support letters, as **excessive material** may not be reviewed.

## Application process

### Before submitting your application

Read these Guidelines thoroughly, and consider how your project meets the:

- eligibility requirements
- objectives and criteria
- budget, e.g. maximum grant amount
- timeframe, e.g. start and end date of the eligible activity period.

**Become familiar with the Essential Materials (pp 7-10)** you will need to submit with your application. Applications that do not include these materials may be **ineligible** for assessment.

**FAQs** are available on the [MDO website](#).

**If desired, discuss your project** with the Grant Program Manager or a member of the Creative Industries team to determine applicant and project eligibility. If this is your **first grant application to the MDO**, then you are strongly encouraged to contact the Grant Program Manager.

**Please plan ahead.** Late applications will not be accepted.

### How to submit your application

All applications for the **MDO Project Support Grants** must be submitted online through the MDO Web Form, available on this web page: <http://mdo.sa.gov.au/projectsupportgrants/>.

You will receive an **automatic email reply** when your grant has been successfully received. If you do not receive this autoreply, contact the Business Support Officer for assistance: 08 7320 3337.

### Assessment process

It is important to note that while the **Music Development Office** manages this funding program, it does not determine the final outcomes.

Applications will be assessed by a panel of **industry representatives**, who rigorously assess applications against program criteria. The panel prepares funding recommendations for the Minister for Innovation and Skills for approval.

Please note, in competitive funding rounds, there are usually a greater number of worthy applications than the available funds can support.

### Administration and notification

Processing of the grant round can be expected to take a **minimum of 6-8 weeks** from the closing date, and notification will occur **prior to or on the eligible starting date**.

**All applicants** – successful and unsuccessful – will be **notified by email** regarding their result.

If you have not received an email about the status of your application (after the initial confirmation of submission), **then the round is still being processed**. The Music Development Office will not be able to provide a specific notification date.

Due to the high volume of applications expected in a round, **feedback is not available** for unsuccessful applicants unless there was a significant issue with the submitted materials (e.g. missing mandatory information, failure to meet eligibility requirements).

### Funding agreements and reporting

Successful applicants will be required to enter a funding agreement with the Department for Innovation and Skills for the period of funding, and will be expected to provide an artistic, statistical, and financial acquittal within three months of the completion of the funding period. Overdue acquittals, or unapproved expenditure of the funding, will affect eligibility for applications to future rounds.

Successful applicants will be advised of the process of returning of funding agreements, payment of invoices and submission of acquittals, when notified of the grant outcome.

## Important policies and protocols

### Protocols for working with children in art

If the project involves employing any person under 18 years, with or without financial compensation, or, the exhibition or distribution of depiction of any persons aged under 18 years then:

- you must comply with the South Australian Government's *Protocols for working with children in art* and any relevant laws that apply in South Australia. This may include obtaining parental consents, statements from other artists and classifications, copies of which you must provide to the Department on request; and
- you must also certify compliance with this clause in your Acquittal Report.

### Child Safe Policies

From 11 April 2015 organisations providing cultural, entertainment or party services wholly or partly for children must provide a child safe environment.

As part of its obligation to establish and maintain a child safe environment, an organisation must:

- have in place [child safe policies](#) and procedures
- ensure [child-related employment screening](#) is undertaken for positions prescribed in the *Children's Protection Act 1993*
- lodge a [Child Safe Environments Compliance Statement](#) with the Department for Education.

## Respectful behaviours

The safety and wellbeing of everyone working in, and engaging with, the South Australian arts and cultural sector is of paramount importance. The MDO is committed to a zero-tolerance approach to all forms of victimisation, bullying and harassment, including sexual harassment. It is a condition of all MDO funding and grants that recipients must adopt and implement a Respectful Behaviours policy and procedure. This protocol was originally implemented by Arts South Australia, and further information about Respectful Behaviours, and resources to assist you to develop a policy and procedure for your organisation or project, are available [here](#).

## Aboriginal and Torres Strait Islander protocols

The MDO endeavours to work with artists and organisations to ensure respect and acknowledgement for Aboriginal and Torres Strait Islander peoples and cultures at every stage of a project's development. For more information on ATSI protocols click [here](#).

## Information privacy

The MDO collects personal information as reasonably necessary for the purposes and functions of:

- administering our grants and funding program
- keeping you informed about relevant upcoming events, grants funding initiatives and outcomes, our services, special events or client feedback surveys as well as our activities in general
- improving our websites and other services.

The MDO complies with the Government's Information Privacy Principles (*Department of the Premier and Cabinet Circular*, dated 20 June 2016) when dealing with all personal information. The information you provide in your application may be used by the MDO for:

- providing to peer assessors for processing and assessing your application
- verifying other funding income for your project – the MDO may provide information to other agencies nominated in your application
- processing, paying, and administering your grant
- reviewing and evaluating our funding programs, strategies, plans and services – we may contact you for this purpose
- training, systems testing and process improvement including compiling statistics and reports.

The information you present to us in your application is treated as confidential, however, MDO staff and peer assessors will see it, and it may also be made available to those assessing future grant applications you make. Peer assessors are bound by a Code of Conduct.

If your application is successful, the Funding Agreement and associated documents for your project may be audited, which will mean disclosure of such documents, including your personal information, to auditors for audit purposes only.

If your application is successful, your personal details and the details of your application (including support material, the amount of funding you receive, the information you provide in your reports, and text and images relating to the funded activity) may be used, with your consent, for marketing and promotion of funding outcomes and South Australian arts, culture and creative industries.

This may include publication on our website and/or other Government websites, notifying your local Member of Parliament, the media, local government, Australia Council and State Government agencies.

## For more information

Please note, due to the amount of applications expected in a competitive round, staff will be unable to read drafts of applications or take multiple meetings with the same applicant.

You are encouraged to ask questions well in advance of the closing date and should expect delays in the week prior to the closing date as staff work to service a high volume of enquiries.

You may attend an **information session** on the Project Support Grants program on **Thursday 22nd April, 6pm sharp – 7pm**. This session will be presented on Level 1 of St Paul's Creative Centre (200 Pulteney St, Adelaide; stairs access only), and remotely via the Teams platform. For full details, visit [the MDO website](#) for a link to the EventBrite listing. **RSVP essential**.

## Grant Program Manager

For questions about the grant program terms and conditions, eligibility, criteria, assessment process:

Elizabeth Reid  
Program Manager  
Music Development Office  
Creative Industries  
Department for Innovation and Skills  
Ph: 08 7320 3307 | [mdo@sa.gov.au](mailto:mdo@sa.gov.au)