

ACTIVATE MUSIC PROGRAM 2022-23 GUIDELINES

REGIONAL ARTS DEVELOPMENT FUND
(RADF)

REGIONAL ARTS DEVELOPMENT FUND



Activate Music program

The Regional Arts Development Fund (RADF) Activate Music program supports the development of the Gold Coast's contemporary music sector as an ongoing funding priority.

As we acknowledge and celebrate the exceptional achievements of the City of Gold Coast's (the City's) Music Action Plan 2021 (MAP), the City continues to maintain momentum in its support of contemporary music to manage the impacts of COVID-19 and to enable long-term creative outcomes. The City's ongoing support for RADF Activate Music beyond the MAP will assist local applicants to continue to make, perform and tour new original music.

The Activate Music program aims to assist the career development of Gold Coast musicians and related industry professionals, and to build the city's music brand by:

- supporting the creation of new music-based work
- supporting musicians and bands to present their music live or through live-streaming
- assisting to develop audiences locally, nationally, and internationally
- investing in the growth and long-term sustainability of the Gold Coast music sector.

Activate Music grants are available to Gold Coast based music practitioners, artists and composers/songwriters from all music genres and career stages, and to music industry professionals (e.g. managers, producers and related support industries).

Funding of up to **\$10,000 per application** is available.

Eligible project costs include:

- the costs of creating, recording, marketing and distributing new music (it is expected that recording projects will incorporate strategic commercial release plans)
- project related fees including artist and collaboration fees, producer/engineer fees, studio hire, service fees (e.g. publicists, tour manager, videography)
- live shows, live-streaming and touring costs (regional, interstate or overseas)
- manufacture and distribution of merchandise (see limits on capital items below)

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- marketing costs (advertising, marketing materials, recording of associated music videos, online and e-commerce presence).

We recommend that you discuss your project with the City of Gold Coast RADF Liaison Officer before submitting an application.

About RADF

RADF is a partnership between the Queensland Government, through Arts Queensland and eligible local councils.

RADF promotes the role and value of arts, culture and heritage as key drivers of diverse and inclusive communities and strong regions. RADF invests in local arts and cultural priorities determined by local communities across Queensland.

The RADF objectives are to support local arts and cultural activities that:

- provide public value for Queensland communities
- build local cultural capacity, cultural innovation and community pride
- deliver Queensland Government's objectives for the community.

What RADF aims to achieve on the Gold Coast

The City of Gold Coast RADF programs align with the strategic outcomes of the City's [Culture Strategy 2023](#):

1. Our culture is distinctly Gold Coast
2. A place where culture is everyday
3. A community that values its cultural heritage
4. A city where creativity creates opportunity.

Our RADF programs invest in our city's creative future and respond to our community's aspirations for arts and culture.

Our RADF programs aims to:

- support a richness of cultural experiences that celebrate and express our city's diversity
- increase opportunities and audiences for cultural product in the city, with more locals participating in arts and culture
- support professional and emerging local artists to develop skills, networks and profile
- support excellent contemporary practice, creative collaborations and sustainable outcomes
- grow the number of people employed in local creative industries, and grow and diversify our economy through creative enterprise
- grow the city's reputation for cultural tourism and unique visitor experiences.

Applications that address the following will align strongly with the [Culture Strategy 2023](#):

- new ways of engaging young people in arts and culture
- developing and promoting First Nation's culture and heritage
- supporting our artists and creative industries to explore new and emerging digital platforms
- providing opportunity for the city's culturally diverse population to express their culture and connect to community.

Application deadlines

The Activate Music program has one round.

Applications open	19 September 2022
Applications close	31 October 2022
Notification of outcomes	December 2022
Project start date	From 1 January 2023

Dates may vary - applicants will be notified if this occurs.

You may submit one application to the Activate Music program.

If your application is unsuccessful, check your eligibility to apply for Activate Arts (Round Two) or Activate Small Grants to support your project.

How much can I apply for?

You can apply for funding of **up to \$10,000**.

RADF will not support 100 per cent of your project's costs. You must show income from sources other than RADF in your budget.

If your application includes production/manufacture of merchandise, note that merchandise is a capital cost and there are limits on how much of your grant can be spent on the purchase of capital items (no more than 20% of your grant request or \$2,000 – whichever is the lesser amount) - see What RADF Activate Music will not Support.

Eligibility Criteria

To be eligible:

- applicants must be a Gold Coast resident (individuals/collectives) / based on the Gold Coast (organisations)
- applicants must have an Australian Business Number (ABN) in the name of the applicant
- individual applicants/collectives must be Australian citizens or permanent residents
- applicants must be, or engage, practicing artists or arts professionals.

The following applicants are not eligible to apply:

- applicants that received an Activate Music grant in 2022 (applicants cannot receive consecutive year funding)
- organisations funded through Stream Two of the Arts Organisations Triennial Funding Program and Council entities and strategic partner organisations – however, these entities can partner on projects
- applicants that have not completed and acquitted any previous RADF funded projects
- applicants who are current employees of City of Gold Coast Council.

Individual applicants who are current employees of:

- an organisation funded through Stream Two of the Arts Organisations Triennial Funding Program
- a Council entity ~
- a strategic partner organisation ~

are ineligible to apply unless their application includes a letter from their employer (CEO/Senior Management/Chair) stating that their RADF project is not associated with the duties of their role and/or programming of the organisation.

Ineligible applications are those that:

- do not meet the eligibility criteria
- are for a project starting before the project start date (see Application Deadlines)
- request funding to cover 100 per cent of their project's costs.
- are not music-based projects.

Note: Council does not redress errors in applications or support material. If your application is eligible, your application and any support material will be assessed as it has been submitted.

~ Council entities and strategic partner organisations are defined as HOTA Gold Coast, Study Gold Coast, Destination Gold Coast, Major Events Gold Coast and Placemakers Gold Coast.

What RADF Activate Music will not support

The following are ineligible activities/costs and will not be supported:

- projects or activities that do not have a clearly defined music component
- recordings that are not intended for commercial, physical or digital release/distribution
- activities that have already taken place or are in progress
- projects for which artists and arts workers are paid less than the recommended industry rates (see www.meaa.org/ and www.artslaw.com.au/)
- amateur arts activities and cover bands
- school arts activities, summer/winter schools
- activities that are part of a certificate, degree or other study/training at university, government or private institutions
- competitions, awards, prizes, eisteddfods, fundraising activities
- purchase of capital items including computers, buildings, vehicles, and musical instruments however, other capital items directly related to delivery of the project are eligible capped at no more than 20% of your grant request or \$2,000, whichever is the lesser amount
- business start-up costs
- administrative and other organisational costs not directly associated with the project
- repayment of debt or loans.

Assessment criteria

You must consider and respond to the assessment criteria in your application and clearly articulate the artistic rationale, impact and objectives of the project and your capacity to deliver.

Guidance on what you should consider when responding to the criteria is provided below. Not all considerations under each criterion may be relevant to your application.

All criteria have an equal weighting.

Applications will be assessed against the following assessment criteria:

Quality

Things to consider when responding to the Quality criterion:

- How can you show strong evidence of the quality of your current and previous work – both in your application and through your support material? Have you included relevant and recent examples of your previous work? Do you have responses from peers or the public to your previous work you can include?
- What is your creative vision/rationale for the project? Have you clearly outlined your creative, engagement or development process?
- Does your project engage people with relevant expertise and experience, and have you included support material to demonstrate their experience and the quality of their previous work?
- How is this a key opportunity for your artistic/cultural and professional practice at this point in your career? How will your project build on your previous work?
- Will your project provide high quality experiences for the local community and/or build the capacity of the local arts sector or your area of practice?
- Are any aspects of your project enterprising or innovative in their approach?

Reach

Things to consider when responding to the Reach criterion include:

- Who is your project for? How will they be engaged through your project?
- How many public outcomes and participants/audience members will your project have? Are any of your outcomes based on the Gold Coast?
- Is there evidence of demand or need for your project? How do you know this?
- How will you communicate and market your project to your target audience? What is your strategic commercial release plan? Will you reach new markets?
- Does your project respond to diversity within the community? Will it engage diverse participants or audiences including Aboriginal people, Torres Strait Islander People, Australian South Sea Islander people, culturally and linguistically diverse people, older or younger people, people with disability?

Impact

Things to consider when responding to the Impact criterion include:

- Does your project have cultural, social or economic value/outcomes? How will it contribute to the Gold Coast arts and cultural ecology and community?
- What outcomes do you expect from your project and how are the outcomes important to you or in the local context?
- What will local Government investment in your project achieve?
- How does your project align to the strategic outcomes of the City's [Culture Strategy 2023](#)?

Viability

Things to consider when responding to the Viability criterion include:

- Can you show evidence of good planning and achievable outcomes for your project?
- Do you have other financial and/or in-kind support for your activity? Will your project or activity bring in any revenue (e.g. ticket sales, retail, merchandise)?
- Is your budget balanced and expenditure appropriate to the scale of the project?
- Have you clearly shown your capacity to achieve the activities, including through engaging key people with appropriate expertise/skills, your previous track record in delivering similar projects, engaging partners that will contribute to the delivery of the project?
- Have you included confirmation letters from your partners and collaborators outlining their role/involvement in the project?
- Where relevant, have you included evidence of appropriate consultation with participants, audiences or communities, and adherence to relevant cultural protocols?

How are applications assessed?

Step 1

Contact the City of Gold Coast RADF Liaison Officer to discuss your project and application.

Step 2

Submit your application online through the [City's grants portal](#). The application will be checked by the City of Gold Coast Arts and Culture Unit for eligibility. If your application is deemed ineligible, you will be notified and provided with feedback and guidance on eligibility requirements. Ineligible applications will not progress to the assessment stage.

Eligible applications are progressed for assessment by the RADF Committee. Applications are assessed as they have been submitted. Additional support material will not be accepted after submission.

Step 3

Your application is assessed by members of the external RADF Committee[^] as per the published guidelines and against the program assessment criteria. The Committee will meet to moderate its recommendations with consideration of: available funding; geographic spread, target groups and the [Culture Strategy 2023](#) and other government priorities and may request further information from applicants as part of the moderation process. The Committee may recommend part funding or decide not to fund an application.

Step 4

The RADF Committee recommendations are submitted to the CEO's delegate, Director Lifestyle and Community for approval.

All applicants will be notified of the result of their application by email. The list of successful applicants will be published on the City of Gold Coast's [website](#).

Applicants that are not recommended for funding are encouraged to contact the City of Gold Coast RADF Liaison Officer for feedback on their application. Unsuccessful applicants can re-apply in accordance with the grant guidelines.

^ The RADF Committee is appointed through an expression of interest process on the basis of meeting eligibility criteria, including: experience and expertise in an art form and/or governance, legal and business sector experience; recognised leadership within the arts and cultural sector; understanding of the Gold Coast arts and cultural ecology and opportunities; and strong connections and networks. The full list of RADF Committee members is published on the City of Gold Coast [website](#).

Committee members are expected to act in accordance with the City of Gold Coast *Code of Conduct for Employees Policy* and to declare any conflicts of interest.

Submitting your application

Applications must be received by the published closing date (see Application Deadlines).

1. Read the [RADF Activate Music Guidelines](#) and check that you are eligible to apply
2. Read the [RADF - Important Information for Applicants and FAQs](#)
3. Read the Activate Music [application form](#)
4. Apply online at <https://goldcoast.smartygrants.com.au/>

Note: If you are unable to apply online please let us know and we will provide you with a copy of the application form in word document format.

Accessibility is important to us. If you need this information in another format, please let us know.

Essential information for successful applicants

Detailed information for successful applicants is available in the [RADF - Important Information for Applicants and FAQs](#). Some key information is summarised below, however you should refer to the Important Information document for further detail on the requirements of funding.

Funding Agreement

If your application is approved for funding, you will receive a funding agreement including a Letter of Acceptance. If the Committee has set special conditions on your funding, these will be set out in your agreement. You will need to sign and return the Letter of Acceptance within 14 days and meet any special conditions to receive payment.

Payments

Payment terms are 30 days from date of invoice, subject to the receipt of a signed funding agreement, tax invoice and a copy of a bank statement header including applicant's name and address, the bank name and address, BSB and account details. These details must match the details provided on the invoice. Payments will only be made on satisfaction of any conditions of funding.

Reporting

All Activate Music funded applicants are required to complete an Outcome Report within eight weeks of the completion of the project. Your Outcome Report is uploaded into SmartyGrants and can be accessed in the account associated with your application. The Outcome Report includes information about the success of your project, key performance indicators, budget expenditure and applicable support material.

Applicants receiving grants of \$10,000 **must** obtain public feedback (e.g. through surveys) on whether your audience/peers rated your activities as excellent, good, average or poor. Applicants must report the survey results back to Council in their Outcome Report. Surveys are optional for projects receiving less than \$10,000.

For information on how to conduct surveys – see Arts Queensland’s Arts Acumen – [Evaluation and Reporting](#).

Funding Acknowledgement

RADF funded activities must acknowledge both the Queensland Government and the City of Gold Coast in ALL promotional material and publications by inclusion of the RADF acknowledgment text and logos as provided to you by City of Gold Coast.

The required RADF acknowledgement is:

The Regional Arts Development Fund is a partnership between the Queensland Government and City of Gold Coast to support local arts and culture in regional Queensland.

Please contact radf@goldcoast.qld.gov.au for the City of Gold Coast logo.

The Queensland Government crest is at www.arts.qld.gov.au/aq-funding/acknowledgement



Other funding sources

RADF will not support 100 per cent of your project costs — other funding that may be available to support your project includes:

Arts Queensland

Arts Queensland delivers several funding programs that support individuals and organisations to make and present work, engage in professional development and tour. For more information contact Arts Queensland:

07 3034 4016 or 1800 175 531 (toll free)

investment@arts.qld.gov.au

<https://www.arts.qld.gov.au/aq-funding>

Australia Council for the Arts

For information on available grants contact an Australia Council Grants Officer:

02 9215 9000 or 1800 226 912 (toll free)

enquiries@australiacouncil.gov.au

www.australiacouncil.gov.au/funding/

Contact us

Further information about RADF Activate Music:

- download the [RADF - Important Information for Applicants and FAQs](#)
- contact the City of Gold Coast RADF Liaison Officer on 07 5581 6075
- email radf@goldcoast.qld.gov.au

For information about City of Gold Coast funding opportunities please visit [Arts and Culture](#) on the City's website.

Council reserves the right to modify these guidelines at any time. Applicants will be notified of any changes.

FOR MORE INFORMATION

City of Gold Coast
RADF Liaison Officer:
(07) 5581 6075
radf@goldcoast.qld.gov.au

[Regional Arts Development Fund](#)