



Department of Culture and the Arts



LOUDER CONTEMPORARY MUSIC PROGRAM 2010

Country Arts WA provides Louder funding to encourage the development of original contemporary music in regional Western Australia. Country Arts WA does not coordinate contemporary music touring projects, but rather works with regional WA organisations to develop projects that achieve the program objectives.

To be eligible, applicants must be regional WA organisations. Louder funding does not extend to individual musicians or bands. Priority will be given to organisations based in regional WA and to projects occurring in the Gascoyne region (Country Arts WA's Focus Region 2010-2013).

Country Arts WA and Louder may be able to support your organisation to incorporate regional contemporary music activities into your existing program by providing assistance for project expenses including professional fees, travel, accommodation, marketing and administration.

LOUDER CONTEMPORARY MUSIC PROGRAM OVERARCHING PROGRAM OBJECTIVES

LOUDER aims to support live original contemporary music by:

- Developing regional audiences.
- Developing the writing and performing skills of regional musicians.
- Developing an effective regional WA touring circuit.
- Ensuring regional people have access to a diverse range of professional performances.
- Encouraging and supporting contemporary music organisations in coordinating regional activity.

COUNTRY ARTS WA PRIORITIES

CAWA has defined a number of priority areas for its funding programs and operations. These priority areas serve to focus effective use of our organisational resources. Applications should meet one or more of these priorities:

- **Children and young people** –inclusive of those aged 0 –26 years old. Priority will be given to projects that are for and by children and young people, projects that engage with children and young people and inter-generational projects.
- **Indigenous arts and culture** – priority will be given to projects that are initiated by and for Indigenous arts workers or artists, cross cultural projects, engage with the traditional owners to explore local Indigenous culture and knowledge.
- **Technology** – priority will be given to projects that incorporate, explore or engage creatively with technology.
- **Health and wellbeing** – CAWA seeks to invest in artistic experiences that enrich people’s lives. Priority will be given to projects that demonstrate the health benefits of creativity for the wellbeing and social connectedness of individuals and communities
- **Country Arts WA Focus Region** – Priority will be given to projects that target regions and audiences that do not have regular access to live original contemporary music. The Country Arts WA Focus Region for the 2010-2013 period is the Gascoyne region of Western Australia, and Country Arts WA asks that this region is considered in any potential projects (although it is not essential).

LOUDER CONTEMPORARY MUSIC PROGRAM 2010

For the purposes of the Louder program, contemporary music is defined as:

"Music that is currently being written, recorded and/or performed by resident West Australians, with a priority being given to music that is broadly understood as being popular."

Your Louder project could be in the form of a regional tour, focusing on audience development and tour circuit development. It may focus on skills development outcomes in one or two communities or it could offer a combination of both, tour circuit development and skills development. Discuss your concept idea with the Touring Officer at Country Arts WA to ensure it meets the criteria.

Requests up to \$20,000.00 (exclusive of GST) will be considered.

WRITING THE APPLICATION

All potential applicants to the Louder program MUST attend a concept meeting with the Country Arts WA Touring Officer, Simon O'Leary, to discuss their project concept. The Touring Officer will offer guidance in the development of both the application and project.

2010 Louder concept meetings will be held in January 2010.

To arrange a meeting time, contact Simon O'Leary at Country Arts WA on 08 9200 6204 or soleary@countryartswa.asn.au

*Teleconference facilities are available for applicants unable to meet in person.

- Complete the relevant application form that can be downloaded from our website www.countryartswa.asn.au , emailed or faxed to you.
- Applicants will then need to work with regional communities and the Country Arts WA Touring Officer to develop an application outlining developmental outcomes, dates, artists, venues and budget. Applicants are advised to submit a draft version of their application to the Touring Officer, at least two weeks before the due date. If you do not send a draft in by this stage, the Project Officer cannot guarantee a time to review a draft.
- If you need additional support in developing the budget please contact the Project Officer.
- Include support material as per the guidelines for each specific funding category. If you submit more support material than detailed in the guidelines, the Project Officer will select the relevant material. All letters must be signed. Formal e-letters addressed to the panel, rather than correspondence with the applicant, are acceptable and must include contact details.
- Visual examples are essential to your submission. We accept 1 A4 copy of published writing or research, a CD containing a maximum of ten digital images or 1 DVD no longer than 5 minutes in duration. Ensure audio and visual support materials are properly labelled. Materials cannot be returned.
- Use black ink or type your application. Hand-written applications are acceptable. Paper clips, fold-back clips are recommended. DO NOT USE STAPLES
- If posting, your application must be post marked by 5pm on the closing date. Late applications will not be accepted.
- Applications received by fax or email (PDF scans of the original document only) will be accepted and must be submitted by 5pm on the closing date. Please notify the Project Officer if you wish to submit this way.

HOW MUCH CAN WE APPLY FOR?

Requests up to \$20,000.00 (exclusive of GST) will be considered.

HOW MANY TIMES CAN WE APPLY?

There is no limit to the number of times you can apply for Louder Contemporary Music Program funding, but you must have successfully acquitted any Country Arts WA, Community Arts Network or Department of Culture and the Arts funding previously received.

ASSESSING YOUR APPLICATION

Once your application reaches Country Arts WA it is proofed by the Touring Officer and if any further information is required you will be contacted. The Touring Assistance Panel will assess applications. All panel members are active in their own communities in arts and cultural activities and have experience across a range of art forms.

The Panel will ask the following questions in assessing your application:

- Has consultation been undertaken with regional communities to ensure that the content and structure of the project is responsive to the community's needs and will have significant impact?
- Does the project offer developmental opportunities for regional artists, organisations and audiences in the many aspects of the contemporary music industry?
- Will the project develop new and existing audiences for contemporary music in regional communities?
- Will the project develop regional venues/presenters in the creation, hosting or promotion of live original contemporary music?
- Will regional communities gain exposure to live original contemporary music of a professional standard?
- Does the applicant organisation possess or have a commitment to developing skills in coordinating contemporary music activity in regional WA?

Country Arts WA will use your application to gather statistical information. This information will enable the analysis of trends and be used to advocate and lobby government for increased support for regional arts and cultural development

ELIGIBILITY

- To be eligible, applicants must be WA organisations.
- Louder will provide assistance for project expenses including professional fees, travel, accommodation, marketing and administration.
- Louder funds MUST be used for a regional activity that is an addition to your core program, not to supplement core program activities.
- Applicants are strongly encouraged to secure other sources of funding to extend their project. If Louder funding represents 100% of the project's budget income, applicants will be expected to commit a significant in-kind contribution and source in-kind support from the host communities.

INELIGIBILITY

- Louder will not fund interstate activities, interstate-based organisations, individual bands/musicians, projects for profit, purchase of capital items, fundraising activities or projects that have already occurred and organisations with outstanding acquittals at Country Arts WA, The Department of Culture and the Arts or Community Arts Network.
- Individuals and fund-raising ventures are not eligible.
- Schools and educational institutions may not apply but activities organised by community groups that take place within these institutions are eligible
- Programs will not be funded retrospectively.

HOW ARE WE NOTIFIED OF THE OUTCOME?

Once panel decisions have been made, Country Arts WA will advise you in writing regarding the outcome of your application. If your application is successful, you will receive a detailed contract to sign and return in order to receive funding. You must also include a tax invoice with your contact. You must return the signed contract along with an invoice within 30 days of receiving notification otherwise the offer of funding will be withdrawn.

Applications for the 2010 round of Louder are due on 5 March 2010 for projects occurring between May 2010 and April 2011. Applications are assessed on 22 April 2010.

ACQUITTING YOUR PROJECT

Country Arts WA, requests information regarding the process, the outcomes of the project, the financial results and any relevant documentation associated with the grant. This form will be forwarded to you along with notification of your payment. Make sure you build in an evaluation plan into the project from the start. High quality digital photographs (300dpi or higher) of your project at various stages are essential for your acquittal to be accepted by the Panel. Acquittals will be required within 13 weeks of the completion of the project.

Acknowledgement

It is a condition that the program, Country Arts WA, Lotterywest and the Department of Culture and the Arts receive appropriate acknowledgment on all material related to the project. Details of acknowledgement requirements will be included in the contract and relevant logos will be provided electronically.

WORKING WITH CHILDREN CHECK

A national criminal record check that is compulsory for people who carry out child-related work in Western Australia. Please ensure that your artists have current Working with Children Checks and Police Clearances. A good idea would be to ask them when you are asking for a quote for their fee and before they commit to your project.

For more information:

Screening Unit

Tel. 08 6217 8100

Freecall 1800 883 979

Email checkquery@dcd.wa.gov.au



Assisted calls

If you have a hearing or speech impairment and/or you use a TTY or a computer with a modem, please call the ACE National Relay Service on 133 677 which will help you contact the Screening Unit.