

NATSIMO LIFECYCLE GRANT ROUND 2 - MARKETING

Form Preview

NATSIMO & MUSIC AUSTRALIA LIFECYCLE MARKETING GRANTS

ABOUT THE GRANT

The **Lifecycle Marketing Grants** program is a collaborative initiative between [Music Australia](#) and the [National Aboriginal and Torres Strait Islander Music Office](#). These \$10,000 grants support the marketing and promotion of a recording(s) of original work(s) or a tour. It is open to all Aboriginal and/or Torres Strait Islander music creators and not restricted to members of [APRA AMCOS](#).

This grant is funded by [Music Australia](#) and supported by [APRA AMCOS](#) and the [NATSIMO](#).

THE APPLICATION FORM

The application asks for the following information:

- Personal Details: Name, contact information, address, and ABN.
- Supporting Material: Evidence of your work, letters of support, letters of confirmation, and information pertaining to the use of Aboriginal and/or Torres Strait Islander cultural heritage/content if used within the project.
- Project Details: Description of the project, including participants, timelines, and expected outcomes.
- Income and Expenditure: Detailed financial information regarding the project's budget.

Before completing your application

Please read the eligibility requirements and FAQs before starting your application.

If you need any help with completing or submitting your application, or if you have questions about the eligibility of you or your project, please email the NATSIMO on natsimo@apra.com.au

Please note: Our peer assessors will **not** access any URLs that require them to log in or sign up to a platform. Please do not provide links to applications that require users to log in or pay for access. If you are linking to media files that are private or password protected like Vimeo, please provide the password in the password field on the application form.

PRIVACY STATEMENT

By completing this application, you understand and agree to the way in which [APRA AMCOS](#) collect and manages your personal information. For more information, please see the [APRA AMCOS Privacy Policy](#).

Save your work as you go by regularly clicking the SAVE button.

APPLICANT DETAILS

* indicates a required field

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Applicant *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Residential Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required. Coordinates Required. Country must be Australia

Applicant Postal Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required. Coordinates Required. Country must be Australia

Applicant Primary Phone Number *

Must be an Australian phone number.
Include area code if listing a landline.

Applicant Mobile Phone Number

Must be an Australian phone number.

Applicant Primary Email *

Must be an email address.
This is the email that we will contact you on.

Applicant Other Email (optional)

Must be an email address.

Applicant Primary Website

Must be a URL.
This can be a website, Facebook, Twitter, Instagram or LinkTree link

Applicant Age *

- ☐ 18 - 25 ☐ 26 - 35 ☐ 36 - 64 ☐ 65+ ☐ Prefer not to disclose

Applicant Gender *

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☐ Female ☐ Male ☐ Non-Binary/
Gender Fluid ☐ Different
Gender not listed ☐ Prefer not to
disclose

Please upload your Arts CV

Attach a file:

PDF or Word Document is accepted

ELIGIBILITY CRITERIA

For this exclusive opportunity, we require all applicants to confirm that they, the applicant:

- are/is of Aboriginal and/or Torres Strait Islander descent
- identify as an Aboriginal and/or Torres Strait Islander person
- are/is accepted as such by the community in which they live or have formally lived.

Are you/the applicant an Aboriginal and/or Torres Strait Islander person? *

☐ Yes, Aboriginal ☐ Yes, Torres Strait Islander ☐ Yes, Aboriginal and Torres Strait
Islander ☐ None of the above

If you have selected no, you are not eligible for this funding opportunity.

To be eligible to apply for this opportunity, you **must** have an active ABN.

For this section, please ensure that the name of the applicant must be the same as either the ABN entity name in the 'Information from the Australian Business Register', or a Trading name registered to the ABN, enter the trading name in the field provided. *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Trading name of professional name (if different)?

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PROJECT INFORMATION

* indicates a required field

What is the name of your project? *

Word count:

Must be between 0 and 20 words.

Project Summary *

Word count:

Must be between 0 and 100 words.

Provide a brief summary of your project.

Describe your expected goals and outcomes. *

Word count:

Must be between 0 and 200 words.

What genres of music does your project include?

- | | | | |
|---|--|---|------------------------------------|
| <input type="checkbox"/> Country | <input type="checkbox"/> Electronic | <input type="checkbox"/> Pop/Rock | <input type="checkbox"/> Classical |
| <input type="checkbox"/> Jingle | <input type="checkbox"/> New Age | <input type="checkbox"/> Dance (Techno) | <input type="checkbox"/> World |
| <input type="checkbox"/> Alternative | <input type="checkbox"/> Blues & Roots | <input type="checkbox"/> Metal | <input type="checkbox"/> Gospel |
| <input type="checkbox"/> Urban (RnB, Funk, Hip Hop) | <input type="checkbox"/> Folk | <input type="checkbox"/> Jazz | <input type="checkbox"/> Other |

- | | |
|-------------------------------------|----------------------------------|
| <input type="checkbox"/> Children's | <input type="checkbox"/> Film/TV |
|-------------------------------------|----------------------------------|

Click all that apply

Total Amount Requested (MUST BE \$10,000) *

\$

Must be a dollar amount.

Must be \$10,000.

What is the expected start date of your project? *

Must be a date and between 1/12/2024 and 30/6/2025.

What is the expected end date for your project? *

Must be a date and between 1/12/2024 and 30/6/2025.

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MARKETING & COMMS PLAN

Please provide details about your Marketing and Comms plan. Your response could include the following information:

- What do you plan to do?
- How do you plan to do it?
- Who do you plan on working with and why?
- What outcomes do you want to achieve?

Detailed Project Description

Word count:

Must be between 0 and 800 words.

You may also choose to upload your Marketing and Comms plan here.

Attach a file:

PROJECT PERSONNEL

Who is involved in the delivery of your project?

Participant and partner types may include:

- Participating Artists/Performers
- Project Collaborators
- Mentors
- Marketing and/or Promotional experts

Please provide the following information for **every** person involved in the delivery of the project:

- Individual/organisation name
- Their role in the project
- What they are contributing to the project
- Are they confirmed? Yes or No

Individual or Organisation name	Role	Confirmed Yes or No?	What are they contributing to the project?
		<input type="checkbox"/> Yes Confirmed <input type="checkbox"/> No Un-Confirmed	
		<input type="checkbox"/> Yes Confirmed <input type="checkbox"/> No Un-Confirmed	
		<input type="checkbox"/> Yes Confirmed <input type="checkbox"/> No Un-Confirmed	

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		<input type="checkbox"/> Yes Confirmed <input type="checkbox"/> No Un-Confirmed	
		<input type="checkbox"/> Yes Confirmed <input type="checkbox"/> No Un-Confirmed	
		<input type="checkbox"/> Yes Confirmed <input type="checkbox"/> No Un-Confirmed	
		<input type="checkbox"/> Yes Confirmed <input type="checkbox"/> No Un-Confirmed	
		<input type="checkbox"/> Yes Confirmed <input type="checkbox"/> No Un-Confirmed	

Aboriginal and/or Torres Strait Islander People and Cultural Heritage

How many Aboriginal and/or Torres Strait Islander people are involved in this project? *

Must be a number.

Does your project involve Aboriginal and/or Torres Strait Islander cultural heritage content? *

☐ Yes ☐ No

If you have answered yes to the previous question, please provide more information about how Aboriginal and/or Torres Strait Islander cultural heritage content is being incorporated within the project. If appropriate, you may also include details about how you will contact, consult, and gain permissions from the appropriate cultural knowledge holders/custodians. Examples of evidence may include letters of support, letters of confirmation, screenshots of correspondence, meeting minutes, video testimonials, etc.

Word count:

Must be between 0 and 500 words.

You may also choose to add support materials here if required:

Attach a file:

COMPULSORY SUPPORT MATERIAL

*** indicates a required field**

Letters of Support and Letters of Confirmation can be provided from any of the following people/groups:

- Other project collaborators.
- Marketing agencies, Videographers, Photographers, Stylists etc.

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- Cultural groups (if appropriate) (Traditional Owner groups, Land Councils, Elders etc)
- Managers, band members etc.

PLEASE ENSURE ALL LETTERS PROVIDED INCLUDE A SIGNATURE AND CONTACT DETAILS OF THE PERSON/S PROVIDING THE LETTER/S.

LETTERS OF SUPPORT

Please provide up to **THREE (3) SIGNED LETTERS OF SUPPORT** from individuals or organisations that support your project.

Letter of Support One *

Attach a file:

Letter of Support Two

Attach a file:

Letter of Support Three

Attach a file:

LETTERS OF CONFIRMATION

Please provide **SIGNED LETTERS OF CONFIRMATION** from **ALL** individuals and/or organisations involved in the delivery of your project.

Please combine Letters of Confirmation within a single file.

LETTERS OF CONFIRMATION *

Attach a file:

EXAMPLES OF YOUR WORK

Please provide **THREE (3) EXAMPLES OF YOUR CURRENT OR PREVIOUS MUSICAL WORK** that demonstrates the quality of the proposed activity.

- Files can include video and/or audio files, EPKs, documents with links etc.
- Links can be to Social Media platforms (Facebook, Instagram etc), YouTube, SoundCloud, Bandcamp, Websites, DropBox, Google Drive links etc

Attach a file:

Attach a file:

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Attach a file:

Must be a URL.

Must be a URL.

Must be a URL.

OTHER SUPPORTING EVIDENCE

For applications involving people from culturally and linguistically diverse backgrounds, people with disabilities, or children and young people, provide evidence that you have followed the necessary protocols to obtain support and confirmation of involvement from the relevant communities and organisations.

Please combine evidence/documentation into one file.

Other Supporting Evidence

Attach a file:

PROJECT TIMELINE

PROJECT ACTIVITIES

Within this section, please provide information about each different activity involved within your project plan.

Enter each key project activity separately and provide the following information:

- Provide a description of the activity
- Provide the start and end date.
- State where the activity will take place.
- State whether the activity has been confirmed or not.
- State the number of people involved.

PROJECT TIMELINE

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Description of the activity	Activity start date	Activity end date	Activity Location	Activity confirmed	Number of people involved
	Must be a date.	Must be a date.			Must be a number.
				<input type="checkbox"/> Yes <input type="checkbox"/> No	
				<input type="checkbox"/> Yes <input type="checkbox"/> No	
				<input type="checkbox"/> Yes <input type="checkbox"/> No	
				<input type="checkbox"/> Yes <input type="checkbox"/> No	
				<input type="checkbox"/> Yes <input type="checkbox"/> No	
				<input type="checkbox"/> Yes <input type="checkbox"/> No	
				<input type="checkbox"/> Yes <input type="checkbox"/> No	
				<input type="checkbox"/> Yes <input type="checkbox"/> No	

PROJECT BUDGET

TOTAL AMOUNT REQUESTED

Total Income Amount

\$

This number/amount is calculated.

CASH INCOME

Within the Income table please provide information about all the anticipated sources of income or funding that will support your project.

Note: Please enter the Lifecycle Grant amount of \$10,000 as your first income source within the first row and select Un-Confirmed.

In the table below:

- Please enter any other cash income that you have received, or plan to receive for funding this project.
- For each amount listed, state whether the funding is confirmed or not confirmed. For example, if you have already received funding for the project, this would be listed as confirmed. If you have not yet received funding, but expect to, list this as un-confirmed funding.
- **Do not include in-kind support, this will be captured in another section.**
- Please include the amount you are requesting from this application.

Types of cash income could include:

- Other grant funding including sponsorships, local state or territory funding, or local government funding
- Funds that you or other people/organisations have contributed to this project.
- Any amounts generated from fundraising.

Income Source Description Confirmed/Un-Confirmed \$ Amount

	<input type="checkbox"/> Confirmed <input type="checkbox"/> Un-Confirmed	
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	<input type="checkbox"/> Confirmed <input type="checkbox"/> Un-Confirmed	\$
	<input type="checkbox"/> Confirmed <input type="checkbox"/> Un-Confirmed	\$
	<input type="checkbox"/> Confirmed <input type="checkbox"/> Un-Confirmed	\$
	<input type="checkbox"/> Confirmed <input type="checkbox"/> Un-Confirmed	\$
	<input type="checkbox"/> Confirmed <input type="checkbox"/> Un-Confirmed	\$
	<input type="checkbox"/> Confirmed <input type="checkbox"/> Un-Confirmed	\$
	<input type="checkbox"/> Confirmed <input type="checkbox"/> Un-Confirmed	\$

IN-KIND SUPPORT

In-kind income refers to the dollar value of any goods and services you receive without payment. Examples include free or discounted equipment, materials, venue space, professional services (e.g., legal, financial), and volunteer labour. To strengthen your application, it is recommended that you provide evidence of in-kind support in your support material, in the form of letters of support.

In-kind support may include:

- Venue/s or workspace/s provided free of charge or at a discounted rate
- Donated material, time and/or expertise
- Volunteer hours

Record the value of any discounts received or the full value of any items or services provided for free in this section.

If your project does not contain any In-Kind support, please leave this section blank.

IN-KIND

Source (who's providing it?) Type of Support \$ Amount

		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

CASH EXPENDITURE

In the table below, detail how you plan to spend the funds previously listed in the Cash Income table and In-Kind table. Include all your activity costs, including any that may be

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paid for using other funds. Make sure to identify whether costs will be paid for using this grant or another income source.

List each item, activity or service that has a cost. This could include:

- Publicist Fees
- Digital Marketing services
- Photographer, Videographer, Multi-Media Services, etc.
- Graphic Design, Illustration

In the \$ column, list the total dollar amount for each expenditure item.

EXPENDITURE

Expenditure Item	Description	\$ Amount
		\$
		\$
		\$
		\$
		\$
		\$
		\$

CASH INCOME TOTAL

Total Income Amount

\$

This number/amount is calculated.

IN-KIND TOTAL

Total Income Amount

\$

This number/amount is calculated.

CASH EXPENDITURE TOTAL

Total Expenditure Amount

\$

This number/amount is calculated.

BUDGET TOTAL

Please ensure that the totals for both your Cash Income and In-Kind Support match your total Expenditure. If the below box does not equal \$0, you will need to make adjustments to your budget.

The below field is automatically calculated and should equal \$0.

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Total Income Amount

\$

This number/amount is calculated.
(Income + In-Kind - Expenditure)

NOTES TO BUDGET

You have the option to provide more information about your budget to clarify or justify outlined costs. You may choose to provide more information in the box below, or you can attach separate documentation in support of your budget calculations.

Notes to Budget

Word count:
Must be no more than 500 words.

Budget Supporting Evidence

Attach a file:

RISK MANAGEMENT

Providing a clear risk management plan demonstrates your preparedness and proactive approach to ensuring your project's success. In the table below, identify and provide solutions for possible risks associated with your project.

What is the risk?	Impact of Risk	Who is impacted and how?	What can you do to manage or mitigate the risk?
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	Select from dropdown list		

APPLICANT DECLARATION

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* indicates a required field

I, THE APPLICANT CERTIFY THAT:

- I have read and understood all the terms and conditions associated with this grant and agree to be bound by them.
- I meet all the eligibility criteria for the **LIFECYCLE MARKETING GRANT** as specified in the guidelines.
- All the information I have provided in this application is true, complete, and accurate to the best of my knowledge.
- I agree to comply with all applicable laws, regulations, and guidelines related to the receipt and use of grant funds.
- I agree to use any funds awarded solely for the purposes specified in this application.
- I understand that I am responsible for the financial management of the grant funds and for maintaining appropriate records.
- I commit to submitting all required reports, documentation, and acquittals as outlined in the grant guidelines by the specified deadlines.
- I understand that I must submit a completed acquittal form no later than thirteen (13) weeks after the end of my project end date.
- I understand the application will not be accepted if it is submitted late.
- I agree to notify the [NATSIMO](#) promptly if there are any significant changes to the project scope, timeline, or budget.
- I agree that I will contact the [NATSIMO](#) immediately if any information provided in this application changes or is incorrect.
- I understand that my project activity must start between **1 December 2024 and 30 June 2025**.
- I understand that the [NATSIMO](#) will pay the selected total funding amount of **AU \$10,000** (excluding GST) as a lump sum upon receipt of a (a) fully executed Agreement and (b) a valid Tax Invoice.
- I consent to the collection, use, and disclosure of my personal information in accordance with the granting organisation's [privacy policy](#).
- I consent to the use of my name, project details, and any relevant materials for promotional purposes by the [NATSIMO](#), [APRA AMCOS](#), and [Music Australia](#).
- I agree to acknowledge the support of the [NATSIMO](#), [APRA AMCOS](#), and [Music Australia](#) and [Creative Australia](#) in all project-related publicity and materials.
- I understand that the [NATSIMO](#) has the right to terminate the grant agreement if I fail to comply with the terms and conditions outlined.
- I understand that all assessment decisions are final.

I have read, understood and agree to the collection, use and disclosure of my personal information (including sensitive information) in accordance with the Privacy Collection Notice above. I consent to my aggregated personal information (including sensitive information) collected by NATSIMO in connection with the Lifecycle Marketing Grants program being disclosed to Creative Australia for research and evaluation purposes. I understand I can withdraw this consent at any time by contacting natsimo@apra.com.au *

☐ Yes ☐ No

Full Name of person making the declaration. *

Applicant first and last name

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Date of Declaration *

Must be a date.

BEFORE YOU SUBMIT

Please ensure you have completed the application form fully before pressing submit. We advise saving your application form and using the "**Download PDF**" button on the Review and Submit page to preview your application before you submit. Ensure everything is correct and that you are satisfied with the content before submitting. When you are ready, click "**Submit**"

We can reopen your application form if you wish to make changes before the close date. You can request us to reopen your application form before the closing date by contacting the NATSIMO at natsimo@apra.com.au. Once the application form has been reopened; you must submit the form again in order to be accepted for assessment. Once the round has closed, no further changes will be accepted.