



2010

Indent Partnership Grants

Regional Areas & Metropolitan event grants are fixed at \$2500.

Closing Date: 2nd November, 2009

Photo by Peter Manston

MUSICNSW

indent 

arts|nsw 

THE GUIDE TO WRITING YOUR APPLICATION.

Indent is a NSW Government initiative funded by the ArtsNSW, managed by MusicNSW to develop youth entertainment across the New South Wales. Indent awards grants to teams of young people to stage their own drug and alcohol free events and provides information, resources, advice and support to enable young people to activate their local music scene and create sustainable youth events.


www.indent.net.au

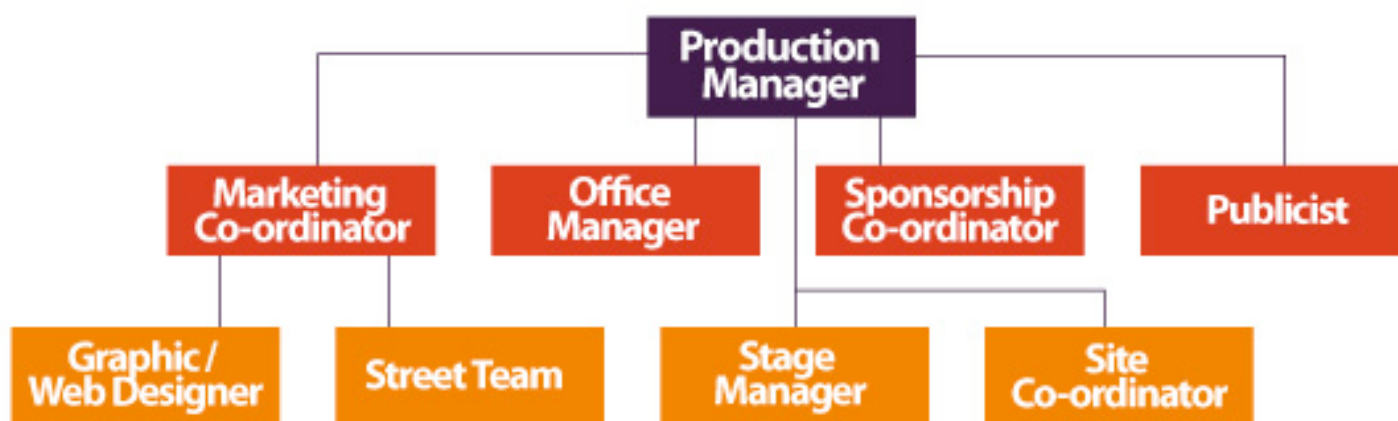
BEFORE YOU START...

This application is designed for young people interested in running their own drug & alcohol free events. We have tried to simplify this as much as we can. However staging events takes a lot of research and organisation. Don't be put off by the length, because by the time you complete it you will have a complete event plan to run your event(s)!

We recommend you check out *The Young Persons guide to the gig galaxy* from the Indent website www.indent.net.au/resources This will assist you in how to run your meetings and give a more thorough overview of what goes into running an event.

For each of your events the various roles needed to make the event happen will vary. Below is a sample Indent Event Team structure that will help distinguish what roles you might need and a brief of each role. As a team, have a think of what roles might interest you individually.

 This symbol determines which role is responsible for filling out each section. As a team you might like to discuss each section first, then in your role [eg. Production Manager] research what information is needed for the section, then fill it out.



PRODUCTION MANAGER:

Oversees the whole production and logistic of the event. Eg. Budgeting, Safety issues, PA logistics. All lines of communication should go through the production manager.

MARKETING COORDINATOR:

In charge of getting people to the event. The branding of the event – how will the event be promoted. Eg. posters. Works with the graphic designer to create an overall concept for the event.

OFFICE MANAGER:

Looks after the administration side of things. Eg. paper work, finances, organising team meetings and to keep things running smoothly. [assisting production manager].

SPONSORSHIP COORDINATOR:

Organisers sponsors from your local community to support the event either by gaining extra funds or through in kind support.

PUBLICIST:

Writes media releases, organises interviews and 'sells' the event to the media. Eg. Newspaper article

GRAPHIC DESIGNER / WEB DESIGNER:

Works with the marketing coordinator to create the overall image of the event. Eg. Poster design

SITE COORDINATOR:

Manages the location/venue. Making sure everything is set up and operational on time.

STAGE MANAGER:

Keeps an eye on the time to make sure the day is running to schedule. Eg. Bands keep to their playing times.

STREET TEAMS:

A bunch of dedicated people who do all the street level promotion of the event. Ie. Postering and handing out flyers.



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PLEASE TICK IF ADDITIONAL INFORMATION IS ATTACHED.

Bottom of Form

1. WHAT IS THE NAME OF YOUR LOCAL GOVERNMENT AREA?

This information is in your local telephone book or call your local council to check.

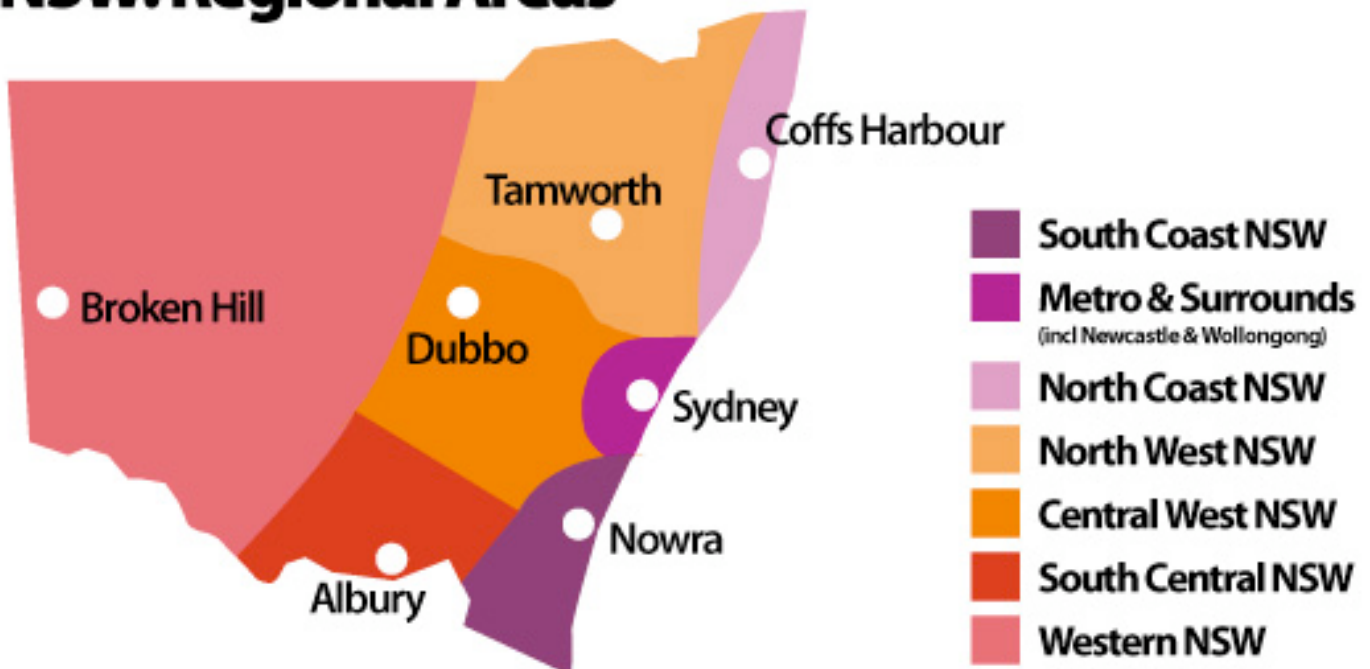
Your local government area:

2. WHAT IS YOUR REGIONAL AREA?

Your Indent region:

Your location will fall into one of the 7 Indent regional areas indicated on the map below – Metro & Surrounds, North Coast, South Coast, South Central, Central West, Northwest NSW, Western NSW.

NSW: Regional Areas



3a. WHO ARE THE MEMBERS OF YOUR INDENT EVENT TEAM?

Please include the names of all your Indent Committee members, their ages, what role they will play on the team, their email address, and postcode. (If you need more space, attach an extra page)

Name	Age	Role on Indent Team	Cultural Background	Email	P'code
Eg. Jo Gates	17	Publicity	Indigenous	Jo.gates@gmail.com	2041

EVENT TEAM CONTACT MOBILE NUMBERS*

**You will only receive texts about upcoming Indent activities that are relevant to you*

Name:	Position:	Mobile #

CHECK OUT THE INDENT MYSPACE:

<http://www.myspace.com/indentmusicnsw>

3b. WHAT IS THE NAME OF YOUR INDENT EVENT TEAM?

3c. DOES YOUR INDENT EVENT TEAM HAVE A MYSPACE: Y/N

If so, what is it?

3d. HAVE YOU PREVIOUSLY RECEIVED INDENT FUNDING?

4. WHAT ARE THE CONTACT DETAILS FOR YOUR TEAM LEADER?

The contact person will usually be the Chair or one of the key members of your Indent Team. (ie. Production manager) In assessing your application, the selection panel may need to consult this person for more detailed information, so they should be easily contactable.

THIS PERSON SHOULD BE AGED 14 TO 25.

Contact Person Name

Event Team Position	
Business Hours Phone	
After Hours Phone	
Mobile	
Email	

5. SUPPORT ORGANISATION CONTACT DETAILS

The person from the support organisation who is working with the Indent Team (ie. The Youth Development Officer) will need to provide all these details. The support organisation's ABN (Australian Business Number) must be included. This person will be responsible for delivery the grant packs to the event team, event reporting and the finances.

Support Organisation			
Full legal Name			
Contact Person Name			
Role within Support Organisation			
Legal Status of Organisation			
Support Organisation's ABN			
Mailing Address		Business Hours Phone	
Street Address		Fax Number	
Town / Suburb		Mobile	
State		Email	
Postcode			

6. WHAT KIND OF NON-FINANCIAL SUPPORT IS BEING OFFERED BY THE SUPPORT ORGANISATION?

Outline what kind of non-financial support is being offered by the organisation such as use of computers, use of a local hall and the like. Additional information can be attached.

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7. IN WHAT WAYS DOES THE SUPPORT ORGANISATION DEMONSTRATE ITS COMMITMENT TO YOUNG PEOPLE?

This question gives the support organisation an opportunity to outline the youth activities they may already be involved in and the support they provide to young people. Attach additional info, if necessary.

DESCRIBE THE ORGANISATION'S COMMITMENT TO YOUNG PEOPLE IN THE FOLLOWING AREAS:

All ages venues & events
Facilities (including access to rehearsal, workshop & meeting spaces)
Equipment (including PA's, instruments, computers)
Administrative Support
Established services and / or programs for young people
Organisational policies, strategic plans which relate to youth entertainment (Attach any relevant excerpts)

8. WHO WILL BE RESPONSIBLE FOR THE ADMINISTRATION OF INDENT FUNDING?			
<i>In most cases it will be the support organisation, if not, detail.</i>			
Support Organisation		Other (If other, fill in following details).	
Name of Organisation			
Legal Status of Administering Organisation			
Administering Organisation's ABN			
Contact Person			
Position			
Mailing Address		Business Hours	
Street Address		Phone	
Town / Suburb		Fax Number	
State		Mobile	
Postcode		Email	

2. planning & research



Production Manager



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PLEASE TICK IF ADDITIONAL INFORMATION IS ATTACHED.

9a. HOW MANY EVENTS DO YOU PLAN TO RUN? *(please tick)*

1 2 3 4

9b WHAT ARE THE PROPOED DATES FOR EACH:

NB please write proposed dates, even if they are tentative and subject to change.

Event 1	
Event 2	
Event 3	
Event 4	

Bottom of Form

10a PLEASE INCLUDE A BRIEF ON EACH EVENT:

Event 1
Event 2
Event 3
Event 4

NB. This is a short (one paragraph) description of what you hope to achieve if you successfully gain a grant for an Indent Partnership.

10b. PLEASE GIVE US A SNAP SHOT OF THE ALL AGES MUSIC SCENE IN YOUR COMMUNITY: *(ie. Bands, venues that support all age gigs, local media)*

11. HOW DID YOU COME UP WITH IDEAS FOR THIS PROPOSAL?

This information helps the selection panel to understand the process your committee has used to develop your proposal. It helps to make sure that your ideas will represent a broad cross-section of your community, and that you have consulted and included a wide range of people.

Conduct an Indent survey? (Attach results)

Conduct a youth forum? (Attach results)

Talk to or get advice from members of the community? If yes, who?

How did you decide on the final ideas?

12a. WHAT ENTERTAINMENT ARE YOU PLANNING FOR EACH EVENT?

Explain the kinds of entertainment you are planning for each event. Please name bands and artists (and if possible, attach their bio). If you have not already decided who will play, please indicate which genres or styles of music / entertainment you plan to include at the event.

	Event 1	Event 2	Event 3	Event 4
Bands				
Acoustic or Solo Artists				
DJ's				
Theatre or Dance				
Multimedia				
Spoken Word				
Other				

If you are putting on local artists, will they be winners from a band comp, workshop participants etc?

13. WHAT OPPORTUNITIES WILL YOU CREATE FOR LOCAL PERFORMERS IN THESE EVENTS?

Indent aims to create opportunities for young and emerging bands and performers.

Event 1

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Event 2

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Event 3

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Event 4

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14. DO YOU HAVE OTHER ACTIVITIES ASSOCIATED WITH YOUR EVENT(S)?

Describe how will you involve additional people through associated events and activities. These could include workshops, or tie-ins with other organisations, as well as post-event initiatives that may provide opportunity for feedback.

Pre-event Activities

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As part of the events

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As part of a bigger project (eg. Youth Week, Artstart or a festival)

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Post-event Activities (ie. evaluation, clean up, meeting with council for feedback etc)

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PLEASE TICK IF ADDITIONAL INFORMATION IS ATTACHED.

Top of Form

15a. EVENT LOCATION DETAILS – WHERE WILL YOUR EVENTS BE HELD?

This is the detailed information (the when, where, how & who) of your planned events. It will show the selection panel that you have researched and thought about the best options.

Venue name or description of event location

You will need to fill in the below details to the corresponding number of events you are running.. If you are using the same venue for all your events, write 'as above' in the appropriate box. If you know of a great location for the event but don't know if it can be used as a venue, describe the location. Attach any extra information including photos, sketches, reviews.

What is the venue's capacity (ie how many people will it hold?)

The venue owner or manager will be able to tell you the legal number or people the venue can hold. This also gives an idea of the size of the event.

Is your venue on the MusicNSW online venue resource? [VROOM] – Venue Resource Of Original Music

YES NO

Visit site to search for the venue to find out venue contact numbers and other information.

WWW.VROOM.MUSICNSW.COM

Event Name or Location	Venue capacity <i>(How many people will it hold?)</i>
Event 1:	
Event 2:	
Event 3:	
Event 4:	

Bottom of Form

15b. WHO IS RESPONSIBLE FOR THE VENUE?

The venue manager's name and contact details.

Name	Business Phone	Email Address
Event 1:		
Event 2:		
Event 3:		
Event 4:		

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16a. IS THE VENUE LICENSED?

Does the venue have the appropriate licenses to stage events (eg: entertainment licenses, APRA

license)

Does the venue have an APRA Licence? (tick one) *If not you'll need to purchase one for your event:* APRA Licensing Services // 1300 852 388 // <mailto:licence@apra.com.au>

Event 1	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Event 2	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Event 3	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Event 4	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Is the venue normally licensed to sell alcohol? (tick one)

Event 1	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Event 2	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Event 3	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Event 4	<input type="checkbox"/> Yes	<input type="checkbox"/> No

16b. IF YOU ANSWERED YES TO ANY OF THE LICENCE QUESTIONS, HOW WILL THE VENUE BE SET UP FOR DRUG AND ALCOHOL FREE EVENTS?

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17. WHAT EQUIPMENT WILL YOU NEED FOR YOUR EVENTS?

You will need to research exactly what equipment you will need for each event, finding out costs and accessibility. If any equipment can be provided by the venue, this will reduce your costs.

	To be provided by venue or support organisation	Will be hired
Staging and Barriers		
PA		
Lights		
Fencing (esp for outdoor events)		
Other		

NB. COSTS WILL NEED TO BE PLACED IN THE BUDGET.

4. safety & risk management



Production Manager



Top of Form



PLEASE TICK IF ADDITIONAL INFORMATION IS ATTACHED.

18a. WHAT IS YOUR RISK MANAGEMENT PLAN FOR YOUR EVENTS:

Event 1:

Event 2:

Event 3:

Event 4:

18b. PLEASE INDICATE WHAT YOUR STRATEGIES FOR MONITORING THE CONSUMPTION OF ALCOHOL OR OTHER INAPPROPRIATE BEHAVIOUR DURING THE EVENT?

(ie Chill out rooms, St Johns Ambulance reps, Volunteers, Food and Water available)

18c. WHO IS COVERING PUBLIC LIABILITY FOR THE EVENTS?

Event 1:

Event 2:

Event 3:

Event 4:



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PLEASE TICK IF ADDITIONAL INFORMATION IS ATTACHED.

19. WHO IS YOUR AUDIENCE?

Marketing and promotions is a very important aspect of planning a successful event. Your answers here will help the selection committee to work out how much thought has gone into your marketing planning. For this question, describe the people you want at your event ie their age, their interests, from what area / school / organisation, their musical tastes.

Event 1

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Event 2

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Event 3

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Event 4

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20. WHAT SIZE AUDIENCES ARE YOU HOPING TO ATTRACT TO YOUR EVENT?

Provide a realistic estimate.

Event 1

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Event 2

--	--

Event 3

--	--

Event 4

--	--

21. HOW WILL YOU ATTRACT YOUR TARGET AUDIENCE TO THE EVENT?

What will the "image" of your event be? What is the look and style of your advertising / marketing materials and how will they appeal to your target audience?

Event 1

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Event 2
Event 3
Event 4

22. HOW WILL YOU GET THE WORD OUT ABOUT THE EVENT?

List all the names of all the outlets you plan to advertise and / or publicise in and how you will use them.

Example: Newspaper

(Eg. Broken Hill Times: Story and photo, listing in gig guide, 1/2 page advertisement.)

Newspaper	
Radio	
TV	
Street & music press	
Zines	
Posters	
Flyers	
Internet / Email list	
Word of Mouth	
Advertising	
Newsletters	
Other	

23. WHAT LOCAL AREAS / TOWNS / SUBURBS WILL YOU COVER IN DISTRIBUTING THIS INFORMATION?

Describe how far and in what local areas / suburbs and towns will you distribute advertising information for your events? Eg: Wollongong – suburbs in Wollongong, and surrounding areas including Shellharbour, Kiama and Southern Highlands.

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6. sponsorship



Sponsorship Co-ordinator



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PLEASE TICK IF ADDITIONAL INFORMATION IS ATTACHED.

25. HAVE YOU ORGANISED ANY SPONSORSHIP?

Tell us if you have approached any sponsors (for advertising, equipment use etc) and if so - who they are and what their response has been.

Potential Sponsor	Request	Dollar Value please include In Kind amount	Status
EG. City Coast Records	10 CD's to raffle	\$300.00	Proposal sent; meeting set up for June 12

7. budget



Indent Event Team



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PLEASE TICK IF ADDITIONAL INFORMATION IS ATTACHED.

26. SAMPLE BUDGET

<i>Event Name: Spoonfest 09</i>			
Income		Expenses	
Indent Partnership (enter the amount you are applying for)	\$2500	Performance Fees	\$3000
Support Organisation (enter cash contribution if any)	\$4000	Production	\$2000*
In Kind Sponsorship*	\$9150	PA hire	\$2000*
Cash Sponsorship	\$1000	Lighting	\$1000*
Total Ticket Sales	\$1250	Technical & Stage Crew	2000*
Other (eg t-shirt sales)		Staging & Barriers	\$500
**Total	\$17 900	Venue Hire	\$1000*
<p>* 'In kind' sponsorships need to relate directly to an actual cost. If you are including in kind sponsorships in your income, indicate which cost is relates to in the expenses column by placing an asterisk next to that cost. (See sample budget if you have any queries).</p> <p>** MAKE SURE THE TWO TOTALS BALANCE!</p>		Other	
		Subtotal	
		Marketing & Promotions	\$2000
		Artwork & Design	\$500*
		Printing	\$200.00
		Advertising	\$1500
		Distribution	\$150*
		Other	
		Safety	
		Security	\$1500
		First Aid	\$500*
		Public Liability	
		Administration	
		APRA license	\$50.00
	Office Administration		
	**TOTAL	\$17 900	

BUDGET NOTES:

CASH SPONSORSHIP: (If applicable please explain the status of your agreement). Cash donated by Rick's Music Store

BUDGET NOTES:

TICKET SALES: (please state the ticket price and the amount of tickets you expect to sell). \$5 per ticket. Estimated 250 sales

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WHAT IS YOUR PROPOSED BUDGET?

Please fill in the budget projections for your events. Firstly a total for all events, and then broken down to each planned event.

<i>Budget: Total of all events</i>			
Income		Expenses	
Indent Partnership (enter the amount you are applying for)		Total Performance Fees	
Support Organisation (enter cash contribution if any)		Production	
Total In Kind Sponsorship*		PA hire	
Total Cash Sponsorship		Lighting	
Total Ticket Sales		Technical & Stage Crew	
Other (eg t-shirt sales)		Staging & Barriers	
Total		Venue Hire	
		Other	
		Subtotal	
		Marketing & Promotions	
		Artwork & Design	
		Printing	
		Advertising	
		Distribution	
		Other	
		Subtotal	
		Safety	
		Security	
		First Aid	
		Public Liability	
		Subtotal	
		Administration	
		APRA license	
		Office Administration	

	Subtotal	
	TOTAL	

<i>Budget: Indent Event 1</i>			
<i>Name:</i>			
Income		Expenses	
Indent Partnership (enter the amount you are applying for)		Performers / Presenters	
		Subtotal	
Support Organisation (enter cash contribution if any)		Production	
Total In Kind Sponsorship*		PA hire	
Total Cash Sponsorship		Lighting	
Total Ticket Sales		Crew	
Other (eg t-shirt sales)		Staging	
Total		Venue Hire	
		Other	
		Subtotal	
		Marketing & Promotions	
		Artwork & Design	
		Printing	
		Advertising	
		Distribution	
		Other	
		Subtotal	
		Safety	
		Security Costs	
		First Aid	
		Public Liability	
		Subtotal	
		Administration	
		APRA license	
		Office Administration	
		Subtotal	
		TOTAL	
BUDGET NOTES:			
CASH SPONSORSHIP: <i>(If applicable please explain the status of your agreement).</i>			
BUDGET NOTES:			
TICKET SALES: <i>(please state the ticket price and the amount of tickets you expect to sell).</i>			

<i>Budget: Indent Event 2</i>			
<i>Name:</i>			
Income		Expenses	
Indent Partnership (enter the amount you are applying for)		Performers / Presenters	
		Subtotal	
Support Organisation (enter cash contribution if any)		Production	
Total In Kind Sponsorship*		PA hire	
Total Cash Sponsorship		Lighting	
Total Ticket Sales		Crew	
Other (eg t-shirt sales)		Staging	
Total		Venue Hire	
		Other	
		Subtotal	
		Marketing & Promotions	
		Artwork & Design	
		Printing	
		Advertising	
		Distribution	
		Other	
		Subtotal	
		Safety	
		Security Costs	
		First Aid	
		Public Liability	
		Subtotal	
		Administration	
		APRA license	
		Office Administration	
		Subtotal	
		TOTAL	
BUDGET NOTES:			
CASH SPONSORSHIP: <i>(If applicable please explain the status of your agreement).</i>			
BUDGET NOTES:			
TICKET SALES: <i>(please state the ticket price and the amount of tickets you expect to sell).</i>			

<i>Budget: Indent Event 3</i>			
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<i>Name:</i>			
Income		Expenses	
Indent Partnership (enter the amount you are applying for)		Performers / Presenters	
		Subtotal	
Support Organisation (enter cash contribution if any)		Production	
Total In Kind Sponsorship*		PA hire	
Total Cash Sponsorship		Lighting	
Total Ticket Sales		Crew	
Other (eg t-shirt sales)		Staging	
Total		Venue Hire	
		Other	
		Subtotal	
		Marketing & Promotions	
		Artwork & Design	
		Printing	
		Advertising	
		Distribution	
		Other	
		Subtotal	
		Safety	
		Security Costs	
		First Aid	
		Public Liability	
		Subtotal	
		Administration	
		APRA license	
		Office Administration	
		Subtotal	
		TOTAL	
BUDGET NOTES:			
CASH SPONSORSHIP: <i>(If applicable please explain the status of your agreement).</i>			
BUDGET NOTES:			
TICKET SALES: <i>(please state the ticket price and the amount of tickets you expect to sell).</i>			

<i>Budget: Indent Event 4</i>			
<i>Name:</i>			

Income		Expenses	
Indent Partnership (enter the amount you are applying for)		Performers / Presenters	
		Subtotal	
Support Organisation (enter cash contribution if any)		Production	
Total In Kind Sponsorship*		PA hire	
Total Cash Sponsorship		Lighting	
Total Ticket Sales		Crew	
Other (eg t-shirt sales)		Staging	
Total		Venue Hire	
		Other	
		Subtotal	
		Marketing & Promotions	
		Artwork & Design	
		Printing	
		Advertising	
		Distribution	
		Other	
		Subtotal	
		Safety	
		Security Costs	
		First Aid	
		Public Liability	
		Subtotal	
		Administration	
		APRA license	
		Office Administration	
		Subtotal	
		TOTAL	
BUDGET NOTES:			
CASH SPONSORSHIP: <i>(If applicable please explain the status of your agreement).</i>			
BUDGET NOTES:			
TICKET SALES: <i>(please state the ticket price and the amount of tickets you expect to sell).</i>			

ESSENTIAL INFORMATION

**Applications close Monday 2nd November 2009.
Applications must be post marked with this date.**

<i>Successful grant recipients will be announced on Monday 7th December 2009</i>
<i>Applications must be in a hard copy version [not emailed or faxed]</i>
<i>Indent Open Day will be held in March 2010 and all teams are strongly advised to attend.</i>
<i>You will need to send one full, original copy including any supporting documents, attachments or examples.</i>
<i>Your applications will need to be easily photocopied, please don't use binders, staples, folders etc.</i>
Send your applications to: Indent c/o MusicNSW Shop 6, Troy Horse Building 44-54 Botany Road Alexandria NSW 2015

SUPPORT DOCUMENTATION

Please attach any additional support information from people or organisations your partnership will work with. This could include letters of support from youth centres, schools, teachers, artist managers, local councils, examples of other events you have been involved with, plus any surveys, reports or documents which support the need for youth entertainment in your area.

DECLARATION

I certify, on behalf of the applicant, that to the best of my knowledge the information provided in this Indent one off Event Application form is correct.

INDENT TEAM REPRESENTATIVE

Name	Date
Signature	

SUPPORT ORGANISATION REPRESENTATIVE

Name	Date
Signature	

END OF APPLICATION.