

~ DAREBIN ~ **Music** **FEAST**

20–27 OCTOBER 2019

AMPLIFY

Darebin Music Feast Event Producer Mentorship

What is AMPLIFY?

AMPLIFY is Darebin Music Feast's Event Producer Mentorship. A targeted professional development opportunity, it seeks to address inequality in the music industry by supporting and amplifying lesser heard voices.

Darebin is one of the most diverse local government areas in Melbourne and our residents believe diversity makes life in Darebin better. Darebin's Council Plan 2017-2021 includes a clear commitment to 'lead on equity and recognise our diverse community as our greatest asset for solving future challenges'. Council undertakes to do this through 'fostering participation by diverse population groups in our services, facilities and programs', 'ensuring a greater voice for young people' and 'addressing discrimination, racism, sexism, homophobia and transphobia'. AMPLIFY was first developed in 2017 in response to these Council aims.

Each year, AMPLIFY offers a targeted group of Darebin-based, early-career music event producers access to mentoring and the opportunity to program and produce a feature event as part of Darebin Music Feast.

AMPLIFY 2019

In 2019, AMPLIFY is open to **Youth** music event producers (aged 16–25) who live, work, study or play in the City of Darebin. Darebin Music Feast recognises that young people are integral to a diverse and vibrant music sector, and that their participation in live music culture is not only good for their wellbeing, but ensures industry sustainability. Yet despite the efforts of organisations like The Push, all ages gigs have been declining for 15 years and there are few employment pathways into the industry. We want that to change. We've created a mentorship opportunity that brings young people into the spotlight and empowers them to be the leaders of that change.

Under the mentorship of a music industry professional, the successful AMPLIFY 2019 applicant will program, produce and promote a feature event for Darebin Music Feast 2019 that celebrates music makers and lovers of all ages. The event will be held at a Darebin venue on Sunday 27 October 2019.

Who is it for?

AMPLIFY 2019 is for early-career youth music event producers aged 16–25 who live, work, study or play in the City of Darebin. We consider you to be early-career if you are in the first five years of your career. Both individuals and collectives/groups are welcome to apply.

Only one mentorship will be awarded.

Eligibility Checklist

To be eligible for AMPLIFY 2019, you must be able to answer 'yes' to **all** of the following:

- I live, work, study or play in the City of Darebin.
- I am aged 16–25.
- I am an early-career music events producer with some current or recent experience in the music industry.
- I am available to deliver a live music event on Sunday 27 October as part of Darebin Music Feast 2019. (Note: you must be available in the lead up to and during your event).
- I can commit to approximately 60 hours of work during the mentorship period.

What do you get out of it?

The successful AMPLIFY 2019 applicant will receive:

Mentoring

- You will be paired up with an established Music Event Producer who will mentor you throughout the programming, production and delivery of your Darebin Music Feast event. The mentor will be selected, and the mentorship will be designed, in consultation with you, to ensure you get the most from it.
- Mentoring will commence in July, and continue until early November.
- Contact hours with your mentor will start at 2 hours per fortnight and may increase in the lead up to your event.

Marketing & Production Support

- Your event will be listed as a Feature Event in the Darebin Music Feast 2019 Program.
- You will work directly with Darebin Music Feast's dedicated publicist to attract media for your event.
- Darebin Music Feast will assist in securing a venue for your event, and provide other production support as required.

Fee

- You will receive a Producer Fee of \$3,000, plus an additional programming and production budget of \$5,000.
- Allocation of your programming and production budget must be approved by Darebin Music Feast before any expenditure.
- Any ticketing income, if applicable, will be split 50/50 with Darebin Music Feast, after venue costs.

Application and selection process

There is a two-part application process:

Step 1: Submit an online application. Complete a simple online form, outlining your interest in and eligibility for the program.

Step 2: Meet with a selection panel. Shortlisted applicants will be invited to an informal in-person meeting with a selection panel consisting of Darebin Music Feast representatives and music industry professionals. Here you will further outline your suitability for the mentorship and present your event idea. Guidelines and information will be presented to you to help you prepare for your meeting.

All applicants will be notified of the outcome of their application by early July 2019.

Selection Criteria

Applications will be assessed against the following selection criteria:

1. **Clarity and timeliness.** Are you clear about what you intend to get out of this mentorship? Is it the right time for this mentorship in your practice?
2. **Impact.** Will the program have a significant impact on your career?
3. **Commitment.** Are you able to commit to the hours required for the mentorship? This includes contact hours with your mentor, hours dedicated to programming, production and promotion, and your presence at the event itself.
4. **Creative Vision.** Are your event ideas original and exciting?

How to apply

1. Read this information sheet carefully, and make sure you met the eligibility requirements for AMPLIFY 2019.
2. Think carefully about why you would like to undertake this mentorship, and what sort of event you would like to produce if you were successful.
3. Prepare a 1 page CV detailing experience relevant to your application and listing at least one referee (if you're applying as a collective or group, you can provide a 1-page CV per person, up to 4 pages).
4. Prepare up to 3 web links to previous events you've run/been involved in (eg Facebook events, websites, reviews etc) and/or up to 20 images that may support your application (eg flyer artwork for previous events, photo documentation of previous events etc). NOTE: providing this additional support material is optional, but will strengthen your application.
5. Complete the AMPLIFY 2019 Expression of Interest Form online at www.musicfeast.com.au by **5pm on Monday 17 June 2019**.
6. If shortlisted, attend an in-person meeting with a selection panel, where you will further outline your suitability for the mentorship and present your event idea.
7. Be prepared to start your mentorship in July 2019.

Timeline

Expressions of interest close: **Monday 17 June 2019, 5pm**

In-person meetings: **28 June & 1 July 2019** (date and time to be confirmed upon shortlisting)

Successful applicant informed: **5 July 2019**

Mentorship commences: **July 2019**

Darebin Music Feast 2019: **20–27 October 2019**

AMPLIFY event: **27 October 2019**

Mentorship concludes: **Early November 2019**

For further information please contact:

Steve Harris, Festivals & Events Officer – Creative Culture & Events

Steve.Harris@darebin.vic.gov.au or 8470 8478

This position is a Youth Identified Position, for young people aged 16–25 years. This position is part of a program to address the under-representation of young people in the workforce, and to help prepare participants for future employment and educational opportunities. This is a positive discrimination measure under section 33 of the Age Discrimination Act 2004. Applicants must be aged 25 or under when applying.