

CENDANA PROFESSIONAL DEVELOPMENT PROGRAMME CALL FOR APPLICATIONS

ACADEMY OF CULTURAL ECONOMY (ACE) BOOTCAMP- INDIE MUSIC EDITION

TIMELINE

ACE Bootcamp Indie Music Edition			
Call for applications	Deadline for registration	Notification to Participants	Course commences
22 nd August 2019	2 nd October 2019	14 th October 2019	29 th – 30 th October 2019

1. Introduction

CENDANA is organizing the **Academy of Cultural Economy Bootcamp (ACE Bootcamp) Indie Music Edition** in an effort to empower the art communities, which fulfils CENDANA's *'Empowering the Communities'* strategic pillar and *'Cultural and Creative Education: Create a Creative Workforce'* building block. Independent musicians, promoters, recording labels, artist managers and cultural workers in the music business are encouraged to apply to **CENDANA's ACE Bootcamp Indie Music Edition** that aims to support and stretch the ambition of musicians and cultural workers through targeted content mentored by a team specialists in their respective fields.

The ACE Bootcamp Indie Music Edition is a **two (2) day professional development course** from **29th – 30th October 2019, held in Kuala Lumpur, Malaysia** aimed at Malaysian independent promoters, recording labels, artist managers and cultural workers in the music business.

2. What is the CENDANA's ACE Bootcamp Indie Music Edition?

The ACE Bootcamp Indie Music Edition will be structured and curated to benefit the requirements of independent promoters, recording labels, artist managers and cultural workers to fulfil the needs of the music business in the running of their creative enterprises and/ or projects. Each session will be facilitated by subject matter experts with technical background from local established and international organisations, including but not limited to music labels, intermediaries, producers and accredited trainers. Participants will also be mentored by a team of specialists in the respective subject matter featured in the Bootcamp.

The ACE Bootcamp Indie Music Edition is targeted at independent musicians, promoters, recording labels, artist managers and cultural workers in the music business who are active in the development of the local music industry with a minimum 3 years of experience. Hence,

the bootcamp is at the intermediate level where the assumption is made that the participants have already acquired the basic knowledge in running their music business.

The ACE Bootcamp Indie Music Edition provides space, resources, time and expertise that hopes to stretch the ambition of independent musicians and music workers ambitions and expand their ideas into tangible projects or projects onto wider platforms.

This ACE Bootcamp Indie Music Edition is structured as a two (2) day professional development programme with the following formats:

- Lecture
- Workshops (Hands on sessions)
- Presentations
- Networking session
- Mentors input/ feedback throughout group activity sessions

3. What is the aim of CENDANA's ACE Bootcamp Indie Music Edition?

It is aimed at independent musicians, promoters, recording labels, artist managers and cultural workers in the music business to upskill themselves and acquire basic management skills needed to learn how to market themselves effectively, to manage their finances better, communicate effectively to various stakeholders in the industry and make impactful pitches to sell their creative ideas or services to potential funders as well as to consumers at large. It hopes to enhance the overall vibrancy of Malaysia's independent music sector by professionalising local talents.

Topics for the ACE Bootcamp Indie Music Edition are as follows;

- Overview of the Music Business in Malaysia.
- You need more than a hit song! (marketing and promotions).
- Tour like a Pro (locally and internationally).
- Is it possible to make a living in the Malaysian music industry?
- Yes, it's real! (real life examples)
- Afternoon Mixer (networking with music heavyweights, festival directors, publishers etc).

4. Who can apply for CENDANA's ACE Bootcamp Indie Music Edition?

Independent musicians, promoters, recording labels, artist managers and cultural workers in the music business who:

- Are Malaysians and most of their core work is conducted in Malaysia;
- Have established and are active in the independent music sector in Malaysia with a minimum experience of three (3) years and above.
- Able to communicate in English and/ or Bahasa Malaysia;

- Successful applicants must be available to **attend the full two (2) days programme from 29th – 30th October 2019,, held in Kuala Lumpur, Malaysia.**

Applicants should provide tangible track record of past projects and/ or artistic work to support their applications.

**Please note that the number of seats available in this workshop is limited to 40 seats, and an evaluation process will take place upon submission of applications.*

5. How will you benefit from CENDANA's ACE Bootcamp Indie Music Edition?

The workshop will benefit participants in the following ways:

- Enhance their administrative knowledge for effective management of their independent music business.
- The opportunity to consult mentors on their music projects and business plan, refine their proposals/ plans further based on advice given and send their revised proposals/ plans to the mentors for feedback.
- **Procure key takeaways from the ACE Bootcamp Indie Music Edition such as the following:**
 - Understanding of the overall Malaysian music industry;
 - Tips and tricks on successful marketing and promotion strategies;
 - Guidelines on formulating a Business Plan;
 - Touring circuit chart for local or international context;
 - Tips from successful artists;
 - Up close and personal contract with music heavyweights.

6. What does CENDANA Cover?

The CENDANA ACE Bootcamp provides the following support;

- Teaching and professional development programme costs for two (2) days,
- Twin-sharing accommodation will be provided **only** for participants outside of Klang Valley,
- Breakfast and Lunch will be provided within the two (2) days workshop,
- Return flights (for Sabahan applicants),
- Return flights (for Sarawakian applicants) will be undertaken by Malaysian Global Innovation & Creativity Centre (MaGIC).

NB:

- *Ground transport and insurance costs are not covered and must be covered by the applicant.*
- *All participants are expected to manage their own meals (outside of the Bootcamp).*

7. How can you apply for CENDANA's ACE Bootcamp Indie Music Edition?

Electronic submission is required. Submit your entry through the application form on CENDANA's website at www.cendana.com.my no later than **2nd October 2019**. Any

applications submitted after this date will not be considered. Submissions via other means, e.g. email, hardcopies, **will not be** accepted.

- Participants will be selected from a competitive open call.
- Applicants are required to submit an **Expression of Interest** with a brief description on your current business plans for the next one (1) to three (3) years in not more than 300-words.
- The **Expression of Interest** can be written in English or Bahasa Malaysia and can be attached with any additional materials to support your application but please limit it to not more than 2 items.
- Applicants who are selected for the ACE Bootcamp Indie Music Edition will be able to explore their plans in more depth with the opportunity to obtain valuable feedback to clarify the value proposition of their music bands, organisations, collectives or creative ventures.

All submissions must be accompanied with the applicant:

- certifying that all **submissions are true and accurate**
- **agreeing to the provided terms and conditions** of the ACE Bootcamp Indie Music Edition including Acknowledgement and Disclaimer and Duties to Keep Confidentiality and Indemnity.

CENDANA reserves the right to revoke any applications and/or change any terms and conditions at any time without prior notice. Please note that all decisions are final.

8. Who can you contact if you have questions?

If you have any questions, or wish to discuss your application in detail, please email artedu.cendana@gmail.com with the subject matter email highlighted as “ACE Bootcamp Indie Music Edition”.

9. What happens after you submit an application?

- Once application deadline closes, all applications will be vetted against the eligibility criteria specified in no. 4 above and that all relevant supporting documents have been submitted.
- As seats for the programme are limited, kindly note that applicants’ submissions and **Expression of Interest** will be evaluated and shortlisted by CENDANA’s Selection Panel.
- All applications submitted to CENDANA will be treated in the strictest of confidence.

10. What happens after your applications are assessed?

Successful Applications

Successful applicants will be notified via email confirmation no later than **14th October 2019**.

Unsuccessful Applications

Unsuccessful applications will also receive an official notification from CENDANA.

Appeals

CENDANA will not entertain any appeals. All decisions are final.

11. What is expected from successful applicants?

The Successful Applicant should;

- Be prepared to attend the full **two (2) days programme from 29th – 30th October 2019**, held in Kuala Lumpur, Malaysia.
- Commit time for the ACE Bootcamp Indie Music Edition and post-event follow-ups from CENDANA;
- Signify agreement to participate in the ACE Bootcamp Indie Music Edition with full attendance for the duration of the Bootcamp;
- Indicate willingness to provide critical feedback and overall review for the programme's enhancement.

12. What is required after the programme is completed?

The Successful Applicant should:

- Complete CENDANA's Evaluation Survey Form for each session.
- Applicants are to re-submit an updated proposal of their initial individual / organisational plans/ music projects to Mentors for review and feedback.

A Note on Funding Guidelines.

While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise funding to applications which **do not**:

- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society; and
- Threaten the nation's security or stability.

NO LIABILITY

CENDANA disclaims any and all liabilities for any special, direct, indirect, consequential, or incidental damages, or any damages whatsoever arising out of or in connection with CENDANA's ACE Bootcamp Indie Music Edition.

DISCLAIMER

- CENDANA reserves the right to observe and document findings from the observation as well as take photographs and videos whilst the Bootcamp is in progress.
- Photographs and videos will be used for promotional and evaluation purposes only for CENDANA's ACE Bootcamp Indie Music Edition.

ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn. Bhd. (a wholly owned company of Minister of Finance Incorporated) and reports to Ministry of Communications and Multimedia. For more information, log on to www.cendana.com.my

CENDANA supports platforms, projects and/or activities that:

- i. Falls under one or more of the following CENDANA Strategic Pillars:
 - **Energising the Arts** – Stimulating demand for Malaysian arts from the wider public and trade. For e.g. building networks with venue presenters, running public arts programming, etc.
 - **Empowering the Communities** – Increasing opportunities of success for Malaysian artists and increasing quality of work. For e.g. facilitating collaborations, hosting trainings and professional development courses.
 - **Reorganising Policies** – Advocate for policies and frameworks that encourage sustainable development of the cultural economy. For e.g. co-designing and researching on a proposed national cultural funding policy.

For more information about the work that we do, please log on to www.cendana.com.my.

- ii. Associates with one or more of the following CENDANA Building Blocks:
 - **Cultural and Creative Education: Creating a Creative Workforce**
 - Developing a creative education and skills policy for Malaysia.
 - **Nurturing the Market**
 - Building KL as a centre for creative expositions.
 - **Business Support and Investment**
 - Ensuring creative businesses have access to tailored expertise and advice as well as key investment communities.
 - **Creative Place-making, Liveability and Tourism**
 - Developing dedicated planning guidelines for culture and explore incentives that will encourage culture and creativity in KL.

For more information about the Building Blocks, please log on to the “*KL as A Cultural and Creative City Report*” at www.cendana.com.my/resources.