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CENDANA INDEPENDENT MUSIC FUNDING PROGRAMME

OVERVIEW

Open for Application	Application Due Date	Applicants notified by	Projects to Start
18 August 2020	17 September 2020	16 October 2020	November 2020 onwards

What is the Independent Funding Programme?

CENDANA's **Independent Music Funding Programme** ("Programme") supports the development of the independent music sector through initiatives that support creation, research, networking, facilitation of music projects, upskilling, as well as mobility and promotion of Malaysian made independent music content. The Programme's aim is to expand the range of high-quality works for audiences in Malaysia and to encourage local practitioners to push the boundaries of their music.

The term 'Independent' here refers to music acts who are not signed with any major commercial labels, corporations or their subsidiaries.

The Programme primarily supports:

- Development and creation of new original or adapted works¹ (recordings, singles, EPs, album etc);
- Research;
- Production, performances and showcases (within Malaysia only);
- Music performance tours and invitations to perform;
- Attending/organising music workshops and clinics; and
- Creation of digital content (music videos, live performance videos etc).

The proposed works must be (where applicable):

- accessible to the general public;
- produced by individuals/collectives/organisations with sufficient and relevant experience²;
- in the case of recorded releases, to be made available for sale, either in physical copies or digital format, with effective national/international distribution systems;
- in the case of recorded releases, to be publicly launched either digitally or via a physical showcase
- supported by a marketing and promotions strategy;
- in the case of cross-discipline performances and showcases, have a **majority music component** that would contribute to the Malaysian music industry;
- in the case of video content creation, priority will be given to those with the production of new recorded works. If recorded works that have already been released are to be

¹ Priority to be given to works promoting Malaysian content.

² CENDANA recommends a minimum of three (3) years track record of producing the activities proposed

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used as the premise of the video content creation, only recent three (3) years released works can be used; and

- completed within 12 months of project start date.

The Programmes supports a range of musical types and genres which include but are **not limited to**:

- Classical
- Jazz
- World Music
- Traditional Music
- Contemporary Popular Music
- Indie and Alternative
- Rock (including Blues, Modern, Post Rock etc)
- Urban (including Hip Hop, Rap etc)
- Metal and Punk
- Electronica

CENDANA's funding programmes are introduced to provide funds and financial assistance, in the form of conditional grants to individual(s), duly incorporated and registered companies, associations or societies in Malaysia.

What does the funding cover?

The **Independent Music Funding Programme** supports **direct expenses** of the proposed project, up to total of RM 30,000 per application for the following costs:

Eligible Expenses	Non-Eligible Expenses
Professional Fee	
<ul style="list-style-type: none"> • Professional fee/ collaborators³ (i.e. producer, project managers, composer, director, performers⁴, composer, stage manager, lyricist, technical staff, workshop speaker/ facilitator etc.) • Cost for translator/ transcriber (Languages: English, Bahasa Malaysia, Mandarin and Tamil only) • Videographer/ photographer fees • Cost to enable your creation of work to be presented via digital platform (i.e. web designer, audio mixing, video editing, copywriter, illustrator etc.) 	<p>Note: Fees must be relevant and based on the average market rate. Request of professional rate needs to be supported by their industry experience and background. All fees requested will require the submission relevant profiles and supporting work.</p> <p>Please note that the Funding is not in replacement of full-time salaries and is not intended to be the sole income for duration of the funding period.</p>

³ Collaborators who are not the applicant/musicians themselves

⁴ Performers who are not the applicant/musicians themselves

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Materials and Venue and Technical Support	
<ul style="list-style-type: none"> • Cost involved for production/ showcase (sound system, technical staff, rental of technical equipment, backline, crew, aspects of set design and set creation, props, costume etc.) • Venue/ space rental • Cost for materials (related to creation of work and/or delivery of programme) • Expansion or upgrade of online platforms⁵ • Album printing and duplication costs 	<ul style="list-style-type: none"> • Operational expenditure (i.e. monthly office rental, utility bills etc.) • Capital expenditure including refurbishment/ renovation of buildings, offices, studio • Purchase and upgrading of software • Purchase of equipment (i.e. laptop, printer, musical instrument, machines etc.) • Event permits and licenses • Catering and F&B cost
Mobility and Touring	
<ul style="list-style-type: none"> • Return flight tickets • Return airport transfers • Travel expenses by train, bus, or car⁶ to rehearsal and event venue only • Cargo freight cost for touring (i.e. equipment, instruments etc.) • Per diems⁷ • Accommodation (for travelling participants only) 	<ul style="list-style-type: none"> • Visa and Passport • Medical support (travel insurance, vaccines) • F&B cost
Additional Notes for Mobility and Touring	
<p>For invited platforms, you must fulfil the following:</p> <ul style="list-style-type: none"> • Receive a confirmed invitation from an international/ a local partner, venue presenter, producer or festival director. • Receive an appropriate remuneration (i.e. honorarium or professional fee) for the performance and is hosted as well as provided accommodation amongst others. <p>For self-effort projects, you must fulfil the following:</p> <ul style="list-style-type: none"> • Provide a copy of the venue booking receipt or confirmation letter from the respective venue where your performance/ work will be presented. • All relevant permits/ licenses/ visas are secured. 	
Marketing and Promotional	
<ul style="list-style-type: none"> • Marketing/ promotional activities (i.e. advertising fee, printing of marketing 	<ul style="list-style-type: none"> • Web domain and web hosting fees • SSL (Secure Sockets Layer) certificate fees • Search Engine Optimisation fees

⁵ An extension of premium package for wider public reach on virtual platform. i.e.: Zoom, GoToMeeting etc.

⁶ Mileage is claimable at RM0.80 per kilometer from current residence to destination

⁷ For platforms which do not provide per diems and only for the duration of the event capped to a max of 10 days at RM40 per day for local travel and USD20 per day for international travel.

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<p>collaterals, designer fees, social media/digital ads etc.)</p>	<ul style="list-style-type: none"> • Digital art software (Adobe Creative Cloud i.e. Photoshop, Illustrator, InDesign, Dreamweaver) • Motion graphics or video editing software (i.e. MadMapper, Isadora Troikatronix, HeavyM, Resolume Arena) • Cloud storage fees (i.e. iCloud, Dropbox) • Any kind of storage device (i.e. USB flash drive) • E-commerce payment gateway
<p>Participation Fee</p>	
<ul style="list-style-type: none"> • Registration fees to participate in any identified programmes to encourage participation in a wide range of development opportunities. 	<p>Note: To provide details of programme fees during application process.</p>

A note on the payment transaction guideline

Please note that a successful beneficiary shall not enter into any transaction with related parties which will be deemed not claimable. For purposes of this provision, the expression “related parties” means but not limited to any related companies/ organisations that is wholly owned and/or related to the beneficiary.

What if you can't secure the host/ organiser's letter in time?

All applications must reach CENDANA on the said closing date. Late applications will not be accepted. In the event that you are awaiting confirmation from partners/collaborators, you are advised to submit your application before the closing date, and state clearly any information which is still outstanding/unconfirmed. The outstanding information should be submitted to CENDANA once available (limited to two weeks after the closing date).

Proposed project to adhere to guidelines stipulated by the Recovery Movement Control Order, gathering restrictions put in place by state or federal governments or within the defined environment given by the Government for e.g. social distancing, mass gathering and event standard operating procedure (SOP).

CENDANA Funding Programmes provide partial support to enable efforts of arts practitioners and intermediaries to realise artistically exciting projects. The Funding is not in replacement of salaries and is not intended to be the sole income for fees during the funding period as we recognise that creatives are likely to be involved in other projects.

Who can apply for the Independent Music Funding Programme?

- Malaysian citizens or organizations with minimum three (3) years of relevant experience and portfolio of work that are actively engaged in the Malaysian independent music sector; and **not associated with any major label, corporation or its subsidiaries** are welcome to apply. This may include but not limited to:
 - Solo artistes, bands and groups

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- Independent labels, promoters and managers; and
- Live music venues.
- Applications can be made by individuals, collective/groups or organizations. However, the lead applicant must assume full administrative responsibility as well as be actively involved in the whole process.

Projects proposed by for-profit entities must have significant developmental benefits for Malaysian independent artists and bring high quality works to audiences. Given the competitive nature of arts funding and limited resources, CENDANA will prioritise funding to organisations whose core business is in music and new proposals as opposed to recurrent projects of a similar nature which have been funded before.

Who is not eligible to apply for the Independent Music Funding Programme?

CENDANA will not be able to support your application if you:

Are an individual/collective/organisation

- formed for non-secular purposes;
- does not meet the criteria stipulated;
- currently receiving grants or sponsorships under any of CENDANA funding programmes (with the exception of the Create Now Funding Programme);
- that have pending/outstanding reports due for previous funding programmes from CENDANA or its holding company MyCreative Ventures Sdn Bhd;
- if there are any adverse findings on the organisations during the due diligence process;
- has been funded consecutively by CENDANA within three (3) calendar years.

Are proposing a project that

- has already started before the time of application or before the completion of CENDANA's applications evaluation process;
- do not have a clearly defined music component, including projects primarily aimed at promoting religious causes;
- are intended specifically for academic purposes or presented under a school or tertiary institution and is part of its curriculum;
- is not intended for public consumption;
- is intended for fundraising purposes;
- is unable to obtain relevant copyright licenses or rights.

What do we look for in applications?

Applicants will be evaluated against the following parameters as well as the strength of supporting materials submitted:

Artistic merit of proposal

- Is the music/idea original, creative and innovative?
- Could the music/idea encourage more interest towards Malaysian-made music?
- Has the project proposed been clearly explained?
- Is the music/idea relevant to Malaysian audiences?

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Contribution to Malaysia's independent music scene

- Can the music/idea appeal to wider audiences?
- Would the project produce a high-quality music product?
- Would the project contribute the diversity of the Malaysian music industry?
- Does the project show different musical perspectives or encourage increased understanding/appreciation of music?

Applicant's Competency

- Does the applicant have sufficient track record for past projects/work?
- Does the applicant show significant past achievements or has received recognition in the Malaysian music scene?

Project Management

- Does the applicant show that they have the ability to complete the proposed project?
- Has the applicant provided enough detail in their budget sheets and timelines?
- Has the applicant provided enough detail on their marketing and promotional plans?

Relevance to CENDANA

In relevance with CENDANA's goals, does the project provide opportunities for employment, increase of artistic profile or development for all parties involved?

What would affect your application?

Applications that do not have sufficient documentation upon submission will result as an incomplete application and may not be advanced for evaluation. List of documents required:

Application Type
<p>Applying as Individual/ Collective:</p> <ul style="list-style-type: none"> • Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page. <p>Applying as Organisation/ Association:</p> <ul style="list-style-type: none"> • Copy of Director/ President MyKad Identity Card (IC)* – clear copy of both back and front image on same-sided A4 page (<i>*director(s) and shareholder(s) of organisation</i>). • Copy of valid company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable), list of committee members (for societies).
Supporting Documents
<ul style="list-style-type: none"> • Project proposal (if applicable) • Music act profile (with project/work/show history, past achievements, links and any other relevant info) • Budget sheet with timeline • Producer profile (or any other relevant technical personnel profiles e.g. music video director, event manager etc, if applicable) • Any other relevant supporting materials in digital format (if applicable) i.e. visual images, video, web link etc

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- For record releases, demo tracks (one for Single, three for EP/Full-length album) submitted in MP3 format (at least 128kbps) via a web link (e.g. Dropbox). Should you submit more tracks than required, only the first 3 will be taken into consideration for assessment. Demo tracks should reflect the final instrumentation/arrangement as closely as possible. Demos do not have to be professionally recorded, just clearly heard
- For physical showcases, a booking confirmation receipt or letter from the venue proposed or invitation letter
- Timeline for proposed project
- For video content, sufficient pre-production information (e.g. Shooting script, storyboard etc)

What is expected from successful applicants?

- Keep in regular contact with CENDANA to update on project progress or should there be any changes in the proposed scope of works;
- To apply CENDANA brand guidelines onto all communication platforms i.e. to include logo on all publicity and marketing collaterals³ for supported projects;
- To ensure all payment vouchers, invoices and receipts for project expenditure are kept as proof of payment to be submitted to CENDANA. Failure to provide the necessary supporting documents may affect the disbursement amount.

How can you apply for the Independent Music Funding Programme?

You can submit your funding application through CENDANA's online grant management system on www.cendana.com.my. Submissions via other means, e.g. email, hardcopies, will **NOT** be accepted.

Who can you contact if you have questions?

If you have any questions, or wish to discuss your application in detail, please email grants@cendana.com.my

What happens after you submit an application?

- Once the application deadline closes, all applications will be evaluated to ensure projects meet the eligibility criteria and relevant supporting documents have been submitted.
- All applications are jointly assessed and approved through a highly-competitive evaluation process.
- Applications that meet all requirements will then go into evaluation process to be assessed by the CENDANA **Industry Advisory Panel** comprising of industry advisors, experts and practitioners through a weighted scoring system.
- Applications with high scores will be reviewed and approved by the **Management/ Board of Directors**.

³ ***Details outlined in Agreement.***

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- All proposals submitted to CENDANA will be treated in the strictest confidence. Likewise, CENDANA's panels are bound by non-disclosure agreements and are required to declare non-conflict before reviewing any proposals.
- Notification of outcomes will be sent via email confirmation no longer than six (6) weeks after the application closing deadline.

How will you receive funding?

- Should you be successful, you will be required to be present at a one-on-one meeting with the CENDANA team physically or virtually (depending on your location of residence) to confirm the terms and conditions of the conditional grant.

The approved amount will be disbursed in two (2) tranches. The funds will be credited to your or your organisation's recognised bank account. Structure of the Independent Music Funding Programme disbursement is illustrated below:

Upon signing of Agreement	Economic Survey Report
<p>First Disbursement (40% of the approved amount) upon execution of the Agreement within twenty-one (21) working days.</p>	<p>Final disbursement (remaining 60% of the approved amount) within twenty-one (21) working days upon receiving submission of documents as below that meet all reporting requirements:</p> <ul style="list-style-type: none"> • Final Report; • CENDANA's Monitoring Survey; • Final Statement of accounts (proof of expenditure i.e. receipts, invoices, payment vouchers etc.) • Supplementary materials (photos, videos, collaterals created if applicable)

The data and outcomes reporting provides CENDANA with valuable information to monitor the performance and activity of each project, and ensures accountability of public funds. It also informs the research and communication by CENDANA, allowing us to demonstrate the impact of our funded applicants.

What happens after the applications are assessed?

Successful Applications

Successful applicants will receive an official email notification with the Cover Letter stating:

- Approved Independent Music Funding Programme amount and purpose;
- Terms & Conditions of the Independent Music Funding Programme;
- Performance goals and deliverables.

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The Independent Music Funding Programme will be valid for thirty (30) days from the time the email of notification is sent out. If you do not accept the offer within this period of the time, the offer will lapse.

Unsuccessful Applications

Unsuccessful applicants will receive an official email within the same notification period.

Appeals

CENDANA will not be able to accept appeals. All decisions are final.

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 proposals 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;
- threaten the nation's security or stability.

CENDANA reserves the right to revoke any applications/approval should there be:

- changes in the scope of the project without notifying and getting approval from CENDANA;
- indirect or direct degrade or tarnish CENDANA's reputation;
- the project is not able to be completed per the submitted proposal;
- a breach of terms and conditions specified and agreed in the Funding Programme Agreement.

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 the Ministry of Communications and Multimedia. For more information, log on to www.cendana.com.my