

## TERMS OF REFERENCE

# CENDANA INDEPENDENT MUSIC FUNDING PROGRAMME

## OVERVIEW

Call for Applications	Application Deadline	Notification to Applicants	Legal Briefing for Agreement	Programme to Start
13 August 2021	13 September 2021	13 October 2021	2-4 weeks after notifications	3 November 2021 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 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 works<sup>1</sup> (recordings, singles, EPs, album etc);
- Research;
- Production, performances and showcases (within Malaysia only);
- Attending/organising music workshops and clinics; and
- Creation of digital content (music videos, live performance videos etc).

Due to the shifting SOP as a result of the pandemic, projects that are digital in nature or that do not involve traveling or physical showcases will be prioritized. For any reason, interstate traveling is permitted, you are welcomed to submit a proposal that requires that support for mobility.

The proposed works must be (where applicable):

- accessible to the general public;

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<sup>1</sup> Priority to be given to works promoting Malaysian content.

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- produced by individuals/collectives/organisations with sufficient and relevant experience<sup>2</sup>;
- 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 or online 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 used as the premise of the video content creation, only recent three (3) years released works can be used; and
- completed within twelve (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.

As a result of this funding programme, the successful beneficiaries may have an opportunity to:

- be selected to perform/participate in **an event organised by CENDANA in 2022** (subject to selection by curatorial committee); or/ and

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

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- be highlighted in CENDANA's digital assets / **Bandar Aktiviti Seni Kuala Lumpur**<sup>3</sup>**website** (www.baskl.com.my) as part of an online directory featuring artists' profile, contact details and work created from this Funding Programme.

### **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
  - Independent labels, promoters and managers;
  - Technical and behind-the-scenes workers; 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.
- Previous beneficiaries may apply, but priority may be given to new applicants who have never before received support from CENDANA

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;
- that have been declared bankrupt or undergoing bankruptcy proceedings;
- currently facing an action, claim, process or investigation against the applicant;
- being charged and/ or convicted in a criminal process or named as accused in a pending court case process; and
- if there are any adverse findings on the applicant during the due diligence process.

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1. <sup>3</sup> BASKL is Bandar Aktiviti Seni Kuala Lumpur, a space created by the Cultural Economy Development Agency, or CENDANA, to help nurture the city's arts and culture ecosystem, and encourage locals and visitors alike to learn more about and savour the melting pot of art, music, craft and performing arts that pervades this beautiful city and beyond.

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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 not able to demonstrate efforts to benefit practicing artists or cultural workers;
- are intended specifically for academic purposes or presented under a school or tertiary institution and is part of its curriculum;
- are held at religious venues;
- is not intended for public consumption;
- are blacklisted by in-market authorities (for e.g. local council or PUSPAL); and
- is unable to obtain relevant copyright licenses or rights.

### **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](http://www.cendana.com.my). Submissions via other means, e.g. email, hardcopies, will **NOT** be accepted.

### **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
<b>Professional Fee</b>	
<ul style="list-style-type: none"> <li>• Professional fee/ collaborators (i.e. producer, project managers, composer, director, performers, composer, stage manager, lyricist, technical staff, workshop speaker/ facilitator etc.)</li> <li>• Cost for translator/ transcriber (Languages: English, Bahasa Malaysia, Mandarin and Tamil only)</li> <li>• Videographer/ photographer fees</li> <li>• Cost to enable your creation of work to be presented via digital platform (i.e. web designer, audio mixing, video editing, copywriter, illustrator etc.)</li> <li>• Management fee if applicable</li> </ul>	<ul style="list-style-type: none"> <li>• Operational expenditure costs (e.g. full-time salaries, monthly space rental etc)</li> </ul>

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<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>	
<b>Materials, Venue and Technical Support</b>	
<ul style="list-style-type: none"> <li>• 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.)</li> <li>• Venue/ space rental</li> <li>• Cost for materials (related to creation of work and/or delivery of programme)</li> <li>• Expansion or upgrade of online platform<sup>4</sup></li> <li>• Album printing and duplication costs</li> <li>• Album packaging design</li> <li>• Costs involved for COVID testing (where required) as best practice to provide a safe environment for all those involved in organising the projects (e.g. musicians, crew, instructors etc). However, this will be limited to those engaging in the approved projects as part of the main team only.</li> </ul>	<ul style="list-style-type: none"> <li>• Operational expenditure (i.e. monthly office rental, utility bills etc.)</li> <li>• Capital expenditure including refurbishment/ renovation of buildings, offices, studio</li> <li>• Purchase and upgrading of software</li> <li>• Purchase of equipment (i.e. laptop, printer, musical instrument, machines etc.) Purchases can be considered if equipment enables transition of work to fit new norms (i.e. webcam, mic etc) or if option to purchase is cheaper than renting.</li> <li>• Event permits and licenses</li> <li>• Catering and F&amp;B costs</li> </ul>
<b>Marketing and Promotional</b>	
<ul style="list-style-type: none"> <li>• Marketing/ promotional activities (i.e. advertising fee, printing of marketing collaterals, designer fees, social media/ digital ads, printing of programme booklets etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Web domain and web hosting fees</li> <li>• SSL (Secure Sockets Layer) certificate fees</li> <li>• Search Engine Optimisation fees</li> </ul>

<sup>4</sup> An extension of premium package for wider public reach on virtual platform. i.e.: Zoom, GoToMeeting etc.

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<ul style="list-style-type: none"> <li>• Fees and services for marketing/ comms/ social media manager, designer for marketing materials etc.</li> <li>• Translator/transcriber and proofreading costs (Languages: English, BM, Chinese and Tamil)</li> </ul>	<ul style="list-style-type: none"> <li>• Digital art software (Adobe Creative Cloud i.e. Photoshop, Illustrator, InDesign, Dreamweaver)</li> <li>• Motion graphics or video editing software (i.e. MadMapper, Isadora Troikatronix, HeavyM, Resolume Arena)</li> <li>• Cloud storage fees (i.e. iCloud, Dropbox)</li> <li>• Any kind of storage devise (i.e. USB flash drive)</li> <li>• E-commerce payment gateway</li> </ul>
<b>Participation Fee</b>	
<ul style="list-style-type: none"> <li>• Registration fees to participate in any identified capacity programmes to encourage participation in a wide range of professional development opportunities.</li> </ul> <p>Note: To provide details of programme fees during application process.</p>	<ul style="list-style-type: none"> <li>• Academic course fees for e.g. degree, diploma etc.</li> </ul>

### **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.

Proposed project to adhere to guidelines stipulated by the 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.

### **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?

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- Has the project proposed been clearly explained?
- Is the music/idea relevant to Malaysian audiences?

### 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 – <i>main applicant or entity not registered under Companies Commission of Malaysia (SSM)</i>:</p> <ul style="list-style-type: none"> <li>• Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page.</li> </ul> <p>Applying as Organisation/ Association – <i>registered under Companies Commission of Malaysia (SSM), Registrar of Companies (ROC) or Registrar of Societies (ROS)</i>:</p> <ul style="list-style-type: none"> <li>• 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>).</li> <li>• 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).</li> </ul>
Supporting Documents

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- Project proposal (if applicable) – *recommended file size limit 25MB*
- Music act profile (with project/work/show history, past achievements, links and any other relevant info)
- Budget sheet with Activity Timeline Sheet – *(template provided within application form)*
- Profile/ Bio of ALL performers/ collaborators/ organisations involved in project (e.g. producer, music video director, event manager, musicians etc, if applicable)
- Any other relevant supporting materials in digital format (if applicable) i.e. visual images, video, web link etc
- 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) of the proposed songs. Should you submit more tracks than required, only the first 3 will be taken into consideration for assessment. 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
- For video content, sufficient pre-production information (e.g. Shooting script, storyboard etc)
- Other working samples/ examples of proposed work that may include video, audio, images or written material (if available)

### **A Note on Funding Guidelines**

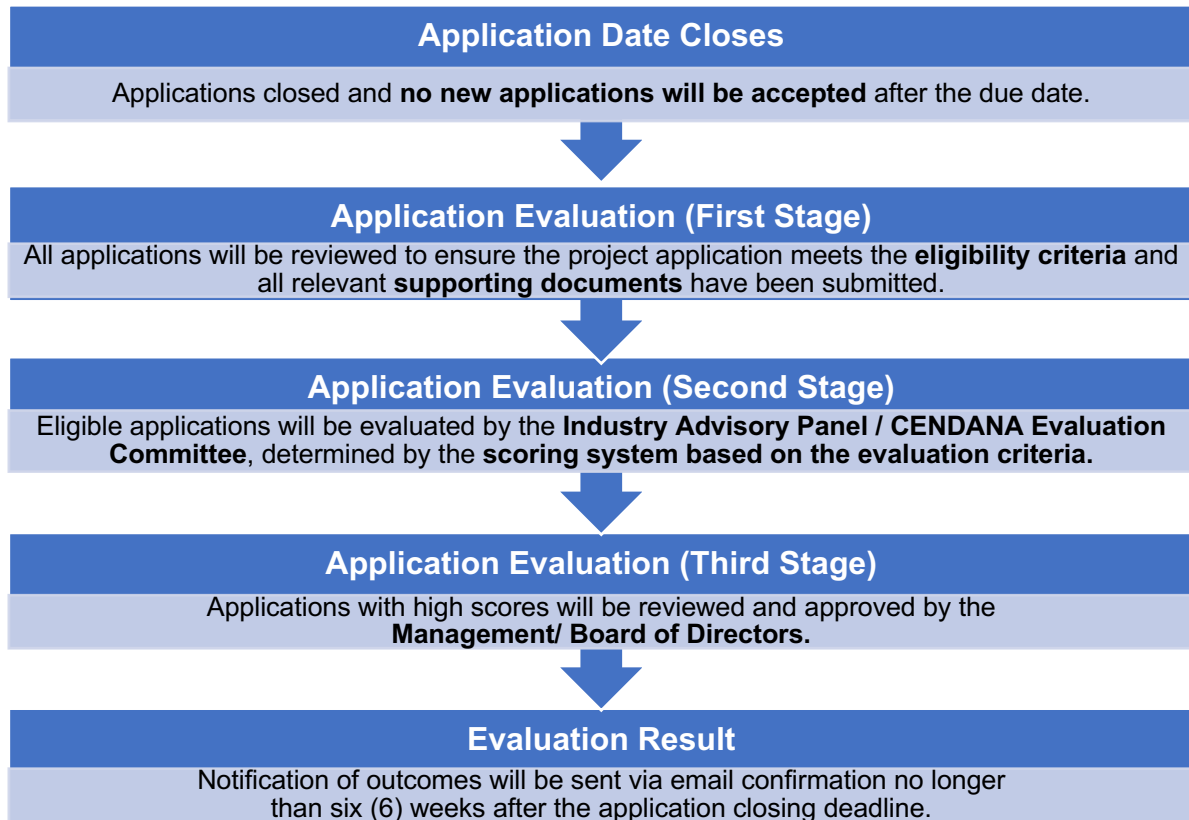
While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise proposals which do not:

- 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.

### **What happens after you submit an application?**



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### **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.

The Independent Music Funding Programme will be valid for fourteen (14) 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.

### **How will you receive funding?**

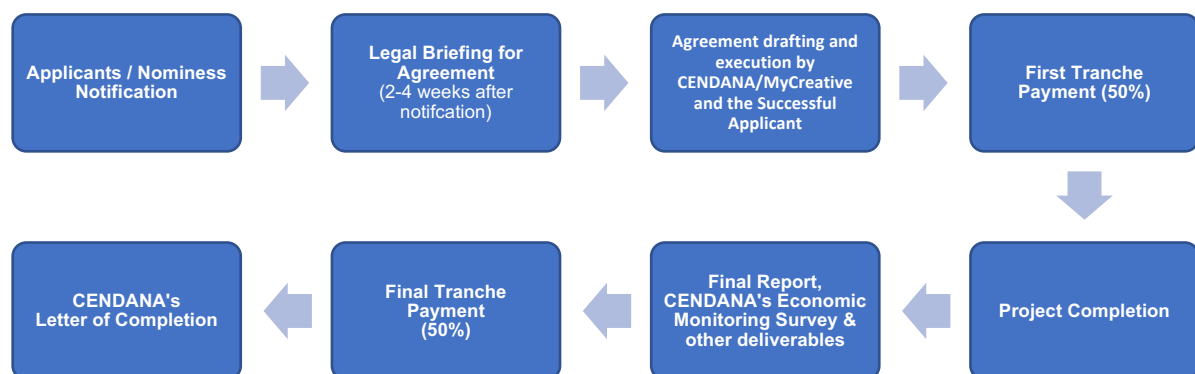
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- Depending on your approved funding amount, your funding will be disbursed in a few parts, subject to the monitoring process and reporting requirements during the period of funding, and will be credited into your organisation's recognised bank account or provided in a cheque form.
- You will be required to be present at a briefing session with the CENDANA team physically or virtually in relation to the Funding Programme contract's Terms & Conditions.

Structure of the Independent Music Funding Programme disbursement for **RM10,000 and below** is illustrated below:

<b>Stage 1:</b> <b>Upon Signing of Agreement</b>	<b>Stage 2:</b> <b>CENDANA's Economic Monitoring Survey and Other Deliverables</b>
First disbursement to kick-start programme (50% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.	Final disbursement (remaining 50% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> <li>• <b>CENDANA's Economic Monitoring Survey;</b></li> <li>• Final statement of accounts (proof of expenditures i.e. receipts);</li> <li>• Supplementary materials (photos, videos, collaterals create if applicable); and</li> <li>• CENDANA Artist Profile Sheet (template to be provided); and</li> </ul>

## Disbursement Process for Funding RM10,000 and under:

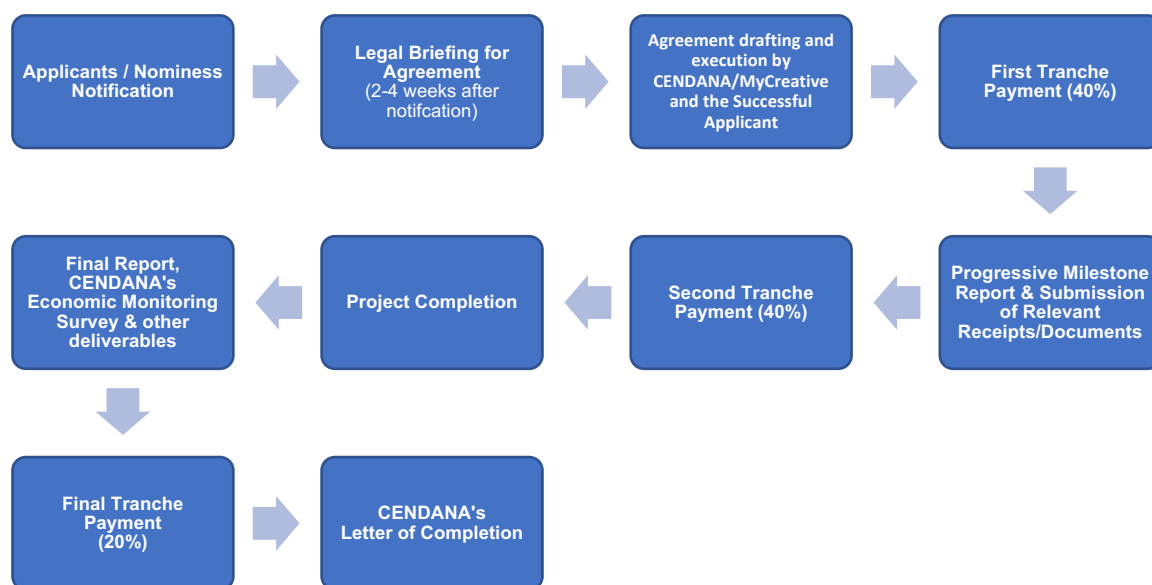


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2. Structure of the CENDANA Independent Music Funding Programme disbursement for between RM10,001 and RM30,000 is illustrated below:

<p><b>Stage 1: Upon Signing of Agreement</b></p>	<p><b>Stage 2: Interim Report</b></p>	<p><b>Stage 3: CENDANA's Economic Monitoring Survey and Other Deliverables</b></p>
<p>First disbursement to kick-start programme (40% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.</p>	<p>Subsequent disbursement (40% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below:</p> <ul style="list-style-type: none"> <li>• <b>Interim Report;</b></li> <li>• Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, etc).</li> </ul>	<p>Final disbursement (remaining 20% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below:</p> <ul style="list-style-type: none"> <li>• <b>CENDANA's Economic Monitoring Survey;</b></li> <li>• Final statement of accounts (proof of expenditures i.e. receipts);</li> <li>• Supplementary materials (photos, videos, collaterals create if applicable); and</li> <li>• CENDANA Artist Profile Sheet (template to be provided).</li> </ul>

**Disbursement Process for Funding Between RM10,001 and RM30,000:**



The data and outcomes reporting provides CENDANA with valuable information to monitor

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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 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 fulfill the deliverables required under the overall Programme (refer to reporting);
- To apply CENDANA brand guidelines onto all communication platforms i.e. to include logo on all publicity and marketing collaterals<sup>3</sup> for supported projects;
- To submit a completed CENDANA Artist Profile Sheet (template to be provided);
- 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.

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.

### **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](mailto:grants@cendana.com.my)

## **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](http://www.cendana.com.my) .

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<sup>3</sup> *Details outlined in Agreement.*