



**FREQUENTLY ASKED QUESTIONS**  
**American EXPRESS MUSIC BACKERS PROGRAM**  
**7 May 2018 – 31 May 2019**

**How do I apply for a grant from the American Express Music Backers Program?**

- All applications must be submitted by completing the online application form at [www.americanexpress.com.au/musicbackers](http://www.americanexpress.com.au/musicbackers) by 11.59pm, 31 May 2019. Applications received via email, social media, or any other method will not be considered.
- Please complete the submission form for the category you wish to be considered: Venue/Music Related Business OR Artist / Band OR Music Fan.
- Incorrect or incomplete application forms will not be accepted.

**What kind of 'backing' will I receive?**

- The Program offers backing through many different ways – it could be financial support, mentorship or other tools to help you fulfil your goals. We want you to let us know how we can best provide support. Please include a realistic estimate of the monetary value. This value will be reviewed by the judging panel prior to any support being granted.

**What value of grant can I apply for?**

It's up to you. Please be realistic on how much you need to support your initiative as we'll be looking to back numerous initiatives across the various categories over a 12 months period.

**How many grant recipients will there be? Will there be a recipient from each category announced every month?**

Every month there will be a minimum of one grant recipient from the Fan category announced AND a minimum of one grant recipient from either the Venue/Music Related Business Category or the Artist/Band category. This is a minimum only. In reality, we expect more than this, but will be guided by the size, volume, detail and requirements of the submissions shortlisted for backing. Some months we could announce 10-20 recipients, and others two.

**What value is being granted each month? Is the amount split evenly across the different categories?**

There is no set value to be granted each month, it will be determined by the volume and requirements of recipients selected in that particular month. There is also no set amount allocated between the Business/Venue, Artist/Band, Fan and American Express Choice categories. We will ensure funding is provided to all categories across the course of the Program and will be distributed based on recipient requirements.

**Will the full \$1 million in value be given to initiatives received via grant submission form?**

There are 2 ways in which grants are awarded.

- 1) Submission – Music businesses, artists and fans are able to submit an application for consideration.
  - 2) American Express will be on the look out for initiatives to support outside of the submission process.
- There is no pre-set fund for each, we will be guided by opportunities as they arise.

**Who is eligible to submit an application for a grant? Do I have to be an American Express Card Member or an American Express Merchant?**

The American Express Music Backers Program is open to all Australian citizens or permanent residents aged 18 and over currently residing in Australia. If you are applying as a group or organisation, all members must be 18 years or older.

- Artists / Bands – You are not required to be an American Express Card Member to be eligible for a grant.

- Venues / Businesses – At the time of submission, you are not required to be an American Express Merchant, however a condition of accepting the grant will be that you are a Warmly Welcoming American Express business at the time of acceptance (provided your business accepts Card payments).
- Fans – You are not required to be an American Express Card Member to be eligible for a grant received via the Fan submission form.

#### **Do the grants cover teams or organisations?**

It depends. An organization may apply for a grant under the Music Venue/Business category. Bands may also apply for a grant under the Artist/Band category. Fans may not be from an organization, but may apply as a team.

#### **I manage a music charity. Can I apply on behalf of my charity?**

No. The American Express Music Backers Program is not available for charitable organisations. However, if you have an initiative that aligns with your charity work, and you're pursuing it as an individual, you may submit a request. Please be aware that the charity will not be included as part of the judging, and if successful the support will be awarded to you directly.

#### **Are there academic scholarships?**

There is no specific category for academic studies, however if it forms part of the way you would like to be backed, then please include the details in your submission.

#### **Can I apply for the American Express Music Backers Program if I am an Australian Resident currently living overseas?**

You can still apply, as long as you haven't been living outside Australia continuously for the previous twelve months at the time of applying, have not moved from Australia permanently, and intend to reside in Australia in the twelve months from the date of application.

#### **I'm in the process of becoming an Australian Resident or Citizen. Can I still apply?**

Regretfully, you can only apply if you're already a permanent resident or citizen of Australia at the time of submission.

#### **Can I apply more than once, or apply for a grant in multiple categories?**

You can only apply once during the twelve month period, and submit an application in one of the three categories. Please select either the Venue/Music Related Business Category OR the Artist/Band Category, OR the Fan Category.

#### **If I'm unsuccessful in a particular round of judging, will my application still be considered in subsequent rounds of judging?**

Yes. If you're unsuccessful in the first round of judging that occurs after your submission, it will remain eligible and you'll be considered in subsequent rounds until the conclusion of the grant program at 11.59pm, 31 May 2019. You do not need to reapply.

#### **When will submissions be reviewed and grant recipients announced?**

Submissions are open until 11.59 31 May 2019, however we will be reviewing and announcing recipients on a monthly basis. The first round of submissions will be open from 7 May 2018 until 11.59pm 30 June 2018. Following this, submission deadlines to be considered for the next round of monthly judging will close at 11.59pm on the last day of the calendar month. Recipient announcement dates will be made public on [www.amexinvites.com.au](http://www.amexinvites.com.au) on a regular basis.

#### **If I am contacted by a representative from the American Express Music Backers Program, does it mean I've been successful?**

Not just yet! We may contact you to find out more information about your submission. This may be for a number of reasons such as: we want to know more about you or your submission or we are verifying that your request is genuine. Once the further information has been received, we'll use this to further evaluate your submission.

#### **When are the winners announced?**

The first recipients announced that have submitted requests will be announced on 18 July 2018. Following this, there will be monthly announcements. The dates for announcement will be posted on [www.amexinvites.com.au/musicbackers](http://www.amexinvites.com.au/musicbackers). For recipients selected via the American Express Choice category, these will be announced at the discretion of American Express on an ad hoc basis.

**If I am awarded backing, how long will it take to receive?**

This will depend on the type of backing that is awarded and will be agreed with the recipient on a case-by-case basis.

**If my application is successful, will I need to pay tax?**

This depends on your personal circumstances and you will need to seek independent advice from your tax advisor or accountant.

**If I am selected, will American Express be giving me cash?**

If you're selected as a grant recipient, American Express will not be paying you directly. We will work with suppliers we identify that can provide the support you require. We will settle invoices directly with the suppliers.

**If I am selected, will I be able to choose the suppliers I want to support my initiative?**

We may work with you to identify suppliers to bring your initiative to life, however it will be at the full discretion of American Express to determine which suppliers will be engaged.

**I have already been awarded a grant from another source. Can I still apply?**

Yes. We do not ask this in your application.

**Who will be judging the applications?**

Each month, a panel of judges from American Express will shortlist finalists. They will select a number of recipients with smaller monetary values requested to be announced on a monthly basis. They will also shortlist a number of recipients with larger requests to be reviewed on a quarterly basis by a panel of industry experts from a variety of backgrounds – E.g. Music venues, artists, artist managers, industry bodies, promoters, record labels.

**What will the panel and judges be looking for in an application?**

The panel and judges will select those whose passion for music shines through, the requests are genuine, where the program could make the most impact. Keep applications concise and clearly outline your goal and the impact the backing would have.

**What is the American Express Choice Category and how does it work?**

Over the 12 month grant program period, American Express will be on the look-out for initiatives we identify outside of the submission process. Periodically, recipients may be approached directly, and they could be from any category.

**How long will it take me to complete the application form?**

It depends on how much information you would like to share and whether you are providing supporting documentation. We suggest taking the time to ensure your answers are as strong as possible as you only get one shot at this! This doesn't mean writing a novel, please stick to the word count guidelines and ensure you communicate clearly and effectively.

**Once I start filling out the application form, can I save it part way through and come back to it later?**

You'll need to ensure all information ready is ready to enter at the time of submission. It's not possible to save your application and come back at a later time. We've made the full application form visible so you can consider your responses prior to completing the form.

**What happens if I don't have a supporting video, website, social presence or other supporting documentation, does that matter?**

If we have requested supporting materials as a mandatory field, you will be required to provide this as part of your applications. However, there are a number of supporting documentation fields available to upload further information

ONLY if you wish. It will not affect your chances if you do not have additional supporting documentation.

**Can I edit my application after I have submitted it?**

No. Once you submit your application you will not be able to edit it, so please take care.

**Can I email through any supporting documents or additional information for my application?**

No. Any supporting documentation can be provided by using the fields and upload buttons at the base of the submission form. If you make it to the final round you may be asked to provide more information.

**I didn't get a confirmation email after registering?**

You will not receive an email once you've completed your registration. Once you have pressed submit, you will receive a confirmation message on screen. This confirms that we have received your application.

**I want to withdraw my application. How can I do this?**

If you wish to withdraw your application, please send an email to [MusicBackers@aexp.com](mailto:MusicBackers@aexp.com) with your business, artist or band name used in the submission, as well as your contact name and email address that match that used in your submissions. We'll contact you within 14 days to confirm deletion.

**I missed the deadline. Can I have an extension?**

Unfortunately we can't grant extensions to the specified deadlines.

**If you're having issues with applying or your question has not been answered above, please email  
[MusicBackers@aexp.com](mailto:MusicBackers@aexp.com)**