

## AMPLIFY

### Event Producer Mentorship

#### What is AMPLIFY?

AMPLIFY is FUSE Darebin's Event Producer Mentorship. Formerly part of Darebin Music Feast, AMPLIFY is a targeted professional development opportunity that 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', 'expanding lifelong-learning opportunities, to enable local people to learn, develop their interests, and secure good quality work' and 'addressing discrimination, racism, sexism, homophobia and transphobia'. AMPLIFY was first developed in 2017 in response to these Council aims.

Each year, AMPLIFY offers someone from a targeted group of Darebin-based music event producers access to mentoring and the opportunity to program and produce a feature event as part of FUSE Darebin.

#### AMPLIFY 2021

In 2021, AMPLIFY is open to **music event producers aged 55+** who have a significant connection to the City of Darebin (eg live, work, study or other). FUSE Darebin believes that participation and representation of people of all ages is integral to a diverse, rich and vibrant music sector and ensures important intergenerational exchange and legacy within the industry. Yet an ageist mindset in Australia has seen older artists become increasingly undervalued in the industry, and with access to fewer career and training opportunities. We want this to change. We've created a mentorship opportunity that shines a spotlight on careers that are often unseen, promotes lifelong learning and respects the vision, perspectives and insight of our industry elders.

Under the mentorship of a music industry professional, the successful AMPLIFY 2021 applicant will program, produce and promote a music-based feature event for FUSE Autumn 2021. The event will be held at a Darebin venue on Saturday 20 March 2021.

#### Who is it for?

AMPLIFY 2021 is for music event producers aged 55+ who have a significant connection to the City of Darebin (eg live, work, study or other), and can demonstrate the impact a mentorship would have on them at this stage of their career journey. You may be looking to expand your skillset, audiences or networks, or get a jumpstart on a new career path or focus. Both individuals and collectives/groups are welcome to apply. **Only one mentorship will be awarded.**

## Eligibility Checklist

To be eligible for AMPLIFY 2021, you must be able to answer 'yes' to **all** of the following:

- I have a significant connection to the City of Darebin (eg live, work, study or other).
- I am aged 55+.
- I am a music events producer with some current or recent experience in the music industry.
- I am available to deliver a live music event on Saturday 20 March 2021 as part of FUSE Autumn 2021. (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 2021 applicant will receive:

### Mentoring

- You will be paired up with an established Event Producer who will mentor you throughout the programming, production and delivery of your FUSE 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 January 2021 and continue until April 2021.
- 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 FUSE Autumn 2021 Program.
- You will work directly with FUSE Darebin's dedicated publicist to attract media for your event.
- The FUSE team 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 FUSE Darebin before any expenditure.
- Any ticketing income, if applicable, will be split 50/50 with FUSE Darebin, after venue costs.

## Selection process and criteria

Applications are made online and assessed by a selection panel consisting of Darebin Council representatives and music industry professionals. All applicants will be notified of the outcome of their application in late December 2020.

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 career journey?
2. **Impact.** Will the program have a significant impact on you at this stage of your career journey?

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?
5. **COVID-readiness and Adaptability.** Is your event idea and format suited to a 'COVID-normal' environment, and is it adaptable to any restrictions that may be in place at the time of presentation? Have you considered the safety of audiences and artists?

### How to apply

1. Read this information sheet carefully, and make sure you meet the eligibility requirements for AMPLIFY 2021.
2. Think carefully about why you would like to undertake this mentorship, what sort of event you would like to produce if you were successful, and who your ideal mentor would be.
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 2021 Expression of Interest Form online at [www.fusedarebin.com.au](http://www.fusedarebin.com.au) by **5pm on Monday 7 December 2020**.
6. Be prepared to start your mentorship in January 2021.

### Timeline

Expressions of interest open: **Wednesday 18 November 2020**

Expressions of interest close: **Monday 7 December 2020, 5pm**

Successful applicant informed: **late December 2020**

Mentorship commences: **January 2021**

Presentation as part of FUSE Autumn: **Saturday 20 March 2021**

Mentorship concludes: **April 2021**

### For further information please contact:

Ryan Hale, Senior Producer – Creative Culture & Events

[Ryan.Hale@darebin.vic.gov.au](mailto:Ryan.Hale@darebin.vic.gov.au) or 8470 8211

*This position is an Identified Position, for people aged 55+ years. This position is part of a program to address the under-representation of older people in the workforce, and to help provide lifelong educational and community engagement opportunities. This is a positive discrimination measure under section 33 of the Age Discrimination Act 2004. Applicants must be aged 55 or over when applying.*

*FUSE Darebin strongly encourages applications from people aged 55+ who also identify as Aboriginal and/or Torres Strait Islander, LGBTI+, culturally and linguistically diverse or a person with disability.*