

# 'GENERATE'

Investing in Australian music enterprise

Do you have a new music business concept that you are trying to get off the ground?  
Are you a pioneering small music business which needs investment to get to the next stage of profitability?

Do you have a great idea for an innovative and enterprising project involving Australian music and games, film, or social media?

If the answer to any of the above is yes, then you should apply to participate in **GENERATE** - a new pilot program which is looking to invest in up to 15 of the best music-related businesses or business ideas across Australia!

## WHAT IS GENERATE?

GENERATE is a pilot program to support enterprises in the Australian music industry which are seeking to grow and attract investment.

GENERATE is intended to support and develop good music-related business plans and industry concepts. Participants must be able to commit to the program timeline and requirements.

GENERATE will particularly focus on proposals that facilitate new collaborations or business models involving music and other creative professions such as film, online games and publishing.

GENERATE is looking for applications from small to medium-sized music enterprises including songwriters, composers, bands, managers, publishers, promoters, producers and labels.

## WHAT ISN'T GENERATE?

GENERATE is NOT a grant program for music production or touring.

*The need for innovative thinking in the music and creative industries has never been more important than now. We constantly hear about the negative impact of file sharing and illegal downloading of music, but we don't hear enough about the positive ideas that are breathing life into one of our most important cultural assets. The Generate program upholds a government promise; it's a wise investment in those who are pro-actively taking the music industry forward*

- Tim Levinson (The Herd) , APRA Ambassador. APRA Member since 2002

## PROGRAM DETAILS

GENERATE is led by the Creative Industries Innovation Centre (CIIC) in partnership with the Australasian Performing Right Association (APRA), and is supported by the Australian Music Industry Network (AMIN), and the Commonwealth Office for the Arts.

GENERATE will provide business-development knowledge, skills and expert tailored mentoring support as well as access to seed investment of up to \$30,000 for innovative music enterprises from across Australia.

## PROGRAM STAGES

GENERATE is a three-stage business program which will run from December 2011 to May 2012.

**December - February** – GENERATE program opens, seeking applications from interested music professionals, entrepreneurs and businesses to register to attend an introductory workshop to be held in February 2012

Register your interest to attend at **GENERATE 2012 Workshop 1 Application**

(<https://www.surveymonkey.com/s/N8CJ77T>)

You will receive email or phone follow up through your state music industry association (please check Christmas closures).

## STAGE 1: GENERATE INFORMATION AND BUSINESS MODEL SESSIONS February (13-24) 2012

CIIC and AMIN will deliver a series of half-day workshops to be held in each state capital. Attendees will receive a detailed briefing about the GENERATE program as well as an interactive business-model-development session.

Each workshop is intended to deliver detailed information about the program and to equip all attendees with the knowledge to construct a successful creative business model or proposition.

Attendance at these workshops is limited to selected applicants via the Expressions of Interest process.

DATE (2012)	CITY
13 February	Perth
14 February	Adelaide
16 February	Darwin
20 February	Brisbane
21 February	Sydney
22 February	Melbourne
24 February	Tasmania

Music NT	(08) 8981 1995	manager@musicnt.com.au
Music NSW	(02) 9281 1600	info@musicnsw.com
Music Victoria	(03) 9380 1566	info@musicvictoria.com.au
CMST	(03) 6237 6318	programofficer@cmst.com.au
Q Music	(07) 3257 0013	info@qmusic.com.au
WAM	(08) 9227 7962	wam@wam.asn.au
Music SA	(08) 8218 8444	info@music.sa.com.au

## **STAGE 2:**

### **GENERATE INTENSIVE BUSINESS-STRATEGY RESIDENTIAL WORKSHOP**

**March 30 - April 1 2012**

CIIC and APRA will deliver a two-day intensive business-strategy-development residential workshop in Sydney. The workshop will bring up to 15 of the best applicants together from across the country with top-class music industry, business and investment mentors for a hands-on business-development lock-in. At the end of the workshop, participants will have thoroughly developed their proposal and will 'pitch' their proposition to a panel for feedback.

CIIC and business and investment mentors will provide support to the participants during April to refine and finalise investment proposals.

## **STAGE 3:**

### **GENERATE INVESTMENT AGREEMENTS SIGNED by May 30 2012**

An investment panel will consider the final business proposals and make funding allocation decisions. APRA will then establish the contracts with each of the enterprises.

The **Creative Industries Innovation Centre (CIIC)**, part of the Australian Government Enterprise Connect program and supported by University of Technology, Sydney, has provided business development support to over 400 creative enterprises over the past 2 years.

[www.creativeinnovation.net.au](http://www.creativeinnovation.net.au)

The **Australasian Performing Right Association (APRA)** has over 67,000 songwriter, composer and publisher members and is uniquely positioned to facilitate industry network development, provide professional expertise and offer matched investment funding.

[www.apra-amcos.com.au](http://www.apra-amcos.com.au)

The **Australian Music Industry Network (AMIN)** is the national body representing the peak contemporary music associations in each state and territory. AMIN exists to provide a platform for advocacy and representation of the needs of its members

[www.amin.org.au](http://www.amin.org.au)