



## \$1 MILLION AMERICAN EXPRESS MUSIC BACKERS FUND – GENERAL PROGRAM FAQs

(For additional FAQ's relating to the **Grant** or **Nominate a Mate**, see alternate FAQ documents which can be found at the base of the Music Backers home page)

The important stuff	
<b>What is the \$1 Million American Express Music Backers Fund?</b>	<p>The \$1 million American Express Music Backers Fund has been developed to help Aussies keep the music playing!</p> <p>We know that 2020 has been challenging, so we're backing the Aussie music industry and the fans that support it with a \$1 million Fund to help get through the tough times, as well as reward growth and innovation in music. The Fund will benefit:</p> <ul style="list-style-type: none"><li>• Music businesses &amp; venues</li><li>• Artists / bands</li><li>• Music fans</li></ul>
<b>How can I get involved?</b>	<p>There are many ways to get involved. The \$1 million American Express Music Backers Fund is made up of multiple initiatives. Only two (2) initiatives will be announced at the launch in August 2020, with more to come. So, if there isn't something for you right now, stay tuned as there's more up our sleeve!</p> <ul style="list-style-type: none"><li>• <b>Nominate a Mate</b> – Open for the public to nominate a mate who's been doing something great for music. If selected, their mate will receive \$1,500 cash. The person who nominates will also go into the draw to win a \$250 ticketing voucher</li><li>• <b>Grant</b> – Open for Music Businesses and Artists to apply for grants between \$2,000 to \$50,000.</li><li>• <b>Other initiatives</b> – more opportunities will be announced over the coming months for music businesses, artists and fans.</li></ul> <p>To be one of the first to hear the new opportunities, register for updates &lt;&lt;&lt;LINK&gt;&gt;&gt;</p> <p>* Eligibility criteria applies for each initiative.</p>

<p><b>Can I apply for more than one initiative within the American Express Music Backers Fund?</b></p>	<p>Yes, you can! If you're eligible, you may enter all of the initiatives within the Music Backers Fund. For example, you may wish to apply for a Grant, as well as Nominate a Mate, or even one of the initiatives yet to be announced.</p>
<p><b>If I'm apply for a particular initiative, for example a Grant or Nominate a Mate, how many times can I enter each of those? Can I receive more than one prize?</b></p>	<p>Each different initiative may have limits on how many times you can enter, so check out the specific FAQ's and criteria for each one. If your applications catch our attention and you're successful in more than one initiative, we will only be able to award you once. This will be decided at the discretion of American Express and the panel.</p>
<p><b>If I'm a recipient, how will I receive the prize and are there any tax implications?</b></p>	<p>All prize and grant values are in AUD and include GST where applicable. If cash is being paid directly to you as part of the prize, the funds will either be provided in AUD by EFT to an Australian bank account or provided by cheque.</p> <p>We are unable to advise on any tax implications as it depends on your personal circumstances. Please seek independent advice from your tax advisor or accountant.</p>

<p><b>Am I eligible to apply?</b></p>	
<p><b>Do I have to be an American Express customer to apply?</b></p>	<p>We want to encourage all Australians to keep the music playing, so in most cases there is no requirement to be an American Express Customer! For clarification, check out the Additional Eligibility Criteria of the initiative you're interested in applying for.</p>

<p><b>Core Eligibility Criteria - Am I eligible for the \$1 Million American Express Music Backers Fund?</b></p>	<p>Core Eligibility Criteria will apply to ALL initiatives in the American Express Music Backers Fund. Different initiatives within the program may also have Additional Eligibility Criteria. Prior to applying, please check the specific initiative you're interested in for full details.</p> <p><b>Core Eligibility Criteria:</b></p> <ul style="list-style-type: none"> <li>• Australian Citizens and Permanent Residents of Australia aged 18 and over that are currently residing in Australia, or plan to reside in Australia within 12 months of submitting an entry/being awarded</li> <li>• Registered Charities and Government organisations are not eligible for the American Express Music Backers Fund.</li> <li>• If you're applying as a group or business, all members must be 18 years or older, and a majority of the group must be Australian Residents or Citizens</li> <li>• If you're applying as a business, you must have a registered ABN</li> </ul>
<p><b>I'm 17 but turn 18 during the entry / judging process. Can I still apply?</b></p>	<p>You can submit an application if you're 17, provided that you've turned 18 by the time applications close for the initiative you're applying for. The closing dates for each initiative vary, so we'd suggest checking these out prior to submitting your application.</p>
<p><b>What if I'm in the process of becoming an Australian Resident/Australian Citizen. Can I still apply?</b></p>	<p>Sorry, not this time - you can only apply if you're already a Permanent Resident or Australian Citizen at the time of application. We look forward to seeing your application next time around!</p>
<p><b>I'm an Australian Resident or Citizen but am living overseas. Am I eligible?</b></p>	<p>You will still be eligible if you're living overseas, as long as you spend the majority of the year residing in Australia.</p>
<p><b>Can Charities or Government funded organisations apply?</b></p>	<p>No. Applications aren't open to Charities and Government funded organisations.</p>

**Key Dates**

**What are the key dates I need to be aware of?**

Each initiative has different application dates:

**GRANTS**

	<b>Applications Open</b>	<b>Applications Close</b>	<b>Judging Process</b>	<b>Recipients Announced</b>
Round 1	Wed 5 Aug 2020 @ 12.00am AEST	Sun 13 Sept 2020 @ 11.59pm AEST	Mon 14 Sept to Thurs 16 Oct 2020	Fri 16 Oct 2020
Round 2	Mon 14 Aug 2020 @ 12.00am AEST	Mon 9 Nov 2020 @ 9am AEDT	Tues 10 Nov to Thurs 10 Dec 2020	Fri 11 Dec 2020

**NOMINATE A MATE**

	<b>Applications Open</b>	<b>Applications Close</b>	<b>Nominees Announced</b>	<b>Nominator Prizes x 20</b>
Round 1	Mon 3 Aug 2020 at 10am AEST	Sun 23 Aug 2020 @ 11.59pm AEST	50 Nominees announced Mon 31 Aug 2020 @ 5.00pm AEST	20 x Prize Winners Draw – Mon 19 Oct 2020 @ 2pm AEDT
Round 2	Mon 24 Aug 2020 @ 12am AEST	Sun 13 Sept 2020 @ 11.59pm AEST	50 Nominees announced Mon 21 Sept 2020 @ 5.00pm AEST	20 x Winners Announced – Tues 20 Oct @ 5pm AEDT

**OTHER INITIATIVES**

As more initiatives are announced, timing will be updated.

**Let's talk about the technical stuff**

<p><b>How do I apply for an initiative within the \$1 million Music Backers Fund?</b></p>	<p>All applications must be submitted by completing an online application form at <a href="http://www.americanexpress.com.au/musicbackers">www.americanexpress.com.au/musicbackers</a>. Applications received via email, phone or any other method, including those that are incorrect or incomplete will not be considered.</p>
<p><b>Can I save my application and complete it later?</b></p>	<p>No, you're not able to save the application part way through. We recommend that you read the questions in full, and only commence the application when you're confident that you can complete all sections in one session.</p>
<p><b>Can I edit my application after I've submitted it?</b></p>	<p>No, once you press submit no changes can be made.</p>
<p><b>Can I upload supporting documents or additional information to support my application?</b></p>	<p>No. Please ensure you include all information in your original submission. Be as concise and clear as you can. If you're shortlisted, we may ask you for further information and supporting documentation, but please only provide this if we ask you to.</p>
<p><b>How will I know my application has been received?</b></p>	<p>You'll receive a message on the screen once you've submitted an application. Additionally, you should receive an email confirming that we've received your application. If it's not in your inbox, please check your junk folder prior to contacting us.</p>
<p><b>I want to know how my application is going? Has it been reviewed yet?</b></p>	<p>Unfortunately, we're unable to provide status updates on individual applications, but you'll hear from us directly if you've been shortlisted.</p>
<p><b>Will I be notified if my application isn't successful?</b></p>	<p>No, we'll only be notifying shortlisted applicants.</p> <p>For both the Grant and Nominate A Mate initiatives, if you apply in Round 1 and don't hear from us it doesn't mean your application isn't successful. We retain all applications and reconsider them in Round 2.</p>
<p><b>Oops, I missed the deadline for submission. Can I have an extension?</b></p>	<p>Sorry, no. To be fair for all other applicants we aren't able to accept grant submissions after the deadline, so save the dates! Remember all times indicated are in Sydney time (AEST, or AEDT when Daylight Savings is in place)</p>

<b>Can I withdraw my application?</b>	We know things can change quickly. If you'd like to withdraw your application, please send an email to <a href="mailto:MusicBackers@aexp.com">MusicBackers@aexp.com</a> . Make sure you include your business, artist or band name and email address that's used in your submission. We'll contact you within 14 days to confirm your application has been withdrawn.
<b>Who will see my application information?</b>	Your entry, including any personal information (name, phone number, mailing address) will be received by American Express and only shared with related third-party companies and/or affiliates for the purpose of judging and awarding the prizes.

<b>I have more questions!</b>	
<b>I want an update on my application. Who should I contact?</b>	Unfortunately, we're unable to provide status updates on individual applications. You'll hear from us directly if your application has been shortlisted.
<b>How can I ask more questions?</b>	<p>Please ensure you've read all of the General Program FAQ's as well as the FAQ's developed for each initiative before reaching out.</p> <p>To keep it fair for everyone, we're unable to provide guidance on ideas, nor any other tips that would give you an advantage over others. If you still have questions, please email us at <a href="mailto:MusicBackers@aexp.com">MusicBackers@aexp.com</a> and we'll get back to you within 5 business days.</p>