



**\$1 MILLION AMERICAN EXPRESS MUSIC BACKERS FUND:
QUESTIONS RELATING TO GRANTS**

(These FAQ's are for the Grant section only, so please read the General Program FAQs for the Music Backers Fund if you have further questions)

Grant Eligibility	
I applied for a grant in the previous 2018/2019 American Express Music Backers Grant Program. Can I apply again?	Yes, you can! We're investing another \$1 million in the industry, so you're welcome to apply for this new round of funding. The application criteria and questions have slightly changed though, so make sure you tailor your new application.
Who's eligible to apply for a grant?	<p>You're eligible to apply for a grant if you are an Australian Music Businesses or Artist/Band, who also satisfies the Core Eligibility Criteria:</p> <p>Core Eligibility Criteria:</p> <ul style="list-style-type: none"> • 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 • Registered Charities and Government organisations are not eligible for the American Express Music Backers Fund. • 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 • If you're applying as a business, you must have a registered ABN <p>This grant is intended for small businesses and/or emerging artists, so please don't apply if you are a large, well established business or corporate organisation.</p> <p>Fans aren't eligible to apply for the grant, but there are other initiatives within the Music Backers Fund that Fans can get involved in. Make sure you've registered for program updates to be alerted when new opportunities are available at www.amex.com.au/musicbackers</p>

<p>Do I need to be an American Express customer?</p>	<ul style="list-style-type: none"> • Artist / Bands – there is no requirement to be an American Express Card Member to apply or receive a grant. • Music Businesses – there is no requirement to accept American Express to apply for a grant. However, if you're selected as a recipient your business will need to warmly accept American Express.
<p>You said this program was for music fans. I love music, but I'm not an Artist or Music Business. Can I apply for a grant?</p>	<p>There are many initiatives that make up the \$1 million Music Backers Fund – and the grant is just one of them. If you're a music loving fan you can't apply for a grant, but there will be other ways for you to get involved. Make sure you've registered to receive Music Backers program updates and you'll be alerted when there are opportunities just for you.</p>

<p>I want to apply for a grant. Tell me more</p>	
<p>How do I apply for a grant?</p>	<p>All applications must be submitted by completing an online Grant application form at www.americanexpress.com.au/musicbackers. Applications received via email, phone or any other method, including those that are incorrect or incomplete will not be considered.</p> <p>Step 1: On the Grant page, select the grant category you'd like to apply and it will load the relevant form for you to complete. Easy! There are three (3) grant categories, and each category has different criteria. Please ensure you're familiar with the criteria prior to selection:</p> <ul style="list-style-type: none"> • Back on Track – From \$2,000 to \$10,000 • Transformation & Growth – From \$2,000 to \$25,000 • Innovation & Community Impact- From \$2,000 to \$50,000 <p>Step 2: Select whether you're applying as an:</p> <ul style="list-style-type: none"> • Artist / Band • Music Business <p>Step 3: Complete the form and press submit. You'll receive an on-screen notification that your application was submitted successfully as well as an email confirmation.</p>
<p>Can I apply for a grant multiple times?</p>	<p>We love that you have so many great ideas and can't wait to hear more.</p> <p>There are 2 Grant Rounds. You can submit a maximum of one (1) Grant application per Round. If you wish to apply in both Rounds, you're able to as long as:</p>

	<ul style="list-style-type: none"> • Each application is for a completely different idea/request. Please don't submit a variation or extension of the same idea as all applications from Round 1 are automatically taken through for reconsideration in Round 2. • You submit only one application in the Back on Track category, regardless whether your submissions are in different Rounds. For example, if you apply for Back on Track in Round 1, you cannot submit another Back on Track application in Round 2. However, you may submit a second application in Round 2 under the Transformation & Growth OR Innovation & Community Impact categories. <p>If your application is successful, you will only receive a maximum of one Grant and it will be for the idea/submission selected by the judging panel. All funding must be put towards bringing the winning submission and cannot be substituted for your other request.</p>
<p>I applied for Round 1 and didn't hear back. Should I apply in Round 2?</p>	<p>If it's for the same request/idea, please do not reapply in Round 2. Just because you didn't hear from us at the end of Round 1, it doesn't mean your application wasn't successful. We retain all Round 1 applications and reconsider them again in Round 2.</p> <p>However, if you have a different request/idea you may be eligible to apply in Round 2. Please read the conditions in the above question "I have lots of great ideas can I enter multiple times?"</p>
<p>How much funding can I apply for?</p>	<p>This varies depending on which Grant Category you apply for:</p> <ul style="list-style-type: none"> • Back on Track – From \$2,000 to \$10,000 • Transformation & Growth – From \$2,000 to \$25,000 • Innovation & Community Impact - From \$2,000 to \$50,000 <p>Please think about what you want funding for, and then select the category that applies to your situation (read the category definitions carefully). The category selected will determine the minimum and maximum amount you can apply for. Please be realistic in your request.</p>
<p>If I apply for a certain amount and I'm selected, am I guaranteed to get the full amount?</p>	<p>Not necessarily. The expert judging panel will determine how much is realistic to achieve what you're asking for. In the past, we have modified the amount both upwards and downwards from the original request depending on how much the panel believes you could successfully execute your idea for, and/or what funds are available in the broader pool of recipients.</p>

<p>Hot tips for a successful application</p>	<ul style="list-style-type: none"> • Keep your application concise, focused, and clearly outline your goal and how you intend to make it successful • It's OK to have multiple elements in your request (particularly for larger initiatives) but ensure any elements you are asking for are related to the one output / objective/ initiative. Applications with multiple, unrelated components that don't work together to achieve a focused output are unlikely to be successful • Provide a detailed & itemized budget breakdown • Be realistic in your budget estimations. Do your research and don't drastically under or over estimate how much you will need.
<p>How many Grant recipients will there be?</p>	<p>There is no pre-set number of recipients. The amount of successful grant recipients will be determined by the size, volume, variety and requirements of the shortlisted submissions.</p>
<p>Will there be an even number of recipients in each of the 3 grant categories?</p>	<p>No, there is no pre-determined split of grants within each category.</p>
<p>Is applying for a grant the only way to receive funding?</p>	<p>No. There will be numerous ways to receive part of the \$1 million American Express Music Backers Fund.</p> <p>To begin with, we're announcing two initiatives – A Grant (open for music businesses and artists) and Nominate a Mate. There will be more initiatives rolling out, so make sure you've registered to receive program updates.</p> <p>To receive funding specifically within the Grant initiative, you will need to apply online using the Grant application forms.</p>
<p>Amex Choice category</p>	<p>Please note, we keep our ear to the ground and have been known to randomly reach out to artists and/or businesses we hear that are doing amazing things. Being offered an "Amex Choice" grant without the need for an application is rare, but it does happen!</p>
<p>I've received a grant or other form of funding from another source. Can I still apply?</p>	<p>Yes, you can still apply, and your application will be considered equally. To get a full picture of how you are planning to bring your ideas to life, the application process will ask about other grants and/or private support you may be receiving.</p>

<p>I've been selected! Now what?</p>	
<p>How long will it take to receive the grant funds?</p>	<p>If you're selected as a grant recipient, firstly congratulations! Exact timings will largely be dependent on when you're ready and will be agreed on a case-by-case basis. We're excited to see what you do with it though, so our goal is to enable you to get moving as quickly as possible. Let's make this happen!</p>

Will I be receiving cash?	In most circumstances, you won't be paid directly. We'll work with you to identifying suitable suppliers and then pay the bills for you.
Can I choose the suppliers I want to support my initiative?	We'll work on this together and get an idea from you on who you'd like to engage. In the majority of circumstances, you can choose who you like but if your supplier doesn't accept Amex, then we may require you to select an alternate supplier. We love supporting businesses who accept Amex!
I've been awarded a grant but have changed my mind on what I want the funding to be used for. Can I do this?	<p>Grant funding is awarded based on the information included in your submission, and any changes to the initiative or planned usage of funds will require your application to be rereviewed.</p> <p>We understand that changes happen, so where possible we'll work with you to accommodate amends. Please be aware that a significant change to the original submission, or any other changes not approved may result in the forfeiture of partial or full grant funding and the final decision will be at the sole discretion of American Express.</p>
There's a delay in the timings to roll out my initiative. What happens now?	<p>In your application, you'll be asked to let us know when you intend to roll out your idea. Once selected, we'll work with you to agree on a date that it will be completed, so make sure you're only apply if you're ready to put it into action!</p> <p>We understand that things happen, so if there are delays just let us know and we'll try to work through it together. Please be aware if the delays are significant or the project cancels, this may result in a forfeiture of the grant.</p>

More questions?	
I want to know whether my application has been shortlisted. Who should I contact?	Unfortunately, we're unable to provide status updates on individual applications. You'll hear from us directly if you've been shortlisted.
How can I ask more questions?	<p>Please ensure you've read the full Grant FAQ's as well as the General Program FAQ's before reaching out. General Program FAQ's can be found on www.americanexpress.com.au/musicbackers</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 MusicBackers@aexp.com and we'll get back to you within 5 business days.</p>

