

THE AUSTRALIAN MUSIC CENTRE REPRESENTATION POLICY

1. Scope of AMC coverage

The Australian Music Centre supports a very wide range of composition in sound, be it in real-time or by means of prolonged elaboration and definition.

The AMC's limitations are those of resource and scale, and they necessitate selecting aspects of creative work to promote. Categories and genres within and around music and sound art are continually changing, inevitably and desirably. Thus our agenda is also mutable and responsive.

Presently the AMC seeks to support the following aspects of composing in sound:

- Notated composition
- Electroacoustic music
- Improvised music, including contemporary jazz
- Electronica
- Sound art
- Installation sound
- Multimedia, web and film sound and music
- Related genres and techniques.

but presently cannot support:

- Popular and rock music, especially of commercial importance and
- Folk and traditional musics.

The AMC offers representation to composers/creative artists, and to performers.

Representation by the Australian Music Centre is open to any of these who is an Australian citizen, or who has had permanent residence in Australia for at least 12 months. Expatriates who may or may not still hold Australian citizenship, but who still consider themselves "Australian" may also apply.

Composer / creative artist applicants for representation must apply on their own behalf following the procedures outlined in the section Representation Application Process below.

2. Representation Categories

2.1 Represented composers/creative artists

This category is for artists working in sound based practice whose work has been recognised as having achieved a specified level of significance as outlined in the eligibility requirements below.

Artists in this category are able to submit an unlimited number (at least some) of their works for documentation in the collection. Additionally, the AMC will, where possible, apply resources to ensure that their creative output is fully documented by seeking to obtain scores, recordings, analysis and other material relating to their works. Represented Artists are offered offline assistance to assist in including their works in the collection.

Represented artists are also profiled through their biography page. The AMC will provide assistance to ensure biographies are kept current and that structured biographical information is documented in the catalogue.

We encourage artists to provide at least some open access material solely to the AMC, to enhance the value of their representation and of the AMC site to users at large.

Eligibility

Represented composer/creative artist status may be offered, at the discretion of the AMC Board, to applicants active in any of the eligible areas listed above, and who:

- have had a minimum of 7 works realised and presented in public performances of works created through commission, invitation, residency or equivalent process from a variety of recognised, established or professional ensembles, soloists, festivals, venues, conferences or broadcasters, record labels or edited websites;

AND

- provide verifiable evidence of activity in at least 2 of the following categories:
 - At least 4 professional performances or presentations (including installation sound works etc.)
 - At least 4 commissioned works or presentations for independent commissioners
 - At least 4 CD releases on recognised or established labels
 - At least 4 radio or television broadcasts on recognised or established stations
 - Edited intermedia, film or web publication (i.e. not solely self-publication)
 - Prize-winning pieces in recognised or established open competitions
 - At least 4 publications by publishers with recognised or established distribution networks.

Evidence of instances where works have been assessed in other ways, for example, by a peer review process, or selection for performance by an independent artistic director or jury will also be considered.

2.2 Associate composers/creative artists

This category is for artists working in sound based practice whose work has been recognised as having achieved a specified level of significance as outlined in the eligibility requirements below.

The entitlements/responsibilities of this category are:

- Artists may submit up to 5 works (at least one) to be fully documented in the collection (in accordance with any category restriction (e.g. pedagogical, liturgical) specified in their representation approval)
- Works in addition to the 5 may be included at the discretion of the AMC should they reach a level of utility/recognition in terms of public performance, commercial recording or inclusion on syllabi
- Artists are responsible for submitting their biography, works and product through online forms and are provided with only a minimal level of assistance

We encourage artists to provide at least some open access material solely to the AMC, to enhance the value of their representation and of the AMC site to users at large.

Eligibility

Associate composer/creative artist status may be offered to applicants who:

- have had a minimum of 3 works realised and presented in public performances of works created through commission, invitation, residency or equivalent process from a variety of recognised, established or professional ensembles, soloists, festivals, venues, conferences or broadcasters, record labels or edited websites;

AND

- provide verifiable evidence of activity in at least 2 of the following categories:
 - At least 2 professional performances or presentations (including installation sound works etc.)
 - At least 2 commissioned works or presentations for independent commissioners
 - Any CD releases on recognised or established labels
 - At least 2 radio or television broadcasts on recognised or established stations
 - At least 2 intermedia, film or web publications (i.e. not solely self-publication)
 - A prize-winning piece in recognised or established open competitions
 - At least 2 publications by publishers with recognised or established distribution networks

2.3 Affiliated Artists

This category is intended for:

- Emerging composers and sound artists whose work has been featured at events (or possibly a product) documented by the AMC but whose artistic careers are not yet at a stage to apply for representation.

- People and organisations, other than composers and sound artists, which have an association with the works documented by the AMC. These people/organisations are typically already included in our system as 'Parties' in associations such as:
 - Performers featured at calendar events and/or on products
 - Artists primarily active in non-musical fields involved as collaborators in the creation of cross-artform works
 - Musicologists and writers about Australian music
 - Organisations involved in the commissioning of works
 - Tertiary institutions where represented artists have studied and taught
- Established composers and sound artists who have been encouraged to apply for representation but whose application has not yet been processed. (Should their application be rejected it is likely that their affiliate status would be removed.)

The entitlements of this category are:

- Access to online forms to update an online profile featuring:
 - Photo
 - Biography
 - Links to related content within AMC's online catalogue
 - Website link
 - Potential for the display of content ingested from third-party websites (e.g. lastFM, Amazon, twitter)

Eligibility

Currently this category is only offered by invitation of the AMC Board. The criteria for the Board to consider include identifying individuals and organisations that have played a prominent role over a significant time in commissioning, presenting, or promoting Australian repertoire through their activities. Proposals for Affiliated Artist candidates for the Board to consider may be submitted to the AMC, and include appropriate support material.

2.4 Heritage Works

The works of deceased composers/creative artists who have made a significant contribution to Australian music may be added to the collection on a case-by-case basis after consideration by the AMC Board. This may occur when works by an unrepresented composer have made a significant impact on the culture of the nation or a particular State/Territory by way of concert performances, broadcasts, the performers used, or critical acclaim received.

The music must also demonstrate an acceptable level of craft, creativity, and originality. The work/s should continue to be of interest to contemporary performers and/or listeners, so that its/their addition to the collection will result in some level of utility.

2.5 Other Works

In rare instances, a work/works may be considered for inclusion in the collection if it/they:

- meet a particular demand not offered by existing works in the collection
- are included on a national or State / Territory education syllabus

- have achieved a level of utility in a particular context, for example, pedagogical works, or works for amateur, youth or community contexts, or intermedia presentation

The music must also demonstrate an acceptable level of craft, creativity, and originality. The work/s should continue to be of interest to contemporary performers, so that its / their addition to the collection will result in some level of utility.

For artists whose work is written specifically for the educational context, the AMC will assess applications through the procedure outlined below.

3. Benefits of Representation

Documentation, Promotion, Discourse

The AMC accepts works and associated materials (music notation, text, audio, and images) from the artists who become Represented. As the AMC's collection becomes increasingly digitised and available online, attention can be focussed not only on the work and the artist biography, but on the broader documentation of the context for the work, including any program notes, the analysis and education resource, discourse and discussion about the artist and the work, and past and future performances and events.

For composers working with notated music, the AMC will make available scores for sale, both those assigned to publishers or self-published by the composer, and those unpublished works licenced by the composer for the AMC to reproduce in facsimile form. Works in music score format licenced to the AMC to reproduce attract a 15% royalty to the artist, with other royalties applying for works in other formats.

For all artists represented with the AMC, any recordings or other materials in digital formats can be made available on a commercial or non-commercial basis.

For performers, biographies, discographies, and prospective performances are promoted by the AMC, and performance histories also maintained.

3. Representation Application Process

Representation applications may be lodged with the AMC at any time, and assessment of applications will take normally place twice each year.

Applicants will be informed of the result of the assessment in writing. Unsuccessful applicants may re-apply after one year from the date of notification of the assessment.

The Australian Music Centre's Board of Directors reserves the right to vary eligibility criteria or application procedures at any time.

Represented or Associate composers/creative artists

Applicants must complete an application form available from the AMC. The form allows you to provide us the necessary information that supports your application, addressing the eligibility requirements.

Affiliate Artist

Currently this category is only offered by invitation of the AMC Board. Proposals for Affiliated Artist candidates for the Board to consider may be submitted to the AMC, and include appropriate support material meeting the eligibility criteria.

Heritage

Proposals for Artists or works for the Board to consider may be submitted to the AMC, and include appropriate support material meeting the eligibility criteria.

The AMC Board of Directors reserves the right to make changes to this policy at any time.

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