

# Keychange Canada 2024 Application

**Powered by FACTOR, with support from SOCAN Foundation and the Creative Europe programme of the European Union**

## Guidance

*\* =mandatory fields*

*Max 300 words = sections where applicants have to write a text, or can in some cases (Section 3) submit a video or audio recording (maximum of 2 minutes for each question, 8 minutes in total). If this is not stated, it means that the answer is either a short field, a drop-down or a check-list.*

## Flexigrant account

### Register account

*Register a (new) account with the following information*

- First name \*
- Last name \*
- Contact phone number
- Email \*
- Password \*
- Confirm password \*

### My contact details

*Enter your contact details and indicate at least the following information. If you do not do it in the general Flexigrant environment, you will be prompted to fill this information in during Section 2 of the Keychange Canada Application.*

- Contact type (select from drop-down) \*
- Preferred contact phone no. \*
- Address (Address line, City, Postcode, Country) \*

## Keychange Canada application

### Section 1 – Eligibility

- Confirm you have read the relevant guidance and criteria\*
- Confirm your gender identity \*
- Confirm your country of residence is Canada \*
- Confirm you have not been part of Keychange in the past \*
- Confirm that you have a manager
- Confirm you do not work for a partner or sponsor \*
- Confirm you are available for key dates (Sound City Festival 03-05/05/2024, Reeperbahn Festival 18-21/09/2024, BIME 29/10-01/11/2024) \*

- Choose to apply as artist or as innovator \*
- Only Canadian artists based in Canada and those signed to Canadian-owned labels (including self-releasing artists) are eligible to apply.
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*Eligible artists must:*

- *Have a least 10 commercially released tracks that are available on multiple streaming platforms*
- *Have a minimum of 2,000 followers to date*
- *Be able to prove experience of touring domestically in at least 5 Canadian cities outside of their home city*

## **Section 2 – About you**

*This section allows you to present yourself as well as to highlight your achievements to date with a biography and links to your work. Please make sure that any external link remains accessible up to 12 weeks after the submission of the application.*

- Business / Artist name \*
- Participant name
- Pronouns \*
- Region / state / province of residence \*
- Occupation (for innovator only): job title and company \*
- CMO member check and membership number (if applicable)
- Previous application to Keychange\*, and last application year (if applicable)
- Presentation of your team (name & organization, if applicable)
- Short biography (max 300 words) \*
- Links to website and social media \*
- Conference topics (for innovator only) you would like to be talking about at a music conference \*

### **Section 2, part B (for artists only)**

*Please submit examples of your music / music videos and performances which accurately demonstrate the style of music that will be created/performed at Keychange events. This is one of the most important parts of your whole application and you are encouraged to provide links to specific, recent tracks that you think will connect with the programmers at our partner festivals.*

- Provide 2 music examples \*
- Provide 1 video of a live performance \*
- Select most applicable music genre (up to 3 choices) \*
- For band, list the number of band members and their instrument (This is for up to 5 band members including yourself and 1 manager)

### **Section 3 – Keychange application**

*In this section we want to know why you should be part of Keychange. This section will be considered alongside your work and your experience when we assess your application. The Keychange programme is a talent development programme and a network, and we view your contribution to the movement and the network as very important.*

*We recommend you take your time to prepare it in advance, as it can take the longest amount of time to have this section ready.*

***You may submit either a written, video or audio application. Please choose the relevant option from the drop-down menu.***

*Please be aware you are required to answer the same questions with whichever format you choose to apply with.*

- **Timing:** Why is now the right time in your career for you to be part of Keychange? \* (max 300 words or up to 2 minutes audio/video)
- **Barriers:** Please tell us about the barriers you have experienced as a woman or gender minority in the music industry. (max 300 words or up to 2 minutes audio/video)
- **Legacy:** How will you use Keychange to develop your creative and business aims both during and after the project has ended? \* (max 300 words or up to 2 minutes audio/video)
- **Network contribution:** what would you contribute to the Keychange network? \* (max 300 words or up to 2 minutes audio/video)
- **Artist:** will your manager be joining? **Please outline your manager's track-record for supporting international development, as well as outlining how they will support you as a showcasing artist (300 words or less)**

#### **Section 4 – Your preferences**

*As part of Keychange, you will be selected to attend a Creative Lab at an international festival (outside of your country of residence). Keychange wants to assure the best possible match between innovators and our partner festivals (and their respective conference programme). Make sure to research each of our partner festivals before you apply. Find more information about each of them [here](#). Please note that there is no guarantee you will be selected for your preferred event.*

- **Festival availability:** which of our 3 festivals are you able to attend? Select all that apply but note that attendance of Reeperbahn Festival is compulsory so please do not apply if you cannot select this event
- **Festival preference:** As well as attending a meet-up at Reeperbahn Festival, applicants will be considered by Keychange partners to showcase at (for artists) or speak at (for innovators) either Liverpool Sound City, Reeperbahn Festival or BIME. Please select one of the three events below in order to let us know which event you would prefer to be considered for. Please note that partners may decide that another event is more appropriate. Make a selection from a list.
- **Reason:** please explain why you have selected the festival (max 150 words)

#### **Section 5 – Monitoring**

*PRS Foundation requests information from applicants to all programmes for monitoring and reporting purposes. We are an open, accessible and inclusive funder of new music and believe that the success of the music we fund is driven by the diversity of the people who*

*create it. The below questions are for monitoring purposes, and this section will only be seen by Keychange staff employed by the Core Partners (PRS Foundation, Inferno Events, Musikcentrum Öst) and FACTOR, with overall stats for the deadline shared with partners, sponsors and associate festivals for this programme. The information you give here does not affect the scoring system and the external advisor review process, and final decisions are made based on scores, criteria and on supporting exciting and diverse talent. In all cases, you always have the option of 'Prefer not to say' but we encourage you to answer all questions. Please note that some of the questions below are only asked if you are based in certain countries.*

- As the lead applicant for Keychange, which of the following best describes your gender? \*
- Is your gender identity the same as the sex you were assigned at birth? \*
- Please indicate your ethnicity \*
- Please indicate your sexual orientation \*
- Please indicate your age group \*
- Please indicate if you have any long-term health condition and/or impairment and/or disability \*
- Please indicate if you are an indigenous person \*
- Please indicate if you are a person of colour \*