

WAM Showcase and Artist Mentorship Program

Overview and Eligibility

WAM is excited to announce two new initiatives to support the WA contemporary music community, thanks to service delivery funding from the Department of Local Government, Sport and Cultural Industries: the **WAM Showcase** and **WAM Artist Mentorship Program (AMP)**.

The WAM Showcase provides an opportunity for up to 20 West Australian acts to showcase their live performance during WAMCon. WAM will seek to attract key players in the national music industry to the showcases in order to provide opportunities for career development and exposure. This opportunity is open to emerging and established bands and artists operating independently who are ready to advance their career with touring, sync, publishing, or other opportunities.

In addition, a select number of showcasing artists will be invited to participate in WAM's new Artist Mentorship Program (AMP). This program will provide an additional layer of support to artists who have well defined goals and are at the stage of reaching national or international exposure to ensure that they are well equipped to take advantage of the opportunities as they are presented. The mentorship will include workshops, facilitated industry connections at WAMCon and other exclusive opportunities. Applicants can apply to take part in AMP through the Showcase Application form. Successful applicants will be selected by a panel of industry judges.

WAM Showcase

Eligibility

WAM's Showcase is open for all West Australian Acts to apply who comply with the criteria section of this document.

Criteria

Eligibility for both WAM's Showcase include that:

- 1) The artist must have proven ability to perform and attract and retain audiences across established venues or events.
- 2) All performing members of the act must be 18 years of age or older at the time of the showcase.
- 3) The artist must be based in Western Australia for a minimum of two years before the showcase. For bands or acts with multiple members, over 50% of the performing members must reside in Western Australia.
- 4) The artist must be registered with a performance rights organisation.
- 5) WAM staff, board members, judges and immediate family members of any of these individuals are ineligible to apply.
- 6) Application Process:
 - (a) application form by the **Tuesday 10 June 2025** deadline.
 - (b) All required fields in the application form must be completed accurately and truthfully.
- 7) Applicants are responsible for ensuring that all submitted materials (music, images, links) are functional and accessible.

- 8) WAM reserves the right to disqualify any application that is incomplete, inaccurate, or does not meet the eligibility criteria.
- 9) Judging Criteria: Applications will be assessed based on the following criteria:
 - (a) Musical Talent and Skill
 - (b) Originality and Creativity
 - (c) Songwriting and Composition
 - (d) Stage Presence and Performance Potential
 - (e) Recording Quality and Production
 - (f) Originality and Presentation
 - (g) Potential for Growth and Development
 - (h) Demonstrated efforts to build and engage an audience
 - (i) Responses to the questions detailed in the application process.

Artist Mentorship Program (AMP)

Eligibility Overview

Artists who apply for WAM's Artist Mentorship Program (AMP) must comply with the criteria below and should not have a current, direct recording or exclusive publishing agreement with a label whose distribution and marketing infrastructure extends significantly beyond Australia.

This includes: but is not limited to:

- a) Major record labels (such as Universal Music Australia, Sony Music Entertainment Australia, Warner Music Australia).
- b) Large independent labels with substantial national and international reach.

Having existing management, booking agent representation, or a recording/publishing agreement with an independent label primarily operating within Australia is acceptable, noting that the program is primarily aimed at artists that operate without the support provided by large labels or other music organisations.

Criteria

Eligibility for the Artist Mentorship Program (AMP) include that:

- 1) The artist must have proven ability to perform and attract and retain audiences across established venues or events.
- 2) All performing members of the artist must be 18 years of age or older at the time of the showcase.
- 3) The artist must be based in Western Australia for a minimum of two years before the Showcase. For bands or acts with multiple members, over 50% of the performing members must reside in Western Australia.
- 4) The artist must be registered with a performance rights organisation.
- 5) WAM staff, board members, judges and immediate family members of any of these individuals are ineligible to apply.
- 6) All performed musical works must be original compositions.
- 7) Application Process:
 - (a) application form by the **Tuesday 10 June 2025** deadline.
 - (b) All required fields in the application form must be completed accurately and truthfully.

- 8) Applicants are responsible for ensuring that all submitted materials (music, images, links) are functional and accessible.
- 9) WAM reserves the right to disqualify any application that is incomplete, inaccurate, or does not meet the eligibility criteria.

10) Judging Criteria: Applications will be assessed based on the following criteria:

- (a) Musical Talent and Skill
- (b) Originality and Creativity
- (c) Songwriting and Composition
- (d) Stage Presence and Performance Potential
- (e) Recording Quality and Production
- (f) Originality and Presentation
- (g) Potential for Growth and Development beyond Western Australia
- (h) Demonstrated ability to build and engage an audience
- (i) Responses to the questions detailed in the application process.

Judging Process:

- 11) Following the application deadline, all eligible applications will be reviewed by WAM who will assess the applications eligibility, responses to questions and potential for development, and will provide a shortlist to a panel of independent judges.
 - a) Each judge will individually assess the applications based on the outlined criteria and select their preferred artists.
 - b) WAM will collate the judge's assessments and present the results at a panel meeting of all judges.
 - c) The panel will then select the Artist Mentorship Program participants for 2025.
- 12) The decisions of the judging panel are final, and no correspondence will be entered into regarding the outcome of individual applications.

13) Showcase Performance:

- (a) Selected artists will be invited to perform at the WAM 2025 showcase event on the specified date and at the designated venues.
- (b) Artists must provide accurate technical information and may need to adjust their technical requirements for the Showcase.
- (c) Artists are responsible for ensuring all equipment is in good working order and complies with WHS standards.
- (d) The performance slot and venue will be determined entirely at WAM's discretion.
- (e) WAM will provide a professional sound and lighting production for the showcase.
- (f) WAM will provide professional backline consisting of 1 standard drumkit, 1 bass rig, up to 2 guitar amps, and a keyboard stand.
- (g) All artists selected will receive a performance fee.
- (h) Artists must keep to designated soundcheck and performance times and must comply with all stage directions from WAM and/or venue staff in order to ensure fair access to Showcase opportunities and the safety of all.

14) Showcasing artists agree to participate in reasonable promotional activities related to WA

15) Music Week and the WAM Showcase, which may include posting about these events on their social media channels and participating in networking and media opportunities.

- 16) WAM reserves the right to disqualify any applicant who breaches these Terms and Conditions, provides false or misleading information, uses AI-generated content, or engages in any behaviour that may negatively impact WAM or these programs.