



WAM Showcase and Artist Development Program

2026 Terms and Conditions

The WAM Showcase provides an opportunity for approximately 20 West Australian acts to showcase their live performance during WAMCon. WAM will seek to attract key players in the local and national music industry to the showcases 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 2026, the WAM Showcase is taking place on Saturday 15 August at Honky Tonk, Wyola, The Buffalo Club and Clancy's in Walyalup, Fremantle.

As part of the Showcase, WAM will commit to:

- Make all reasonable attempts to attract local and national guests to the Showcase who will assist the artists career development.
- Pay the Musicians Australia minimum fee of \$250 per musician, per performance.
- Seek to match artists with skills development opportunities during WA Music Week, including subsidised tickets to WAMCon for up to 2 band members or band representatives.

WAM will ask that artists:

- Be available for performance dates on the 15th of August 2026.
- Seek to engage in WA Music Week events and with the music community, including opportunities for professional development at WAMCon.

Artists will be selected by an independent panel made up of music sector professionals. The panel will seek to platform a diverse line up of artists from a range of genres, backgrounds and geographic locations to the extent that applications allow.

In addition, a select number of showcasing artists will be invited to participate in WAM's Artist Development Program (ADP). 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.

Priority for this program will be given to artists who are seeking to access other national or international showcases in the coming 12-18 months to assist with preparation for these. The program will include workshops, facilitated industry connections at WAMCon and other exclusive opportunities. Applicants can apply to take part in ADP through the Showcase Application form.

All WAM participants, members, and staff members must comply with WAM's Code of Conduct.



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WAM Showcase

Criteria

Eligibility for 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 (ie APRA AMCOS).
- 5) WAM staff, board members, showcase assessors, and immediate family members of any of these individuals are ineligible to apply.
- 6) Application Process:
 - (a) application form must be submitted by the **1 May 2026** deadline. There will be no extensions.
 - (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) Previous WAM Showcase performers are eligible to apply, but will need to demonstrate the need for an additional showcase opportunity.
- 9) WAM reserves the right to disqualify any application that is incomplete, inaccurate, or does not meet the eligibility criteria.
- 10) Selected artists will be invited to perform at the WAM 2026 showcase event on Saturday 15 August at a designated venue in Walyalup, Fremantle.
- 11) Applicants must be able to perform a minimum 30-minute set, all performed musical works must be original compositions.
- 12) Artists must provide accurate technical information and may need to adjust their technical requirements for the Showcase.
- 13) Artists must notify WAM of any scheduling conflicts as soon as practicable, including whether any performing members are performing with other Showcase artists.
- 14) Artists are responsible for ensuring all equipment is in good working order and complies with WHS standards.
- 15) The performance slot and venue will be determined entirely at WAM's discretion.
- 16) WAM will provide a professional sound and lighting production for the showcase.
- 17) WAM will provide professional backline as negotiated.
- 18) All artists selected will receive the Musicians Australia minimum fee.
- 19) **Panel Assessment 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
 - (e) Recording Quality and Production
 - (f) Potential for Growth and Development



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- (g) Demonstrated efforts to build and engage an audience
- (h) Responses to the questions detailed in the application process.

Artist Development Program (ADP)

Eligibility Overview

Artists who apply for WAM's Artist Development Program (ADP) 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); or-
- (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.

Eligibility for the Artist Development Program (ADP) include that:

- 20) The artist must have proven ability to perform and attract and retain audiences across established venues or events.
- 21) All performing members of the artist must be 18 years of age or older at the time of the showcase.
- 22) 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.
- 23) The artist must be registered with a performance rights organisation.
- 24) WAM staff, board members, panel assessors, and immediate family members of any of these individuals are ineligible to apply.
- 25) Application Process:
 - (a) application form by the **Friday 1 May** deadline.
 - (b) All required fields in the application form must be completed accurately and truthfully.
- 26) Applicants are responsible for ensuring that all submitted materials (music, images, links) are functional and accessible.
- 27) WAM reserves the right to disqualify any application that is incomplete, inaccurate, or does not meet the eligibility criteria.

28) Panel Assessment 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) Potential for Growth and Development beyond Western Australia
- (g) Demonstrated ability to build and engage an audience



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(h) Responses to the questions detailed in the application process.

Assessment Process:

Following the application deadline, all applications will be reviewed by WAM who will assess the applications eligibility, responses to questions, and potential for development. WAM will provide a shortlist of applications to a panel of independent assessors.

- (a) Each assessor will individually assess the applications based on the outlined criteria and select their preferred artists.
 - (b) WAM will collate the assessments and present the results at a panel meeting of all assessors.
 - (c) The panel will then select the Artist Development Program participants and contribute to the curation of the WAM Showcase lineup through their recommendations.
- 29) The decisions of the panel are final, and no correspondence will be entered into regarding the outcome of individual applications.
 - 30) Artists must keep to designated soundcheck and performance times and must comply with all stage directions from WAM and/or venue staff to ensure fair access to Showcase opportunities and the safety of all.
 - 31) Showcasing artists agree to participate in reasonable promotional activities related to WA 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.
 - 32) WAM reserves the right to disqualify any applicant who breaches these Terms and Conditions, provides false or misleading information, uses AI-generated content and works, or engages in any behaviour that may negatively impact WAM or these programs.



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