

Guidelines 2025/26

Music Industry Initiatives



Music Industry Initiatives

Guidelines 2025/26

The **Music Industry Initiatives** program is one of the Amplify BC programs funded by the Province of British Columbia to support the growth, competitiveness, and sustainability of B.C.'s music industry.

This program supports initiatives that grow and develop British Columbia's music ecosystem. Successful projects will build the capacity of B.C.'s music industry through training, collaboration, and creating new industry and business opportunities.

Music Industry Initiatives Budget: \$400,000

Program Overview

Who is eligible? Individuals and companies active in B.C.'s music industry and located in Canada who have an idea for an industry development project.

Eligible Projects: Projects that demonstrate broad benefit, and that grow the capacity of B.C.'s music industry by supporting knowledge and skills transfer, innovation, the creation of local and national opportunities for collaboration, and increasing industry participation and engagement.

Grant amounts: \$2,000 - \$60,000, funding up to 75% of eligible project expenses. The remaining 25% may be other public funding, in-kind contributions, private investment, and/or earned revenue.

How to apply: Submit a short project summary describing your project idea through the [online application form](#). If your idea fits the goals of the program, you will be invited to submit a full application.

Applications open: March 24, 2025

Application deadline: Rolling intake until **March 1, 2026**, or until all funds are disbursed.

Supporting eligible expenses between **January 1, 2025**, and **December 1, 2026**

For More Information

If you have questions, or need assistance, please contact:

Joseph Bardsley | Analyst, Music Programs

Phone: 236-455-6232

Email: jbardsley@creativebc.com

[Schedule an Appointment](#)

What are the priorities of the Music Industry Initiatives program?

- Develop B.C. artists, industry professionals, and the next generation of talent
- Foster new business opportunities locally and abroad
- Inform industry innovation and the evolution of business practices
- Support local, national, and cross-sector collaboration and conversation
- Develop knowledge and research to inform B.C.'s music industry
- Support a broad range of projects, including those led by systemically-excluded groups who experience systemic barriers to participation

Eligible Activities

This program supports initiatives and events that build the capacity of B.C.'s music industry by developing knowledge, skills, processes, resources, opportunities, and abilities to meet existing needs. Priority will be given to new or expanding initiatives, and to projects that serve a clear need or gap.

Projects must demonstrate a broad benefit to B.C.'s music industry, or to an aspect of B.C.'s music industry, and cannot predominantly benefit one artist, company, organization, or their clients. Projects must demonstrate how benefit is shared across the music industry, including the applicant's peers and competitors, if applicable.

Examples of eligible activities include:

- Industry conferences, panels, workshops, forums, and events with larger industry development activities.
- Opportunities for training, mentorship, professional development, and fostering new talent.
- Community infrastructure, services, or digital platforms that provide broad industry benefit.
- Projects that increase the capacity of systemically-excluded groups in B.C.'s music industry.
- Resources, policies or manuals to share best practices in the areas of business, harm reduction, sustainability, equity, etc.
- Collaborative business initiatives, showcases, trade missions, or export activities.
- Research projects that develop knowledge to benefit those working in music.

Examples of [previously successful projects](#) and lists of [previous recipients](#) are available at creativebc.com.

Ineligible Activities

Ineligible activities include:

- **Ceremonies, award shows, fundraisers, luncheons, galas, and parties, and alcohol.**
- **Live music presentation activities:** Live music showcases are only eligible if they have clear business development goals and outcomes.
- **Songwriting, sound recordings and music videos:** These activities are only eligible if they occur within a larger industry-driven mentorship or skills development project, as opposed to music intended for commercial release. Sound recording and music video projects for B.C. artists are supported in [Career Development](#).

- **Business development activities** that primarily benefit one company and their artist roster, clients and/or business partners. Funding to support the growth of individual music companies is available through Creative BC's [Music Company](#) and [Live Music](#) programs.
- **Business travel** to attend industry events and conferences. Funding for business travel is available through [Music BC](#).
- **Projects focused on artistic growth**, including coaching, masterclasses, or music lessons.
- **Music-adjacent activities** including musical theatre, performance art, or dance.
- **Activities taking place** as part of an accredited school curriculum.
- **Activities or events that have already occurred** prior to applying.

Eligible Applicants

Applicants can apply as an individual, collective, company or organization, and must be:

- Active in the music industry in B.C.; and
- Headquartered in Canada or located in and eligible to work in Canada.

Other eligibility information:

- **New Companies:** This program will fund start-ups that are newly registered companies, in addition to existing companies.
- **Collectives:** Projects can be run by an informal group of people. In this case, one individual needs to be the lead on the project and take legal responsibility for the funds. This person will sign the funding agreement and receive payments.
- **Collaborations:** Business collaborations are welcome in this program. A primary applicant is required to take on legal responsibility for the project and manage all payments. The application should specify the partners or collaborators involved and their respective roles, with letters of support provided by each partner.

Industry-led projects: This program supports projects and collaborations led by the music industry. Research companies, consultants, or academic institutions are eligible to apply, but must demonstrate significant involvement from industry partnerships in delivering the project, and support from industry stakeholders for the project.

Creative BC encourages applications from systemically-excluded groups, including Indigenous Peoples (First Nations [Status/Non-Status], Métis, and Inuit), Black, People of Colour, People living with one or more Disability, 2SLGBTQIA+ communities, women, non-binary and gender diverse people, and other groups who experience systemic barriers to participation.

For previous recipients:

- **Final reports:** If an applicant has previously received funding from this program, all prior Industry Initiatives final reports must be submitted prior to submitting a new full application.
- **Good standing:** The principals, directors, officers, shareholders and owners of all applicant companies must be in good standing (i.e., not in default) with Creative BC, which means the applicant is not in default with respect to prior grants, and there are no outstanding amounts owed.

Not eligible to apply:

- Municipalities and other levels of government
- Individuals and companies located outside of Canada

Funding

Grant amounts:

- \$2,000 to \$20,000 for individuals, collectives, and companies or organizations without financial statements.
- \$2,000 to \$60,000 for companies or organizations with externally prepared financial statements in the form of a compilation engagement, review engagement, or audited statements from the previous fiscal year.

This program will fund activities and related expenses incurred between **January 1, 2025**, and **December 1, 2026**.

- **Applicant contribution:** Projects are expected to secure the remaining 25% of the total budget from other sources, including other public funding or grants, personal or company investment, earned revenue, or in-kind contributions (donated time, goods or services). Research projects and projects that serve systemically-excluded groups may request a higher percentage of funding if other revenue sources are unavailable.
- **Eligible expenses:** All costs required to deliver the project, including salaries and wages, are eligible. Capital purchases or operating costs not specific to the project, including utilities, corporate overhead or salaries, are ineligible.

Applicants must provide a proposed budget for their project, and declare all sources of revenue, including confirmed and unconfirmed grants. Applicants should only apply for activities they can complete and pay for prior to December 1, 2026.

Successful applicants will receive a 75% advance payment upon signing a funding agreement, and the remaining funds after completion and review of the final report.

Application Evaluation

Applications will be scored by Creative BC staff according to the priorities of the program, using the categories below. The [Music Industry Initiatives Scoring Sheet](#) is available on the Creative BC website, with point allocations and descriptions for each category.

- Industry Development
- Investment in B.C. Talent
- Economic Impact
- Innovation
- Justice, Equity, Decolonization, Diversity + Inclusion
- Capacity

To fund the full breadth of B.C.'s music industry, Creative BC may prioritize applications from systemically-excluded groups and regions of the province. Creative BC may also prioritize applicants who have yet to receive significant funding through its programs, and applicants who do not receive significant operating support from public sources.

Project Completion

Recipients are required to complete a final report detailing the impact of the funding, and provide invoices and proofs of payment for expenses upon request. The recipient is responsible for issuing all payments related to the project. Acceptable proof of payment includes a bank statement, credit card statement, processed cheque, wire transfer, or e-transfer confirmation.

To complete the final report and receive the balance of funding, applicants must submit the following:

- Online Final Report;
- Cost Report (template provided);
- Copies of invoices and proofs of payment, upon request; and
- [Approved Creative BC and Province of BC logo placement\(s\)](#).

How to Apply

Applications will be accepted and evaluated on a rolling basis starting on **March 24, 2025**, and ending on **March 1, 2026**, or until funds for the program are no longer available. It is highly recommended that applicants submit applications a minimum of 6 weeks before their events.

Step 1: Submit a short project summary through the [online form](#), using the [project summary template](#). Creative BC will respond within three weeks. Applicants with questions are encouraged to contact Creative BC staff before submitting a project summary.

Step 2: Projects that meet the goals of this funding program will be invited to submit a full application to the Music Industry Initiatives program, and applicants will be provided with the link to the online application form. Applicants may also be given feedback from staff related to gaps, questions, and concerns to address in their application.

Applicants with a disability or accessibility need may contact Creative BC for support in preparing an application. In this case, please allow an additional two weeks to prepare your application prior to submission.

Upon submission of the full online application, the key personnel and any owner(s) listed in the application will receive an automated Self-ID form to complete. The information requested provides Creative BC with information on representation across all programs. This form must be submitted within two weeks of the application submission.

Processing time for a full application is **4 - 6 weeks**. All applicants will be notified with the results of their application in writing via email. Feedback will be available upon request.

Justice, Equity, Decolonization, Diversity + Inclusion

Creative BC is committed to ensuring program access for all, and incorporating justice, equity, decolonization, diversity and inclusion in program delivery. [Learn more.](#)

Respectful Workplace

As investors in B.C.'s music industry, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity, and inclusivity that is free from any form of harassment. All persons and companies that work with, or seek funding from Creative BC are expected to adhere to [Creative BC's Code of Conduct for Clients, Partners, and Stakeholders](#), implement policies and procedures for a harassment-free workplace. Creative BC is a signatory of the [Canadian Creative Industries Code of Conduct to Prevent and Respond to Harassment, Discrimination, Bullying and Violence](#) and expects all applicants, recipients, and partners to adhere to this Code of Conduct. [Learn more.](#)

Environmental Sustainability

Creative BC encourages the music industry to adopt and implement environmentally sustainable practices and reduce environmental impacts.

For More Information

Amplify BC funding programs support artists, music companies, live music presenters, and industry development to stimulate the growth, competitiveness, and sustainability of B.C.'s music industry. Visit the [Creative BC website](#) to learn more.

Application Checklist

Applicants invited to submit a full application will be required to complete and submit the following items to Creative BC in Microsoft compatible formats:

- Online application form** (available at www.creativebc.com)
- Project Plan** (template provided)
- Budget** (template provided), including all other sources of financing and whether they are confirmed, and budgets/actuals from the previous year if this is an ongoing project.
- Schedule of Activities** (found on the second tab of the Budget template)
- Expressions of support** that show industry engagement in this project and speak to the need and impact of this project are highly recommended. These can be provided as informal letters, emails, audio clips, videos, or in other formats.
- Completed Self-ID form** by the key personnel and owner(s), if applicable, associated with the application (sent via email).

Required if applying as a company or organization:

- A Certificate of Incorporation, Business Statement of Registration, Society Certificate, or GST number.
- For funding requests over \$20,000:** Externally prepared company/organization financial statements in the form of a compilation engagement, review engagement, or audited statements for the previous fiscal year (companies under a year old may submit internally prepared statements). Exceptions may be made at the discretion of Creative BC.

Recommended materials:

- For workshops, showcases, and conferences:** confirmed or prospective artist or speaker line-ups and bios, proposed event schedules, workshop descriptions and learning outcomes, etc.
- Other supporting documents as applicable:** such as confirmation of other funding, vendor quotes, job descriptions, etc.
- Plans and Policies:** communicable disease plan, respectful workplace policy, safety riders, equity or accessibility policies, etc.

Required for some applicants:

- For research projects:** include a proposal from a research consultant or a detailed outline of the research project (with specific research questions outlined, description of research approach and methodology, and a plan for data collection and analysis). Research project results need to be shared with Creative BC staff prior to public release.
- For new online platforms:** include a mock-up, wireframe, demo, or other means to clearly show the functionality of the proposed platform, along with vendor quotes to show that you have the technical expertise on board.