



COUNTRY MUSIC ASSOCIATION OF AUSTRALIA INC.

 **TOYOTA**
GOLDEN GUITAR
AWARDS
AUSTRALIA

2021 TOYOTA GOLDEN GUITAR
AWARDS HANDBOOK

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APRA
AMCOS



49th Country Music Awards of Australia

AWARDS HANDBOOK

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1. ENTRY DATES

Entries open at 9:00am Friday 28th August 2020 and close at 5:00pm on Thursday 1st October 2020.

2. GENERAL TERMS & CONDITIONS

- 2.1.** Entries will only be accepted from current financial Professional Members of the CMAA. Membership information is available from www.country.com.au/membership
- 2.2.** All entries must be cleared in writing by the rights holder/s of the chosen recording/s entered.
- 2.3.** Entries will only be accepted from artists or composers who are citizens or permanent residents of Australia or New Zealand. A permanent resident is defined as someone who:
- is not an Australian or New Zealand citizen or unlawful non-citizen, and
 - is usually resident in Australia or New Zealand, and
 - holds a permanent visa, a resident return visa, an authority to return or a return endorsement.
- 2.4.** Album Producers, Songwriters, Video Directors or Vocal Collaborators of entered product (specifically in award categories A, B, C, D, H, N and O) who are not citizens or permanent residents of Australia or New Zealand (as outlined in 2.3) are not eligible to win a trophy and are not required to be current financial CMAA members. This does not preclude the album, video or song they worked on from being eligible for entry.
- 2.5.** Entries produced by individuals who are not citizens or permanent residents of Australia or New Zealand are eligible for all categories.
- 2.6.** One entry per category per artist only.
- 2.7.** If the entity entering is a Duo, both members are required to be current financial professional members of the CMAA.
- 2.8.** If the entity entering is a Group (ie more than 2 members), then a minimum of 50% of the regular members of the Group are required to be current financial professional members of the CMAA (eg a minimum of 3 members of a 5-person Group must be current financial professional members).
- 2.9.** An entry fee of \$88.00 (inc GST) for Australian residents and AU\$80 (no GST) for New Zealand residents is required to be paid at the time of entry. The entry fee is payable regardless of the number of categories entered.
- 2.10.** Eligibility and acceptance of entries will be solely at the discretion of the Board of the CMAA. All matters relating to the conduct of the entry, adjudication and scrutineering processes of the 49th Country Music Awards of Australia remain under the total control of the Board of the Country Music Association of Australia Inc or its nominee/s. **It is the responsibility of the entrant to ensure all entry and eligibility requirements are met. The Board will use its best endeavours to ensure all requirements of entries and conduct of the awards are met but cannot be held responsible for any digression, misunderstanding of entry criteria or non-compliance in any matter.**

2.11. Additional evidence relating to commercial release dates and media servicing dates for all entries must be provided to the CMAA upon request following entry. Failure to provide this information may result in disqualification.

2.12. The judging system for the 49th Country Music Awards of Australia is explained on the CMAA website.

2.13. All companies or persons entering material for the 49th Country Music Awards of Australia hereby allow recording of the presentation of the Awards ceremony by the organisers or their nominee/s for broadcast on radio, television, video and internet or for transmission by any means whatsoever, in part or in full.

2.14. All entrants are required to provide a current biography (250 words max) and high resolution colour headshot (image must a minimum 300 dpi and no larger than 5MB).

2.15. The results of awards will be final and no correspondence will be entered into.

2.16. All entrants are bound by and agree to comply with the Rules of the 49th Country Music Awards of Australia as set out herewith.

2.17. Winners will be announced on Saturday 23rd January 2021.

3. CURRENT ELIGIBILITY PERIOD

The current eligibility period for all categories except Top Selling Australian Album is 1st October 2019 to 30th September 2020 inclusive.

4. DEFINITIONS

4.1. ALBUM DEFINITION

Unless otherwise stated, “Album” means a bundle of no less than seven (7) songs.

4.2. SINGLE DEFINITION

Unless otherwise stated, a “Single” is defined as:

- a) A recording serviced to media as a “promotional single” within the current eligibility period, via an industry recognised media servicing outlet including but not limited to HSF Media Services, CRS, PlayMPE, The Same Tune, Checked Label Services, AirIT, or similar.
- b) A recording which has additionally been commercially released (see definition 4.4) in any form during the current eligibility period, or prior to it.

4.3. NEW WORK

A “New Work” is defined as being previously unrecorded and original compositions.

A “cover” or new recording of a previously commercially released song in any form is NOT considered a “new work”. New arrangements of traditional works are NOT considered “new work” for the purposes of these awards.

4.4. COMMERCIALY RELEASED

“Commercially Released” is defined as being released for sale or consumption to the general public on a recognised DSP (see section 4.5) or professionally manufactured physical product (minimum of 500 units).

4.5. INDUSTRY RECOGNISED DSPs

Industry recognised DSPs include, but are not limited to iTunes, Apple Music, Spotify, YouTube, Amazon Music, Google Play, CD Baby and Bandcamp.

5. ALBUM CATEGORY REQUIREMENTS

5.1. There are three genre album categories (categories B, C and D)

5.2. Each award is for an album (please refer to definition 4.1) that is commercially released for the first time in any form in the current eligibility period.

5.3. Albums will be judged on all aspects including but not limited to song selection, production, artist’s performance and musical performance.

5.4. When determining which genre album category to enter, the artist should consider which category, on balance, best suits their entry and enter accordingly.

5.5. An Integrity Panel will assess the entries in all three album categories prior to the first round of judging. If an album is deemed by the Integrity Panel to be unsuitable for that category, a representative of the Golden Guitar Awards administration will contact the artist to advise.

5.6. Artists can only enter their album in ONE of the three genre album categories (categories B, C & D).

5.7. Entrants in album categories B, C and D will additionally be automatically entered in the Toyota Album of the Year category (category A).

5.8. To qualify for album categories A, B, C and D, the following criteria must be met:

- The album must contain no fewer than seven (7) songs
- 70% of the recordings must be new works (see 4.3)
- 70% of the recordings included on the album must have been commercially released for the first time in any form during the current eligibility period (see 4.4)

5.9. Albums featuring producers who are not citizens or permanent residents of Australia or New Zealand are eligible to be entered.

6. CATEGORIES & ELIGIBILITY

A TOYOTA ALBUM OF THE YEAR

Albums entered in categories B, C and D will be automatically entered in this category.

Trophies will be presented to the artist and producer; a maximum of two trophies for each category. In the case that the artist is also the producer, one trophy will be awarded.

There are no upload requirements for this category.

B ALT COUNTRY ALBUM OF THE YEAR

The term Alt Country refers to the broader “Americana” genre which is defined by the Americana Music Association (AMA) as “music that incorporates, but is not limited to, elements of various American roots music styles, including country, roots-rock, folk, bluegrass, R&B and blues, resulting in a distinctive roots-oriented sound”.

Albums entered must be commercially released (see definition 4.4) for the first time in any form in the current eligibility period.

Entries must also comply with the terms and conditions outlined in section 5.

Trophies will be presented to the artist and producer; a maximum of two trophies for each category. In the case that the artist is also the producer, one trophy will be awarded.

UPLOAD REQUIREMENTS:

- * All tracks appearing on your album
- * Album cover art
- * Artist head shot photo
- * Artist biography
- * Producer head shot photo
- * Producer biography Continued:
- * Commercial release date

C CONTEMPORARY COUNTRY ALBUM OF THE YEAR

A Contemporary Country Music album primarily incorporates the styles of country pop and country rock music.

Albums entered must be commercially released (see definition 4.4) for the first time in any form in the current eligibility period.

Entries must also comply with the terms and conditions outlined in section 5.

Trophy presented to the artist and producer; a maximum of two trophies for each category. In the case that the artist is also the producer, one trophy will be awarded.

UPLOAD REQUIREMENTS:

- * All tracks appearing on your album
- * Album cover art
- * Artist head shot photo
- * Artist biography
- * Producer head shot photo
- * Producer biography
- * Commercial release date

D TRADITIONAL COUNTRY ALBUM OF THE YEAR

A Traditional Country Music album primarily draws from styles and influences of previous musical generations. More specifically, to be eligible for this category, the album should be primarily influenced by sub-genres such as, but not limited to: western swing, folk, Celtic, classic country, 70s outlaw music, bush ballad, or heritage focused songs.

Albums entered must be commercially released (see definition 4.4) for the first time in any form in the current eligibility period.

Entries must also comply with the terms and conditions outlined in section 5.

Trophy presented to the artist and producer; a maximum of two trophies for each category. In the case that the artist is also the producer, one trophy will be awarded.

UPLOAD REQUIREMENTS:

- * All tracks appearing on your album
- * Album cover art
- * Artist head shot photo
- * Artist biography
- * Producer head shot photo
- * Producer biography
- * Commercial release date

E MALE ARTIST OF THE YEAR

Judged on an album that qualifies for and is entered into one of the three genre album categories only (category B, C or D) in the current eligibility period.

A Male Artist of the Year entrant cannot also enter Group or Duo of the Year (category G) in the same awards year.

One trophy presented to the artist.

UPLOAD REQUIREMENTS:

- * All tracks appearing on your album
- * Album cover art
- * Artist head shot photo
- * Artist biography
- * Commercial release date

F FEMALE ARTIST OF THE YEAR

Judged on an album that qualifies for and is entered into one of the three genre album categories only (category B, C or D) in the current eligibility period.

A Female Artist of the Year entrant cannot also enter Group or Duo of the Year (category G) in the same awards year.

One trophy presented to the artist.

UPLOAD REQUIREMENTS:

- * All tracks appearing on your album
- * Album cover art
- * Artist head shot photo
- * Artist biography
- * Commercial release date

G COUNTRY MUSIC CAPITAL NEWS GROUP OR DUO OF THE YEAR

Judged on an album that qualifies for and is entered into one of the three genre album categories only (category B, C or D) in the current eligibility period.

A Group or Duo is defined as an act that consisting of two or more people who have recorded and commercially released an album together during the eligibility period, such that it would be deemed that the group/duo was their main project throughout the eligibility period.

An individual member of a Country Music Capital News Group or Duo of the Year entry may not also enter in either the Male Artist of the Year (category E) or Female Artist of the Year (category F), however they may enter in any other category in these Awards, provided that the Group or Duo is not also entered in that same category.

G Country Music Capital News Group or Duo of the Year Cont:

Please refer to sections 2.7 and 2.8 for entrant membership requirements.

Entries in this category will only be accepted provided that all entrants are Australian or New Zealand citizens or permanent residents.

One trophy will be presented to the Group or Duo. Additional trophies may be purchased separately.

UPLOAD REQUIREMENTS:

- * All tracks appearing on your album
- * Album cover art
- * Artist head shot photo
- * Artist biography
- * Commercial release date

H VOCAL COLLABORATION OF THE YEAR

Judged on one entered track.

A vocal collaboration is defined as a recording event by two or more people, working together on a “one off” or occasional vocal collaboration.

The entry must be a new recording, commercially released (see definition 4.4) for the first time in any form (either as an individual track or as part of an album) during the current eligibility period, but is not required to be a new work (see definition 4.3).

Each entrant must feature prominently as a lead vocalist, not as a harmony or background singer and must be clearly identified as a featured vocalist on any packaging and label copy.

Individual artists who are a member of a Group (including a band) or Duo, or who collaborate for a full album concept project (as opposed to a one-off track collaboration) and on that basis enter Group/Duo of the Year (category G) in the same awards year, are not “collaborators” and are ineligible to also enter the Vocal Collaboration of the Year category, unless one or more additional collaborator/s are featured on the entered recording and is not already named and/or recognised as a member of the Group or Duo.

A minimum of 50% of the artists who perform in the Vocal Collaboration of the Year entry must be citizens or permanent residents of Australia or New Zealand. All entries must meet the membership requirements outlined in 2.3 and 2.4.

Only winners who are citizens or permanent residents of Australia or New Zealand (as outlined in 2.3 and 2.4) will receive trophies.

A maximum of 3 trophies will be presented in this category. Additional trophies may be purchased separately.

H Vocal Collaboration of the Year Cont:

UPLOAD REQUIREMENTS:

- * Upload your chosen track (one)
- * Artist head shot photo/s - all collaborators
- * Artist Biographies - all collaborators (may be one biography to cover all artists)
- * Commercial release date

I BUSH BALLAD OF THE YEAR

Judged on one entered track.

A Bush Ballad is a lyrical narrative in song concerned with places, people, events and or attitudes clearly identifiable with Australia.

It must be presented in a traditional manner which exhibits an understanding of the genre's musical and cultural values in the style established by Australia's pioneer performers.

It may combine lyrics previously published as poems or ballads with new music or vice versa, creating a substantially new song.

The Bush Ballad of the Year shall be judged on the submitted recording, not whether or not the performer is a recognised balladeer.

Please note: this category is dedicated to **traditional bush ballads only**. Please ensure that before entering a song in this category you carefully read and understand the criteria above and the following explanation:

"A bush ballad entry must be clearly related in lyrics, form, content, musical arrangement, instrumentation and presentation to the traditional roots of Australian country music as exemplified by pioneers and other early performers."

Entries in the category of Bush Ballad of the Year will only be accepted provided that the artist and songwriter are Australian or New Zealand citizens.

The entered track must be a new recording and original Australian new work (see definition 4.3) and commercially released (see definition 4.4) for the first time in any form (either as an individual track or as part of an album) during the current eligibility period.

The entry cannot also be entered in Heritage Song of the Year in the same year (category J).

Trophies will be presented to the artist and songwriter; a maximum of two trophies. In the case that the artist is also the songwriter, one trophy will be awarded. Additional trophies are available for purchase separately.

I Bush Ballad of the Year Cont:

UPLOAD REQUIREMENTS:

- * Upload your chosen track (one)
- * Artist head shot photo
- * Artist biography
- * Songwriter head shot photo (if different to Artist)
- * Songwriter biography (if different to Artist)
- * Commercial release date

J HERITAGE SONG OF THE YEAR

Judged on one entered track.

The entry must be a new recording and new work (see definition 4.3) which is commercially released (see definition 4.4) for the first time in any form (either as an individual track as part an album) during the current eligibility period.

It cannot also be entered in Bush Ballad of the Year (category I).

A Heritage Song is an Australian composition that is defined as being about Australia, its people, history, geography, attitudes and ideals. The content and presentation must be recognisable as being an Australian song about Australia.

Entries in this category will only be accepted provided that the artist and composer are Australian or New Zealand citizens or permanent residents (see definition 2.3).

Trophies will be presented to the artist and songwriter; a maximum of two trophies. In the case that the artist is also the songwriter, one trophy will be awarded. Additional trophies are available for purchase separately.

UPLOAD REQUIREMENTS:

- * Upload your chosen track (one)
- * Artist head shot photo
- * Artist biography
- * Songwriter head shot photo (if different to Artist)
- * Songwriter biography (if different to Artist)
- * Commercial release date

K COCA COLA INSTRUMENTAL OF THE YEAR

Judged on one entered track.

The entry must be a new recording and new work (see definition 4.3) which is commercially released (see definition 4.4) for the first time in any form (either as an individual track as part an album) during the current eligibility period.

K Coca Cola Instrumental of the Year Cont:

It cannot include any featured vocal performance.

Entrants in this category must be Australian or New Zealand citizens or permanent residents. International collaborators are not eligible.

One trophy will be presented to the artist.

UPLOAD REQUIREMENTS:

- * Upload your chosen track (one)
- * Artist head shot photo
- * Artist biography
- * Commercial release date

L BLUEGRASS RECORDING OF THE YEAR

Judged on one entered track.

The entry must be a new recording and new work (see definition 4.3) which is commercially released (see definition 4.4) for the first time in any form (either as an individual track as part an album) during the current eligibility period.

An entry for Bluegrass Recording of the Year must feature both vocal and instrumental elements. It must be clearly related in form, musical arrangement, instrumentation, and presentation to the traditional roots of bluegrass music as exemplified by pioneers such as Bill Monroe and Flatt and Scruggs.

Entries are not limited to traditional bluegrass but so-called progressive bluegrass styles must exhibit and build on an understanding of the genre.

Entrants in this category must be Australian or New Zealand citizens or permanent residents. International collaborators are not eligible.

One trophy presented to the artist.

UPLOAD REQUIREMENTS:

- * Upload your chosen track (one)
- * Artist head shot photo,
- * Artist biography
- * Commercial release date

M NEW TALENT OF THE YEAR

Judged on one entered track.

Entries in this category may be for:

- a) A new recording, commercially released (see definition 4.4) for the first time in any form (either as an individual track as part an album) during the current eligibility period.

OR

- b) A “Single” officially serviced to media as a “promotional single” during the current eligibility period, which has been released commercially in any form during the current eligibility period or prior to it. Please refer to definition 4.2 for additional clarification.

An artist may enter in New Talent of the Year up to three times provided that they have not been a finalist in any category (including this category), either as an individual or as a member of a duo or group in any prior year.

This entry is not required to be a new work (see definition 4.3).

One trophy will be presented to the artist.

UPLOAD REQUIREMENTS:

- * Upload your chosen track (one)
- * Artist head shot photo
- * Artist biography
- * Commercial release date
- * Media service date

N APRA AMCOS SONG OF THE YEAR

Judged on one entered track.

The entry must be a new recording and new work (see definition 4.3) which is commercially released (see definition 4.4) for the first time, in any form (either as an individual track or part of an album) during the current eligibility period.

Entries in the category of APRA AMCOS Song of the Year will only be accepted provided:

- The artist is an Australian or New Zealand citizen or permanent resident.
- A minimum of 50% (one half) of the number of songwriters/composers of the song must be Australian or New Zealand citizens or permanent residents and current financial members of the CMAA. Please refer to section 2.4 for additional clarification.

N APRA AMCOS Song of the Year Cont:

Songwriters may enter a track in the APRA AMCOS Song of the Year provided that:

- They have prior written consent from the rights holder/s of the recording (where the artist is someone other than the songwriter)
- They have notified the co-writers of the entry in writing
- The same composition has not been entered by another artist
- The recording must comply with the eligibility criteria for this category.

A maximum of three trophies are presented to the songwriters who are citizens or permanent residents of Australia or New Zealand citizens only.

Additional trophies may be purchased separately.

UPLOAD REQUIREMENTS:

- * Upload your chosen track (one)
- * Songwriter/s head shot photo
- * Songwriter/s biography
- * Commercial release date

O VIDEO OF THE YEAR

Judged on the entered video clip.

Video clips must be broadcast for the first time in any form via traditional media broadcast (ie free to air or pay TV) or via industry recognised DSPs (See definition 4.5) in the current eligibility period.

Entries are treated as releases in their own right and are not tied to the release date of the associated audio track.

Video clips must be not more than ten minutes in duration, featuring the performance of no more than one song or medley.

Trophies are presented to the artist and video director; a maximum of two trophies presented. In the case that the artist is also the video director, one trophy will be awarded.

UPLOAD REQUIREMENTS:

- * Upload your file or YouTube URL/Link (one)
- * Artist head shot photo
- * Artist biography
- * Video Director head shot photo
- * Video Director biography
- * Release date

P APPLE MUSIC SINGLE OF THE YEAR

Judged on one entered track.

The entered track must have been officially serviced to media as a “promotional single” during the current eligibility period.

Please refer to definition 4.2 for information regarding media servicing eligibility.

The entry must also have been commercially released (see definition 4.4), in any form, during the current eligibility period, or prior to it.

A “pre-sale” or “instant gratification” track may be considered a “single” release providing both the above requirements are met.

The single cannot have been entered in any individual track related category in any previous year.

All entrants in this category must be Australian or New Zealand citizens or permanent residents. Vocal collaborations with international artists are not eligible.

One trophy presented to the artist.

UPLOAD REQUIREMENTS:

- * Upload your chosen track (one)
- * Artist head shot photo
- * Artist biography
- * Media service date
- * Commercial release date

Q TOP SELLING AUSTRALIAN ALBUM OF THE YEAR

Awarded to the highest selling Australian country music album, commercially released for the first time in the 2020 calendar year, based on qualifying criteria and information compiled and supplied by ARIA.

Compilation albums (e.g. albums considered “Best Of” or “Greatest Hits” albums) of previously recorded material are not eligible for this Award.

Albums must meet the requirements of section 5 and album categories A, B, C & D to be eligible for this award, with the exception of the “70% of the recordings must be new works” requirement and eligibility period.

Albums that contain more than 30% cover songs are eligible providing the album features at least 70% of recordings have been commercially released for the first time, in any form, in the 2020 calendar year.

One trophy presented to the artist.

There are no upload or entry requirements for this category.

HOW TO ENTER

All categories are to be submitted online as follows:

- Go to <https://cmaa.awardsplatform.com>
- Create your unique Login and Password. If you have entered in the past, you may use your previous login details (If you cannot recall your password, simply click “Have you forgotten your password” and follow the prompts).
- Enter and upload your entry/entries plus supporting information as required
- Submit your entry
- Pay your Entry Fee

Please check your entry/entries very carefully to ensure there are no errors or omissions. An entry may be rejected if information supplied cannot be verified.

Entries will only be accepted in the following formats:

- Audio - mp3, m4a, or wma
- Video – URL of your clip (eg YouTube)
- Head Shot Photo – Minimum 300 dpi JPEG or PDF (maximum 5MB)
- Album Art (**cover only**) - JPEG or PDF
- Biographies – Max 250 words, Word DOC or PDF (TEXT ONLY - no photos or EPKs please)

Entry is via online only and no physical entry form will be required unless otherwise advised.

If you are experiencing difficulties or do not have access to the internet, please email the GG Awards Panel Help Line (goldenguitars@country.com.au) or phone (during business hours) **0491 108 657** for assistance.