



“hush! Beach Concerts 2025” – Open Call for Local Bands, Musicians and Outreach Activities Planners

Registration Regulations

Introduction

“hush! Beach Concert” (hereinafter referred to as “hush”) is an annual event in the Macao pop music industry and a key cultural event brand in Macao. hush! will take the form of a diverse concert to promote the development of live music in Macao, inviting a number of local and overseas bands and musicians to jointly present a marathon-style music feast, creatively integrating outdoor land-and-sea recreational activities. By fully showcasing the island scenery of Hac Sá Beach, the event creates a cross-disciplinary outdoor festival that blends music performances with leisure sports for Macao.

1. Theme of the event

Macao is a coastal city that has nurtured a maritime culture characterized by its open-minded and outward-looking nature, embracing cultures from around the world, making it a unique cultural landscape. Macao also inherits the same characteristics in the development of pop music. The “hush!”, with this theme, will be using Hac Sa Beach as a base to highlight Macao's maritime culture.

2. Date and venue of the event

- 2.1 Date of the Concerts: October 18 and 19 October, 2025
- 2.2 Date of Outreach Activities: October 11 to 19 October, 2025
- 2.3 Venue of the Activities: Hac Sa Beach as the main venue, with Outreach Activities held in Barra area and across Macao's communities

3. Categories for Participation

3.1 Focused mainly on pop music, all performed songs must be played on musical instruments and fall into the following categories:

- 3.1.1 Stage “Hot Wave” : Designed for bands or musicians with extensive performance experience. Performance duration is between 30-45 minutes and at least half of the repertoire must consist of original songs or music.
- 3.1.2 Stage “Upbeat Power” : Designed for bands or musicians who have not previously participated in “hush!” and whose average member age does not exceed 26 years old. The performance duration is 30 minutes and at least half of the repertoire must consist of original songs or music.
- 3.1.3 Stage “Music Chill” : The show features light music and artists can set their own themes according to their own musical characteristics. Designed for bands or musicians with rich performance experience. The duration of the performance is 30 to 45 minutes and at least half of it original of the repertoire must consist of original songs or music.
- 3.1.4 Stage “hush! Kids”:



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- a) for bands with at least one member aged 12 or below. The duration of the performance is 20 minutes. The repertoire can include non-original songs and music;
 - b) adult bands or performing groups targeting children as their audience are also accepted. The performance duration should be between 20 to 30 minutes, and the repertoire may include non-original songs and music.
- 3.1.5 “Macau Cruise Concerts”: Performances aboard the 'Macau Cruise' are designed for bands or musicians with extensive performance experience, focusing on light and small-scale shows. Performance duration must be between 25 to 35 minutes, with at least half of the repertoire consisting of original songs or music.
- 3.1.6 “Outreach Performances in the Community”: Intended for selected adult bands or musicians, these promotional music performances will additionally be held in Macao’s communities. They will be small-scale and light-format concerts, lasting between 30 to 45 minutes, with at least half of the repertoire consisting of original songs or compositions

3.2 Outreach Activities:

- 3.2.1 “Music Workshop” : Applicants may either nominate themselves or recommend instructors to host workshops related to pop music.
- 3.2.2 “Themed Music Development Project” : Local bands, musicians and curators are welcome to participate in the production of themed performances and activities. These themes should be innovative and contribute to the promotion and development of pop music in Macao.
- 3.2.3 “Art Installation”: Applicants shall use Hac Sa Beach and the adjacent forest area as the location to plan, design and produce outdoor art installations that matches the theme of the event.

4. Registration Categories and Eligibility

Applicants can participate under the following five classifications:

- 4.1 As an adult band or musician: at least half of the members must be Macao residents.
- 4.2 As a child performer in hush! Kids: at least half of the members must be Macao residents.
- 4.3 As a music Workshop Tutor: must be a Macao resident aged 18 or above.
- 4.4 As a curator in the development of thematic music projects: must be a Macao resident aged 18 or above or local associations or companies legally established and operating in Macao
- 4.5 As a curator of art installation: must be a Macao resident aged 18 or above or local associations or companies legally established and operating in Macao.

5. Assessment Criteria

5.1 「As an Adult Band or Musician」 and 「Outreach Performances in the Community」, the ratings are as follows:

- 5.1.1 Qualifications and Distinctive Characteristics (15%)



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- (major performances, significant awards or recognitions, qualifications of key members, previously released albums, genre and uniqueness of performance)
- 5.1.2 Quality of original works (15%)
 - 5.1.3 Quantity of original compositions (20%)
(proactivity in creating original music works and the level of engagement in promoting them on pop music streaming platforms)
 - 5.1.4 Level of activity (10%)
 - 5.1.5 Overall Performance (40%)
(band's cohesion and stability, overall integrity and smoothness of the performance, melody and complexity, mastery of musical instruments or vocal technique, expressive power, emotional delivery, interpretation, creativity, stage presence)
- 5.2 「As a child performer in hush! Kids」 the ratings are as follows:
- 5.2.1 Band activity level (10%)
 - 5.2.2 Band characteristics (30%)
(number of awards won by the band and its members, types of music performed by the band and the uniqueness within the Macao scene)
 - 5.2.3 Overall Performance (60%)
(band's cohesion and stability, performance integrity and fluidity, melody and level of difficulty, mastery of instruments or vocal technique, expressive power, emotional delivery, interpretation, degree of creativity, stage presence)
- 5.3 「As a Music Workshop Tutor」, the rating are as follows:
- 5.3.1 Qualifications and experience (30%)
 - 5.3.2 Overall workshop plan (70%)
(workshop's distinctive features, uniqueness of instruments or music genres used, teaching materials, course structure, educational value and its effectiveness in promoting the development of pop music)
- 5.4 「As a Curator in the Development of Thematic Music Projects」, the rating are as follows:
- 5.4.1 Qualifications and experience (30%)
 - 5.4.2 Overall plan (70%)
(characteristics of the themed music development project, overall structure and arrangement of the project and its role in promoting the development of pop music in Macao)
- 5.5 「As a Curator of Art Installation」, the rating are as follows:
- 5.5.1 Qualifications and experience (30%)
 - 5.5.2 The overall plan (70%)
(characteristics of art installation, overall planning and execution during the design and implementation stages, compatibility between the art installation and the event environment)

6. Funds generated from performances/workshops/thematic music development plan/art installation planning

Based on the documents, participation information, proposals and performance scale submitted by the applicants, the scores of each applicant will be calculated according to the



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evaluation criteria in point 5 above in order to determine the shortlisted candidates and the funding amount they will receive. The funding range is as follows:

- 6.1 「As an Adult Band or Musician」 - MOP5,000.00 to 50,000.00
- 6.2 「Outreach Performances in the Community」 - MOP5,000.00 to 50,000.00
- 6.3 「As a child performer in hush! Kids」 - MOP2,000.00 to 6,000.00
- 6.4 「As a Music Workshop Tutor」 - MOP4,000.00 to 12,000.00
- 6.5 「As a Curator in the Development of Thematic Music Projects」 - MOP40,000.00 to 80,000.00
- 6.6 「As a Curator of Art Installation」 - MOP50,000.00 to 90,000.00

7. Application Process

- 7.1 Fill in the corresponding "hush! Beach Concerts 2025" Application Form
- 7.2 Complete the Bibliography (format provided by the Bureau)
- 7.3 Submit documents, information and proposals in accordance with the requirements of the registration form
- 7.4 Submit the information mentioned above to the below address, with the envelope clearly labeled "hush! Beach Concerts 2025 – Application" and have the documents received by the staff; alternatively, email to SVIong@icm.gov.mo (for Chinese-language documents) or SandraM@icm.gov.mo (for Portuguese and/or English documents). Staff member will confirm the receipt within three working days. Each email must not exceed files up to 13MB, if necessary, the emails can be sent separately.

Proposal Reception Date: between July 17 and 31, 2025

Address: Division of Recreational Activities, Cultural Affairs Bureau, Praça do Tap Siac, Edifício do Instituto Cultural

Proposal Delivery Appointment: (853) 8399 6820 (Chinese)

(853) 8399 6824 (Portuguese and/or English)

Booking Time: Monday to Friday, 9am-1pm and 2:30pm-7pm (except holidays)

8. Important notes:

- 8.1 The materials submitted for application will not be returned;
- 8.2 IC reserves the right of final decision on the interpretation of these Terms and Conditions as well as the selecting result;
- 8.3 For each category of application as defined in Section 4, only one proposal may be submitted;
- 8.4 The content within the application form and its attachments (including but not limited to text, audio, and video related to the project) that contains elements contrary to public decency, moral ethics or harmful to public interest and social harmony may be rejected by the Bureau and will not proceed to the evaluation stage;
- 8.5 If any content within the application form or its attachments (including but not limited to text, audio, and video related to the project) violates the "Law on Safeguarding National Security" established by the Macao SAR Government or other applicable laws/guidelines, or contains elements that defame the image of the Macao SAR Government or harm relations between any countries or regions, the Bureau reserves the right to reject the application and exclude it from the evaluation process;



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- 8.6 Bands and musicians invited to participate are not allowed to be absent from the rehearsal and are required to bring along the musical instruments they will use in the performance;
- 8.7 The Bureau reserves the right to conduct full photography and videography of the event for media release, live broadcast or publicity purposes;
- 8.8 Works submitted by curators of art installations must be original, otherwise they will be disqualified. In the event that the design infringes upon the rights of third parties and gives rise to litigation or legal proceedings, the curator will assume all the inherent responsibilities. Once a work is selected, the curator shall be responsible for all production, installation and dismantling, transportation and maintenance costs and shall ensure the safety of the installation. In the event of any loosened parts or hazardous conditions, a staff member must be dispatched immediately to the site to address the issue. If, in the judgement of the Bureau, the work is subject to professional safety certification, the curator will arrange for the relevant services and will be responsible for the costs thereof.
- 8.9 In the event of force majeure circumstances resulting in the postponement of the event and the selected units are unable to co-operate with the postponement in the provision of the program, the Bureau shall not be obliged to pay the selected units the funds under point 6. Only incurred and non-refundable production costs will be reimbursed and the total amount must shall not exceed half of the funds received. If the event cannot be postponed and is officially cancelled prior to the event date, the Bureau shall only reimburse the selected units the incurred production costs, which shall not be more than half of the funding received. In case the event is cancelled on the day of the event, the selected units will be entitled to receive the full amount of the funding.



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Application Form**

*All the applicants must fill in this form and place it on the first page of the proposal

Band/Musician/Curator Name: _____ **(Chinese)**
_____ **(Portuguese)**
_____ **(English)**

Year of Official Establishment (if applicable): _____

Contact Person: _____ **Mobile No:** _____

Email: _____

Important Notes for Application:

- 1- Applicants may choose to apply for one or more categories but only one proposal may be submitted for each category;
- 2- Only one copy of the duplicate document should be submitted if participating in more than one category at the same time;
- 3- Upon being notified of selection, the applicant must submit the authorization letter from the representing company/group and the M/8 or M/1 form within 7 working days. The submitted documents must be valid within the year 2025. The business scope of the representing company/group must be related to music, performing arts, or cultural program production;
- 4- If any performing member is under the age of 18, a parental (guardian) consent form must be completed upon notification of selection;
- 5- The venue and time of the participants' performances shall be subject to final arrangements by our Bureau.

Please submit the proposal as listed below

☐ **Adult Band or Musician**
☐ **Simultaneous registration for the Outreach Performances in the Community**

☐ **Child performer in hush! Kids**

- a. A completed application form;
- b. Band/musician profile of no less than 200 words, to be submitted in Word document format;
- c. One promotional photo of no less than 1MB in file size;
- d. A video file of a live performance featuring all band members (may be provided via electronic link), with members matching those in the official performance;
- e. List of band members and copy of the identification document of each band members/musicians;
- f. Bibliography (format provided by the Bureau).



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☐ **Music Workshop Tutor**

- a. A completed application form;
- b. Workshop proposal, which includes activity format, content, date, duration, proposed venue and target audience;
- c. Tutor's self-introduction, submitted as a Word document format;
- d. Identification document copy of the tutor;
- e. Bibliography (format provided by the Bureau).

☐ **Curator in the Development of Thematic Music Project**

- a. A completed application form;
- b. Proposal for the Development of Thematic Music Project must include the activity format, content, date, duration, proposed location, target audience;
- c. A brief introduction of the curator, submitted as a Word document format;
- d. Copy of the identification document of the curator and band/musician;
- e. Bibliography (format provided by the Bureau).

☐ **Curator of Art Installation**

- a. A completed application form;
- b. Proposal for the art installation, including the design of the art installation and a description of its unique features and the overall arrangements for its execution;
- c. A brief introduction of the curator, submitted as a Word document type;
- d. Copy of the identification document of the curator;
- e. Bibliography (format provided by the Bureau).



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Bibliography

☐ Adult Band or Musician

Application Format (choose one of the two):		
☐ Adult bands (applicable to those who create and perform under the name of the band) ☐ Musicians (applicable to those who create and perform in their own name and can lead a temporary band to apply)		
Number of performers:	Average age of the members:	
Performed under this registered performance unit in the following years of the "hush! Concerts" in (multiple selections applicable)		
☐ 2024 ☐ 2023 ☐ 2022 or before ☐ Never participated		
* Title(s) of original single(s) released under the name of the registered performance unit * Audio or video links of each work should be attached and it is recommended to provide a link to a music streaming platform accessible in the region (links can be submitted on a separate sheet of paper). Works without links will not be scored * Only the first 5 submitted works will be evaluated: duplicate works are counted as one entry only * Works published between June 2024 and May 2025 will be receive weighted scoring		Publication date (Year/Month)
1.		
2.		
3.		
4.		
5.		
Title(s) of public performance(s) conducted under the registered performance units between June 2024 to May 2025 * Only the first 5 entries will be assessed, repeated entries will only be counted as one	Performances Place	Performances date (Year/Month)
1.		
2.		



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3.		
4.		
5.		

☐ Child performer in hush! Kids

Number of performers:		Average age of the members:	
Title(s) of public performance(s) conducted in Macao by the band and its members from June 2024 to May 2025 *Only the first 5 submitted items will be assessed; duplicate entries will be counted as one	Performances location	Performances date (Year/Month)	
1.			
2.			
3.			
4.			
5.			
Awards received by the band and its members *Only the first 5 submitted awards will be assessed	Award-winning works	Award date (Year/Month)	
1.			
2.			
3.			
4.			
5.			



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☐ Music Workshop Tutor

Relevant Music Diploma Title	☐ Possess ☐ Do not possess Diploma Title: _____
Title(s) of similar workshops or courses previously conducted *Only the first 5 submitted items will be assessed	1.
	2.
	3.
	4.
	5.

☐ Curator in the Development of Thematic Music Projects

Title(s) of the diploma related to planning cultural, artistic and music events	☐ Possess ☐ Do not possess Diploma Title: _____
Name(s) of music events previously organized *Only the first 5 submitted items will be assessed	1.
	2.
	3.
	4.
	5.

☐ Curator of Art Installation

Title(s) of the diploma related to planning arts and culture or art and design	☐ Possess ☐ Do not possess Diploma Title: _____
Name(s) of art installations previously organized *Only the first 5 submitted items will be assessed	1.
	2.
	3.
	4.
	5.