



“hush! Beach Concerts 2026” – Open Call for Local Bands, Musicians and Outreach Activities Planners **Registration Regulations**

Introduction

“hush! Beach Concert” (hereinafter referred to as “hush!”) is a major annual event in Macao’s key cultural event brand. 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 has inherited the same characteristics in the development of pop music. With this theme in mind, “hush!” will use 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: 14 and 15 November 2026
- 2.2. Date of Outreach Activities: 1 to 16 November 2026
- 2.3. Venue of the Activities: Hac Sa Beach as the main venue, with Outreach Activities held across Macao and at schools

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. The performance lasts between 30 and 45 minutes and at least half of the repertoire must consist of original songs or music.
 - 3.1.2 Stage “Music Chill” : The show features light music and artists can set their own themes according to their musical style. Designed for bands or musicians with extensive performance experience on stage. The performance lasts between 30 and 45 minutes and at least half of the repertoire must consist of original songs or music.
 - 3.1.3 Stage “Upbeat Power” : Designed for school or youth bands, with members average age between 13 and 22 years old. The performance lasts between 20 and 30 minutes and may include cover versions.
 - 3.1.4 Stage "hush! Kids":
 - a) for bands with at least one member aged 12 or under. The performance lasts 20 minutes, and the repertoire may include non-original songs and music;



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b) adult bands or performing groups that target children as their audience are also accepted. The performance lasts between 20 and 30 minutes, and the repertoire may include non-original songs and music.

3.1.5 “hush! At Schools”: Promotional musical performances at universities or secondary schools in Macao. The performance lasts between 20 and 30 minutes, and at least half of the repertoire must consist of original songs or music. The performance must include an interactive session aimed at encouraging students to develop a deeper their understanding of band culture.

3.2 Outreach Activities:

3.2.1 Music Workshop: Applicants may either nominate themselves or recommend instructors to host pop music workshops; the content may include sharing specialist musical knowledge or activities aimed at promoting music to the general public.

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 can choose Hac Sa Beach Park or Hac Sa Beach 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. Adult band(s) or musician(s): at least half of the members must be Macao residents.

4.2. Performer(s) in hush! At Schools: at least half of the members must be Macao residents.

4.3. Performer(s) in Upbeat Power: at least half of the members must be Macao residents, aged between 13 and 22 years old.

4.4. Performer(s) in hush! Kids: at least half of the members must be Macao residents, and at least one member must be aged 12 or under.

4.5. Tutor(s) in Music Workshop: at least half of the tutors must be Macao residents

4.6. Curator(s) in Themed Music Development Project: at least half of the members must be Macao residents aged 18 or over, or local associations or entities that are legally established and operating in Macao.

4.7. Curator(s) of Art installation: must be Macao residents aged 18 or over, or local associations or entities that are legally established and operating in Macao.

5. **Assessment Criteria**

5.1. The ratings for “Adult band(s) or musician(s)” are as follows:

5.1.1. Qualifications and Distinctive Characteristics (15%) (major performances, significant awards or recognitions, qualifications of key members, previously released albums, musical 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)



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- 5.1.4. Level of engagement (10%)
 - 5.1.5. Overall Performance (40%) (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. The ratings for “Performer(s) in hush! At Schools” are as follows:
 - 5.2.1. Qualifications and characteristics (15%) (major performances, significant awards or recognitions, qualifications of key members, previously released albums, musical genre and uniqueness of performance)
 - 5.2.2. Quality of original works (15%)
 - 5.2.3. Quantity of original compositions (20%) (proactivity in creating original music works and the level of engagement in promoting them on pop music streaming platforms)
 - 5.2.4. Overall Performance (50%) (programme organisation, characteristics, creativity, design of interactive activities, and contribution to the development of pop music)
 - 5.3. The ratings for “Performer(s) in Upbeat Power” and “Performers in hush! Kids” are as follows:
 - 5.3.1. Level of engagement (10%)
 - 5.3.2. Characteristics (40%) (number of awards won by the band and its members, types of music performed by the band and the uniqueness within the Macao scene)
 - 5.3.3. Overall Performance (50%) (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)
 - 5.4. The ratings for “Tutor(s) in Music Workshop” are as follows:
 - 5.4.1. Qualifications and experience (30%)
 - 5.4.2. Overall plan (70%) (distinctive features of the Workshop, uniqueness of instruments or music genres used, teaching materials, course structure, educational value and its effectiveness in promoting the development of pop music)
 - 5.5. The ratings for “Curator(s) in Themed Music Development Project” are as follows:
 - 5.5.1. Qualifications and experience (30%)
 - 5.5.2. Overall plan (70%) (distinctive features of the Project, overall structure and its role in promoting the development of pop music in Macao)
 - 5.6. The ratings for “Curator(s) of Art installation” are as follows:
 - 5.6.1. Qualifications and experience (30%)
 - 5.6.2. Overall plan (70%) (distinctive features of Art Installation, overall planning and execution for the design and implementation stages, integration of the art installation with the event environment)
- 6. Funds for performances / workshops / thematic music development projects / art installation projects**

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



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the 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. Adult band(s) or musician(s): MOP5,000.00 to 50,000.00
- 6.2. Performer(s) in hush! At Schools: MOP5,000.00 to 50,000.00
- 6.3. Performer(s) in hush! Upbeat Power: MOP4,000.00 to 12,000.00
- 6.4. Performer(s) in hush! Kids: MOP2,000.00 to 6,000.00
- 6.5. Tutor(s) in Music Workshop: MOP4,000.00 to 12,000.00
- 6.6. Curator(s) in Themed Music Development Project: MOP40,000.00 to 80,000.00
- 6.7. Curator(s) of Art Installation: MOP50,000.00 to 90,000.00

7. **Application Process**

- 7.1. Fill in the corresponding "hush! Beach Concerts 2026" Application Form
- 7.2. Complete the List of Qualifications provided by the Cultural Affairs Bureau
- 7.3. Submit documents, information and proposals as required on the application form
- 7.4. Submit the above information to the address below, clearly labeling the envelope "hush! Beach Concerts 2026 – Application" and have the documents received by the staff; alternatively, email to SVIong@icm.gov.mo (for documents in Chinese) or SandraM@icm.gov.mo (for documents in Portuguese and/or English). A staff member will confirm receipt within three working days. Each email must not exceed 13MB, if necessary, emails can be sent separately.

Submission period: 3 to 18 June 2026

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 public holidays)

8. **Important notes:**

- 8.1 Staff of the Cultural Affairs Bureau are not permitted to participate in this event.
- 8.2 This regulation is written in Chinese, Portuguese and English. In the event of any discrepancy, the Chinese version shall prevail.
- 8.3 For each category of application as defined in point 4, only one proposal may be submitted;
- 8.4 If the Application Form and proposal submitted by the applicant do not meet the requirements or are incomplete, the applicant will be notified by the Cultural Affairs Bureau to rectify and submit the supplementary documents by 19:00 on 25 June 2026 (Thursday). If the documents are not submitted by the deadline, remain incomplete or do not meet the requirements, the Cultural Affairs Bureau will not accept the application.
- 8.5 The aim of this event is to promote the development of pop music in Macao, with a particular focus on live performances. If a candidate's performance format does not align with the event's objectives, the Cultural Affairs Bureau reserves the right to reject the application without submitting it for assessment.
- 8.6 Should the content of the application form and its attachments (including but not limited to text, audio and video material related to the project) contain elements that



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- are contrary to public decency and moral ethics, detrimental to public interest and social harmony, obscene, erotic, violent or offensive, or defamatory of third parties the Cultural Affairs Bureau reserves the right to reject the application without evaluating it;
- 8.7 Should the content of the application form and its attachments (including but not limited to text, audio and video material related to the project) contravene Law No. 2/2009 (Law on Safeguarding National Security), amended by Order No. 79/2023 of the Chief Executive, or any other laws or guidelines, or should it contain elements that damage the image of the Government of the Macao Special Administrative Region or adversely affect relations with any country or region, the Cultural Affairs Bureau reserves the right to reject the application without subjecting it to the evaluation process.
 - 8.8 Applicants must not submit any false or misleading information. Otherwise, they will be disqualified.
 - 8.9 The musical works submitted by candidates in their application forms must be original and must not violate the intellectual property rights of third parties. Otherwise, candidates will be disqualified and held liable for any legal consequences arising from this infringement.
 - 8.10 The art installations submitted by curators must be original and constitute entirely new projects that have never been exhibited before; otherwise, they will be disqualified. If the design infringes the rights of third parties give rise to disputes or legal proceedings, the curator will be held fully liable. Once a work is selected, the curator will be responsible for all production, installation, dismantling, transport, maintenance, and insurance costs (with a minimum cover of 500,000 patacas). They must also ensure the safety of the installation. Should any instability or hazardous situation arise, staff must be sent to the site immediately to address the matter. If the Bureau considers that the artwork requires a professional safety inspection, the curator will arrange for the relevant services and bear the associated costs. The selected artists retain full copyright of their work and are free to participate in exhibitions in Macao or elsewhere after this event concludes, provided they notify the Cultural Affairs Bureau in advance.
 - 8.11 Once submitted, the list of registered members may not be amended without the approval of the Cultural Affairs Bureau.
 - 8.12 The selected entities must not accept any other funding or sponsorship.
 - 8.13 The selected bands and musicians must not be absent from rehearsals and must bring the musical instruments they will be using in the performance.
 - 8.14 The Bureau reserves the right to photograph and film the entire event for the purposes of media releases, live broadcast or promotional activities.
 - 8.15 If the event is postponed due to force majeure and the selected entities are unable to adapt to the new program schedule, the Cultural Affairs Bureau shall not be liable to pay the funds specified in point 6 to the selected entities. Only non-refundable production costs incurred will be reimbursed, up to a limit of half of the allocated funds. If the event cannot be postponed and is officially cancelled before the event date, the Cultural Affairs Bureau will only reimburse the selected entities for production costs incurred, which shall not exceed half of the funding received. If the event is cancelled on the day, the selected entities will be entitled to the full funding amount.



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- 8.16 The selected entity shall be liable for paying any compensation for damage or loss caused to the Cultural Affairs Bureau or third parties by its own actions or those of third parties. At the same time, the Cultural Affairs Bureau reserves the right to hold the selected entity liable accordingly.
- 8.17 Any data provided by the applicant or selected entities is intended solely for this event and will not be used for any other purpose. Furthermore, any personal data provided will be processed in accordance with Law No. 8/2005 on the Personal Data Protection Act.
- 8.18 The organisation responsible for the application must ensure that data subjects are aware of the purposes for which their personal data is being collected.
- 8.19 This Regulation complies with the laws of the Macao Special Administrative Region, and any claims or disputes shall be subject to the exclusive jurisdiction of the courts of the Macao Special Administrative Region.
- 8.20 Should any applicant or selected entity have any objections or queries regarding this regulation, related matters or the results of the assessment, the Cultural Affairs reserves the right of final decision and interpretation, and to amend the details of this event.
- 8.21 By registering for this event, participating entities are deemed to have read, understood, and agreed to comply with all the terms and conditions set out in this regulation without reservation.



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**“hush! Beach Concerts 2026” Open Call for Local Bands,
Musicians and Outreach Activities planners
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)**

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 entity/group and the M/8 or M/1 form within 7 working days. The submitted documents must be valid within the year 2026. The business scope of the representing entity/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 the Bureau.
6. In accordance with Law No. 8/2005, the Personal Data Protection Act, the personal data provided in this form will be used solely for the purpose of processing the application;
7. To comply with legal obligations, the above-mentioned data may be disclosed to other competent administrative and judicial authorities, who will process personal data in accordance with applicable legal provisions;
8. Under the law, applicants have the right to request access to, or the correction or updating of, their personal data held by this Institute;
9. The staff of the Bureau take steps to ensure the confidentiality and appropriate protection of candidates' personal data until its use ceases and the retention period expires. At this point, the relevant data will be destroyed in accordance with the applicable legal provisions.

Please check the relevant boxes and submit the proposal as listed below

- Adult Band(s) or Musician(s)**
 Performer(s) in hush! Upbeat Power
 Performer(s) in hush! Kids

- a. Completed application form;
- b. One promotional photo of no less than 1MB;
- c. List of band members and copy of the identification document of each band members/musicians;
- d. List of Qualifications with the sample provided by the Bureau.



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Please check the relevant boxes and submit the proposal as listed below

Performer(s) in hush! At Schools

- a. Completed application form;
- b. The proposal must include the general organisation of the show, content promoting pop music culture, interactive elements, and so on;
- c. One promotional photo of no less than 1MB;
- d. List of band members and copy of the identification document of each band members/musicians;
- e. List of Qualifications with the sample provided by the Bureau.

Tutor(s) in Music Workshop

- a. Completed application form;
- b. The proposal must include a description of the format, content, date, duration, proposed venue and target audience;
- c. Tutor's self-introduction, submitted as a Word document;
- d. Identification document copy of the tutor;
- e. List of Qualifications with the sample provided by the Bureau.

Curator(s) in Themed Music Development Project

- a. Completed application form;
- b. The proposal must include the activity format, content, date, duration, proposed location, and target audience;
- c. A brief introduction of the curator, submitted as a Word document;
- d. Copy of the identification document of the curator and band/musician;
- e. List of Qualifications with the sample provided by the Bureau.

Curator(s) of Art Installation

- a. Completed application form;
- b. The proposal must include a description of the art installation's design, distinctive features and general implementation arrangements;
- c. A brief introduction of the curator, submitted as a Word document;
- d. Copy of the identification document of the curator;
- e. List of Qualifications with the sample provided by the Bureau.

Name of the representative of the registering entity: _____

Signature: _____

Date: _____



List of Qualifications

- Adult Band(s) or Musician(s)
 Performer(s) in hush! At Schools

Application Format (choose one of the two):	
<input type="checkbox"/> Adult band(s) (applicable to those who create and perform under the name of the band) <input type="checkbox"/> Musician(s) (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:
Participation in hush! under this entity name (multiple selections applicable):	
<input type="checkbox"/> 2025 <input type="checkbox"/> 2024 <input type="checkbox"/> 2023 or before <input type="checkbox"/> Never participated	
Overview of qualifications and experience (no more than 200 words):	Translation of the description (if not provided, automatic translation will be used):
Year of Official Establishment:	
Live performance videos: * The performers must be the same as those in the official performance; recorded or edited clips are not accepted	
Featured music videos (MV's): *YouTube links available to the public	
Links to social media or music platforms: *These platforms must be available in Macau.	



List of Qualifications

Adult Band(s) or Musician(s) (Con't)

Performer(s) in hush! At Schools (Con't)

Original Work			
Title of the composition * Released in the name of the applicant performing group * Only the first 5 entries will be assessed; duplicate entries will be treated as a single entry	Audio or video link * Entries without a link will not be considered	Links to music streaming platforms available in Macau *Optional	Publication Date (Year/Month) *Works published between June 2025 and May 2026 will be given greater weight in the assessment
1.			
2.			
3.			
4.			
5.			
Title of public events held between June 2025 and May 2026 under the name of the applicant *Only the first 5 events listed will be assessed; repeated activities will be counted only once	Performance venue		Date of performance: (year/month)
1.			
2.			
3.			
4.			
5.			



List of Qualifications

Performer(s) in Upbeat Power

Performer(s) in hush! Kids

Number of performers:	Average age of the members:	
Overview of qualifications and experience (no more than 150 words):	Translation of the description (if not provided, automatic translation will be used):	
Live performance videos: * The performers must be the same as those in the official performance; recorded or edited clips are not accepted		
Featured music videos (MV's): *YouTube links available to the public		
Links to social media or music platforms: *These platforms must be available in Macau.		
Title(s) of public performance(s) conducted in Macao by the band and its members from June 2025 to May 2026 *Only the first 5 submitted items will be assessed; duplicate entries will be counted as one	Performance location	Performance 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 work	Date of award (Year/Month)
1.		
2.		
3.		
4.		
5.		



List of Qualifications

Tutor(s) in Music Workshop

Relevant Music Diploma Title	<input type="checkbox"/> Possess <input type="checkbox"/> Do not possess Diploma Title: _____
Title(s) of similar workshops or courses previously conducted *Only the first 5 submitted will be assessed	1.
	2.
	3.
	4.
	5.

Curator(s) in Themed Music Development Project

Title(s) of the diploma related to planning cultural, artistic and music events	<input type="checkbox"/> Possess <input type="checkbox"/> Do not possess Diploma Title: _____
Name(s) of music events previously organized *Only the first 5 submitted will be assessed	1.
	2.
	3.
	4.
	5.

Curator(s) of Art Installation

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