

LIVE MUSIC

Events
Fund





Background

Adelaide's recent confirmation as a UNESCO City of Music provides a unique platform to elevate our live music industry. This recognition provides substantial opportunity for South Australia to leverage further economic return from live music events.

To drive activity that helps to fully realise this opportunity, the State Government has established a Live Music Events Fund totalling \$1.35m over three years to support new music events and festivals which have the potential to grow into major tourist attractions and increase employment through cultural activation.

In 2014, live music contributed over \$260m to our economy. Existing music festivals employ hundreds of local people and drive visitation. This new fund creates a strong incentive for South Australia to be a destination of choice for new and unique music events that have the potential to deliver returns to the state.

The continuous creation of new and unique live music events is crucial to ensuring that South Australia continues to be recognised as the best place to innovate and to develop new ideas and models that grow into major tourist drawcards, cementing Adelaide's recognition internationally as a UNESCO City of Music and a vibrant hub for live music.

Administration

Events South Australia, the major events arm of the South Australian Tourism Commission in partnership with Arts South Australia, through the Music Development Office, will administer the Live Music Events Fund.

The agencies work collaboratively to grow and expand live music events and festivals in South Australia across the year.

Objectives

The key objectives of the Live Music Events Fund are to:

- ▶ Elevate Adelaide's recognition as a UNESCO City of Music through activating our live music events calendar, with more festivals and events during winter and spring
- ▶ Mitigate the financial barriers experienced by promoters in the first two years of staging a new live music event
- ▶ Attract unique music events to South Australia which generate economic activity, provide local jobs and support local musicians
- ▶ Provide support to events that have the capacity to build their audiences, transform into major tourist draw cards and are financially sustainable.

Eligibility

Events will be pursued or assessed in line with the following criteria.

Core Considerations

Strategic:

Event supports the State's strategic plan and economic priorities and/or relates to the State's tourism initiatives as highlighted in the South Australian Tourism Plan 2020.

Brand

The event must be underpinned by South Australia's brand proposition and values.

Appeal

The event should relate or appeal to live music audiences and have the potential to engage with audiences greater than 1000 people.

Sustainability

Funding will be provided to proponents/promoters who present a strong business case for a new music event/festival which has the capacity to be sustainable.

Specific considerations

- ▶ Event has the potential to grow into a major tourist attraction
- ▶ Generates event-specific visitor expenditure from intrastate, interstate and/or overseas
- ▶ Generates media coverage in the State, nationally or internationally
- ▶ Exclusive to South Australia
- ▶ Timing – contributes to a balanced event calendar – event is held outside of peak event times (January – March) or in winter or spring
- ▶ Strategic social, cultural or community significance to the State
- ▶ Supports government invested and upgraded infrastructure
- ▶ Provides a legacy which positively impacts on the community
- ▶ Financial viability – sustainable management model

Process of Submission

Each event will be assessed on a case by case basis in line with the parameters outlined.

Event proponents are encouraged to contact and/or meet with Events South Australia's Business Development team to discuss their proposal prior to submitting an application.

What support can be expected?

- ▶ Sponsorship through this program is in line with the ability to meet the criteria outlined in the eligibility section.
- ▶ Events South Australia and the South Australian Tourism Commission also offer in-kind support in areas of marketing, public relations, operations and event management expertise. In-kind support is considered on a case-by-case basis as no two events are the same.
- ▶ Events South Australia reviews long term business planning, financial viability and event longevity. As such multiple year contracts may be entered into (up to three years), however the contract will outline a set of key performance indicators (goals) that must be achieved. If the applicant is seeking a multiple year agreement, the overall sum that is being requested should be broken down to reflect how much financial support is being requested per event.

Sponsorship Requirements

- ▶ Successful proponents will be required to enter into a sponsorship agreement with Events South Australia. The sponsorship agreement will specify the targeted key performance indicators and stipulate how the funding is to be spent.
- ▶ Event promoters/organisers will need to submit reports covering all aspects of the event including event management, marketing, event attendance and stakeholder management.
- ▶ Events South Australia / Music Development Office will receive sponsor benefits such as sponsor acknowledgments, signage at event venues and tickets for events.
- ▶ Regular meetings and updates will be required to ensure the event is leveraged as best as possible by both.

The APPLICATION PROCESS

Application Requirements

It is expected that new event proponents will be able to demonstrate event viability through the submission of a business plan.

Submissions must incorporate the following information:

1. Details of Applicant

- ▶ Name of the event
- ▶ Name and address of the organisation
- ▶ Telephone and email of key contacts
- ▶ Date of application

2. Description of the Event

- ▶ Concept
- ▶ Date
- ▶ Duration
- ▶ Location and venues
- ▶ Program features
- ▶ Audience profile
- ▶ Past attendances

3. Aims and Objectives

- ▶ Reasons for holding the event
- ▶ Outcomes sought
- ▶ Social, cultural and economic goals
- ▶ Attendance estimates

4. Management

- ▶ Corporate structure and legal status
- ▶ Related organisations including controlling bodies
- ▶ Previous experience of holding events

5. Finance

- ▶ Operational budget - proposed income and expenditure budget for the event
- ▶ Evidence of economic and financial capability (a letter from your licensed accountant or a copy of the most recent certified financial accounts)
- ▶ Details of appropriate insurances - Public Liability/Product Liability
- ▶ Details of other funding sought - government, council grants, sponsorship via commercial/private sector
- ▶ Distinction between cash and in-kind support
- ▶ Long term financial planning, including sponsor sourcing and servicing
- ▶ Details of any prosecutions or legal actions taken against any officer or director in the last five years

6. Marketing and Public Relations

- ▶ Outline of marketing and public relations plans
- ▶ Details of audience/target market

7. Media Exposure

- ▶ Broadcast
- ▶ Print / media / radio
- ▶ Social / digital strategy / reach

8. Economic Impact

- ▶ Estimated expenditure by patrons, visitors (local, national/international)

9. Assistance Requested

- ▶ Specific funding sought from the Live Music Events Fund?

10. Sponsorship Benefits

Lodging of Submissions

Submissions should be marked 'Confidential' and emailed or posted to the following address:

Business Development Manager
Events South Australia
GPO Box 1972
Adelaide SA 5001

E: mandy.milligan@sa.gov.au

Terms and Conditions

- All sponsorship decisions, and the required contractual terms of any sponsorship, are solely at Events South Australia's and the Music Development Office discretion.
- The Live Music Events sponsorship funding is limited to live music events and is not applicable to conventions, conferences, trade shows and exhibitions.
- The applicant should detail any actual or potential conflict of interest which could compromise the decision on the applicant or bring the process into disrepute. Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to Events South Australia's consideration of its application or which might have a bearing on the outcomes Events South Australia expects to be delivered from the proposed sponsorship (including any disputes or potentially contentious matters, or any potential public relations issues). If circumstances or information changes after making an application, the applicant must immediately notify Events South Australia.
- Each applicant consents to Events South Australia carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to Events South Australia making due enquiries from third parties in this regard, and shall provide access to referees upon request.
- No sponsorship decision is binding on Events South Australia until a formal written agreement to Events South Australia's satisfaction is signed by Events South Australia and the applicant.
- The event must occur after the sponsorship decision has been made and with sufficient time to allow for sponsorship agreement negotiations and for benefits to be leveraged accordingly.

