



Government of South Australia

Department for Industry,  
Innovation and Science

## PROGRAM GUIDELINES

# Live Music Events Fund



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# The program

## Background

Live music is part of South Australia's identity.

Adelaide is Australia's only city with the prestigious designation as a UNESCO City of Music, placing us within a network of 59 music cities across the world.

The South Australian Government's **LIVE MUSIC Events Fund (LMEF)** was created to support live music events and festivals with the potential to grow into major tourist attractions. The **Music Development Office (MDO)**, part of the Creative Industries team of Arts South Australia, at the Department of the Premier and Cabinet, administers the fund in consultation with Events South Australia, a division of the South Australian Tourism Commission (SATC).

The Government has committed \$550,000 per year to support music events and festivals through the **LMEF**.

## Objectives

The Live Music Event Fund aims to:

- elevate Adelaide's recognition as a UNESCO City of Music through activating our live music events calendar
- 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 that generate economic benefit, provide local jobs for musicians and crews, and attract visitors from South Australia's key domestic tourism markets
- provide industry development opportunities or pathways that support the growth of the event into a unique offering for the state that is financially sustainable and not reliant on government funding for viability.

## Key dates

**Expressions Of interest (EOI)** are accepted all year round.

## Definitions

**Event** refers to the event which forms the basis of the EOI/application.

**Applicant** refers to a South Australian-based promoter, event organisation or music business seeking financial support from the LMEF.

**Application** refers to a full application, including full event proposal, business case, budget etc., which applicants may be invited to submit if their EOI is successful.

**Funding period** refers to the date from which the agreement is entered into until the funding period end date, which is determined by the application.

**Eligible expenditure** refers to expenditure defined as eligible as per these guidelines and must be costs incurred during the funding period.

## Eligibility criteria

### Eligible applicants

Eligible applicants are invited to submit an expression of interest (EOI) for support through the LMEF via the [MDO website](#).

You must **be a promoter, event organisation or music business (applicant)** seeking financial support from the LMEF to present **a major festival and music event (event)** in South Australia.

If you are a previous MDO grant recipient and have an **overdue funding acquittal** with the South Australian Government, you are not eligible to receive new funding in this program until your acquittal is complete. If your project is in progress but is not able to proceed as originally outlined in your previous application, you should contact the Program Manager to seek a variation or extension, if applicable.

### Eligible expenditure

Events funded through the LMEF must take place within the funding period. LMEF funding cannot be used to reimburse expenses incurred outside the funding period. The event must occur after the funding decision has been made and with sufficient time to allow for funding agreement negotiations and for benefits to be leveraged accordingly.

The following are **examples** of eligible expenditure, not an exhaustive list. Please contact the Program Manager with any questions.

- Marketing costs associated with the event that increase awareness and visitation (including digital and print marketing, TV or radio advertising).
- The development of strategic plans to address the long-term development of the event, including business plans or succession plans.
- Engagement of short term (up to six months) specialised personnel to further develop or market the event.
- Hire of temporary infrastructure, such as disability equipment that improves access, visitor experience or the safety of the event, temporary toilets, fencing, marquees, stages, audio and lighting.
- Costs associated with ensuring a COVID-19 safe event.
- Musicians' fees.

### Ineligible expenditure

- Project activity which is already completed or due to be completed before the commencement of the funding period. Funding will not be provided retrospectively.
- The Live Music Events funding is limited to major festivals and music events in South Australia and is not applicable to conventions, conferences, charity events, trade shows and exhibitions.
- Prize money.
- Insurance and legal costs.
- Sanctioning fees.

Funding from the LMEF cannot be applied to expenses that are **already covered** through other sources (e.g. grants, rebates, sponsorship). However, successful applicants can use funding to offset costs that **build on** activity that has been supported through other sources, as long as it is not applied to the same expenses.

## Program objectives and criteria

EOIs and applications will be assessed based on their alignment with the strategic objectives of the MDO, which can be found [here](#), and demonstration of how the event will satisfy the objectives of the LMEF, outlined below.

### Primary objectives

- The event provides opportunities for South Australian artists and music businesses to collaborate, upskill and increase professional development.
- The event supports a focus on developing the live music ecosystem in South Australia's regions.
- The event supports the rebuilding of the live performance aspect of the sector for artists, venues and promoters across South Australia post COVID-19.
- The event will provide pathways that encourage partnerships and engagement across local music industry businesses, artists and suppliers to increase commercial outcomes across South Australia.
- The event will champion and showcase the South Australian music industry by promoting and sharing local success stories.
- The event will leverage South Australia's position as a safe place to do business, attracting opportunities that drive growth of the state's music industry.

### Specific considerations will be made against the following criteria:

- Applicants can demonstrate a proven track record of delivering large-scale music events.
- Event has the potential to grow into a major tourist attraction.
- Generates event-specific visitor expenditure from intrastate, interstate and/or overseas.
- Will generate media coverage in the state, nationally or internationally.
- The event is exclusive to South Australia.
- Timing – contributes to a balanced event calendar.
- Provides industry development support for the South Australian contemporary music sector through performance opportunities for local musicians, work for local crew, and local supplier engagement.
- Dedicated focus on acknowledging and inserting Aboriginal and Torres Strait Islander artists and culture.
- Financial viability – sustainable management model.
- Strategic social, cultural or community significance to the state, including:
  - inclusive and safe environment for both workers and attendees
  - supports government invested and upgraded infrastructure
  - provides a legacy which positively impacts on the community
  - environmental sustainability - the event will provide best efforts to initiate environmentally sustainable practices.

## EOI submission process

EOIs for the **Live Music Events Fund** are submitted online through a webform, linked via the [MDO website](#).

The EOI form contains a series of multiple-choice items, as well as open-ended questions where you will enter information directly into the form.

You will receive an automatic email reply when your EOI has been successfully lodged. If you do not receive this autoreply, check your junk/spam folder or contact the Music Development Office for assistance: 08 8429 3555.

### Before submitting your EOI

Read these Guidelines thoroughly, and consider how your event meets the:

- eligibility requirements
- program objectives and criteria.

**FAQs** are available on the MDO website. (insert relevant link)

**If desired, discuss your project** with the Program Manager or a member of the Music Development team to determine applicant and project eligibility. If this is your **first grant application to the MDO**, you are encouraged to contact the Program Manager with any specific questions about your project.

### EOI assessment process

Each EOI will be reviewed on a case-by-case basis at the discretion of the MDO in line with eligibility and program criteria for the LMEF outlined in these guidelines.

### Administration, notification and feedback

**All applicants** will be **notified by email** regarding the outcome of their EOI.

The MDO will **not be able to provide a specific notification date**.

Due to the high volume of EOIs received, **feedback will generally not be provided** to the unsuccessful EOIs.

## Application submission – following successful EOI

**Successful EOIs will be invited by the MDO to submit** an application, which will include a business case and/or event proposal for assessment that incorporates the following information:

1. How the event will respond to the primary program objectives.
2. How the applicant and the event respond to the secondary program objectives.
3. Description of the event concept, date, duration, location and venues, program features, audience profile, and past attendances.
4. Aims and objectives - reasons for holding the event, outcomes sought, including social, cultural and economic goals, projected attendance.
5. Management corporate structure and legal status, related organisations, including controlling bodies, previous experience of holding events.

6. Finance, including an operational budget, proposed income and expenditure 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.
7. Marketing and public relations - outline of marketing and public relations plans, details of audience/target market.
8. Media exposure, broadcast/print/radio/digital/reach.
9. Economic impact, estimated expenditure by patrons, visitors (local, national/international).
10. Assistance requested - specific funding sought from the Live Music Events Fund.
11. Funding benefits, including ticket allocation (invitations to programmed events and official openings), acknowledgement of support etc.

## Application assessment process

Applications will be reviewed on a case-by-case basis at the discretion of the MDO in line with eligibility and program criteria for the LMEF.

Applicants may be asked to meet with members from the Music Development Office to discuss their application in more detail or provide additional information. **Successful applicants will be selected at the discretion of the MDO in line with eligibility criteria.**

## Funding agreements and reporting

If your application is successful, you will be required to enter a funding agreement with the Department of the Premier and Cabinet for the period of funding, and will be expected to meet milestone deliverables, including the presentation of relevant reports throughout the funding period. Overdue acquittals, or unapproved expenditure of the funding, will affect eligibility for future funding.

## Important policies and protocols

## Protocols for working with children in art

If the activity involves employing any person under 18 years, with or without financial compensation, or the exhibition or distribution of depiction of any persons aged under 18 years, then:

- you must comply with the South Australian Government's *Protocols for working with children in art* and any relevant laws that apply in South Australia – this may include obtaining parental consents, statements from other artists and classifications, copies of which you must provide to the Department on request; and
- you must also certify compliance with this clause in your acquittal report.

## Child safe policies

Organisations providing cultural, entertainment or party services wholly or partly for children must provide a child safe environment.

As part of its obligation to establish and maintain a child safe environment, an organisation must:

- have in place [child safe policies](#) and procedures
- ensure [child-related employment screening](#) is undertaken for positions prescribed in the *Children's Protection Act 1993*
- lodge a [Child Safe Environments Compliance Statement](#) with the Department for Education.

## Respectful behaviours

The safety and wellbeing of everyone working in, and engaging with, the South Australian arts and cultural sector is of paramount importance. The MDO is committed to a zero-tolerance approach to all forms of victimisation, bullying and harassment, including sexual harassment. It is a condition of all MDO funding and grants that recipients must adopt and implement a respectful behaviours policy and procedure. Further information about respectful behaviours, and resources to assist you to develop a policy and procedure for your organisation or project, are available [here](#).

## Aboriginal and Torres Strait Islander protocols

The MDO endeavours to work with artists and organisations to ensure respect and acknowledgement for Aboriginal and Torres Strait Islander (ATSI) peoples and cultures at every stage of a project's development. More information on ATSI protocols is available [here](#).



## Information privacy

The MDO collects personal information as reasonably necessary for the purposes and functions of:

- administering our grants and funding programs
- keeping you informed about relevant upcoming events, grants funding initiatives and outcomes, our services, special events or client feedback surveys, as well as our activities in general
- improving our websites and other services.

The MDO complies with the South Australian Government's Information Privacy Principles Instruction (*Department of the Premier and Cabinet Circular PC012*) when dealing with all personal information. The information you provide in your application may be used by the MDO for:

- providing to peer assessors for processing and assessing your application
- verifying other funding income for your project – the MDO may provide information to other agencies nominated in your application
- processing, paying, and administering your grant
- reviewing and evaluating our funding programs, strategies, plans and services – we may contact you for this purpose
- training, systems testing and process improvement, including compiling statistics and reports.

The information you submit to us in your EOI and application is treated as confidential if it is identified by you as confidential (except for details that may be included as “published details”). Any information contained in, or relating to, an application, including information identified by an applicant as confidential information for the purposes of applying for funding under the program, may be disclosed by the Department:

- to employees, advisers or third parties in order to manage the program (including but not limited to, for the purposes of evaluating and assessing the application)
- within the South Australian Government where this serves the legitimate interest of the Department
- in response to a request by a House or Committee of the Parliament of the Commonwealth of Australia or South Australia
- where information is authorised or required by law to be disclosed
- where the information is already in the public domain.

If an application is successful, details of successful applicants may be publicly disclosed in official South Australian Government media releases and websites. Published details may include, but are not limited to:

- the name and business name of the successful applicant
- details of the event
- the amount of grant funding (and relevant stream).

In addition, the grant agreement and associated documents for your event may be audited, which will mean disclosure of such documents, including your personal information, to auditors for audit purposes only.

## Additional information

The South Australian Government supports fair remuneration for artists/musicians employed or engaged to perform. Where possible, we would encourage any business engaging or employing musicians to consider rates benchmarked by arts and entertainment industry organisations, such as the Media, Entertainment and Arts Alliance (MEAA). For more information pertaining to appropriate rates of pay for musicians please contact the [MEAA](#) or industry peak body [Music SA](#).

The Department reserves the right to amend these guidelines and application terms as required.

If any information in an application or report (including acquittal) is found to be false or misleading, or grants are not used pursuant to the terms of funding, the grant will be repayable on demand.

## Enquiries

For questions about the LMEF terms and conditions, eligibility, criteria, and assessment process, please contact:

Danielle Faraonio

Music Development Office

Arts South Australia

Department of the Premier and Cabinet

MDO Hotline: 08 8429 3555 | [mdo@sa.gov.au](mailto:mdo@sa.gov.au)