

CHRISTMAS INCENTIVE SCHEME GUIDELINES

LIVE MUSIC AND STREET PERFORMANCES

The City of Adelaide's 2023 Christmas Festival

Christmas Incentive Scheme Guidelines

ACKNOWLEDGEMENT OF COUNTRY

The City of Adelaide acknowledges that we are located on the traditional Country of the Kaurna people of the Adelaide Plains and pays respect to Elders past, present and emerging.

We recognise and respect their cultural heritage, beliefs, and relationship with the land. We also extend that respect to visitors of other Aboriginal Language Groups and other First Nations.

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INTRODUCTION

The City of Adelaide's Christmas Incentive Scheme provides an opportunity for city businesses, artists, and performers to create a buzz during the Christmas Festival through activation and cultural experiences throughout the city. The incentive is an easy to apply for funding opportunity to support experiences celebrating Adelaide's diverse community and vibrant city culture, with a focus on live music and performance to enliven city streets and precincts during Christmas Festival 2023.

The Christmas Incentive Scheme delivers on the City of Adelaide's Christmas Festival Action Plan 2021-2024 through:

- activation of Adelaide's main streets and laneways.
- multicultural, community focused and all ages experiences.
- day and night, accessible, public facing, and environmentally friendly activities.
- balance of activities across the city and for the duration of the Christmas Festival.
- projects that demonstrate support for local businesses.
- no cost or low-cost activities.
- activities that celebrate peace, love, joy, hope, and cheer.

The Christmas Incentive Scheme delivers on the following goals outlined in the Christmas Festival Action Plan 2021-2024:

- Goal 1: The city will be brimming with magical places, must-see dynamic destinations, decorations, and lighting, as well as sensory experiences drawing people in day and night.
- Goal 2: The city will be the premiere location in South Australia to participate in the signature events of a culturally rich, meaningful, and prosperous festive season.
- Goal 3: City businesses, artists and makers will be directly supported to grow their cultural, artistic, and economic contribution to the city, attracting audiences, visitors, and givers.

KEY DATES

The Christmas Festival dates are 4 November 2023 – 25 December 2023.

- 24 August 2023 – Applications open.
- 2pm, 21 September 2023 – Applications close.
- 25 September 2023 - Assessment panel meeting.
- 28 September 2023 – Recommendations signed off.
- 4 October 2023 – Applicants notified.
- **Projects start** from 1 December 2023.
- **Projects completed** by Sunday 24 December 2023.
- **Acquittals** must be submitted by six weeks after the performance date.

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FUNDING CATEGORY: LIVE MUSIC AND STREET PERFORMANCES

The City of Adelaide is seeking to fund opportunities for high quality musicians and artists to enliven the city streets during the Christmas Festival 2023 with festive and uplifting performances.

Applications may be for a one-off performance or for a series of performances that activate main streets and primary lanes near retail, food, and hospitality precincts.

Choirs, barbershops, acapella groups, dance groups, acoustic bands or solo artists are examples of activations that work well during the Christmas Festival.

Applicants will be responsible for sourcing their performance locations and power. Hire of portable PA may be included in the application budget.

Individual applications **up to \$1,000** will be accepted for a single musician/band (can be more than one performance and more than one location).

Applications up to **\$3,000** will be accepted to deliver a series of performances.

All applicants are encouraged to use hourly standard industry rates for performance fees.

WHO CAN APPLY?

The Christmas Incentive Scheme is a funding opportunity available to:

- Commercial organisations and businesses specialising in event and market delivery.
- Not-for-profit organisations and groups including incorporated associations and companies limited by guarantee, precinct groups; Aboriginal and Torres Strait Islander Corporations (under the Aboriginal and Torres Strait Islander Act 2006); Adelaide cultural organisations.
- Unincorporated groups. These must be auspiced by an incorporated association that will take legal and financial responsibility for the administration of funds.
- Individuals and sole traders.

ELIGIBILITY

- The Christmas Incentive Scheme 2023 is to support projects occurring in primary lanes, main streets and open spaces near retail, food, and hospitality precincts across city of Adelaide, including North Adelaide **only**.
- Activations and cultural activities taking place during the Christmas period: 1 December 2023 – 24 December 2023 **only**.
- Business as usual (BAU) activities, ongoing programs and core business including salaries are ineligible for funding, even if the activities are project based. The Christmas Incentive Scheme is to support activities different to an organisation's core business including regular Christmas activities. Brochures for Christmas sales will not be considered.

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- Applications taking place on private property must include written evidence of approval from the business owner.
- Ineligible applications will not advance to the assessment stage and applicants will be notified.

ESSENTIAL INFORMATION

The 2023 Christmas Incentive Scheme will support:

- Material costs including decorations, lighting, and small capital expenditure associated with the Christmas activations supported by this incentive.
- City of Adelaide fees and charges seen at the [Adelaide's Park Lands and squares](#) or [roads](#) pages. The City of Adelaide will not provide in-kind support via the waiving of fees.
- Infrastructure and staff costs associated with the Christmas Incentive activity such as portable toilets, marquees hire, staging and event management.
- Activity or event marketing and promotional costs including photography and videography. Business promotional costs are excluded.
- Artist performance fees.

The 2023 Christmas Incentive Scheme will not support:

- Artist rehearsal fees or costs.
- Applications for creative and cultural activations already supported by The City of Adelaide or that are part of the City of Adelaide Christmas Festival curated program.
- Applications that contravene an existing City of Adelaide Policy or Operating Guideline.
- Applications that denigrate or exclude any groups in the community.
- Applications that have safety and/or environmental hazards.
- Applicants who undertake canvassing or lobbying of Councillors or employees of the City of Adelaide in relation to their application during the application and assessment process.
- Applications for large capital expenditure, i.e., purchase or lease of real estate, renovation, repair or maintenance of buildings or purchase of major equipment or material goods such as office furniture, computers, and playground etc. The only exception is lighting.
- Applicants who have not acquitted on any previous City of Adelaide funding or finalised outstanding debts.
- Applications for reimbursement of funds already spent.
- Applications for general fundraising activities.
- Applications for State or Australian Government departments or other Councils.

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ASSESSMENT CRITERIA:

Applications for the City of Adelaide Christmas Incentive Scheme will be assessed against the criteria below.

Criteria for Funding	Description	Weighting
Support to: <ul style="list-style-type: none">creating a vibrant city for the Christmas Festival periodthe local creative sector	The degree to which the proposed live music or performance will create a vibrant city and deliver a memorable experience for the Christmas Festival.	50%
	The degree to which the proposed live music or performance involves and supports the work of local artists and performers.	
	The degree to which the proposed live music or performance showcases high quality creative experiences to City audiences and visitors.	
Alignment with the Christmas Festival 2023: <ul style="list-style-type: none">LocationDatesPromotion	Evidence that the project is activating a priority location and enhances visitation and attraction to the Christmas Festival.	20%
	Evidence that the project considers a spread of dates and/or priority dates (day and night). Flexibility of location/dates will be regarded positively.	
	Evidence that the project will be promoted by the applicant through a range of channels and that the Christmas Festival colour palette will be used to create a cohesive look and feel.	
Fully developed proposal: <ul style="list-style-type: none">Satisfactory budgetSatisfactory logistics consideration	Evidence that key project costs are considered including City of Adelaide fees when required, and that Industry rates are followed regarding artists fees.	30%
	Evidence that logistical implementation of the music activation has been considered including power access, performance space, and any relevant risk assessments.	

HOW TO APPLY

- Applicants are encouraged to discuss their project with a City of Adelaide staff member before applying.
- Please note: Final dates and locations do not need to be confirmed at the application stage. A concept of activation location and date availability during the applications would be beneficial.
- All applications need to be submitted online. Late or posted applications will not be accepted.
- Once submitted, applications will be assessed according to eligibility criteria, assessment criteria and available funding.
- Applicants will be notified by email of the outcome of their application.

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ONCE APPROVAL IS GRANTED

Prior to payment, all successful applicants will be required to:

- Provide a copy of their public liability insurance Certificate of Currency for a minimum of \$20 million. This certificate must list the City of Adelaide as an interested party.
- If paid staff are employed, provide a copy of their ReturnToWorkSA certificate of registration, or similar employee insurance policy.
- Sign a funding agreement detailing the grant terms and conditions including a fillable invoice.

All successful applicants will be required to complete an acquittal report of the project by six weeks after their activation date. Applicants who do not complete and return an acquittal report will be ineligible for any future applications and City of Adelaide funding.

MARKETING

- All events and activations will be promoted through the City of Adelaide and the Adelaide Economic Development Agency as part of Christmas Festival 2023.
- Successful applicants will be provided with Christmas Festival Marketing Guidelines. Applicants will need to promote their activation through specific channels including creating a posting on the ATDW (Australian Tourism Data Warehouse)
- Where possible all marketing materials should include “Proudly supported by the City of Adelaide for Adelaide’s Christmas Festival”
- Please note: The Christmas Festival colour scheme is primarily red and green. The full campaign colour palette is pictured below for use by successful applicants.

MAROON	RED	GREEN	PALE GREEN	GOLD	SILVER
R=163 G=40 B=64	R=252 G=72 B=73	R=27 G=150 B=64	R=186 G=255 B=204	R=170 G=151 B=103	R=175 G=185 B=191
C=3 M=90 Y=65 K=30	C=0 M=90 Y=76 K=0	C=68 M=6 Y=68 K=15	C=35 M=0 Y=38 K=0	C=34 M=35 Y=68 K=4	C=6 M=0 Y=0 K=30
PANTONE 1807C PANTONE 1807U	PANTONE RED 032C PANTONE RED 032U	PANTONE 7730C PANTONE 7731U	PANTONE 332C PANTONE 331U	PANTONE 7503C PANTONE 7503U	