

# FRIDAY NIGHT LIVE

Incentive Scheme Guidelines

2021 / 2022

### BACKGROUND

As a UNESCO City of Music, the City of Adelaide aims to enable music to be enjoyed everywhere. Built on the success of the Local Buzz, Street Beats and Eats, and Winter Weekends programs, 'Friday Night Live' will assist small businesses and musicians to create a buzz in venues and on city streets through music.

National I Lost My Gig data indicates that since March 2020 in South Australia over 1,680 music gigs have been lost due to the Covid-19 pandemic, impacting 1,782 employees. As the City of Adelaide hosts over 60% of contemporary live music in the State\* this impact has been felt sharply across the music ecosystem and hospitality venues who host live music in the City.

\*Economic Contribution of the Music Industry in the City of Adelaide, 2015/16' Report for the Music Development Office by Econ Search, October 2017

### FRIDAY NIGHT LIVE INCENTIVE SCHEME

'Friday Night Live' is a new initiative that builds on the strengths of the City of Adelaide's ability to partner with the music industry and businesses to deliver successful music programs in venues and on street. The program will provide opportunities for musicians to perform and to partner with businesses to revitalise and sustain a strong live music presence in the City through recovery of the impacts of COVID-19.

We are seeking to provide seed funding to City businesses (including North Adelaide) to initiate or reignite a live music program in their venues on Friday nights. We are seeking applications from businesses who are not currently hosting live music, or who have reduced the amount of live music programming due to the impacts of COVID-19. Priority will be given to those businesses that show a commitment to long term music programming, and a will to evolve Friday Night Live into a long term and sustainable program within their business model.

### WHAT TYPE OF PROJECT MIGHT BE FUNDED?

City businesses are encouraged to host musicians in-house (inside the venue or on street) on Friday nights. New music events or activities such as acoustic musicians, bands, pub choirs, or a regular dinner night for a particular niche or genre of music i.e. pasta and crooners are examples of the eligible activity.

### IMPORTANT DATES

**Applications open:** 3 November 2021

**Applications close:** 5pm, 18 November 2021

**Assessment:** 19 November – 26 November 2021

**Notification of results:** from 29 November 2021

**Project dates:** Friday nights inclusive of 3 December 2021 – 20 May 2022

**Acquittal due:** before COB 30 June 2022

### WHO CAN APPLY?

We are seeking applications from businesses who are not currently hosting live music, or who have reduced the amount of live music programming due to the impacts of COVID-19. If your business is already programming live music on Friday nights we would like to see a

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commitment within your application to extend your Friday night live music offering, or extend your live music programming to an additional time or night in addition to Friday nights.

### MATCHED FUNDING

Applicants are required to demonstrate matched funding or in-kind support of the requested amount. This can be indicated in the budget template. Examples of matched funding include funds intended for payment of staff, purchase of music/event related equipment, continuation of the event/performance beyond the City of Adelaide seed funding. Matched funds of up to \$4,000 (ex GST) will be offered.

### PROGRAM STRUCTURE

Friday Night Live as a whole will run from Friday the 3<sup>rd</sup> of December 2021 – Friday the 20<sup>th</sup> of May 2022. This is inclusive of 25 Friday nights. City of Adelaide acknowledges that it may not make economic or logistical sense for your venue to program music on every Friday night within this timeframe, e.g. these Fridays include both Christmas Eve and New Year's Eve, along with the Summer Festival season.

What we would like to see in your application is a consideration of how you will most effectively use the funding provided from the City of Adelaide to establish a program of ongoing live music in your venue, and how you will continue to fund this program after this seed funding is expended. Additionally, we would like you to consider and detail in your application which Friday nights will and will not be appropriate to program for your venue.

### WHAT WILL BE FUNDED?

- Artist / musician fees  
The Friday Night Live Incentive Scheme requires that all artists and musicians involved in the supported music programs be paid for their time. The minimum rates of pay for musicians set out by the Live Performance Award 2010 can be found [here](#).
- Purchase of sound or lighting equipment to facilitate live music performances at your venue
- Dedicated sound and lighting technician costs if required

### WHAT WILL NOT BE FUNDED?

Applications will be ineligible if any of the following apply:

- The applicant undertakes canvassing or lobbying of Councillors or employees of the City of Adelaide in relation to their application during the application and assessment process;
- The application is for projects occurring outside the City of Adelaide area;
- There is not an effective management structure to manage financial and accounting requirements;
- Applications duplicate an existing event or program that operates in the City;
- Applications contravene an existing City of Adelaide Policy or Operating Guideline;
- The application denigrates or excludes any groups in the community;
- The application has safety and/or environmental hazards;

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- The application is 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 applicant has not acquitted on any previous City of Adelaide funding or finalised outstanding debts;
- The application is for reimbursement of funds already spent;
- The application is for training or education in government or private institutions, or activities that will be offered for assessment in such institutions;
- The application is for conferences, tradeshows, award ceremonies and interstate or overseas travel expenses;
- The application is for general fundraising activities;
- Funds are for State or Australian Government departments or other Councils;
- The application is for in-kind services or relies on recurrent funding from the City of Adelaide;
- The funding request is for projects that are the core responsibility of other levels of Government.

Ineligible applications will not advance to the assessment stage and applicants will be notified.

## ASSESSMENT CRITERIA

Applications are assessed in accordance with the following criteria:

<i>Assessment Criteria</i>	<i>Weighting</i>
<b>Contribution to the City of Adelaide Strategic Plan 2020-2024 – Assessment Criteria</b>	<b>20%</b>
<b>Dynamic City Culture:</b> the degree to which the program will celebrate diverse community, culture and creativity, including the Aboriginal and Torres Strait Islander musicians and music businesses	20%
<b>Strong economies:</b> the degree to which the program will activate main streets and laneways for economic growth (through driving visitation to the City and North Adelaide)	
<b>Project Development - Assessment Criteria</b>	<b>80%</b>
Rate the degree to which the applicant has considered and detailed the regularity of the proposed music offering through November 2021 - May 2022	10%
Rate the degree to which the applicant has considered and detailed how sustainable the program will be within their business	20%
Rate the degree to which the applicant has considered and detailed a plan for marketing or promoting their music program, including consideration of innovative marketing strategies to attract people to visit the city.	20%
Rate the degree to which the venue has been impacted by Covid-19 restrictions and the impact that live music may have on the attendance at their venue	10%
Rate the degree to which the applicant has considered and detailed the genre of musicians to be programmed and the suitability within their venue	10%

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Rate the degree to which the applicant has completed their budget, including with the required consideration for matched funding	10%
<b>Total</b>	<b>100%</b>

**HOW TO APPLY:**

- Applicants are encouraged to discuss their project with Elizabeth Jilbert, Projects Support Coordinator on [e.jilbert@cityofadelaide.com.au](mailto:e.jilbert@cityofadelaide.com.au) or (08) 8203 7203
- All applications need to be submitted online. Late or posted applications will not be accepted.
- Receipt of all applications will be acknowledged within two weeks of the closing date.
- 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.

Successful applications are those that best satisfy the assessment criteria, however even applications that meet the assessment criteria may not be competitive against other applications.

*Please note: Applications may be recommended for a different funding program as part of the assessment process if the category and/or funding program selected by the applicant is not deemed the most appropriate for the project.*

**ONCE APPROVAL IS GRANTED**

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

- Sign a funding agreement detailing the fund terms and conditions
- Provide a copy of their public liability insurance Certificate of Currency for a minimum of \$20 million
- If paid staff are employed, provide a copy of their Return to Work SA certificate of registration, or similar employee insurance policy
- Provide a tax compliant invoice for the agreed funding amount (plus GST if applicable)
- All successful applicants will be required to complete an acquittal report of the project within 6 weeks of the project completion date. Applicants who do not complete and return an acquittal report will be ineligible for any future applications and City of Adelaide funding.

**PROMOTION OF CITY OF ADELAIDE AND ADELAIDE UNESCO CITY OF MUSIC**

Successful applicants will be required to use City of Adelaide and UNESCO City of Music logos. City of Adelaide can provide the business with a window decal promoting Adelaide UNESCO City of Music.

### MORE INFORMATION

#### ABN

An Australian Business Number (ABN) or a 'Statement by a Supplier' is essential. An ABN can be obtained from the Australian Business Register (telephone: 13 28 66 or visit [www.abr.gov.au](http://www.abr.gov.au)). 'Statement by a Supplier' forms can be obtained by visiting [www.ato.gov.au](http://www.ato.gov.au);

#### Events alongside major festivals

Applications for projects that are presented alongside major festivals will be considered and assessed on their individual merits.

#### In-kind support

The City of Adelaide will not provide in-kind support in addition to funds endorsed.

#### Permits and Fees

Approvals, and in some instances permits, must be secured before a project can commence. Permits are not required as part of the application process however applicants need to demonstrate their awareness of any requirements and reflect these in their project budget as the City of Adelaide will not waive approval and permit fees.

Examples of permits that could be applicable include:

- A 'City Works Permit' to undertake any construction / installation in the public realm;
- Permits such as 'Objects on Footpath', 'On Street Activities', 'Media Production' and 'Road Closures' if your project involves these components;
- An 'Events in the City Booking Application' if your project is to take place in one of the City's Park Lands or Squares;

#### For more information please visit:

Development Approvals – [www.cityofadelaide.com.au/planning-development/building-renovating/development-approvals/what-is-development-approval](http://www.cityofadelaide.com.au/planning-development/building-renovating/development-approvals/what-is-development-approval)

Permits – [www.cityofadelaide.com.au/online-services/permits-and-licenses/approvals-permits-licenses](http://www.cityofadelaide.com.au/online-services/permits-and-licenses/approvals-permits-licenses)

Events in the City Booking Applications -

<https://www.cityofadelaide.com.au/community/spaces-rooms-venues-to-hire>

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