

Live Music Backline Incentive Scheme – GUIDELINES 2019/2020

Live Music Backline Incentive Scheme

Applicants are encouraged to discuss their project with Malia Wearn, Case Management Officer - Culture on 82037807 or at m.wearn@cityofadelaide.com.au before applying.

Why the City of Adelaide has developed the Live Music Backline Incentive Scheme

The [City of Adelaide Cultural Strategy 2017-2023](#) commits to a 'Multicultural city with a passion to create authentic and internationally renowned experiences'. Council's [Live Music Action Plan 2017-2020](#) outlines specific actions to support the music industry to thrive and create more live music experiences across the city. This pilot project specifically addresses Goal 2. *The City of Adelaide is activated through music in venues, places and spaces* and Goal 3. *The City of Adelaide is a music friendly city that nurtures its robust and diverse music industry.*

Live Music Backline Incentive Scheme – (max \$3,000)

The Live Music Backline Incentive Scheme is a pilot initiative which offers a matched-contribution of up to \$3,000 to existing small-medium city based live music venues (max 600-person capacity) to purchase, store and maintain quality backline (bulky music equipment; e.g. drum-kits, guitar & bass amps) for the free use of musicians performing at the venue.

We are seeking small-medium city based live music venues, who have the capacity to match the requested contribution and store and maintain equipment, to apply.

Who can apply?

Applications will be considered from small-medium city based live music venues. The business will be willing to match the contribution requested from the City of Adelaide and have the capacity to store and maintain backline as well as promote the initiative to local musicians.

Matched contribution

Applicants are required to demonstrate matched contribution (financial and/or in-kind) of the requested amount. This can be indicated in the budget template. Examples of matched contributions include funds or in-kind services for purchase, storage and maintenance of backline equipment. Funding of up to \$3,000 will be offered.

Important Dates

The Live Music Backline Incentive Scheme is open all year round in 2020 until funds are expended.

Live Music Backline Incentive Scheme – GUIDELINES 2019/2020

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 (i.e. projects must occur within the City and North Adelaide boundary).
- 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;
- 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;
- Funds are for State or Australian Government departments or other Councils;
- The application requests in-kind services, or relies on recurrent funding, provided by 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.

Live Music Backline Incentive Scheme – GUIDELINES 2019/2020

What is the application process?

Applicants seeking funding can apply by submitting an application form online. Once submitted, an application will be assessed according to:

- Funding criteria
- Available funding - applications will be assessed and, subject to meeting the funding criteria, offered to city-based small-medium venues on a first-come, first-served basis.

How will Live Music Backline Incentive Scheme applications be assessed?

Applications are assessed in accordance with the following criteria:

Criteria for Funding – Applicants must satisfy all criteria to be successful
<i>1 - Venue capacity of up to 600 people</i>
<i>2 - Regularity of music (at least weekly on average)</i>
<i>3 - Evidence of a plan for promoting the provision of backline equipment to local musicians</i>
<i>4 - Ability to store and maintain equipment</i>
<i>5 - Awareness of and adherence to regulatory noise standards</i>
<i>6 – Satisfactory budget</i>
<i>7 – Plan to seek feedback to demonstrate the outcomes of the project</i>

Live Music Backline Incentive Scheme – GUIDELINES 2019/2020

Notification and Payment

Receipt of all applications will be acknowledged within 2 weeks of submission.

Applicants will be notified in writing of the outcome of their application. The City of Adelaide will endeavour to adhere to the following timelines for assessment and notification:

Category	Application Turnaround
Live Music Backline Incentive Scheme funding	15 working days *

The funding decision made by the City of Adelaide is final.

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

- Sign a funding agreement detailing the project terms and conditions;
- Provide a copy of their public liability insurance “Certificate of Currency” (minimum \$20 million);
- Provide a tax compliant invoice for the agreed funding amount (plus GST if applicable).

Reporting and Acquittals

All successful applicants will be required to complete an acquittal report on the project by November 2020.

Applicants who do not complete and return an acquittal report will be ineligible for any future applications and funding.

Promotion of City of Adelaide and Adelaide UNESCO City of Music

Successful applicants must acknowledge City of Adelaide in promotions regarding this opportunity. City of Adelaide can provide the business with a window decal promoting Adelaide UNESCO City of Music.

Live Music Backline Incentive Scheme – GUIDELINES 2019/2020

How to apply

All applicants are encouraged to discuss their application prior to applying with:

Malia Wearn, Case Management Officer - Culture

Phone: 8203 7807

Email: M.Wearn@cityofadelaide.com.au

Please complete your application online via the [online form](#).

More information

Small – medium live music venues – Any location used for a concert or musical performance where live music is programmed at least weekly (on average) and with a maximum venue capacity of 600 people.

Quality backline equipment – Backline equipment of a professional live performance standard that is safe, reliable and regularly maintained.

Matched contribution - Contributions to the project must match that requested from City of Adelaide. This can be with financial and/or in-kind (non-financial) contributions. For example; sound technician, equipment maintenance, on-site storage.

For more information please visit:

- *Regulatory Framework for Live Music Venues – Music SA* http://www.music.sa.com.au/wp-content/uploads/2016/02/Best-Practice-Guide-Regulatory-Framework_2016.pdf