

## How to start booking live music

### Easy, impactful... and low risk.

#### Start with:

- Local acoustic performers – they don't take up much space
- Local solos, duos or small trios – same
- Consider local electronic music acts for an 'arty and youthful' vibe

These musicians have little to no tech requirements.

Make sure you pick a genre or style that is suited to the vibe of your business!

#### Find the musician

1. **Call a booking agent.** Type 'music booking agent' and your suburb or town into a google search. Usually for established musicians
2. **Collaborate** with a network of businesses.
3. Contact your local **council**
4. Look up **triplej Unearthed** under your suburb/town
5. Call **AMIN**
6. Contact your local **High School, Music Conservatorium or University** and see if they have any good music students willing to perform, paid
7. Download **Muso App** and find a local muso who catches your eye



## Set a Budget

Consider the size of the band, their profile and how long you need them to perform (40-45 minutes a set is normal)

## Get it in Writing

Fill in a performance agreement or a booking agreement (even if the performance is free)

[www.musicvictoria.com.au/reports/best-practice-guidelines](http://www.musicvictoria.com.au/reports/best-practice-guidelines)



Advice thanks to the national Live Music Office  
[livemusicoffice.com.au](http://livemusicoffice.com.au)

## Big Note Yourself!

Tell the world you are hosting live music!

1. Get some marketing support from your council
2. Social media (Facebook, Instagram) - ask your performer to give you a plug on social media and your staff if they're keen
3. Create posters and stick them up wherever it's legal
4. Book some ads on local radio, the local paper (even if it's now all online), arts and lifestyle magazines
5. Print and drop off some flyers to other businesses and to clients coming in ahead of your performance
6. The good ol' A-Frame sign out the front!