



SMALL BUSINESS GUIDE TO LIVE MUSIC PRESENTATION

**LIVE
MUSIC
OFFICE**
LIVE AND LOCAL

 **APRA AMCOS**

OneMusic
ONE LICENCE

The following guide will:

- Help you establish a small and accessible performance space in your business premises
- Provide some basic industry know-how
- Outline strategies for connecting with your local music industry community, including
 - » Local musicians
 - » Fellow local businesses
 - » Local council
 - » Local curators and bookers
 - » Community radio
 - » Key music industry organisations

STEP 1

UNDERSTAND THE DELIGHTS OF SMALL-SCALE LIVE MUSIC PERFORMANCES

What are small-scale performances of Live Music?

The easiest and most cost-effective presentation of live music can be implemented with **small-scale performances**. This is defined as small scale musical performances consisting of:

- 1.** Soloists, duos or small trios
- 2.** Little or no tech/production requirements or entirely acoustic/unplugged
- 3.** No stage building required
- 4.** Activity that does not create excessive sound pollution
- 5.** Activity that does not interrupt your usual conduct of business

Caffeine Kings:

"It comes down to actively supporting the incredible talent we have in Australia and as an Australian small business providing them with a platform to share their art. We all need to work alongside each other to provide an experience customers return to".



Why small-scale performances?

1. Red-tape Reduction

If you are clearing away your entire business space to host a music performance, you will most likely need to go through your local council's DA approval process first, which can be costly and time-consuming. Allocating a small portion of your premises while still being able to run your usual order of business avoids this process. The performance area should fit into an appropriate space within your business premises without impacting your usual order of business or that of any surrounding businesses.

2. Sound Management

Sticking to mostly acoustic programming or acts that only use small PA equipment will help manage excessive sound and avoid coming into conflict with neighbouring businesses and/or residents. Excessive noise can have a negative impact on the amenity of your surrounding neighbourhood. Noise pollution is regulated through many overlapping state laws that can often be confusing to navigate through.

3. Cost Effective

Small acts of soloists, duos or trios are more likely to suit your budget limits as a small business and will be logistically easier to organise. Every member of a band is paid for their time and skill, so the more members in the band, the more expensive and logistically demanding it will be for you to manage. For further information about payment of musicians, see page 9.



STEP 2

GET YOUR SPACE PERFORMANCE-READY



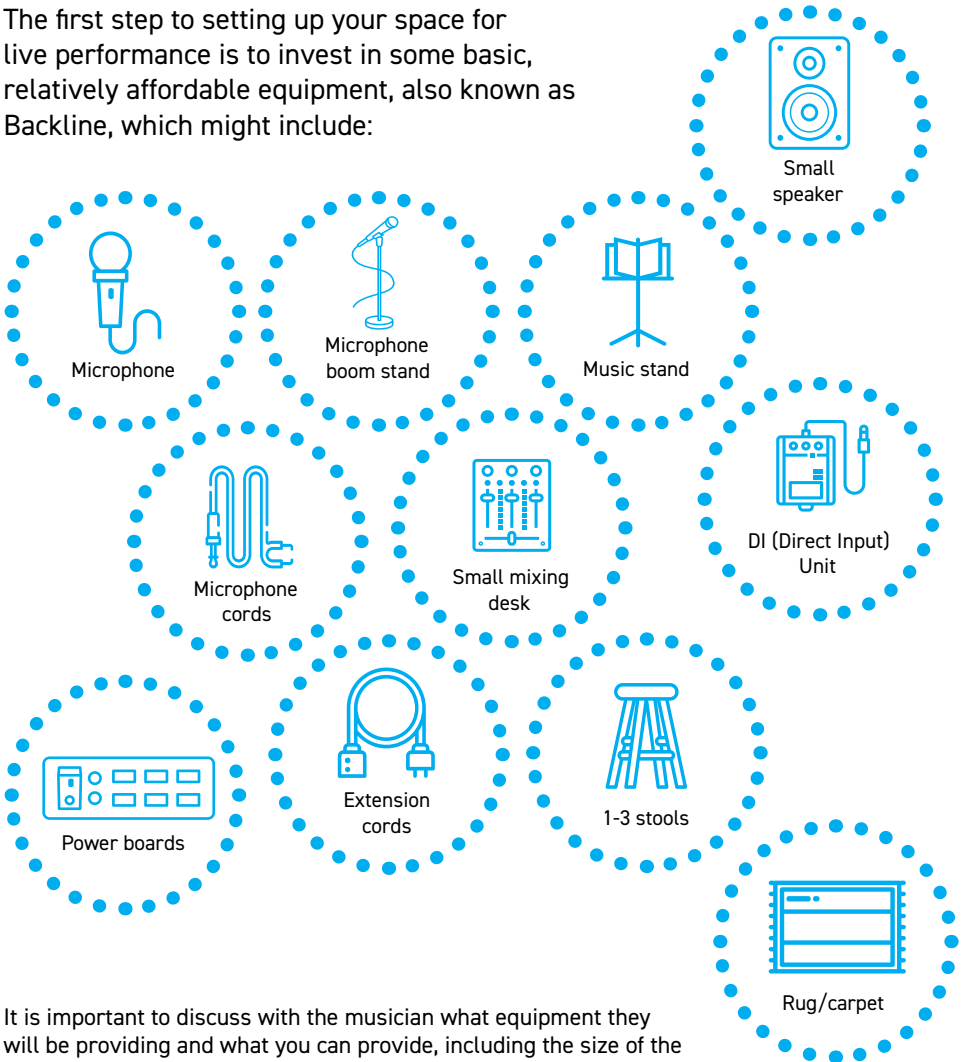
Darwin Ski Club

“Take chances with cold calls from artists - some of our best performances have been from those we hadn’t worked with before or heard of yet.

Researching other live music venues and artists playing, as well as attending other live music venues is a great way to see how your local community is experiencing and enjoying live music outside of your venue. It helps to ensure you don’t just offer the same thing time and time again and helps with ideas to cater to a broad range of entertainment.”

1. INVEST IN BASIC EQUIPMENT

The first step to setting up your space for live performance is to invest in some basic, relatively affordable equipment, also known as Backline, which might include:



It is important to discuss with the musician what equipment they will be providing and what you can provide, including the size of the space and number of power points. You can include this information in a simple artist agreement (see Appendix).

In some instances, there may be government funding available to assist in the initial backline costs, so research funding opportunities. Refer to the Links and Resources section on page 14 for further information.

2. LICENSING

Why do you need a licence to host live music?

Firstly, it shows that your business respects and supports songwriters and recording artists - creators of Australian culture.

Secondly, if you use music that is protected by copyright within your business, Commonwealth legislation requires permission (a licence) from the creators of that music.

And last but not least - you benefit by using music: keeping your patrons and staff entertained, engaged and creating a better atmosphere, reputation and customer experience.

3. INSURANCE

Your current insurance may already cover hosting small-scale performances of live music, however you should discuss with your insurance provider what sort of public liability insurance might be required when hosting live music within your business.

For more
information on
which OneMusic
licence your business
will need, visit:
onemusic.com.au

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STEP 3

THE GIG

Some things to consider:

- The genre of music that matches/enhances your business space and offering
- The genre of music your customers would enjoy
- The frequency with which you want to present performances
 - » Once a week/fortnight/month
 - » First Saturday and/or Sunday of every month
 - » A casual residency (showcase one musician for a set number of performances)
- Original singer-songwriters, cover songs or a mix of both

Finlay's Kalbarri

“Our venue previously only opened for dinners, but with the introduction of Live music on a Sunday, we brought back the iconic Sunday Session. This has resulted in Sunday’s being the biggest day of the week for us.”



1. PAYING MUSICIANS

You should only ever pay musicians with money. Free meals, coupons, “exposure” opportunities or other free goods and services are not acceptable forms of remuneration for the musician’s time and skill. Just like you, musicians are running a small business and should be paid accordingly.

When considering how to pay your musicians, there are two options through audience attendance: Free entry or ticketed entry or a combination of both. You can decide which option you would like to use but in either case, the musician must be paid.

Most common types of payment deals:

1. A guarantee: You pay an agreed fee to the musician for the performance. The musician should invoice you after the performance. This is the most common type of payment deal in live music and the option most suitable for your set up. The music industry’s standard minimum payment is \$150 per musician, per 45-minute set*.

In the wake of COVID and its impacts on the music industry, there is now a national campaign to fix minimum fees at \$250 per musician for any events that are publicly funded, however some musicians set their own rates, so as a private business, it is up to you to determine with each act the amount they are willing to be paid, and whether that fits within your budget limits.

2. A door deal: Audiences must buy a ticket to attend the performance. You sell the tickets in advance, and on the door at the time of the performance, and you agree to pay the artist a percentage of the ticket sales for the show.

3. A versus deal: Audience members can pay at the door to attend the performance. You pay a guaranteed fee to the artist plus a percentage of the door sales once a certain amount has been reached.

*Based on the Live Performance Award of \$40/hour + 12% loading. Covers the performance, the rehearsal time, equipment and instrument maintenance and business basics for the musician such as tax and superannuation.

2. DIY BOOKING

How to find musicians

When finding and booking musicians, you want to ask for the following basic information about the musician:

- ✓ Their contact details
- ✓ An image and a short biography/description of the musician and their work
- ✓ Links to examples of their music on sites such as Soundcloud, Spotify or YouTube
- ✓ Their performance fees
- ✓ Number of instruments and equipment they use in their performance
- ✓ Stage Plot (a visual map of how the performer/s are positioned on a stage, including their technical requirements)

There are several strategies and resources you can use to find and program musicians in your local area.



Local peak Music Organisations

Each state and territory has a peak contemporary music organisation, known collectively as AMIN – Australian Music Industry Network.

Local industry professionals

Other businesses and live music venues may have people employed who book bands for the business.

Council

Contact your council and ask if they have a database of local musicians that you can access.





Social Media

Check social media to see if there are any local community groups promoting local musicians in your area, as well as the social media pages of individual musicians if you want to contact them directly.

You can also post a call out for local musicians on your social media page.

Community groups, churches and education institutions

Reach out to community groups such as choirs, town bands, church groups, high schools, conservatoriums, and local TAFE to ask if any of their members or students are looking for individual performance opportunities.



3. HOW TO PROMOTE THE GIG

You should start promoting the gig at least 4 weeks prior to the performance date.

Local resources

Consider getting in touch with your local Council to assist in promoting your performance program through their channels.

Your local community radio station may also be of assistance in promoting your program. Get in touch with them to discuss potential costs for radio ads or promotional plugs.

Printed media

Simple posters, flyers and postcards are an effective form of printed promotional material. Ask fellow businesses if they can display some of them in their shop fronts.

Contact your local newspaper and ask about including a short promotional piece in their publications.

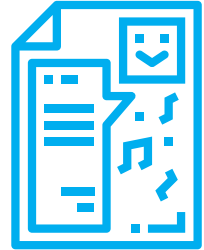
Find out about any other local magazines or newsletters that may be able to promote your program to their audiences.

Digital

Digital media includes social media and websites. It is helpful to provide:

- A short paragraph describing the event and including important information
- An accompanying image, most likely the same image you use for printed media

You can create your own dedicated social media page to your music program and reach out to any community run social media pages to promote your program.



LINKS AND RESOURCES

National organisations

- APRA AMCOS: apraamcos.com.au
- Live Music Office: livemusicoffice.com.au
- OneMusic: onemusic.com.au
- Media Entertainment and Arts Alliance: meaa.org

Australian Music Industry Network

- Music Victoria: musicvictoria.com.au
- QMusic: qmusic.com.au
- MusicNSW: musicnsw.com
- MusicNT: musicnt.com.au
- WAM: wam.org.au
- Music SA: musicsa.com.au
- Music ACT: musicact.com.au
- Music Tasmania: musictasmania.org

Useful guides and documents

- Music Victoria's Best Practice Guidelines for Venues: musicvictoria.com.au/resource/best-practice-guidelines-for-live-music-venues
- Municipal Association of Victoria Live Music Toolkit: musicvictoria.com.au/resource/best-practice-guidelines-for-live-music-venues
- Music SA Live Music Toolkit: lga.sa.gov.au/_data/assets/pdf_file/0021/551262/live_music_toolkit_final.pdf
- Live Music Office Resources: livemusicoffice.com.au/gigs-and-events

State Arts Funding Organisations

Victoria

- Creative Victoria: creative.vic.gov.au
- Victoria Music Development Office: vmdo.com.au
- Regional Arts Victoria: rav.net.au

NSW

- CreateNSW: create.nsw.gov.au
- Regional Arts NSW: regionalartsnsw.com.au

South Australia

- SA Music Development Office: mdo.sa.gov.au
- Country Arts SA: countryarts.org.au

Queensland

- Queensland Music Festival: qmf.org.au
- Regional Arts Services Network: rasn.org.au
- Arts Queensland: arts.qld.gov.au

Northern Territory

- Northern Territory Regional Arts Fund: ntraf.org.au

ACT

- Arts ACT: arts.act.gov.au

Tasmania

- Arts Tasmania: arts.tas.gov.au

WA

- Culture and Arts: dlgc.wa.gov.au/funding/arts-funding



Marakoopa Café

“We encourage higher profile artists to perform at regional and remote venues so that rural communities can enjoy live music too, creating a cultural shift for attending live concerts”.