



MUSIC
ACTIVATION
FUND



Government of
South Australia

Contents

The Program -----	3
Eligibility criteria -----	4
Application process-----	5
Important policies and protocols-----	6
For more information -----	7

The Program

As a UNESCO City of MUSIC, live music is a critical part of South Australia's identity.

Dedicated live music venues play a pivotal role in a thriving live music ecology. They provide a platform for artists to showcase work and grow audiences and they are cultural assets that play a significant role in creating the vibrancy that contributes to a city's liveability.

The South Australian Government's **Music Development Office (MDO)** within the Department of the Premier and Cabinet recognises the challenges that dedicated live music venues are currently facing. This is particularly relevant for smaller venues which rely heavily on live music activity as their major source of revenue. In recognition of the artist and audience development role these small venues play in our live music ecosystem, the new **See it LIVE – Music Activation Fund** aims to support sustainability and strengthen business capability of dedicated live music venues with a capacity of up to 500 people.

Eligible live music venues will be able to apply through a competitive process for grants of up to \$60,000 towards costs associated with presenting original live music.

In addition to this and acknowledging the challenges faced by the live music sector, successful grant recipients will also receive access to business advisory services through a new collaboration between the MDO and the Office for Small and Family Business. This collaboration aims to build business capability within the sector ensuring a sustainable live music ecology and a thriving UNESCO City of Music into the future.

Key dates

Friday 12 January 2024	Round opens
Thursday 15 February 2024	Closing date
8 April 2024 – 7 April 2025	12 month funding period

Further Rounds will be made available until the total budget allocation for this program is exhausted.

Definitions

Activity refers to the live music activity delivered by an eligible venue, which forms the basis of the application.

Funding period refers to the date from which the Agreement is entered into until the funding period end date.

Funding period end date refers to 7 April 2025.

Eligible expenditure refers to expenditure defined as eligible as per these guidelines and must be costs incurred during the funding period.

Funding available

The total budget available for this program is \$850,000.

Applicants will be able to apply for grants of up to \$60,000.

Successful applicants will be paid their grant in two instalments:

- 1 60% on execution of agreement.
- 2 40% by 30 June 2024 with a milestone review to unlock the second tranche payment.

Eligibility criteria

Eligible applicants

You must be able to provide **evidence** of:

- operation in South Australia for at least six months prior to the current date
- a current (active) **ABN**
- your status as a **dedicated live music venue** with a capacity of 500 people or less, as per the following definition:
 - a **dedicated and permanent stage** for performances that is a significant component of the venue
 - regular delivery of at least **two days per week** of live music (featuring original) performances
 - a current **OneMusic licence**
 - live music forms a **significant part** of the venue's normal operations and/or revenue.

Additionally, applicants to this program must agree to their contact details being provided to the Office for Small and Family Business if they are successful in receiving funding, and to engage with a free business advisory service.

Venues that present tribute/cover bands are eligible to apply. However, applicants must highlight the level of original live music to be presented over the term of the grant period. The Assessment Panel will be asked to consider the local live music ecosystem and how it supports artists and audiences for original live music, when making funding recommendations.

If you are a previous MDO grant recipient and have an **overdue funding acquittal** with the South Australian Government, you are not eligible to receive new funding through this program until your acquittal is complete. If your previous project is in progress but is not able to proceed as originally outlined in your previous application, you should contact the MDO to seek a variation or extension, if applicable.

Eligible expenditure

Eligible expenses include **costs associated with the presentation of live music**, such as:

- artist fees
- creative and technical personnel (sound/lighting engineers, videographers)
- booking agent fees
- marketing
- equipment hire or purchase (to a maximum of \$10,000).

Ineligible activity and expenses

- Live music activity which is already completed, or due to be completed, before the commencement of the funding period. Funding will not be provided retrospectively.
- Live music activity without professional or commercial outcomes, e.g. hobbyist or amateur productions, fundraising events, or activity forming part of a course of study, including graduation activities.
- Live music activity that does not feature original music, e.g. DJs who do not play their own compositions, cover bands or tribute acts, open mic nights that do not feature original music.

Funding from the **See it LIVE - Music Activation Fund** cannot be applied to expenses that are **already covered** through other sources (e.g. grants, rebates, sponsorship). However, successful applicants can use funding to offset costs that **build on** activity that has been supported through other sources, as long as it is not applied to the same exact expenses.

Program criteria

Applications will be assessed according to the following criteria:

- the **significance** of the venue to the South Australian original live music ecosystem
- **efficacy of planning**, including budget and timeline, and effective use of resources with realistic outcomes
- **demonstrated outcomes** that address the objectives of the program

Application process

Before submitting your application

Read these Guidelines thoroughly, and consider how your application and proposed activity meet the:

- eligibility requirements
- program objectives and assessment criteria
- budget (maximum grant amount)
- timeframe (start and end date of the funding period).

If desired, discuss your application with the MDO to determine your venue and activity's eligibility. Please plan ahead. **Late applications will not be accepted.**

How to submit your application

All applications for the **See it LIVE – Music Activation Fund** must be submitted online through the web form available through the [SmartyGrants portal](#).

You will receive an **automatic email reply** when your grant has been received in the system. If you do not receive this autoreply, check your junk/spam folder or contact the MDO: 08 8429 3555.

Assessment process

Applications will be assessed by representatives of the Music Development Office and the Office for Small and Family Business in conjunction with industry experts. This panel prepares funding recommendations for approval by the Department.

Please note, this is a competitive process and applicants who meet eligibility criteria are not guaranteed success in this funding program.

Administration, notification and feedback

Processing of the grant round can be expected to take a **minimum of 6 – 8 weeks** from the closing date, and notification will occur as soon as possible after assessment and approval.

All applicants – successful and unsuccessful – will be **notified by email** regarding their result. If you have not received an email about the status of your application (after the initial confirmation of submission), then the round is **still being processed**.

The MDO will not be able to provide a specific notification date.

Funding agreements and reporting

Successful applicants will be required to enter a funding agreement with the Department of the Premier and Cabinet for the period of funding.

The grant will be paid in two instalments:

- 60% on execution of the agreement
- 40% upon a final milestone review to unlock the second tranche payment.

Upon completion of the program, successful applicants will be expected to provide an artistic, statistical, and financial acquittal within one month of the end of the funding period. Overdue acquittals, or unapproved expenditure of the funding in the final tranche will affect eligibility for future funding.

Successful applicants will be advised by the MDO of the process of returning of funding agreements, payment of invoices, business consultation opportunities as facilitated by the program, milestone reporting requirements and submission of acquittals.

Important policies and protocols

Protocols for working with children in art

If the activity involves employing any person under 18 years, with or without financial compensation, or the exhibition or distribution of depiction of any persons aged under 18 years, then:

- you must comply with the South Australian Government's *Protocols for working with children in art* and any relevant laws that apply in South Australia – this may include obtaining parental consents, statements from other artists and classifications, copies of which you must provide to the Department on request; and
- you must also certify compliance with this clause in your Acquittal Report.

Child safe policies

Businesses providing cultural, entertainment or party services wholly or partly for children must provide a child safe environment. As part of its obligation to establish and maintain a child safe environment, an organisation must:

- have in place [child safe policies](#) and procedures
- ensure [child-related employment screening](#) is undertaken for positions prescribed in the *Children's Protection Act, 1993*
- lodge a [Child Safe Environments Compliance Statement](#) with the Department for Education.

Respectful behaviours

The safety and wellbeing of everyone working in, and engaging with, the South Australian arts and cultural sector is of paramount importance. The MDO is committed to a zero-tolerance approach to all forms of victimisation, bullying and harassment, including sexual harassment. It is a condition of all MDO funding and grants that recipients must consider the MDO's recommendation to adopt and implement a respectful behaviours policy and procedure. Further information about respectful behaviours, and resources to assist you to develop a policy and procedure for your organisation or activity, are available [here](#).

Aboriginal and Torres Strait Islander protocols

The MDO endeavors to work with artists and organisations to ensure respect and acknowledgement for Aboriginal and Torres Strait Islander (ATSI) peoples and cultures at every stage of an activity's development. More information on ATSI protocols is available [here](#).

Green practices

The MDO encourages artists and organisations to consider how their activity supports a greener future for the music industry. Resources to help incorporate green practices are available from [Green Music Australia](#).

Information privacy

The MDO collects personal information as reasonably necessary for the purposes and functions of:

- administering our grants and funding program
- keeping you informed about relevant upcoming events, grants funding initiatives and outcomes, our services, special events or client feedback surveys, as well as our activities in general
- improving our websites and other services.

The MDO complies with the South Australian Government's Information Privacy Principles Instruction (*Department of the Premier and Cabinet Circular PC012*) when dealing with all personal

information. The information you provide in your application may be used by the MDO for:

- providing to peer assessors for processing and assessing your application
- verifying other funding income for your activity – the MDO may provide information to other agencies nominated in your application
- processing, paying, and administering your grant
- reviewing and evaluating our funding programs, strategies, plans and services – we may contact you for this purpose
- training, systems testing and process improvement, including compiling statistics and reports,
- communications by the Minister for Arts regarding the application.

The information you submit to us in your application is treated as confidential if it is identified by you as confidential (except for details that may be included as “published details”). Any information contained in, or relating to, an application, including information identified by an applicant as confidential information for the purposes of applying for funding under the program, may be disclosed by the Department:

- to employees, advisers or third parties in order to manage the program (including but not limited to, for the purposes of evaluating and assessing the application)
- within the Government of South Australia where this serves the legitimate interest of the Department
- in response to a request by a House or Committee of the Parliament of the Commonwealth of Australia or South Australia
- where information is authorised or required by law to be disclosed
- where the information is already in the public domain.

If an application is successful, details of successful applicants may be publicly disclosed in official Government of South Australia media releases and websites. Published details may include but are not limited to:

- the name and business name of the successful applicant
- details of the event
- the amount of grant funding (and relevant stream).

In addition, the Grant Agreement and associated documents for your event may be audited, which will mean disclosure of such documents, including your personal information, to auditors for audit purposes only.

Additional information

The Department reserves the right to amend these guidelines and application terms as required.

If any information in an application or report (including acquittal) is found to be false or misleading, or grants are not used pursuant to the terms of funding, the grant will be repayable on demand.

For more information

For questions about the grant program terms and conditions, eligibility, criteria, assessment process, contact:

Elizabeth Reid, Senior Program Manager
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Arts South Australia
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