

## LOCAL BUZZ – MUSIC SEED FUNDING GUIDELINES 2018/2019

### LOCAL BUZZ - Bringing the live music 'buzz' to local businesses

Applicants are encouraged to discuss their project with Malia Wearn, Case Management Officer on 82037807 or at [m.wearn@cityofadelaide.com.au](mailto:m.wearn@cityofadelaide.com.au) before applying.

### Why the City of Adelaide has developed Local Buzz – Music Seed Funding

The City of Adelaide 2016 -2020 Strategic Plan states that 'Our culture infuses creativity and the arts in everything we do' and commits to a 'Multicultural city with a passion to create authentic and internationally renowned experiences'. Council's [Cultural Roadmap 2017-2023](#) aims to contribute to the Cultural Vitality of the City, and the [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.

### Local Buzz – Music Seed Funding for City businesses to host regular live music (from \$500 to \$3,000)

Local Buzz is a new initiative which offers matched seed funding from \$500 up to \$3,000, and/or along with free business support advice, to city venues to trial and program more live music. There is a focus on audience development and creating a City with a 'local buzz' of live music around every corner.

We are seeking City businesses who are currently not hosting live music, who wish to start up a live music program, to apply. We are looking for cafes, restaurants, retail and gallery spaces to provide live music to patrons, during the day and night. Businesses located on mainstreets, and in high pedestrian traffic areas will be highly regarded.

### What type of project might be funded?

City businesses are encouraged to trial hosting musicians in-house as part of your business offering, new music events or activities such as pub choir, a lunch time acoustic session for city workers, a Sunday dinner with music for older local residents or a regular dinner night for a particular niche or genre of music i.e. pasta and crooners.

### Important Dates

Local Buzz Seed Funding is open all year round until funds are expended.

### Who can apply?

Applications will be considered from city businesses who are currently not holding any live music. The business will be willing to match funding and aims to maintain the music past the City of Adelaide seed funding.

### 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 from \$500 to \$3,000 will be offered.

### 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;
- Applications do not meet the identified priorities of the City of Adelaide as detailed in the Live Music Action Plan 2017-2020;
- 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;
- 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.**

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### What is the application process?

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

- Eligibility criteria
- Assessment criteria
- Available funding

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.*

### How will Local Buzz Applications be assessed?

Applications are assessed in accordance with the following criteria:

<b>Assessment Criteria</b>	<b>Weighting</b>
<b>Contribution to the Cultural Strategy 2017-2023 – Assessment Criteria</b>	<b>30%</b>
<i>Applications are required to show evidence of being able to contribute to the following Cultural Strategy measures:</i>	30%
<i>1. Creative expression stimulated: The degree to which the activity stimulates creative expression among participants and enables them to create work on their own</i>	
<i>2. Aesthetic enrichment experienced: The degree to which the activity offers participants as aesthetic experience that results in a feeling of having participated in something special and beyond the everyday</i>	
<b>Project Development - Assessment Criteria</b>	<b>70%</b>
<i>How sustainable the music project is in the business model and the regularity of the proposed music offering</i>	20%
<i>Evidence of a plan for marketing or promoting the music project</i>	10%
<i>Evidence of a plan to enable local musicians to perform</i>	10%
<i>Evidence of market research or consultation with customers in project development</i>	10%
<i>Evidence that City users will be able to participate in/experience the music and how</i>	10%
<i>Demonstrated ability to deliver the live music project</i>	10%
<b>Total</b>	<b>100%</b>

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### 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
Local Buzz funding	15 working days *

*\* please note, applications must be received more than 30 working days before the proposed project start date.*

### 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);
- 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).

### Reporting and Acquittals

All successful applicants will be required to complete an acquittal report on the project within 6 weeks of the project completion date, or annually for multi-year funding applicants.

***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 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** - [www.cityofadelaide.com.au/explore-the-city/city-information/city-spaces-and-venues-for-hire/](http://www.cityofadelaide.com.au/explore-the-city/city-information/city-spaces-and-venues-for-hire/)

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### How to apply

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

Malia Wearn, Case Management Officer

Phone: 8203 7807

Email: [M.Wearn@cityofadelaide.com.au](mailto:M.Wearn@cityofadelaide.com.au)

Application forms and guidelines are available to download from our website [here](#) and can also be mailed out on request.

Please submit copies of your application by email to:

[m.wearn@cityofadelaide.com.au](mailto:m.wearn@cityofadelaide.com.au)

mail to:

Malia Wearn

Case Management Officer

City of Adelaide

GPO Box 2252

Adelaide SA 5001

or deliver in person to:

Malia Wearn, Case Management Officer

c/o Customer Service Centre

City of Adelaide

25 Pirie Street

Adelaide SA 5000

**Applicants must also keep a copy of their application for future reference.**