

Labor's Plan for the Live Music Industry

For the Future





Acknowledgment of country.

We acknowledge and respect the Traditional Custodians whose ancestral lands we live and work upon and we pay our respects to their Elders past and present. We acknowledge and respect their deep spiritual connection and the relationship that Aboriginal and Torres Strait Islander people have to Country. We also pay our respects to the cultural authority of Aboriginal and Torres Strait Islander people and their nations in South Australia, as well as those across Australia.

Foreword

Since March 2020, the music industry has endured an incredibly tough period that saw the cancellation of thousands of events and major job losses due to the pandemic.

Before the pandemic, the music and performing arts sector directly contributed \$183.4 million in Gross Value Add (GVA) to the South Australian economy (2018-19) and it was also the highest employing sector within the creative industries; generating 4,559 jobs.

The impact of COVID-19 has taken a heavy toll on the music industry, with lockdowns, the cessation of Jobkeeper, border closures, ongoing restrictions and cancellation of events and tours; all causing artists to lose gigs and venues and promoters unable to trade sustainably.

In a national survey of over 3,000 professionals, the *I Lost My Gig Collective* found that 32,000 gigs and events were cancelled, equating to nearly \$94 million of lost income since 1 July 2021. Of this lost revenue, survey results showed 99% had no income protection or event cancellation insurance.

Live streaming performances or virtual concerts no longer cut it for our local performers, they need to get back up on stage performing in front of live audiences as soon as it is safe to do so.

Getting the live music industry back up and running will not only provide our economy with a much-needed boost it will give Adelaide its soul back.

That is why an elected Malinauskas Labor Government will work to get local artists back into venues safely and sustainably across the state with a \$10 million support package.

Music events in venues, laneways, public spaces will enrich our State and attract visitors boosting local businesses.

Labor is determined to see this industry recover, rebuild and grow its multi-million-dollar contribution to the South Australian economy.



Peter Malinauskas MP
SA Labor Leader



A Malinauskas Labor Government will:

GET PERFORMERS BACK UP ON STAGE IN FRONT OF AUDIENCES

COST: \$3.25 million

A Malinauskas Labor Government will re-ignite the live music industry in South Australia by getting local musicians and performers back on stage.

Live music and performance venues are an important part of South Australia's night-time economy and integral to the development and employment of our talented local artists.

Unfortunately, due to the ongoing impacts of COVID-19, live music and performance venues are continuing to face uncertainty and financial stress.

A Malinauskas Labor Government will provide support to live music acts and venues through a **See it LIVE!** fund to help the industry stay viable, provide new and more opportunities to artists, and reignite our State's night-time economy.

Labor will introduce new voucher and grant schemes for 12 months starting 1 June 2022 to get live entertainment back in venues and support performers, live music events and festivals.

See it LIVE! e-vouchers

5000 vouchers worth \$400 each will be made available to get music acts back into pubs, clubs, small bars, restaurants, cafes and other smaller venues. This will not only benefit the hospitality sector which has done it so touch during the pandemic, but also local performers who will be engaged by these venues to perform. **The total cost for this initiative will be \$2 million**

See it LIVE! Medium to Large Event Grants

The **See it LIVE!** grants will be available to SA-based promoters, organisations and businesses operating music venues. Depending on the size of the event, they will be able to apply for these grants to meet costs including engaging artists and technicians, marketing and promotion costs and ensuring the event is COVID-19 safe. Through these grants we hope to see a whole new calendar of live gigs and festivals during 2022 and 2023, offering audiences a great opportunity to get along to a music performance."

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As part of the assessment criteria, at least half of the acts programmed by venues for this fund must be local acts, ensuring we are continuing to provide opportunities and paid employment to local artists.

The three grant streams (total cost \$1.25 million) will be as follows:

- ✓ **\$5,000** grant for "medium scale" music event bookings, 100 grants (\$500k) (*events in regional venues, and mid-tier venues like The Gov or Top of the Ark*)
- ✓ **\$20,000** grant for larger scale music event bookings, 25 grants (\$500k) (*larger events in laneways, wineries, Thebarton Theatre, Her Majesties, Festival Theatre*).
- ✓ **\$50,000** grant for music festivals/events, 5 grants (\$250k) (major festivals/events at venues like the showgrounds, parklands, Adelaide Oval Green)

A Malinauskas Labor Government will:

SUPPORT THE RETURN OF LIVE MUSIC AT THE ROYAL SHOW

COST: \$500,000

Live at The Show

The 2022 Royal Adelaide Show is set for a new attraction with an elected Malinauskas Labor Government partnering with Royal Adelaide Show to introduce live music as part of their entertainment program.

We want to make the 2022 Royal Adelaide Show bigger and better than ever after it was cancelled in 2020 and 2021 due to COVID-19.

The commitment is part of Labor's plan to revive the live music industry in South Australia.

The theme of the 2022 Royal Adelaide Show will be Reunion, a celebration of community coming together again.

The Show will continue to schedule the traditional favourites like fireworks, cars, motorbikes but will add a live music component, ensuring the Show presents a large cross-section of entertainment which appeals to the broader South Australian community.

Under the proposal there will be twice-daily programming in the Main Arena or the main Boulevard stage, where primarily South Australian and Indigenous artists will be able to demonstrate their excellence in front of a large audience, on a scale that they would not have access to otherwise.

Labor's \$500,000 commitment will help support the return of live music to the Royal Adelaide Show after a hiatus of 20 years and support local artists and performers who have done it tough during COVID-19.



MENTAL HEALTH SUPPORT

COST: \$250,000

It's been a tough two years and now recent wave of Omicron resulted in yet more festivals, gigs and events being cancelled or postponed. With restrictions easing again, things will hopefully start to improve soon, but there is still enormous pressure on an industry which is still struggling to recover after years of pandemic-related challenges.

A Malinauskas Labor Government will provide *Support Act* \$250,000 to provide a mental health support service to South Australian musicians, managers, crew and music workers.

This will ensure continued access for South Australian music and arts workers to the *Support Act* Wellbeing Helpline - a free, confidential phone counselling service that is staffed by psychologists with direct experience of working in music and the arts.

It will also ensure South Australian music workers have access to range of industry specific prevention, education and training programs including; free Mental Health First Aid Training, First Nations Mental Health and Wellbeing workshops, workplace wellbeing check-ins, financial wellbeing workshops, sexual health and safety training, and much more.

Support Act's goal is to create sustainable behavioural and cultural change across the industry in relation to mental health and wellbeing, and we will ensure South Australian music workers are at the forefront of these important initiatives.

SUPPORTACT
The heart & hand of Australian music

VENUE IMPROVEMENT GRANTS

COST: \$1 million

The venue improvement grants will provide funding for upgrades to cater for live music and other performances.

200 grants of up to \$5000 will be made available to eligible venues. This could assist with modifying layouts to allow for a small stage, create better viewing spaces for audiences, improve acoustics or upgrade sound systems like mixing equipment, speakers and PA systems.





Photo: Saigeprime

A Malinauskas Labor Government will:

INSURE EVENTS FROM PANDEMIC RISKS

COST: \$5 million fund

A Malinauskas Labor Government will provide certainty to South Australia's events and live music industry by introducing a COVID-19 Event Insurance Scheme.

The scheme will seek to limit financial losses associated with running major ticketed events in South Australia including live music and festivals.

Under the plan, financial assistance of between \$10,000 and \$250,000 will be made available if an event or performance is cancelled or rescheduled due to the introduction of COVID-19 restrictions.

It will assist event organisers cover legitimately incurred cost and expenses when forced to cancel or reschedule due to the introduction of restrictions.

This would have assisted a number of events that had to be cancelled due to new restrictions being imposed over the past 12 months such as the Beer and BBQ Festival, Homebrew, Winter Reds, Van Gogh Alive or Illuminate.

If health restrictions from either State or Commonwealth governments force the cancellation of an event or result in restrictions reducing capacity by

50 per cent or more, event organisers would be eligible to apply for funding.

Promoters, artists and music industry bodies across Australia have been calling on the federal government to set up a scheme that would underwrite the cost of insuring events, similar to those in place in Europe and the UK.

In the absence of leadership on this matter from the Morrison and Marshall Liberal Governments, a Malinauskas Labor Government will back our events and live music industry and give this sector confidence to plan events and live performances in South Australia.

Applications will be assessed by the State Government, against the following criteria:

- ✓ Good planning: demonstration that the event was well planned.
- ✓ Financial responsibility: demonstration that the financial information provided is realistic and reasonable.

Applicants will be expected to prioritise payments for employee benefits for hours worked, and contractors for production services and supplies provided for the event.

A Malinauskas Labor Government will:

ESTABLISH A PREMIER'S LIVE MUSIC ADVISORY COUNCIL

An elected Malinauskas Labor will establish the Premier's Live Music Advisory Council.

The objective of the Advisory Council will be to leverage the collective industry connections and expertise to reignite live music in South Australia.

The council will comprise artists, venues, promoters, and other key representatives from the music sector. It will ensure better engagement between government and the music sector with the aim of:

- ✔ providing information and advice to the Premier on current issues and trends affecting the provision of live music in South Australia
- ✔ galvanising industry support
- ✔ proposing initiatives, new music festivals and events
- ✔ identifying and exploring opportunities for industry development
- ✔ provide guidance and advice on applying for grants from local, state and federal governments



