

Victorian Live Music Venues Program Overview & Guidelines

Program Dates

Applications will be accepted until **5pm** on 6 August 2020.

It takes approximately 8 weeks from the closing date until funding results are available.

Overview

The Victorian Live Music Venues Program aims to secure the future of grassroots live music venues across the state by supporting venues to respond to devastating effects of the coronavirus (COVID-19) pandemic.

This program will assist venues to survive the period of closure and limited operation and to drive the recovery of Victoria's live music scene. Helping venues to re-open safely and effectively as soon as possible will benefit musicians, music industry workers and micro-organisations and will re-engage audiences in line with the staged easing of restrictions.

Open to venues across the state, this program will focus on venues with the most significant positive impact on the local live music industry, on audiences and the state's live music reputation.

Aims & Priorities

The *Victorian Live Music Venues Program* will help eligible venues to survive the financial stress and hardship as a result of the pandemic. The program will:

1. Support the stabilisation of established and dedicated original live music venues that demonstrably contribute to the broader Victorian live music sector; and
2. Support these established and dedicated original live music venues to begin recovery and to re-engage with artists and audiences safely and effectively.

The *Victorian Live Music Venues Program* aims for the best use and broad distribution of State Government funds across Victoria to maximise the benefit for the Victorian community.

Eligibility

The *Victorian Live Music Venues Program* is only available to operators of licensed venues with a demonstrated history of programming original live music performance. To be eligible for support, an applicant (venue operator) must:

- Be operating a licensed venue in Victoria, with a primary business model of presenting original live music performances
- Have been operating as an original live music venue on 16 March 2020
- Be able to evidence a reduction in turnover of at least 30 percent from the operation of the venue since 16 March 2020
- Provide a copy of their liquor licence that shows an overall venue capacity of 50 to 1200 people
- Provide a copy of their [OneMusic](#) licence for public performance of music that was held on 16 March 2020

- Have dedicated performance and audience spaces to support live music performance within the venue
- Be a solvent business
- Hold a valid Australian Business Number (ABN), and have held that ABN at 16 March 2020

Note that this is a competitive round and not all applicants will be able to be supported.

Who is not eligible?

The following organisations are not eligible for support under this program:

- Venue operators eligible for the [Victorian Government’s Night-time Economy Business Support Initiative](#)
- Organisations/businesses who currently receive recurrent or multi-year funding from the Victorian Government
- Businesses whose primary model is not derived through programming original live music performance
- Unlicensed venues

Before applying, you are strongly encouraged to speak to program staff.

Funding Available

The funding amount available per venue is based on the overall venue capacity noted on your liquor licence:

Venue category	Venue capacity	Grant level
Tier A	600 to 1200	Up to \$130,000
Tier B	300 to 599	Up to \$100,000
Tier C	50 to 299	Up to \$80,000

This funding is intended to assist venue stabilisation (solvency) while coronavirus (COVID-19) restrictions make the re-commencement of live performance operations infeasible or uncommercial and to meet costs directly related to the re-opening and re-commencement, or continuation of staging of live music performance events, safely and effectively during the staged easing of restrictions.

Funding may be used to meet the following costs from 16 March 2020 until 31 January 2021:

- Operational, non-discretionary and fixed business costs (e.g. rent, insurance, utilities, equipment leasing), including costs incurred and unpaid
- Costs for obtaining professional business services or advice (e.g. to support business continuity planning)
- Marketing
- Staff wages, contractors (e.g. production staff, security) and training where, and to the extent, these are not available to the applicant under other programs, such as the Commonwealth JobKeeper program
- Venue modifications, including signage, sneeze screens and minor capital works not requiring a building permit
- Re-establishing supply chains and re-engaging with audiences
- Artists fees (guarantees)

Note that applicants may be entitled to support under the Victorian Government's [Commercial Tenancy Relief Scheme](#) (CTRS), which is designed to alleviate financial hardship faced by tenants and landlords as a result of coronavirus (COVID-19).

Venues applying for funding through the Victorian Live Music Venues Program may also be eligible for base support of up to \$5,000 in funding through the Victorian Government's recently expanded Business Support Fund and are encouraged to apply. Venues receiving funding through the Victorian Live Music Venues Program will not be eligible for funding through the CBD or hospitality streams of the [Business Support Fund](#).

Before applying for support under the Victorian Live Music Venues program, venue operators should first follow the procedure specified under the [CTRS for obtaining rent relief](#).

What will not be funded

- Funding may not be used for capital works that require a building permit

Recipients must adhere to the following guidelines:

- The most recent [Best Practice Guidelines for Live Music Venues](#) published by Music Victoria
- WorkSafe's [A Guide for employers: Work-related gendered violence including sexual harassment](#)
- FairWork's [An employer's guide to employing young workers](#)
- Victorian government guidance on creating [LGBTIQ workforce inclusion plans](#) and the [LGBTIQ Inclusive Language Guide](#)

Additionally, each venue needs to adhere to the most recent coronavirus (COVID-19) guidelines for easing of restrictions/reopening. If your application is successful, your venue will be required to report to Creative Victoria on compliance with the measures outlined above during the funding period.

Assessment

Assessment Process

Assessment of applications will follow the process as outlined below:

1. Confirmation of applicant's details and eligibility against the [eligibility criteria](#) outlined above.
2. All eligible applications will be considered by external peers and experts and Creative Victoria staff against the program [aims](#) and [assessment criteria](#). The external peers and experts will also bring their understanding of the venue's reputation to the assessment process
3. Applications recommended through this process will undergo an internal probity check to:
 - Identify any adverse finding associated with the applicant
 - Confirm the legal status of the applicant
4. Applications may undergo additional assessment of financial information by an external financial analyst.

5. Final recommendations will be approved by the Minister of Creative Industries based on the recommendations external peers and experts and Creative Victoria staff.
6. It will take approximately eight weeks from close of application date until the results are available. Applicants will be advised in writing via email of the outcome of their application.

Assessment Criteria

Each application will be competitively assessed by external peers and experts and Creative Victoria staff, and evaluated against the grant program **Aims** and the following three equally weighted **Assessment Criteria**.

<p>Significance and contribution of the venue to Victoria’s live music industry over time</p>	<p>The venue’s significance and contribution to Victoria’s live music industry over time will be taken into consideration when assessing the following:</p> <ul style="list-style-type: none"> • Period of operation • Industry reputation of the venue, including: <ul style="list-style-type: none"> ○ record of wage and workplace regulation compliance and the safe management of staff/contractors, patrons and performers; and, ○ importance of venue to state/national live music industry touring circuit. • Frequency / regularity of original live music performances held at the venue • Whether the venue has staff or engages contractors dedicated to live music performance, such as sound engineers or talent bookers
<p>Importance of the venue to a community or region in which the venue is located</p>	<p>The venue’s importance to a community or region in which the venue is located will be taken into consideration when assessing the following:</p> <ul style="list-style-type: none"> • Number of jobs to be retained/created • Benefits to allied businesses (e.g. food, staging, tech) • Evidence of past programming over 2019/20 including number of gigs/events/sessions; diversity of performers; average audience size • Importance to a particular community (such as First Peoples, LGBTIQ)
<p>Viability and impact</p>	<p>The following will be taken into consideration when assessing viability and impact of the activities that the funding will cover:</p> <ul style="list-style-type: none"> • Proposed budget • Scenario planning for the venue, including: <ul style="list-style-type: none"> ○ Business; ○ Health and safety; and where possible, ○ Future Programming. • Engagement with audiences and community

Addressing the Assessment Criteria

To address the assessment criteria you are required to:

- Complete the online application form which asks you questions related to the assessment criteria and program aims.
- Provide a balanced **Budget** (see the [Budget Drafting tool](#)).
- Provide **Application Support Material & Documents** which provide information to demonstrate eligibility and strengthen your case against the program assessment criteria.

Application questions and information

In addition to general contact information and demographic details, you will be required to enter information into the online application form via the [Creative Victoria Grants Portal](#). The program webpage includes an [application drafting tool](#) that shows all the questions you will be required to answer in the online grants portal. You can use this to draft your application prior to entering information into the portal.

Where a written response is required, your responses must be less than 2000 characters each including spaces (i.e. approximately 250-300 words).

The online application form asks you to answer the following questions:

- *Please outline your venue's contribution or value to the Victorian music industry over time. (2000 characters)*
- *Please outline your venue's contribution or value to a particular community of Victoria's music industry, artists and/or audiences. (2000 characters)*
- *Please outline your venue's benefits to allied businesses (e.g. food, staging, tech) (2000 characters)*
- *Explain your venue's scenario plan for the safe and effective staging of live music performances in the context of coronavirus restrictions, to support your re-opening and commencement or the continuation of live music performances. (2000 characters)*
- *Has your venue been impacted by the health restrictions in place due to coronavirus? (Yes/No)*
- *What is the overall capacity of your venue – please use capacity noted on your venue Liquor Licence. You will be required to attach a current copy of your Liquor Licence and information will be verified by program staff (Choose from list)*
- *Does your venue have dedicated staging/ infrastructure and audience space to support live music performance within the venue? (Yes/No)*
- *On 16 March 2020, did your venue hold an appropriate OneMusic licence? You will be required to attach a current copy of your licence to your application. (Yes/No)*
- *Does your venue hold an active Australian Business Number (ABN) and held that ABN at 16 March 2020? (Yes/No)*
- *In the period 1 March 2019 – 29 February 2020, on average, how many days/nights did the venue host original live music (e.g. per week/year)?*
- *Does your venue employ/pay music booking, music marketing and/or live music production staff/contractors? If so, what is the staff full time equivalent (FTE)?*
- *At the time of application, is your venue/business currently solvent? (Yes/No)*

- *Has your venue had a reduction in turnover of at least 30% from the operation of the venue since 16 March 2020? (Yes/No)*
- *Has your business received JobKeeper? (Yes/No)*
- *Has your business received support under the Victorian Government's [Commercial Tenancy Relief Scheme](#) (CTRS)? (Yes/No)*
- *Has your business received, or have you applied for, support under the Victorian Government's Business Support Fund (BSF) **Since 1 July 2020**? (Yes/No)*
- *Has your business applied for any other government support since 1 July 2020? If so, please provide details: (open text)*
- *What is the primary genre of live music hosted at the venue? (Choose from list)*
- *If successful in receiving funding, what costs would this grant cover? (Choose from list)*

In addition to these questions, the application form also asks you to provide application support materials outlined below.

Application Documents

Application documents provide information to demonstrate eligibility and strengthen your case against the program assessment criteria. Some documents are required in order for your application to be eligible. Others are not mandatory but may help to build your case for funding. Details about the size of files and limits are provided on page 10 of this document.

TYPE	DESCRIPTION
Liquor Licence (required)	<ul style="list-style-type: none"> Liquor Licence showing an overall venue capacity of 50 to 1200 people
OneMusic Licence (required)	<ul style="list-style-type: none"> OneMusic Licence for public performance of music that was held on 16 March 2020
Marketing and media portfolio (required)	<ul style="list-style-type: none"> Marketing materials and media portfolio (media clips) evidencing your venue's commitment to original live music over the last 12 months (multiple documents should be scanned and saved into one attachment or you can link to the events/gigs page on the venue website and social media platforms)
Financial documents (required)	<ul style="list-style-type: none"> 2019/2020 full year financial statements including: <ul style="list-style-type: none"> A profit and loss statement showing a month by month breakdown A balance sheet Evidence of the financial impact of the coronavirus (COVID-19) pandemic on your business, either via Quarterly Business Activity Statement (BAS) over at least two quarters, or via a dated and signed letter from a member of CPA Australia, Chartered Accountants Australia & New Zealand or the Institute of Public Accountants.
Live music space photo and/or specs (required)	<ul style="list-style-type: none"> Evidence of a dedicated live music space in the venue
Budget (required)	<ul style="list-style-type: none"> Provide as an attachment using the Budget Drafting Tool <ul style="list-style-type: none"> Show the income and expenditure for the <u>period of the funding requested</u> and how your venue will allocate the Creative Victoria grant funding if successful
Letters of support	<ul style="list-style-type: none"> Written endorsement/s of the venue from relevant industry professionals or peers (these should be scanned/saved into one attachment).
Additional Venue Planning Documents	<ul style="list-style-type: none"> You can also attach evidence of scenario planning that has been undertaken for the venue (these should be scanned/saved into one attachment). Planning may cover: <ul style="list-style-type: none"> Business; Health and safety; Programming; and, Engagement with audiences and community

Responsibilities & Compliance

If your application is successful, please be aware that as a recipient of Creative Victoria funding, you will be required to:

- **Adhere to and report on compliance with the following guidelines:**
 - The most recent [Best Practice Guidelines for Live Music Venues](#) published by Music Victoria
 - WorkSafe's [A Guide for employers: Work-related gendered violence including sexual harassment](#)
 - FairWork's [An employer's guide to employing young workers](#).
 - Victorian government guidance on creating [LGBTIQ workforce inclusion plans](#) and the [LGBTIQ Inclusive Language Guide](#).
 - The most recent [Coronavirus \(COVID-19\) guidelines](#) for easing of restrictions/reopening.
- **Notify Creative Victoria of any proposed changes to your funded project.** This may include changes to personnel, activities, dates and how you will spend the approved funding. You will be required to contact program staff to discuss any proposed changes before they occur, where possible.
- **Acknowledge the funding support** by including the [Creative Victoria logo device](#) on all public promotional materials produced by your venue in relation to the funded activity. Logos and text acknowledgement details are available on the [Creative Victoria website](#).
- **Acquit your grant** within 30 days of the conclusion of the funded period. An acquittal is an online written report that documents how the funding was spent. An acquittal is completed via Creative Victoria's online grants portal. Failure to satisfactorily acquit funding will make you ineligible for future Creative Victoria funding and may result in action to recover the grant. For further details about acquitting a grant, visit the [Creative Victoria acquittals webpage](#). If successful, you will be required to provide a certified practicing accountant/ independent financial auditor's opinion or certification on acquittal. You can include the costs of accounting fees in your application budget.

Please note that

- Terms and conditions of funding will be detailed in a Victorian Government funding agreement
- Grants may be forfeited if recipients fail to abide by the above guidelines and terms of their grant
- Recipients may be subject to audit by the Victorian Government or its representatives and will be required to produce evidence: such as financial reports to demonstrate impact and/or allocation and use of funds, at the request of the Victorian Government for a period of four years after funding has been approved.

How to Apply

Before applying, you are strongly encouraged to speak to program staff.

To prepare your application, you should:

1. Register for access to the [Creative Victoria Grants Portal](#). This will provide you with a username and password to access the site.
2. Read program information and guidelines thoroughly.
3. Contact program staff with any questions.
4. Draft your application using the following tools:
 - [Application Drafting tool](#)
 - [Budget Drafting tool](#)
5. Use your login details to access the online Grants Portal, then copy and paste the content of your application from the drafting tools into the online [Creative Victoria Grants Portal](#) (please note: the system will cut text off at 2,000 characters, so always check your character count before pasting information into the portal).
6. Upload your Application Support Documents (files or links) – see the tables below for detailed information on types/limits.
7. Submit your completed application by the round closing date via the [Creative Victoria Grants Portal](#). You will receive an auto-generated email from the Grants Portal to confirm when your application has been submitted.

Application Supporting Material & Documents

Providing relevant supporting documents is crucial to your application. Your application will be ineligible if you do not provide the mandatory supporting documents.

- You can upload and submit up to 10 files and/or 10 URLs (external links).
- URLs must be publicly available (and/or include login/password requirements) and should link directly to the material you want to submit.
- Attached files can be no more than 25MB in size each.
- It may be necessary to combine supporting material into one document in some instances, e.g. multiple images or letters of support may be compiled into one PDF or PowerPoint file.

The following file types are accepted:

Documents	Word (.doc .docx); Excel (.xls .xlsx); PowerPoint (.ppt .pptx); Acrobat (.pdf)
Images	.jpg .png .tiff
Audio	.mp3 .wma
Video	.mp4 .wma .avi .mov

Contact

To find out more or to discuss your application, please find the appropriate Creative Victoria staff member to contact by clicking [here](#).

Please note: We are currently experiencing a high volume of enquiries please only contact one staff member.