

Subject: SA Govt Supp Sub 91.1 unprocessed - Live Music Inquiry - Further Information
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OFFICIAL

Hi there,

As requested, please see attached further information relating to questions taken on notice during the South Australian Government's public hearing held in Adelaide on Wednesday 7 August 2024.

We are happy to have assisted with the inquiry into the Australian live music industry and look forward to hearing from you regarding the findings.

Warm Regards,
Laura

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Live Music Inquiry

Provided below is information relating to the See it LIVE Package, with specific reference to the E-Voucher program and the See it LIVE Music Activation Program as requested by the Committee.

It also contains further information regarding the TikTok Songhubs as requested.

See It LIVE Package Overview

See It LIVE is a **\$10 million dollar package** that was announced as an election commitment to support live music by the Malinauskas Government in June 2022. This commitment focussed on getting local musicians and performers back on stage through a range of support programs for live music and hospitality venues, promoters and more.

The initiative included a range of e-vouchers, grants, mental health support programs, funding for venue upgrades, and an events cancellation fund to support the industry's viability after the impacts of COVID, provide new and more opportunities to artists, and renew our state's night-time economy.

In December 2023, two new programs as part of the See It LIVE support package were announced. These programs are the \$850 000 See it LIVE Music Activation Fund and the \$50 000 Fringe it LIVE program to support venues with the costs of hosting live music throughout the 2024 Fringe program and beyond.

Outcomes

To date, the successful delivery of the See It LIVE package included:

- **Venue Upgrade Grants** - 200 Grants of \$5,000 were available to eligible venues to assist with activity such as modifying layouts to allow for a small stage, create better viewing spaces for audiences, improve acoustics or upgrade sound systems.

Of the 54% of venues who have submitted acquittals, 44% said that the funding had increased their audience numbers, and 62% of venues said that the funding enabled them to deliver more artist opportunities.

- **Event Grants** - These grants supported SA based event promoters and venues to develop live music events and festivals throughout 2022 and 2023.

This program supported the delivery of 130 events with grants ranging from \$5,000 to \$50,000 with venues representing 28 of the grantees, while the remaining 102 grantees were promoters.

To date, 68% of grantees across this program reported delivery of live music to over 180,000 attendees, provided 1630 artist performance opportunities and 692 employment opportunities for creative personnel and crew.

64% of events delivered have been new events.

- **Mental Health Workshops** – national music not-for-profit association Support Act has delivered twelve mental health and wellbeing workshops to South Australian musicians and music businesses in 2023 and 2024.
- **Live Music returned to the Royal Show** - after 20 years, live music returned to the Royal show which provided a performance platform for 496 individual SA artists.
- **See it LIVE E-Vouchers** - The See it LIVE e-vouchers offered a total of \$2 million through the delivery of 5000, \$400 e-vouchers to get live music acts back into pubs, clubs, small bars, restaurants, cafes, and other smaller venues. E-vouchers were available to South Australian-based hospitality and music venues that host, or intended to host, any genre of live music to support the costs of engaging South Australian musicians. Nearly 3000 vouchers were redeemed for a total of over \$1m, which supported 467 clubs, pubs, and small bars around the state to host more live music.
- **Live Music and Event Cancellation Fund** was established to provide assistance of between \$10 000 and \$250 000 to eligible events or live music performances if the event was cancelled or rescheduled due to the introduction of new COVID-19 restrictions.
- **Premier's Live Music Advisory Council** - Consisting of key industry representatives from across the South Australian Music sector, the purpose of the Council was to provide timely and accurate advice and recommendations to the South Australia Government on challenges and opportunities relating to the live music industry. The Council delivered a report in April 2024 which is currently being considered.

- **See It LIVE Music Activation Fund** - currently in progress, this fund aims to boost live music venues and support sustainability in the South Australian live music industry through grants of up to \$60 000 for eligible venues. The fund supports performances and programming for dedicated live music venues and provides access to business advisory services through a new collaboration between the Music Development Office and the Office for Small and Family Business.
 - 20 venues were successful in the program, including 11 venues based in the CBD, five in the greater Adelaide metro, and three in regional areas for activity through to December 2024.
 - To date, 84% of recipients have submitted their Milestone Review Report, which provides the figures below.
 - Between April and July, the fund has supported 2387 performance opportunities for artists, and 393 employment opportunities for creative personnel and crew in South Australian venues.
 - Over half of the venues (56%) said that without this funding, live music activity would take place but with reduced opportunities for crew and artists. The remaining 44% said they may not have delivered this activity at all without funding.
- **Fringe It LIVE** program - provided grants of up to \$2500 for venues to host live music performances during the 2024 Adelaide Fringe. 20 venues were supported through this program.

TikTok Songhubs

Through a partnership with **TikTok** and APRA's songwriting intensive masterclass **Songhubs**, eight South Australian songwriters worked alongside TikTok's specialist record label helping them increase discoverability and visibility through the platform. Through this opportunity 15 original songs were created with three songs confirmed for release. The project helped participant's increase engagement and visibility with 23000 TikTok subscribers.