

### LOCAL MUSICIANS

There is an incredible variety of local musical acts on offer. Smaller venues can host acoustic solo acts or have “Open Mic” nights to attract unsigned and emerging original artists (who will remember your venue later in their careers!). Larger venues can offer an opportunity for local emerging bands to support more accomplished bands, or supplement the headline touring acts playing at larger capacity venues.

The venue will liaise direct with the musician if the musician is self-managed or will negotiate the booking through an Artist Manager if the local act is more established.

Covers bands are typically booked through a Booking Agent (Entertainment Agency). Booking Agents maintain a roster of acts that can be booked for functions at venues. Booking Agents act as a liaison between the Artist Manager and the venue, often negotiating performance fees for the act.

Promoters are entrepreneurs who take on the responsibility and risk of providing musical acts for venues. This will involve bringing international and/or interstate acts to Australia and organizing a national tour in suitable venues in regional locations and capital cities. The Promoter often engages a Tour Manager to liaise with the venue regarding times & logistics.

### PERFORMANCE AGREEMENTS

A performance agreement is an initial basic

contact for services outlining when and what performance the artist will perform at your venue, including what the band will provide and what the venue will provide for the performance. It should be followed up with a Worksheet containing more details.

A basic template is available at [musicSA.com.au/resources/](http://musicSA.com.au/resources/)

### PAYMENT METHODS

The payment method should be detailed as part of the venue’s performance agreement when booking the show. The three most common forms of payment are:

1. A **guarantee**: the venue agrees to pay an agreed fee for the show in advance. This is the most common type of payment deal in live music.
2. A **door deal**: the venue pays the artist a percentage of ticket sales for the show.
3. A **versus deal**: the venue pays a guaranteed fee to the artist plus a percentage of the door takings once a certain amount has been reached.

### ABN AND INVOICES

It’s important to understand that musicians are not employees of a venue. They should always have their own Australian Business Number (ABN), and the venue should be supplied with a complying invoice once they have performed. Musicians are providing a contract-for-service, which is different from a contract-of-service (employment).

### WORKSHEETS

A worksheet is a document that venues issue to musicians, the Booking Agent or the Artist Manager in the weeks leading up to a live music show. It provides more details about the upcoming event and is based upon what was agreed to in the initial performance agreement. A

worksheet usually includes details such as:

- The location of the venue and the contact details of the venue manager
- What time the musician should load their equipment into the venue and details about parking (if available)
- What meals and drinks are provided to the musician (commonly called the 'rider')
- What production is supplied by the venue (i.e. lighting, sound, stage)
- Times for sound check and set times, including breaks in the performance
- Details for where the artists can store personal belongings

### **MUSICIAN FEES**

There is no regulated remuneration structure for contemporary musicians. There is a rule of thumb that Booking Agents take 10% of the musician's gross fee and Artist Managers take 20% of the musician's net fee (may vary for different income streams).

A venue will need to negotiate the musician fee for touring bands with Booking Agents, who will often tell the venue what the market driven fee is – the better the act with the bigger the fan base then the larger the fee will be.

If musicians are paid a guarantee, then locally most musicians and DJs are paid anywhere between \$70 - \$150 an hour per performer. Local support acts for touring acts are generally paid up to \$200 for the gig and are required to play one set only. A rough guide is:

Solo 3 x 45m sets= starting base of \$350  
Duo 3 x 45m sets= starting base of \$500  
Trio 3 x 45m sets= starting base of \$600  
Band 3 x 45m sets=\$700+

These fees may vary according to a variety of factors including: night of the week, quality/reputation of the artist, capacity of the venue, how long and how many sets, whether or not production is supplied, how many tickets the band can sell, touring/travel costs that need to be

recouped, the number of players in the act and the number of bands that are playing. If there are multiple acts then the sets are usually only one hour each.

The venue will need to add the technical production costs of the PA. This can be anywhere between \$500 to \$1500. Costs can be controlled by purchasing or leasing a backline and mixing desk so that sound equipment is not needed to be brought in every time an act plays live music in your venue. Costs can also be recovered via door charges for entry.

### **ARTIST RIDER**

It is a strong expectation in the entertainment industry that musicians are provided with refreshments. This can be either supplied over the bar upon request, in the green room, at the side on the stage or as drink tokens. At the very least cold water should be available free of charge. If the performance is scheduled for early in the evening to late in the evening then it is also typical to provide a snack or meals, particularly at a corporate gig. Touring musicians will often stipulate drink & dietary requirements in their performance agreement.

### **SELLING MERCHANDISE**

One of the ways in which musicians earn additional income while playing live is by selling band merchandise – CDs, hats, t-shirts, hoodies etc. It is very helpful to have a table set-up near the mixing desk or front entry, where a band support person can sell merchandise or the band can sign autographs for fans. This is a good opportunity for the venue to also place a "Venue Mailing List Sign-Up" on the merchandise table and collect emails of people interested in knowing what future shows are on at your venue.

### **EQUIPMENT STORAGE**

Musical equipment and personal items belonging to musicians must be insured by the musicians. These items can be both fragile and expensive so musicians will love the venue if it provides a lockable space to store gear while on stage.