

FINDING MUSICIANS

Firstly, think about how you want to operate as a live music venue. Do you want to specialize in a particular genre, host different genre-based nights, have resident bands, run all-ages events, add low risk acoustic music or perhaps stage touring acts?

There are a number of ways to find artists to suit your venue.

- get the word out to the music community via your social media
- go to shows at other venues
- talk to artists that perform in your area
- organize meetings with booking agents
- speak to people at Music SA
- check out online gig guides to see what musicians are playing and visit their Facebook pages for contact details
- read through local free street press like B side, YEWTH and Scenstr magazine
- show companies that hire out production and backline around your venue, explain your plan and discuss how you can work together
- contact local genre based music associations:
 - jazzsa.org.au
 - adelaiderootsandblues.org
 - armiofficial.com
 - coma.net.au
 - scala.org.au

HOT TIP!

There are over 900 music acts on Music SA's Online Artist Directory. Search via genre and contact artists or their manager direct musicSA.com.au/directory-type/artist/

BOOKING MUSICIANS

Do you want to book the music yourself or contract someone else to do it? Most venues do one or a combination of the following:

Booking Yourself

Pros: Direct communication with artists, can grow your network and relationships, can negotiate performance terms directly.

Cons: Additional administration and time spent coordinating shows, and you'll need to grow your network yourself. It's up to you to make sure all bases are covered.

Booking Through Agents

Pros: Access to a broad range of acts and industry knowledge, less administration, generally more professional and easier to talk business with than directly speaking with artists.

Cons: Will cost a regular fee. Can be negotiated as part of an artists payment, or they may request a retainer. Less direct contact with artists and no development of personal networks.

Booking As A Venue For Hire

(Working With Promoters)

Pros: Promotion of shows and administration is not your direct responsibility.

Cons: You're open to take on a lot more risks. The promoter may select some acts that may not attract an audience to your venue. You'll need to ride out the highs and lows with them and you're giving a lot more trust over to another business. The goal is mutual gain, but there are always fluctuations in consistency.

WORKING WITH BOOKING AGENTS

As a live music venue, it's essential you build a good relationship with booking agents and agencies. They represent a roster of reputable artists and can be a great way to find music. They also manage the business and fee negotiations on behalf of the artists they represent. Here's a handy list of some booking agents:

Original Artists

villagesounds.com
fivefourentertainment.com.au
theharbouragency.com
wmeentertainment.com
premierartists.com.au
twistedechidnabooking.com.au
123agency.com.au
youngmuscle.com.au
littleacornmusicmanagement.com
www.meltfrank.com

Cover Bands

wasabientertainment.com
ivyentertainment.com.au
vegaspromotions.com.au
essentia talent.com.au
adelaidecoverbands.com.au

1. Contact them all
2. Invite them to visit and check out your venue (fly over interstate ones for touring acts)
3. Offer guarantees to artists to start getting more acts touring through Adelaide and to establish confidence in a new venue

PERFORMANCE AGREEMENTS

Once you've decided on the music act you should put the booking in writing. This is called a performance agreement. It's important to spell out the form of payment upfront. 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.

HOT TIP!

Go to Music SA's website for a template for a Performance Agreement.

music.sa.com.au/resources/

MAKE IT PUBLIC!

Update your website or Facebook page with details of how you book artists that perform at your venue. Outline the process of how artists can get a gig. Whether it's sending in demos, links to music online or a phone call, it's much easier for the artists if they know how you like to work in advance.

