

Venues Unlocked



Live Performance Venue Accelerator Admission Guidelines

12 November 2023

nsw.gov.au/VenuesUnlocked



Venues Unlocked Program

The Venues Unlocked Program is a \$5 million NSW Government initiative, delivered through Sound NSW and the Office of the 24-Hour Economy Commissioner.

About the program

With multiple funding and support streams, the Venues Unlocked Program will help NSW venues address sound management challenges and remove barriers to staging live performance.

The Program aims to increase the number of live performance venues in NSW with industry best practice sound management, build the capacity for live performance opportunities, and generate greater vibrancy in communities.

Contents

Overview	4
Objective	5
About the Accelerator	6
Eligibility criteria	7
Who can apply	8
Assessment criteria	10
Lodgement	11
Appendix	12

Overview

The Live Performance Venue Accelerator is the first phase of a two-phase program.

Phase two is an open, competitive grants program, opening in February 2024.

This document contains information relating to the Accelerator component only.

The Live Performance Venue Accelerator is a series of capacity-building workshops aimed at existing hospitality venues who can make minor adjustments to their venue and business model to accommodate the staging of live performance. Please refer to the Appendix for the definition of live performance for the purpose of the Accelerator.

The Accelerator provides participants with a fundamental understanding of the major elements required to stage live performance.

Should Accelerator participants choose to apply for the grant in phase two, upon completion of the Accelerator, they will be better equipped with the resources and knowledge to compile the required grant application documentation.

Completion of the Accelerator prior to applying for the Grant Program is recommended, but not mandatory, and does not create any advantage in terms of how grant applications will be competitively assessed.

Key information

- Status: Open
- Application: Applicants will be required to demonstrate eligibility to participate in the Accelerator (combination of pre-recorded, online and in-person workshops delivered in February and March 2024)
- Applications open: 13 November 2023
- Applications close: 13 December 2023, 2:00pm AEDT
- Workshops commence: February 2024 for six weeks.

Objective

The purpose of the Program is:

- to develop a vibrant night-time economy by increasing the number of fit-for-purpose live performance venues in the NSW Six Cities Region
- to build industry capacity to enable the diversification of existing hospitality venues to offer live performance
- to increase sector knowledge and expertise in vision and business model alignment, essential audio-visual equipment and sound management, live performance programming, audience development and marketing
- to provide funding for live performance equipment, start-up artist and programming costs, marketing and promotional activities.

Key dates and timelines

Milestone	Details	Date
Applications open		Monday 13 November 2023
Applications close	Application form must be completed and submitted through SmartyGrants	Wednesday 13 December 2023, 2:00pm AEDT
Successful applicants confirmed	Unsuccessful applicants may not be notified until all successful applicants have formally accepted	Friday 22 December 2023
Accelerator workshops	Delivered in-person, online and through pre-recorded sessions	From Monday 5 February to 15 March 2024
Networking events	To connect venues with artists, media and potential partners	April/May 2024



Image: Jacquie Manning

About the Accelerator

The Accelerator is designed to rapidly build the capabilities and networks of participating venues, and will be delivered by subject-matter experts over a six-week period through a series of pre-recorded sessions, in-person workshops and virtual sessions.

Workshop topics may include:

- 1. Vision and business model***
Integrating live performance into existing business model, and defining the venue vision.
- 2. Understanding your space***
A technical review of the venue, and space-appropriate recommendations. Best-practice sound mitigation measures and good neighbour practices.
- 3. Programming and networking***
How to find and engage with appropriate artists, scheduling fundamentals and contracting best-practice. Opportunities to network with artists, agents and partners.
- 4. Marketing and audience building***
Building and engaging with a new audience.
- 5. Planning and DA (Development Application) - optional**
Timeframes, costs and what to expect if planning to undertake capital works.

* Indicates mandatory modules

Expectations

Accelerator participants are expected to complete all mandatory modules.

Participants may be required to complete some elements of the Accelerator in their own time, in preparation for upcoming sessions.

The number of places per successful venue is limited, and consistent attendance at the Accelerator by the same nominated person/people from the organisation is recommended and will provide maximum value to the business.

The time commitment required of participating businesses is approximately 26 hours session time over the six-week Accelerator period, plus time for preparation of upcoming sessions.

Eligibility criteria

Who is eligible?

Applicants must meet all eligibility criteria, and provide evidence as outlined in the application form.

To be eligible, applicants must:

- hold an Australian Business Number (ABN), Australian Company Number (ACN) or be registered as an incorporated association with NSW Fair Trading under the Associations Incorporation Act 2009 or other Act
- be an existing:
 - restaurant
 - bar
 - café
 - brewery or distillery
 - registered club
 - hotel
- provide a commercial on-premise food and/or beverage offering
- be located within an eligible LGA (please see Appendix)
- have a maximum total venue capacity of 300 patrons
- already, or intend to, operate at least twice per week after 5pm, and possess the relevant approvals to do so
- provide evidence of business owner approval if the business owner is not the applicant. Applicants are required to confirm that this has been obtained and, where relevant, provide evidence of this or confirm that the relevant evidence will be provided prior to the commencement of the workshops for successful applicants.

Applications that do not supply the required evidence may be deemed ineligible at the discretion of the Department. The Department reserves the right to request applicants provide further information that is required during the application assessment process.

Applicants will need to complete an application in SmartyGrants and provide a brief description of current offering and vision for increasing capacity to stage eligible live performances.



Image: Joseph Mayers

Who can apply?

Existing small to medium hospitality venues who meet the eligibility criteria that do not currently stage a regular calendar of live performance but have a desire to diversify their business to do so.

The Accelerator would suit a venue that has an existing space that could be dedicated to live performance, without needing to undergo significant structural alterations to the venue.

A maximum of one Accelerator application will be accepted per venue. If an applicant owns more than one venue, they can submit an application for each eligible venue. Each application will be considered separately on its own merits.

Ineligible applicants include:

- any business or organisation that does not satisfy eligibility requirements
- any business or organisation located outside an eligible LGA
- venues operated by local or state government
- venues that are owned and managed within a larger complex e.g. a casino bar
- educational institutions
- venues with a maximum total capacity of more than 300 patrons
- venues that are not an existing venue with a commercial on-premise food and beverage offering.





Image: Destination NSW

What your Accelerator application needs to include

Item	Detail
Address of nominated eligible venue in which the applicant wishes to stage live performance	Venue must be situated in an eligible LGA
Evidence of business owner approval	If the applicant is not the business owner
An overview of current venue offering	What services your venue currently offers to customers, including food, beverage, and any other experiences and details of maximum total venue capacity
Frequency of current live performance activities	How often your venue stages live performance
A vision for the venue	Including proposed live performance offering; genre, frequency, timing, details of proposed performance space, and how you plan to resource this addition to the venue
An overview of the potential benefit to the local community	How the proposed vision contributes to the diversity of the local night-time economy
Confirmation that, should the application be successful, the applicant is committed to completing the Accelerator in its entirety	A commitment from the participant to attend all mandatory Accelerator modules

Assessment criteria

Applications will be assessed against the following criteria

Criteria	Description
Viability	<ul style="list-style-type: none">the venue has an existing or proposed suitable performance space; andthe applicant has given consideration to how any additional resources (e.g. personnel, time, money) associated with staging live performance may be accommodated.
Need and community benefit	<p>The application demonstrates:</p> <ul style="list-style-type: none">the need for capacity building to enable the staging of live performance; and/orthe potential to significantly increase the vibrancy and diversity of the local night-time economy.

Start the application

To apply for a place on the Accelerator, you will need to complete and submit the relevant application form through our secure online system, SmartyGrants.

Pre-application information sessions

- These sessions will cover an overview of the Accelerator, how to apply, and eligibility requirements, followed by a Q&A.
- While not mandatory, the Office of the 24-Hour Economy Commissioner strongly recommends all potential applicants attend one information session.

The information sessions will be held on:

Wednesday, 22 November 2023 at 11:00am

Monday, 27 November 2023 at 11:00am

Wednesday, 29 November 2023 at 12:00pm

[Register here](#)

Lodgement

Lodgement requirements

Applicants will need to complete an application in SmartyGrants.

The deadline for submissions is Wednesday, 13 December 2023 at 2:00pm AEDT.

Requests for late submissions must be received no later than 5.30pm on 13 December 2023. Requests for late submissions will only be admitted for assessment at the sole discretion of the Department of Investment, Enterprise and Trade, having regard to the material fairness of allowing the application to be assessed. Applicants requesting late submissions are encouraged to provide explanation and evidence of unforeseeable circumstance or major disruption that has prevented the application from being submitted in time.

After the application is submitted

An eligibility check of all applications will be completed by the Department of Enterprise, Investment and Trade. Eligible applications will be assessed by a panel consisting of relevant senior representatives from NSW Government departments, including Hospitality and Racing, the Office of the 24-Hour Economy Commissioner and Create NSW. The panel may seek advice from external experts.

There are approximately 20 places on the Accelerator, and preference will be given to applications that can demonstrate significant need and community benefit.

Successful applications will be approved by the 24-Hour Economy Commissioner based on recommendations from the panel.

Approved applicants will be notified of their place on the Accelerator by Friday 22 December 2023.

If successful, applicants will be notified under embargo, they will not be permitted to publicise the outcome until the announcement has been made by the relevant Minister or by the Office of the 24-Hour Economy Commissioner.

Participant agreement

Successful Accelerator participants will be required to enter into a participant agreement with the Department of Enterprise, Investment and Trade that outlines the conditions of participation in the Accelerator.

Support and contact

Office of the 24-Hour Economy Commissioner

Email: liveperformance@enterprise.nsw.gov.au

Web: nsw.gov.au/24houreconomy

Appendix

Appendix A

Eligible Local Government Areas

Central Coast City

- Central Coast
-

Central River City

- Blacktown
 - Canterbury-Bankstown
 - City of Parramatta
 - Cumberland
 - Georges River
 - The Hills Shire
-

Illawarra-Shoalhaven City

- Kiama
 - Shellharbour
 - Shoalhaven
 - Wollongong
-

Lower Hunter and Greater Newcastle City

- Cessnock
 - Lake Macquarie
 - Maitland
 - Newcastle
 - Port Stephens
-

Eastern Harbour City

- Bayside
 - Burwood
 - Canada Bay
 - Hornsby
 - Hunters Hill
 - Inner West
 - Ku-ring-gai
 - Lane Cove
 - Mosman
 - North Sydney
 - Northern Beaches
 - Randwick
 - Ryde
 - Strathfield
 - Sutherland Shire
 - Sydney
 - Waverley
 - Willoughby
 - Woollahra
-

Western Parkland City

- Blue Mountains
 - Camden
 - Campbelltown
 - Fairfield
 - Hawkesbury
 - Liverpool
 - Penrith
 - Wollondilly
-

Appendix B

Live performance definition

Eligible live performance includes, but is not limited to:

- Theatre and musical theatre
- Live music
- Cabaret
- Opera
- Dance performances
- Classical music and choral performances
- Poetry slams and readings
- Comedy
- Live immersive and interactive experiences
- Live DJs

Other eligible live performance activities may be included at the discretion of the assessment panel.



Copyright

This publication is protected by copyright. With the exception of: (a) any coat of arms, logo, trademark or other branding; (b) any third-party intellectual property; and (c) personal information such as photographs of people, this publication is licensed under the Creative Commons Attribution 4.0 International Licence. The license terms are available at the Creative Commons website at: <https://creativecommons.org/licenses/by/4.0/legalcode>.

The Department of Enterprise, Investment and Trade requires that it be attributed as creator of the licensed material in the following manner: © State of New South Wales (Department of Enterprise, Investment and Trade), (2022). You may also use material in accordance with rights you may have under the Copyright Act 1968 (Cth), for example under the fair dealing provisions or statutory licenses. The use of any material from this publication in a way not permitted by the above license or otherwise allowed under the Copyright Act 1968 (Cth) may be an infringement of copyright. Infringing copyright may expose you to legal action by, and liability to, the copyright owner. Where you wish to use the material in a way that is not permitted, you must lodge a request for further authorisation with the Department of Enterprise, Investment and Trade.

Disclaimer

The Department of Enterprise, Investment and Trade does not guarantee or warrant, and accepts no legal liability whatsoever arising from or connected to, the accuracy, reliability, currency, or completeness of any material contained in this publication. Information in this publication is provided as general information only and is not intended as a substitute for advice from a qualified professional.

The Department of Enterprise, Investment and Trade recommends that users exercise care and use their own skill and judgment in using information from this publication and that users carefully evaluate the accuracy, currency, completeness, and relevance of such information. Users should take steps to independently verify the information in this publication and, where appropriate, seek professional advice.

The assessment criteria are subject to change at any time at the sole discretion of the Department of Enterprise, Investment and Trade.

E: liveperformance@enterprise.nsw.gov.au
W: nsw.gov.au/24houreconomy