

LIVE MUSIC

P R O F E S S I O N A L S

2018 Application

Live Music Professionals is a business coaching program that recognises Victoria's world renowned live music sector. It aims to support venue owners, band bookers, venue managers and independent promoters. Live Music Professionals is designed to help small-to-medium live music businesses build a sustainable model where original, live music is a key component of the business. It aims to provide coaching in key areas tailored to the needs of the group while also connecting participants with like-minded individuals and providing the opportunity to network with successful industry professionals across numerous fields. Participants will be involved in:

- One-on-one coaching sessions
- Group workshops and masterclasses
- Conferences
- A one-on-one SWOT Analysis session with the program coordinator followed by the selection and completion of a measureable development project.

The Live Music Professionals program will commence in July 2018 and will run for four months.

There is no age restriction for applicants.

ABOUT THE APPLICANT

1. Full legal name of applicant
2. Please enter your date of birth
3. Please enter your address (street/suburb/postcode/state)
4. What is your mobile phone number?
What is your landline number?
5. What is your email address?
6. What is your Skype address?
7. What is your gender?
8. Do you identify as Aboriginal or Torres Strait Islander? (Y/N)
9. What is your country of birth? (Australia/Other (Please specify))
10. Do you speak a language other than English at home, or did you do so in your childhood home? (N/Y, if yes, please specify)

11. Do you have a disability? Music Victoria is committed to ensuring participants receive the necessary support to engage in the program. (N/Y, if yes, please specify)
12. How did you hear about Live Music Professionals?
 - Facebook
 - Instagram
 - Music Victoria newsletter/website
 - Local newspaper
 - Local radio
 - Streetpress
 - Other (please specify)

ABOUT YOUR ROLE/BUSINESS

13. What is the name of your primary business/music venue?
If you're applying as an independent promoter please list your company name.
14. What is the main function of this business?
 - Dedicated live music venue
 - Bar/pub with live music
 - Cafe/restaurant with live music
 - Nightclub with live music
 - Independent promoter (working with various venues)
 - Independent promoter (festival)
 - Independent promoter (both gigs in venues and a festival)
 - Other (please specify)
15. What is the capacity of your venue/festival? *(Note independent promoters working solely in various venues can skip this question)*
16. Are you responsible for programming live music at the venue or for the business listed above? (Y/N)
17. Do you own this venue/business? (N/Y/co-own)
If you responded yes or co-own, what roles are you responsible for?
18. If you do not own the venue/business, what is your job title and role?
19. If you work for multiple venues/have multiple businesses please list them and your role with each:
 - Venue/business 1:
Role:
 - Venue/business 2:
Role:
 - Venue/business 3:
Role:
20. Do you have a website, Facebook or other online forum which promotes your venue/business? If so, please provide the URL/s

Facebook:
Website:
Instagram:
Other:

21. In the last 12 months, how many live music events has your business hosted?
- 1-11
 - 12-20
 - 21-30
 - 31-40
 - 41-60
 - 60+
22. Would you like to grow the number of events that you put on each year? (N/Y)
If yes, how many extra events would you like to run each year?
23. What genres are predominantly being showcased by your business? (Select three only.)
- Pop / Rock
 - Blues
 - Jazz
 - Punk / Metal
 - Electronic
 - Folk / Roots
 - Indie / Alternative
 - Country
 - Hip Hop
 - Soul / Funk / R'n'B
 - Indigenous
 - Global / Reggae
 - Experimental / Avant-garde
 - Classical
 - Choral / Vocal
 - Opera
 - Covers
 - Other (please specify)
24. What marketing activities do you undertake to promote your live music events?
25. We'd like to know a bit more about some of the events you've hosted. With this in mind, tell us about a successful event that you have coordinated (specifically in relation to your main business):
- What was the line-up?
 - What was the attendance/ticket sales?
 - Why was it successful?
26. What do you feel are the key strengths of your business/venue/role? (please list)
27. Tell us about the biggest problem you have faced, or overcome, putting on a live music event (specifically in relation to your main business):
- What was the problem?
 - Did you overcome it? If so, how?

What did you learn from this experience?

SKILLS DEVELOPMENT

28. What do you feel are the main problem areas or weaknesses that restrict you from ideal operation? (Please list eg: location, no sound engineers in town, lack of audience/gig-goers, etc)

29. Please select only 5 skill development areas, in order of importance, to your business needs:

Accounting/bookkeeping
Administration/organisation
Marketing/publicity
Branding
Social media
Production
Programming
Process and procedure creation/documentation
Noise management
Networking
Business plan creation
Contracts/legal
Audience development
Computer skills
Music industry knowledge
Event management
Event safety/ hazard and risk assessment/OHS
Logistics
HR/Volunteer Management

30. Are there any other skills that you'd like to develop/enhance which would help you as an independent promoter, venue owner, venue manager or band booker?

31. How do you feel you and your business would benefit from being involved in the program?

REFEREE AND T&C'S

32. Please provide one referee who can attest to your experience and the feedback you have supplied in the application above:

Reference Name
Position/Role
Company
Email
Mobile

Acceptance of terms, Live Music Professionals Program

I understand that participation in the Live Music Professionals program will require me to commit to:

- Meeting with the Project Manager in order to complete a one-on-one SWOT Analysis session followed by the selection and completion of a measurable project.

- Completing the measurable project to the best of my ability, with guidance from the Live Music Professionals Project Manager and relevant coaches.
- Attending the Melbourne Live Music Summit / program launch in July and be involved in individual coaching, workshop/panels and networking activities.
- Attending an overnight regional conference in late September and be involved in individual coaching, workshops and networking activities.
- Utilising a closed Facebook group to communicate and ask questions to fellow participants and coaches throughout the program period.
- Attending the program closing ceremony in October/November.

- Responding to all communications from the Live Music Professionals Project Manager in a timely manner
- Adhering to all Music Victoria policies and procedures.

Y/N