



Part band incubator, part muso/singer/band-matching social club, the Club's goal is to help and support people into playing live music.



SA LIVE MUSIC CLUB INC

STRATEGIC PLAN

JULY 2023

Table of Contents

INTRODUCTION	3
OUR VISION	4
OUR PASSION	4
OUR VALUES	4
OUR MISSION	5
DEFINITIONS	6
STRATEGIC PLAN CONTEXT	8
KEY PURPOSE:.....	8
CONSULTATION ACTIVITIES:.....	8
CLUB HISTORY	8
STRATEGIC GOALS.....	10
STRATEGY, RISK & GOVERNANCE.....	10
FINANCIAL	10
MEMBERS	10
MARKETING.....	10
PERFORMANCE.....	10
COMMUNITY	11
FACILITIES	11
STRATEGIC GOALS – PLANNING SESSION.....	12
PRELUDE	12
STRATEGY, RISK & GOVERNANCE.....	12
FINANCIAL	12
MEMBERS.....	12
MARKETING	12
PERFORMANCE.....	12
COMMUNITY	14
FACILITIES	14
Appendix A	15
INFRASTRUCTURE - As at 10/10/2023	15
Appendix B	16
“BATTLE OF THE BANDS”	16

INTRODUCTION

As the current President of SA Live Music Club, it is prudent to ensure the Club supports and determine any plans that support its membership, and the long-term viability of the Club.

The Club was formed nearly 20 years ago to provide networking to facilitate participants of the Weekend Warriors Program™ to continue performing. With the generous support of venues, and member donations, time and financial support, the Club formed. To ensure a consistent environment was available to play at gigs, the Club bought equipment with the assistance of generous donations from those founding members.

The membership has grown and waned over the years, however, the Club has always focused on supporting its members, and developing their musicianship.

This Strategic Plan 2023, documents the Committees resolve to define in writing the objectives and ideals for, and of, its members for the future.

Stephen Rees
President
SA Live Music Club Inc.
ABN 56 861 881 036
PO Box 6208,
Linden Park. SA. 5065
<https://salivemusic.club>

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OUR VISION

To provide support to members to develop their musicianship and performing skills; to help them meet, collaborate, and, if desired, form bands with like-minded people; and to arrange a variety of gigs and events where members can perform in public venues.

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In summary, the Club exists:

- To provide opportunities for members to perform in front of an audience.
- To provide opportunities for members to develop their musical and performing skills.

OUR PASSION

- An environment that is inclusive and welcoming to everyone.
- Quality facilities and equipment maintained in excellent condition.
- A Committee that provides a warm, welcoming, and unbiased environment.
- Competent management and administration driving long term success.

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OUR VALUES

- We will respect our members, guests, and venues.
- We will act with integrity in all matters.
- We will demonstrate honesty and fairness in all dealings.
- We will act in a non-discriminatory and inclusive manner.

OUR MISSION

The Objectives of the Club shall be to:

- Facilitate the fun, joy and pleasures of participating in music in a social environment without prejudice, bias or discrimination.
- Provide social amenities and facilities for the Members of the Association and provide accommodation for them on such premises as the Association may from time to time occupy.
- Promote and/or provide to its Members the opportunities to develop a further interest or maintain that interest within their field of live musical endeavour by providing support, advice and guidance, including but not limited to the development, promotion, management and delivery of live music workshops, projects, events, gigs and festivals throughout Australia.
- Do all things which the Association or the Committee may think necessary or desirable for promoting the recreation, accommodation and convenience of any Member or Members.
- Seek Sponsors and at the discretion of the Committee enter into written Sponsorship Agreements including but not limited to project, event, general, major and exclusive sponsorships.
- Hire and/or employ and to pay persons in return for services rendered to the Association, salaries, wages, gratuities, and pensions.
- Establish, promote or assist in establishing or promoting and to subscribe to or become a Member of or associated or amalgamated with any other association or club, whose objects are similar or in part similar to the objects of the Association, or the establishment or promotion of which may be beneficial to the Association
- Support and subscribe to any charitable, music or public body.
- Borrow or raise money with or without giving security and particularly by the issue of or upon bonds, debentures (redeemable on dates to be determined by yearly ballot or otherwise at the discretion of the Committee) bills, bills of exchange, promissory notes or other obligations or securities of the Association or by mortgage or charge upon all or any part of the property of the Association.
- Do all such other lawful things as are incidental or conducive to the attainment of the above objectives.

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DEFINITIONS

- **"Act"** means the Associations Incorporation Act 1985.
- **"Club Events"** means the opportunity for each Member to perform without qualification of standard, repertoire or bias regardless of band, solo, or ensemble.
- **"Club Cool"** means a Sponsor Event for disabled persons. The Club provides the equipment and manages bands for the event.
- **"Committee"** means the committee of management.
- **"Equipment"** means the equipment is for use of the Club, for members at Club or Sponsor events. It is not available for other purpose or member use i.e. personal or private.
- **"Events Management Unit (EMU)"** means the Members recognised by the committee for the management of events.
- **"Life Member"** means a person elected by the Committee as an Honorary Life Member as determined by the Committee from time to time.
- **"Membership Cap"** means the maximum number of natural persons permitted to be Members of the Association at any one time in accordance with these Rules.
- **"Member"** means a Person being a fully paid-up Member of the Association.
- **"Officers"** means the officers of the Association elected in accordance with paragraphs 11 and 16 of these Rules.
- **"President"** means the person elected by the Members as the President of the Association.
- **"Public Officer"** means the person elected by the Members as the Public Officer of the Association.
- **"Random Jam Team"** means the Members recognised by the committee for the management of Random Jam, Random Bands, & Random Voice events.
- **"Saturday Sessions"** is a Club Event.
- **"Secretary"** means the person elected by the Members as Secretary of the Association.
- **"Special Interest Group"** means a group of Members and Special Interest Members who come together from time to time to pursue a special musical interest or activity such as a ukulele group, drum circle and the like or a short-term or one-off event or project such as a random jam, temporary band, choir and the like as approved by the Committee from time to time and in accordance with paragraph 4.2.5 of these Rules.
- **"Special Interest Member"** means a person who has made application to the Association for acceptance as a Special Interest Member for the purpose of participating in a Special Interest Group and who falls within the category of Special Interest Member in accordance with paragraph 4.2.5 of these Rules and who has paid all applicable Special Interest Group fees to date and who is deemed to be a temporary Member of the Association only for the duration of the Special Interest Group event, activity or project.

- **"Sponsor"** means a Person or organisation approved by the Association that pays for or contributes to the costs involved or provides goods and services in order to support the Association in conducting Association business or staging Association events and performances in return for advertising or such other support as provided for in the Sponsorship Agreement.
- **"Sponsorship Agreement"** means a written agreement between the Association and a Sponsor that specifies the support in cash or kind to be provided to the Association by the Sponsor and the advertising and promotion and or any other services that the Association agrees to provide to the Sponsor.
- **"Sponsor Events"** means the sponsor provides selection criteria for performance opportunity and may be based on industry standard, repertoire, band, solo, or ensemble composition, and must not exclude by any bias or discrimination towards a Member.
- **"Treasurer"** means the person elected by the Members as Treasurer of the Association.
- **"Vice-President"** means the person elected by the Members as the Vice-President of the Association.

STRATEGIC PLAN CONTEXT

KEY PURPOSE:

This Strategic Plan has been developed to guide the Committee of the SA Live Music Club over the five (5) year period from 2023 to 2028.

It provides a framework for future decision making regarding the allocation of the Club's financial, facilities, and people, resources.

CONSULTATION ACTIVITIES:

In the preparation of this Strategic Plan, the following consultation activities have been undertaken:

- Survey of the Officers and the Committee, along with the members.
- Strategic Plan workshop with Officers and the Committee
- Committee contributions
- Further Committee and Member review of draft plan

CLUB HISTORY

Established in 2004, the SA Live Music Club is a registered, not-for-profit, incorporated Association for recreational musicians and singers. Several SA Live Music Club bands have gone on to perform professionally.

The SA Live Music Club grew out of a desire to provide an opportunity for graduates of the Weekend Warriors Program™ to continue to perform and, now has members enjoy getting together regularly and playing music.

The Weekend Warriors Program™ started back in 2001 and has held 3 rounds each year since then. It was established in Adelaide by Holden Hill Music and, at the time, the Rock Shop, after being founded in the US in 1993. Still to this day Holden Hill Music continues to enthusiastically run the Program supplying all the gear (amps, guitars, drums, etc.) for the Rounds and as well as providing the rehearsal facilities and musical coach.

The SA Live Music Club is a separate organisation to the Weekend Warriors Program™, which the Australian Music Association (AMA) owns and runs throughout Australia.

As with any club or organisation there is a band of people who are keen and eager to help make it all happen for you. If there is anything you want to know or whatever just simply ask. It's your club.

For Club events, it provides the back line equipment, eg. amps, drum kit, cables, etc. and gear like PA, Mic's, stands, leads, console, etc. have been purchased over the years and are maintained meticulously so they are all reliable and ready to go. Generally, members bring their own instruments. All the Club's gear is of both a professional and industry standard for live music performance and recording.

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The Governor Hindmarsh Hotel is a very generous patron supporting the Club over many years, providing the Club with access to venue facilities for live performances on an ongoing basis.

The Club, along with The Governor Hindmarsh Hotel, freely provides resources to Club Cool, a monthly gig for disabled individuals.

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STRATEGIC GOALS

STRATEGY, RISK & GOVERNANCE

To assist the Members to ensure that the Club is fulfilling its oversight responsibilities relating to long term strategy, risk and governance.
To ensure the effective management of the Club through the implementation of industry 'best practice' governance, compliance and regulatory policies and frameworks.

FINANCIAL

Generate sustainable cashflows to fund Club performance opportunities.
Generate sustainable cashflows to fund equipment procurement and maintenance.
Generate sustainable cashflows to fund member benefits.
Continue to build Saving Fund with a target of \$15k by end of 2024 (subject to member activities and benefits).

MEMBERS

Provide a welcome and safe environment without bias or judgement to members to afford equitable musical opportunities and improvement from peer support and performance.
Provide communication and transparency to each member in a timely and open environment.
Provide benefit to assist members musical and performance abilities via regular activities and opportunities.
Maintain all media/mediums for communication to members via Events/Gigs, Web site, Newsletters, Emails, Social Media, Networking, etc.

MARKETING

Create a compelling and unifying narrative for the Club membership base.
Maximise the membership base across South Australia community as the club of choice.
To have the most valued and relevant brand in the local music industry.
Develop successful long term relationships between members and identify new sources of membership and associations.
Develop successful long term partnerships and identify new sources of sustainable revenue.

PERFORMANCE

The Club to provide members opportunity to play live a minimum of 4 times each year and maximise the opportunity of musicianship.
Provide a professional environment through facilities, services & culture that develops & maximises the talent of every member regardless of race, gender, religion, age, or musical ability.

COMMUNITY

Further strengthen and enhance the standing of the Club as a community leader in South Australia, by making positive contributions to the community consistent with the values, strategic goals & objectives of the club.

FACILITIES

Provide professional and industry standards equipment as used by the Club to support its members musical performances.

Maintain all equipment, including repairs, replacement, secure storage as to provide consistent performance for members.

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STRATEGIC GOALS – PLANNING SESSION

PRELUDE

To facilitate adequate forward planning, the Committee has drafted the following points under the topics, that provides members proposals and/or consideration at this time.

STRATEGY, RISK & GOVERNANCE

- Should we run more member surveys to gauge members' attitudes and preferences? A concern is that surveying members for comments could potentially open a Pandora's box – everyone has their own ideas and would expect them to be adopted.

FINANCIAL

- Increase membership - How do we promote the Club and make it more appealing to new members?

MEMBERS

- Assisting new members
- Should we have a “house band” that new members can jam with on stage to get a feel for live performance?
- Stagecraft Workshops
 - o The survey of members indicated a high level of support for this concept.
 - o Need suitable venue(s) / presenters
- Other workshops
 - o Many other ideas came from the members survey including:
 - vocals workshop
 - stage “presence”
 - guitar effects pedals
 - how to get paid gigs

MARKETING

- Increased promotion of Club activities
- At present, the Club Facebook page is our only promotion to non-members.
- Can we do better?
- Can we get publicity in other media outlets (newspaper, radio, etc).
- Should we subscribe to the Adelaide Weekend email list.

PERFORMANCE

- EMU - how is this formed, nominated, selected, functionality
Answer: This is formed from interested members who volunteer their time to support the gig opportunities. It is an odd number eg. 3 members, to alleviate

decision making / vote. Usually the Equipment Officer, responsible for all the Clubs gear, is a member of the EMU.

- Curating – Suggest a Theme – for Bands, Random Jam Sessions
- Big Events
 - Should the club continue with an annual major event like Riverstock?
 - Takes a lot of organisation
 - Needs a more convenient venue than Sedan
- Battle of the Bands – Joe Caltabiano – Refer Appendix B
- External gigs
 - Bunnings Prospect
 - Macclesfield Lions Bike Show
 - MRASA Toy Run
 - is that bridge burnt?
 - RSL Clubs
 - Football Clubs
- Open Mic sessions
 - It was noted that some felt the Club was too focused on bands and did not pay enough attention to solo artists.
 - Could the club facilitate Open Mic sessions for members at a suitable venue?
 - Could be popular and could increase our support for solo artists.
 - Who would organise them?
 - Where and when?
- Club Cool
 - Is progressing well and is well supported by the bands and by the audiences.
- Sat Sessions at The Gov
 - The audience attendance at the Sat Sessions at the Gov is often poor. Attendance and both band & member support has improved over 2023 since.
 - Do we need better promotion?
 - Do we need to have more focus on quality of the music – eg. ensure that the majority of the bands are high quality with one or two “incubator bands”.
 - Increased promotion of the events through social media and other outlets?
 - Should we investigate other venues besides The Gov?
- Should we partner with an organisation that has a crowd (eg football club) rather than try to create our own following at The Gov. Could be in addition to The Gov.
- Random Jam
 - Random Jam is generally well patronised but struggles to attract new people.

- Should the song list be condensed and circulated prior to the event to allow some practice.
- Ask registrants to nominate songs.
- A lot of time is wasted paging through the club songbook looking for the next song to play.
- Random Band
 - Take a lot of organising but are generally well subscribed.
 - Some issues getting sufficient drummers.
- Random Voice
 - This is a good vehicle to attract more females to the Club
 - What needs to be done to get better attendance?
 - Do members understand what it is about?
 - Is the song choice appropriate?

COMMUNITY

- 20 Year anniversary celebration (Incorporated 1 April 2014)
 - What could or should be done to celebrate the 20th Anniversary of SALMC?
- Barkuma / Minda / Bedford Industries / etc.
 - solicit for opportunities / sponsors

FACILITIES

- Club van
 - Should we switch to a trailer?
 - This would require members to use their own vehicle for towing.
 - Insurance and running costs considerations?

Appendix A

INFRASTRUCTURE - As at 10/10/2023

Total Number of Members	116 (109 Financial + 7 Life)
Number of Committee Members	4 Officers 6 Committee Members
Number of Bands / Artists	Bands = 13 Solo Artist = 2 Duets = 2 Non-Playing = 22
Average number of gigs per month	2.25
Club website	https://salivemusic.club/
Facebook Groups/Pages:	
Club page	https://www.facebook.com/SALiveMusicClub
Random Jam page	https://www.facebook.com/WWSARandomJam
Youtube Channel	https://www.youtube.com/@salivemusicclub8524
Bodies affiliated with (indirectly):	Club Cool The Governor Hindmarsh Hotel
Club Newsletter	Yes – Monthly

Appendix B

"BATTLE OF THE BANDS"



Amateur Band Stand Off!

VENUE: GOV or nominated venue

ENTRY FEE: \$5

EVENT PREPERATION: Joe / SA Live Music Club

BAND REGISTRATION: Through SA Live Music & Joe

BAND SELECTION: BY SA LIVE CLUB & Joe (I already have 3 in mind)

BANDS: Potentially 6 high energy bands

SONGS: SET NUMBER of 6 or 8 Songs (select wisely to showcase band)

AUDIENCE ATTENDANCE:

- Bands are encouraged to spread the word through their social groups and family
- MARKETING:** Social Media / SA Live / Band following

NOMINATIONS: Crowd attendance to nominate by filling out a form provided. The form can consist of 3 categories of scoring?

Band Presence, Skill & Ability, Crowd Participation & Enjoyment

PROPOSED OUTCOME: Bands will be encouraged to prepare for the event as best they can. I believe this will create an energetic, exciting environment, where everyone gets on board. Hopefully it will encourage new comers, a younger audience & others to become part of SA Live music.