

GIGS #101 TOOLKIT



DUNEDIN | kaunihera
CITY COUNCIL | a-rohe o
ōtepoti

WELCOME TO GIGS 101!

As you know, performing isn't just turning up on the night with your amp, melodica, and drum kit. Getting everything organised beforehand is a big part of ensuring your gig is a success.

GIGS 101 is an introduction to the ins and outs of getting your music out into the world and we've worked with music professionals to put together a step-by-step guide to effective gig planning.

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A big shout out to Save Dunedin Live Music, and in particular Dave Bennett, Jess Covell and Craig Morunga-Birch for their time and invaluable contributions to the GIGS 101 toolkit. These guidelines are informed by the music community, for the music community.

SET YOUR BAND UP FOR SUCCESS

▲ Put together your Electronic Press Kit (EPK)

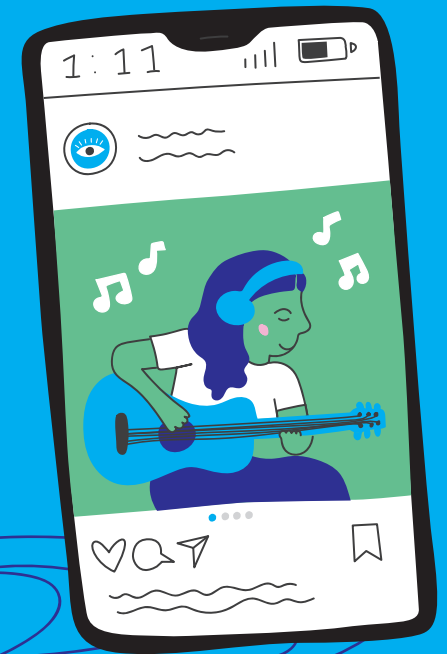
An EPK can be provided before you give interviews on radio or in print, or when you are hiring a venue/practice space. Having accessible, up-to-date information already prepared is a timesaver when you're busy and may help you with things like applying for funding.

▲ Your EPK should include:

Info about your music

Artist tagline/blurp
— 100 words that succinctly explain what kind of music you play

Social media and website links to music and performance footage



Info about you

● Contact Information:

Agent/band phone number, address, email

Share the admin tasks among the band. Keep a paper trail of engagement as a band/musician that is separate from personal details. Create healthy boundaries between you and the media.

● Artist bios/facts:

E.g., genre, members, location, brief history of the band's pivotal milestones

Humans are curious beings, and depending on how much you want to share, listeners can get to know you this way.

● One or two high-quality images - these could be from a photoshoot or from a performance.

People will always want to know what you look like, and a good photo will help define you as a performer.

● Testimonials and quotes:

Recent press coverage and interviews

When you say you're good, people will nod along: when others say you're good (to work with and listen to) people will support/pay to see you.

This might feel cringey, but it's all relevant (maybe not if they're all written by your Mum...)



Photo credit: Sean Norling

GET FAMILIAR WITH APRA AMCOS / TE TAUTĀWHINGA...

Start out with all the information you need about your rights, your royalties, your responsibilities.

APRA AMCOS (Australasian Performing Right Association Limited (APRA) and Australasian Mechanical Copyright Owners Society (AMCOS) is a collective of songwriters, composers, and music publishers.

- ▲ It provides representation for over 11,000 artists, helping them to develop and generate income from their music.
- ▲ It's FREE to sign up as a musician. Do this early, so you can be credited and paid accordingly for the use of your original music.
- ▲ An APRA membership is especially beneficial if you perform regularly.
- ▲ If you are creating a gig for your band (and others) at a venue without an APRA licence (for example at a community hall) you will need a licence. Be a diligent musician and avoid a potential fine!

...AND THE NZ MUSIC COMMISSION / TE REO REKA O AOTEAROA

Be proactive — this site is full of resources and advice on everything from touring, funding, and new releases to education, statistics, and free legal advice for musicians.

Remember that practice makes perfect...
or gets you close enough!

- Practice. Riff. Jam.
- Practice some more.
- Create your set/s and time it — a good shortcut when it comes to creating a gig timeline.
- Practice with people and get honest (!) feedback from friends and family.
- Work out what works, what needs work, and what does not work at all.



Photograph courtesy of DunedinNZ

GET ORGANISED

▲ Find a venue

Does it have what you need? Think about:

- Stage type and size
- Is it the right size for the audience number you expect?
- Lighting and sound set ups
- Does it provide food and drink?

Don't forget:

- Standing and seating capacity / limits
- Health & safety
- Liquor licence
- Access and parking
- Toilets

▲ Create a safe space

Soundcheck Aotearoa was set up in 2020 to foster a safe and inclusive music culture after the music industry, including live gigs and events, was identified as having high rates of sexual harassment and harm.

The group has a great range of resources and information available for artists, managers, and businesses.

Check them out: everyone, including you, has the right to feel safe while enjoying live music.

■ What gear does the venue offer?

If a venue is already equipped with sound gear and has a tech available, this will save you money in hiring fees.

When performing with a group of bands, it's a great idea to share backline equipment.

Is there space to sell your merch?

■ Hiring equipment?

Factor in how long load in/load out will take, as you will need to pay for this time in the venue hire.

■ Does the venue have an APRA licence?

You can be fined if your venue does not have one. Remember, it's the musicians who benefit from APRA fees.

■ Performing in a smaller venue?

Share what equipment you can with other bands, to reduce clutter, changeover times and transport burdens.

■ Do you need a sound tech?

YES. A sound tech is an essential part of your gig. Get one - and listen to them!

▲ Have a runsheet

Include:

- Load in/load out times
- Venue access and parking
- Equipment storage
- Sound/lighting check times
- Contact details for anyone involved
- Health and safety details





▲ Merchandise

Merchandise is super effective in the modern local music scene — who doesn't have a much-loved band t-shirt in their drawer?

Think local

Ōtepoti has good creative networks: ask around and find someone whose design style would work well for your band and sound. Look for well-established, local, eco-friendly printing businesses or individuals. Have a chat, get a quote, find out how long it'll take, and how much it'll cost.

Think sustainable

Your merch could be anything from hoodies to stickers but do think about the environmental sustainability of what you're producing. Free advertising is great, trashing the planet, not so much.

▲ Promote, promote, promote

If a band plays a set in a forest and no-one hears it, was there even a gig?? Make it easy for anyone to find out what they need to know in order to get to your gig.

• Posters:

Take one lush design and place around Ōtepoti with care.

• Facebook event:

Be sure to include ALL the relevant details and a link to tickets. Link to your...

• Instagram:

Schedule posts beforehand, include event details, boosting posts can help beat the algorithms.

• Word of mouth:

Dunedin is a small place and someone's good opinion of your mahi carries weight.

• Gig guides:

Not everyone is a regular on social media, (we're looking at you Mum and Dad...) but they can still be keen to get amongst local music. Write up a small blurb about your gig, include high quality images and social media content. Send to radio, print and online outlets early!!

Think about Radio 1 - Under the Radar - The Star
whatson@thestar.co.nz - DCC arts and culture Instagram
[@aratoiote poti](#) - DCC What's on calendar.

ON THE DAY

- MAKE THAT GIG POP!

Five stages for gig success

1. Set up the venue so it works

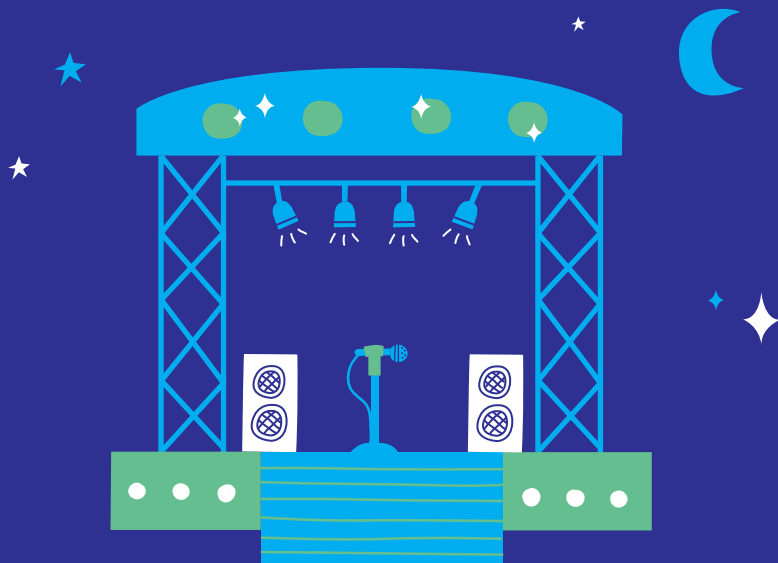
- Do this early
- Allow enough room for all your gear
- Know where all the important stuff is (exits, toilets, etc.)

2. Sound check

- You want to sound good, right? Nothing kills the buzz like an untuned instrument, or ill-equipped amp
- Work with your sound tech
- Remember, this isn't the time to practice

3. Rehearse your set

- Get used to the space, get your lighting sorted
- Confirm how long you have/ need



The Dale Kerrigan Band performing at The Crown Hotel for Dankfest 2022.
Photo credit: Fraser Thompson

4. Do your stage thing

- Arrive on time
- Enjoy performing but...
- Don't hog the stage — encroaching on someone else's slot is a no-no
- Don't forget your shout-outs
- If the venue needs you to finish at a certain time, finish at that time. This will help avoid noise control issues

5. After party

- Put your gear away first!
- Enjoy the afterglow
- Leave a good impression — Dunedin is too small for grumpy vendors

WHAT NOW?

1. Remember to return your hired gear

Self-explanatory - no-one wants to pay additional hire fees

2. Money

- Get figures on early bird tickets, door sales and bar take (if venue requires you to provide beverages)
- Keeping track of attendees can help you see your listenership grow in real time
- Make sure everyone respects the contract
- Make sure everyone gets paid swiftly

3. Reflect and evaluate

Don't miss the opportunity to build on what you've already got and avoid making the same mistakes twice. What could work better for you?

Think about:

- your own performance
- the venue — was it a good fit for your sound?
- promotion — was there enough, was it in the right places, did you leave it too late?
- did the ticketing system work as intended?
- what else???

4. Connect after the fact

- Encourage people who came to upload and share their photos to the website/Facebook page
- Collate and upload images for all your socials
- And... one more thank-you to everyone who came and supported your gig won't hurt

5. Getting airplay

- Thinking about how you can get your music out to more listeners?
- The crew at NZ On Air have some great tips for pitching your music, check them out: www.nzonair.govt.nz/funding/resources-musicians/music-promotion/



Photo credit: Sean Norling



Questions? aratoi@dcc.govt.nz
Tag your gigs and music on our
Instagram [@aratoiotepoti](https://www.instagram.com/aratoiotepoti)