

# COVID-19: Live Performance Industry Rebuild & Recovery Package



**Total package  
\$345m**



*Investment in arts and entertainment industry  
=  
Direct driver of economic activity, jobs and  
cultural tourism recovery*

What's needed to restart and rebuild ...

## Workers

- **Extend JobKeeper for an additional 6 months** (Oct 2020 – Mar 2021) – for those businesses that continue to be impacted by COVID-19 during reactivation phase
- **Guarantee a 6 month phase out period for JobKeeper** (Apr – Sept 2021) once venues are open and as productions/events reactivate, allowing the industry to move to increased operational capacity
- **Extend JobSeeker for an additional 6 months** – for those (e.g. freelancers, casuals) who can demonstrate they are unemployed because of loss of industry work due to COVID-19

## Investment (\$170m)

- **Business Reactivation Fund (\$90m)** (July 2020 – Dec 2021) – to enable businesses to create jobs and to:
  - (\$50m) invest capital to restart and market productions and tours (theatre producers, music and multi-art form festivals, promoters)
  - (\$10m) ensure supply chain viability through service providers (e.g. crewing companies and production houses)
  - (\$10m) ensure COVID safe compliance (e.g. staff training, WHS measures and tools, hand sanitising stations, etc)
  - (\$20m) Australian Music Recovery Fund to catalyse Australian music nationally and ensure sustainability of venues and music businesses
- **Community Engagement Fund (\$25m)** (Oct 2020 – June 2021) – support regional venues to engage local communities and bring patrons back to their venues – including development and/or restaging work, marketing support and a guarantee against loss for key tours
- **Tax incentives** (from 1 July 2021) – extend tax incentives to pre-production costs for live productions (commercial theatre and subsidised companies) and live music venues
- **Arts and Entertainment Loan Scheme (2 years)** – Low interest loans to enable co-investment in commercial product (e.g. musicals, theatre, music festivals, service providers)
- **Waive subclass 408 (entertainment activities) visa fees (\$5m) for 24 months** after international travel bans are lifted
- **Events Contingency Reserve (\$50m)** – emergency support funding if venues are closed and productions/festivals are cancelled/postponed due to another outbreak of COVID-19

## Innovation (\$30m)

- **Digital Innovation Fund (\$20m)** (2 years) – funding to support creation of digital content, drive new business opportunities (marketing, education programs linked to school curricula) and extend audience reach (e.g. education programs, regional, people with disability, etc); First Nations digital platform
- **Technology Innovation Fund (\$10m)** (6 months) – to enable companies to develop and implement new COVIDSafe technology solutions and business practices (e.g. reconfiguring ticketing systems)

## Australia Council (\$70m)

- **Business stabilisation and recovery grant (\$20m)** – capital grants for business continuity and recovery
- **Reserves incentive scheme (\$30m)** – matched funding; support rebuilding and future resilience of major performing arts companies
- **Extend Resilience Fund (\$10m)** – for small to medium companies, groups and individual artists to create work and jobs
- **Sector Development Fund (\$10m)** – for content creation, audience development, capacity building

## Consumers (\$75m)

- **Marketing campaign (\$15m)** – launch a national marketing campaign to give consumers confidence to attend live events; part of broader Cultural Tourism Strategy
- **'See It Live' e-voucher (\$55m)** (Sept 2020 – June 2021) – e-vouchers to stimulate Australians to attend live events
- **'See it Live' international travel incentive program (\$5m)** (Jan 2021 – June 2022) – entertainment vouchers to attract international visitors to attend live events in Australia