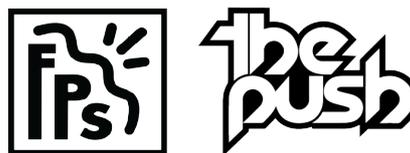


FREEZA PUSH START 2018



FUNDED THROUGH THE FREEZA PROGRAM
A VICTORIAN GOVERNMENT INITIATIVE

HEAT GUIDELINES

IMPORTANT Freeza Push Start dates:

Start of March:	Freeza Committees can commence running heats
End of August:	All Freeza Push Start heat events are completed
June-August:	Freeza Push Start Regional Final – finalise hosts and announcement
Start of September:	Freeza Push Start Regional Finals commence
End of November:	Freeza Push Start Regional Finals conclude
February:	Freeza Push Start Grand Final at St Kilda Festival 2018.

BEFORE THE EVENT

- Download the [‘FPS Document Flow Chart’](#)

This document steps you through the process of the reporting requirements for the Freeza Push Start Series. You will also find the correct address to send these documents to with timeframes.

- **Discuss event with committee**

Discuss running the heat with the members of your committee. Get them to brainstorm potential venues, dates, local bands to approach to compete, headliners and interesting ways to promote the event.

- **Confirm an event date**

All heats must take place between the 1st of February and the 31st of August. You should allow 2-4 weeks for correspondence with performers and 4-6 weeks for proper promotion of the event (these two timeframes may overlap).

- **Confirm a venue**

Make sure you have an available venue booked for the event. You should also have 2 or 3 other dates and venues on standby as a back-up plan.

Things to think about when booking a venue:

- Does the venue have an elevated stage? How elevated? (this may be an important point that security need clarification on)
- Is the venue wheelchair accessible?
- Is the venue safe and accessible to get to by public transport?
- Is the venue in a well-known location in the area?
- Are the bathrooms gender-neutral, or can the venue arrange for this?
- Does the venue have 3-phase power?
- Does the venue have adequate capacity for the anticipated audience?
- If it is a licensed venue, can it be delicensed? Refer to Liquor Licensing Victoria for the guidelines for this process. If this is an option for you, please contact The Push for assistance.

- **Submit a [‘Freeza Push Start Notification of Heat Form’](#) to The Push**

To hold a Freeza Push Start Heat event, you must first complete a ‘Freeza Push Start Notification of Heat Form’ and send it to Memphis at The Push (memphis@thepush.com.au). This document must be returned to The Push no later than 4 weeks prior to your event. Once you return this document, your heat preparation can begin. This document can be found on [The Push website](#).

- **Lodge a ‘Freeza Event Notice Form’ to the Department of Health and Human Services**

As part of your funding requirements, you are obliged to give notice for each event you run, and the Freeza Push Start events are no different. The document can be found [here](#). Email the completed Form to freeza@dhs.vic.gov.au a minimum of 4 weeks prior to the event.

With this information, The Push will ensure that your event is given as much exposure through The Push and Freeza websites as possible. This process is per your Freeza funding and service agreement.

- **Book a headline act (optional)**

One of the major objectives of Freeza Push Start is to provide opportunities for developing artists to perform alongside more established and popular acts. For this reason, The Push recommends that you book a headline act to top off the event. It will also help greatly with the promotion of your event to have the 'pulling-power' of a larger, more well-known act. The Push staff are available to recommend or work with your committees wish list to book an artist that will suit your budget and event. For more information on the artist booking service contact Kate Duncan (Creative Producer) at The Push during business hours (kate@thepush.com.au).

- **Accept applications from acts in your local area**

All prospective participants must meet and be aware of all of these criteria:

- Any act that has won a heat event and has gone on to compete in a Regional Final in any previous year is not eligible to re-enter.
- Half of the band's members must be 21 years of age or under.
- No members can exceed 25 years of age on the date of the first heat.
- Performers are not to have a recording, publishing or distribution deal.
- Freeza Push Start is open to all music styles and all line-ups including bands, duos, solo artists and DJs.
- Artists performing original material are most suitable for this program.
- An act that has entered and placed first in any Freeza Push Start heat event in any previous year and has competed at the Regional Final level, should not be accepted into the program.
- There is an expectation that artists entering Freeza Push Start will be performing a minimum 80% original material.

A friendly reminder – Freeza Push Start is run for new and developing musicians with a desire to write and perform their own music.

You may receive applications on paper and digitally (using Survey Monkey, Google Forms, etc). Be wary that when setting up your own online application form that all current application guidelines are copied onto the form. A compulsory tick box at the bottom of the application for the applicant to tick when they understand all application guidelines is needed too.

- **Notify the acts you have selected to perform**

All of the acts must be notified and made aware of the performer meeting date with ample time to prepare for the event. All applicants must be contacted in writing, thanked for their interest and informed of whether or not their application was successful. If you have an enormous influx of applicants, and have too many applications for the amount of performance slots there are:

- Prioritise bands from your municipality that all regularly live/work/study in the area.
- Assess bands who are eligible for more than one heat
- Ask your Freeza Committee to vote on bands if the number is still great.

- **Book 'production' (sound and lights)**

'Production' refers to the PA and lighting gear and the technical operators for this equipment. When sourcing quotes for production, you should have the following basic information on hand; such as size of venue, size of stage, available power (240 volts or 3-phase), where load-in occurs and any other venue specific information that you are aware of.

It is a requirement that you provide 'backline' for all competing bands. 'Backline' refers to the provision of basic guitar amplifiers, a drum kit and a bass amp. Other instruments, such as acoustic guitar, keyboard and vocals are all run directly into the PA (via a DI box) and need no further equipment to be amplified. Provision of a backline will aid in minimising the change-over times between bands and ensure the smooth-running of the event. It will also assist young people travelling from regional Victoria or artists who do not have access to this equipment. The recommended backline specifications for Freeza Push Start events are listed below. If you do not have a reliable local supplier, please contact The Push for further suggestions.

Drum Kit

Pearl Export (or equivalent)
 1 X 22" Bass Drum
 1 X 14" Standard Snare Drum
 1 X 12" Rack Tom
 1 X 13" Rack Tom
 1 X 16" Floor Tom
 Zildjian Cymbals (or equivalent)
 1 X pair of 14" Hi-Hats
 1 X 16" Crash
 1 X 18" Crash

1 X 20" Ride

Bass Amp

1 X Ampeg Bass Head (or equivalent)
 1 X Ampeg Speaker Cabinet (or equivalent)

Guitar Amps

2 X Marshall JCM 900 100 watt Heads (or equivalent)
 2 X Marshall Quad Box Speaker Cabinets (or equivalent)

Note – Combination amps (aka 'combo amps' i.e. amplifier and speaker in the one box) are not recommended for use in FReeZA Push Start events.

The operator should be made aware of the nature of the event as this will mean they will be required to assist with changeovers and mixing. It is essential that you inform the operator of the styles of music prior to the event to ensure they have all the equipment that will be needed (e.g. the correct number of mics for performers, DI input boxes for DJ's and keyboards etc). Quotes should also include an operator and an assistant.

There will be instances where a band insists on using their own equipment, (i.e. citing unsuitability of the provided backline, specific gear requirements or unique gear). In these instances, the band may be given permission if:

- a) They have contacted the Freeza worker in advance to advise. The worker can then refer it to Vito at The Push for clarification.
- b) The gear is tested & tagged and is safe to use.
- c) The performer is aware that if the change-over over into their set time, the judges will be informed and it will be at their discretion whether they deduct points or not and they will still be required to finish within the given time frame.

If you book a headlining band, you should also make sure that the Production Operator is provided the band's gear and production specs well before the gig. Also, whether they will be providing their own sound engineer on the night, or whether the Production Operator is required to do the front of house mix as well.

- **Book security**

Freeza guidelines and the law require all security to be accredited and licensed. The number of required security must follow the ratio of two security guards for the first 100 patrons and one additional security guard for every one hundred patrons thereafter. If you feel the gig is attracting a lot of attention (with indicators like solid pre-sale ticket sales, or a large number of phone calls enquiries), it may be worth booking a few more guards. Take note that it is very difficult to get extra staff on the day of the gig so any additional security would need to be requested at least 1 week out from the event. Local police, fire & ambulance should also be informed of the starting and finishing times of the event.

Please be sure to give a security briefing in the lead-up to the event. In the case of any young attendees who are under the influence of alcohol and/or drugs, brief the security guards on treating the situation gently and respectfully, rather than intimidating or vilifying the patrons. Young people under the influence should in no circumstances be sent home without a guardian.

- **Organise a winners' prize (optional)**

It is not compulsory for a committee to provide a prize to the winning band for their heat, although it may help to receive more performer applications and for the young artists to take the competition more seriously.

Committees are welcome to use Freeza funding to pay for a prize for their winners, but it's highly suggested that committees ask local businesses to see what they can get donated to their winners first. Suggestions include:

- A screenprinting company for a merchandise pack.
- A studio for some studio time.
- A music shop for some equipment or a voucher for their store.
- A paid show with your committee.

- Anything – Be creative! What might be useful to young artists performing their own music?

- **Book First Aid**

Book qualified first aid personnel only. First aid must be booked depending on expected number of attendees and risk assessment in accordance with the Freeza guidelines.

- **Promote your event**

All promotion for Freeza Push Start events must contain the title “Freeza Push Start 2018” as well as containing our sponsors’ logos as per Freeza guidelines. There is a poster template on [The Push website](#) for you to use. We strongly recommend you use this template when designing your flyers / posters. If you do not wish to use the template, you must ensure that all required logos and the event name are included in your design. These items are also available from [The Push website](#).

You should consider 2 different posters for distribution for the event:

Poster 1: To attract local performers to enter.

This flyer should contain as key information (such as date, time, venue, contact names and phone numbers, cost for entry). The text “The chance to go on to perform at the Regional Finals, then at St Kilda Festival” should also appear on the poster too. If you have organised any local sponsorship and have additional prizes, also include this information as an incentive to participate.

A press release should be written and directed to local media, press and radio, to attract early publicity for your event. This should present the angle of “opportunities for young performers” or “local Freeza group organising gig”, or something which promotes the local aspect of the event. Remember, promotional material must carry sponsors logos, The Push and Freeza logos as per the Freeza guidelines.

Poster 2: To promote the event itself.

The poster / flyer must include:

- Event name: Freeza Push Start 2018 (this is the official branding)
- All of the competitions official sponsorship logos (see the ‘Resources / Freeza Workers’ link on The Push website for all the logos, or alternatively, the template poster).
- Event date
- Starting and ending time
- Venue name and address
- Any event rules (e.g. all ages, fully supervised drug, alcohol & smoke-free, no pass-outs)
- The names of all confirmed artists / bands (especially the headline act(s) if any)

Your poster / flyer should be distributed in both electronic and paper form. Email your flyer / event details through your mailing list, appropriate gig guides and music websites. Your poster distribution should include all schools in your area, music stores and anywhere else that young people frequent such as fast food outlets, skate parks, public transport stops and so on. Remember to send plenty of these posters to the Freeza Push Start series acts themselves for distribution amongst their peers and local neighbourhood.

Social media

Utilizing social media throughout the application period and to promote the event itself are great ways to gain extra attendance to your Freeza Push Start event. Use your Freeza committee’s social media accounts (Facebook, Instagram, Twitter, etc) to promote through posts, images and event pages. Feel free to refer to The Push’s Best Practice Article on social media and Facebook (<http://thepush.com.au/working-in-the-industry/>).

Door prizes

Promoting the event through your young artists is the most important and effective way. Sometimes they can need a push. Offering a prize to the act who brings the most people to the event can help them take it more seriously and promote the show more. Get you committee members who are working the door to ask each patron which act they’re there to see and take a tally throughout the night. The “Door Prize” should also be something that will be useful to a young artist performing their own music, but not be considered more valuable than the first prize.

- **Select and confirm three judges**

Each Freeza Push Start heat must have three (no more or less) qualified and impartial people on the panel who have a wide knowledge and appreciation for music. Panellists should be provided with a [Judging Feedback Form](#), a [Judges Decision Form](#) and an [Event Worksheet](#). Please also provide each judge a desk, a chair each, adequate light for writing, pens and some light refreshments.

It is also imperative that the judges clearly understand that they must be in attendance from the commencement of the very first band's performance.

If you are stuck for judges, please refer to the below list for ideas:

- a local music teacher
- a local retailer (selling instruments or music)
- a local radio presenter (if you have a local station, otherwise try SYN or similar)
- a local music journalist (print media could also give you a review in the paper)
- a local music journo (from online / music website)
- a local musician that is well respected
- a member of the winning band from the previous year's Freeza Push Start heat
- a community representative from another youth / music organisation

It is worth speaking to your neighbouring Freeza group/s and see who judged their Freeza Push Start event/s. It is often a nice gesture to offer a judge from a business (e.g. music school, cd retailer, etc) a banner placement and MC announcements at your show so that their business has some advertising presence on the night. The judge's involvement on the night is on an entirely voluntary basis, but a box of chocolates or an equivalent small gift is a nice gesture for their time.

- **Host performer meeting**

Once the performers have been selected to enter the Freeza Push Start heat, a meeting for all of them must be called. It must be attended by at least 1 representative from each band (this is a vital criterion for performer participation in the event).

The purpose of this meeting is to:

- explain the conditions of performance (drug, alcohol and smoke-free, line-check only and when the winning band's announcement is made)
- explain the judging criteria
- to decide on a running order (usually drawn out of a lottery)
- distribute promotional material
- discuss stage gear (backline provided, what is required)
- obtain stage plans from each band
- discuss and fully explain the judging and feedback process

A full agenda for the Performer meeting is available [here](#).

- **Create a worksheet**

A worksheet is a document that provides all of the event details to performers and event staff. It needs to go out to all people involved with the event, including The Push, all performers, the production supplier, the security provider, the venue manager, the stage manager and to the judges. This must be sent out to all parties at least 10 days prior to event. Worksheet templates are available [here](#).

DAY OF EVENT

- **Provide the MC the official '[Freeza Push Start MC](#)' notes**

This info sheet covers everything that needs to be said from stage to fulfil our obligations with the government and our sponsors.

- **Deliver the performer briefing**

This briefing is to remind all performers of the conditions that they agreed to at the 'Performer Meeting.' A full breakdown of the briefing is found in the [Performer Meeting Agenda document](#).

- **Deliver the security briefing**

This is to inform the security staff in attendance about the specifics of the venues and the event. You may wish to inform security as to which of the bands are likely to arouse a strong physical reaction from the crowd.

- **Deliver the judges briefing**

A judges briefing must occur before the event commences. The purpose of the briefing is to:

- Allow the judges to meet one another.
- Have the process of selecting the winning act explained to them.
- Read them the conditions of judging statement which is found on the footer of the Freeza Push Start Judging Form.
- Allow the judges to ask any questions they may have about the judging process.
- Emphasise to the judges of the importance of providing positive and constructive feedback for the performers.
- Encourage them to write as clearly as possible (as it would be a great shame to be unable to pass on great feedback to the performers due to handwriting illegibility).
- Let the judges know the feedback will be given to the artists, but will remain anonymous.
- Let the judges consider the importance of encouraging young songwriters performing their own music.

The event manager / local worker should also observe the process of selecting the winning act at the end of the event. It is important that all judging / feedback forms are returned by the judges and that the Decision Form is filled out and signed by all judges before the winning band is announced. Judging forms are NOT to be given out to performers at the event - all forms MUST be collected by the event manager / worker for review.

- **Oversee running of the event**

Please refer to your 'Freeza Worker Handbook' and 'Freeza Committee Handbook' for the general event management framework to deliver Freeza shows. These documents are available on the Push website under 'General Resources and Forms'. This will cover roles and responsibilities of the Freeza worker and committee and cover jobs and workstations at the event such as: front door cashiers, stage manager, cloak room, canteen and various other roles.

AFTER THE EVENT

- **The Push follow up**

Refer back to the [Document Flow Chart](#).

You will need to submit the following:

- [Decision form](#) (signed by judges, and with winning and runner up bands)
- [Heat evaluation form](#)

Please be as detailed as possible with your feedback.

- **Freeza Push Start participant follow up**

Please send all of the participating acts a compilation of the judges' comments ensuring any unhelpful and/or negative criticism is edited or reinterpreted into dot-points according to the judging criteria. Ensure any point / tally systems are not passed onto program participants.

Keep the signed Judges Decision Form on file for 12 months if ever the situation arises where we need to refer to it.

Thank you for your participation!

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