



Got Talent?

Need help getting gigs?
Joining Instinct is **free!**

So why not send us some info and see if we can help? Follow the easy steps below to get your act on the website

Step 1 - Enter your details

Date of Submission

Name of Act

Contact Name

Contact Mobile

Alternate Contact Name

Alternate Contact Mobile

Address

Suburb

State / Postcode

Email

Website

Type of Act

Style of Music

No. of Members

Indicative Pricing

Step 2 - What we need from you

Return this form via email with **ALL** the files below to talent@instinctmusic.com.au. Incomplete submissions will not be considered.

Pictures (.jpeg) 3 or more good quality promo pics

Biography (.doc) No more than 200 words. Make it interesting. You are selling yourself to a client not applying for a job with a resume

Repertoire (.doc) Song list in word doc in single column. No pdf's

Audio (.mp3) Musical acts only

Testimonials (.doc) Clients love to read recommendations before making a decision

Video (.mp4 / .mov) Acts with videos get more enquiries. No youtube links or videos with your contact details.

For large files, please use a service like You Send It or Dropbox

Step 3 - Please be patient

We will get to you as soon as possible, but to give every act the time they deserve, takes time!

Types of gigs we look after

- * Corporate Work
- * Weddings
- * Private functions
- * Venues
- * Festivals
- * Public events

Acts we **DO NOT** represent

We do not represent unsigned original bands.





Dear Talented Ones!

In recent conversations with many of the acts we book, it has become clear that we have not really communicated our expectations clearly enough, nor have we provided appropriate collateral to you, in regards to business cards, to hand out at gigs, when asked.

We thought we should rectify that with this correspondence, so we can work successfully together.

Hold & Release Notices

We have developed software to improve our service to customers and to you! Unlike other agents, we want to keep you fully informed of the status of a potential gig, and do so via email. However, some acts are still confused!

To be clear, our system works like this:

- 1) When a client enquires about you and we quote -> you get sent a **HOLD** notice-so please put this date in your diary as "on hold" for instinct-note the number if you can.
- 2) When a client chooses another act, or the gig does not go ahead -> you get a **RELEASE** Notice- so you can remove the HOLD from your diary
- 3) When client chooses you -> you get a **BOOKING CONTRACT**- called a Performers Agreement

Invoicing & Payments

When you receive a booking (as above, Performers agreement) please send us your tax invoice *within 7 days*. This has the dual effect of advising us that you received the paperwork ok, and it confirms you have accepted the booking and our terms and conditions (And hopefully put it in your diary!!)

The alternative is to sign the contract, and fax, or scan and email it back, then still send us an invoice at some point. But that is a lot of work instead of sending us the invoice heh! Further, it means you are in our accounting system, allowing prompt payment.

All payments will be made within 5 business days of the performance date, however, all invoices that are received **AFTER** the performance date will now be paid 14 days later.

So **PLEASE**, send us your invoice within the 7 days of receiving the booking as request to ensure we can get you **YOUR** money ASAP. All invoices are to be addressed to:

Instinct International Pty Ltd

Instinct International Pty Ltd ABN 66 085 260 662
45 Porter Street, Prahran VIC 3181
T: 03 9514 5300 F 03 9514 5399
E: info@Instinctmusic.com.au W: www.instinctmusic.com.au

Referrals & Repeat bookings

When an act is booked by Instinct, they are in many regards representing our firm in the market place. Further, they are also accepting our terms and conditions. We work extremely hard and spend a lot of money in advertising and promoting our services, to get the gigs.

It is our expectation then, that when performing an Instinct gig, when asked for a business card, that you refer the enquirer back to us! You do not hand out your own business card or give them your own details. Acts found to be abusing this will be deleted permanently from our roster, and payment for the gig withheld, as breach of contract has taken place.

We hope to work as a team, and clock up many gigs together in the future, as this benefits us both. Please, work with us, not against us!

Business cards are available at any time, so when you are low, let us know and we will get you more!

If you are booked by one of our customers, then all repeat bookings by this customers are to be referred back to Instinct for a period of 13 months from the date of the last booking. This is clearly outlined in our terms and conditions on the Performers Agreement, so please, have a read, and if you do not understand your responsibilities under this agreement, please call and ask us so we can explain.

Website & Promotion

We have worked extremely hard on the website and continue to do so, however, each acts chance of getting a booking is only as good as the content we have been provided. Make sure you have good quality, up to date images (we can now add a gallery of shots for your act, not just one!) and that sound and video files do you proud. Also, keep song lists up to date, clients do read them and make decisions based on this information.

All updates can be emailed directly to Talent@instinctmusic.com.au

If you have any questions, please call us.

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Exclusivity

Whilst we have many acts that are exclusive to Instinct, it is not our expectation that this is everyone. We understand how hard it is to make a living from this business, and that it is important to have irons in many fires. However, when an act is with every agent, and promotes itself via their own website all under the same name, it creates pricing pressure on that act, and of course creates problems for the agents.

For instance, if I go to google and type in your bands name, and up comes your site (and a range of other agents), it creates immediate price pressure on the act.

If we have recommended you to a client (and most brides/clients are disloyal and unscrupulous in their capacity and want to save themselves ANY money).. They will google you and approach you directly and you may not even know that we have suggested or recommended you in the first place.

Obviously we are trying to run a business, not a benevolent society. We do not charge bands / talent to list on our site, so we are not an advertising agency. Listing & updating bands info, takes time and money (such as wages). We have not asked bands to be “exclusive” with us - although some of our acts are, and losing clients to other agents or to bands directly undermines our ability to stay in business (i.e. it makes no commercial sense)

A suggested solution is that we change the name of the band and use photos for the band that are not on your or other agents sites. This would leave you free to market yourself (along with using other agents), but give us the ability to market you under a new name, knowing that clients cannot google that name and go to another agent or direct to you for price comparison (i.e. it sucks to lose a client over \$50).

This has the two fold effect of making you more marketable to us, as we would then have some protection to market your act without the above mentioned pressures, it thus reduces price pressure on your product.

Let me know if you are open to us creating a name (or you providing a name) that we can then market . Then when you do a gig through us, you would simply appear as “your new name” rather than your current name.

This system has worked wonders for a number of our bands (some of whom have since become exclusive to Instinct, based on the success of this model). We are trying to create a system that lends itself to a win-win scenario for both the talent and us as agents.

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Pricing/Transparency

Instinct does not work on a fixed percentage as some of the agents of old. We work to get you WHAT YOU WANT, and then put a margin on top. It is important to provide Instinct with a level playing field, and provide us with the same base costs as you do other agents . We do not expect more or less. In some cases, acts have found it beneficial to have a fixed sell price with an pre-determine and agreed margin back form this price. That way if a client try's to price check, the price is the same everywhere, and it comes down to service. This encourages all agents to promote you safely knowing they are not going to loose the gig over \$50 as mentioned. All pricing must be based on metropolitan areas and a 4-5 hour call with 3 x 45 min sets (in the case of musical acts)

You can have variations within you pricing to allow for performance times or size of acts, also you can offer a wedding rate and a corporate rate. All other cases (venues or out of town gigs) we will consult with you directly prior to providing a potential client with a quotation.

Confirmation

To confirm that you have read this letter and understand and accept the conditions by which we are prepared to promote your acts, please sign and date the last page of this letter and post to the Instinct office within 21 days of receiving this.

Post : 45 Porter Street, Prahran VIC 3181

EMAIL: talent@instinctmusic.com.au

We look forward to hearing your thoughts in this regard.

If you do not wish to be promoted under these terms and conditions, please email talent@instinctmusic.com.au within 21days, and we will remove you from the website/roster.

We are always open to hear your concerns, and want to work with you more closely, to develop the A-team of talent that we feel you are part of.

Kind regards

Richard Sayer
Managing Director

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WORKING TOGETHER WITH INSTINCT

Letter of Acceptance:

I have read the terms and conditions provided by Instinct and understand our obligation under this agreement between our act as listed below, and accept those terms and conditions.

Name of act _____

Name of act _____

Name of act _____

Name of person in charge _____

Date of acceptance _____

Signature _____

Please post this to: 45 Porter Street, Prahran VIC 3181

or

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