

# A Community Review of GUILD RATES

By the NZ Comedy Guild

## SHOULD THE GUILD RECOMMENDED RATES?



69% for live performance  
73% for live MC spots  
66% for corporate sets

61% for corporate hosting  
73% for live shows broadcast on tv  
60% for panel shows like 7 Days

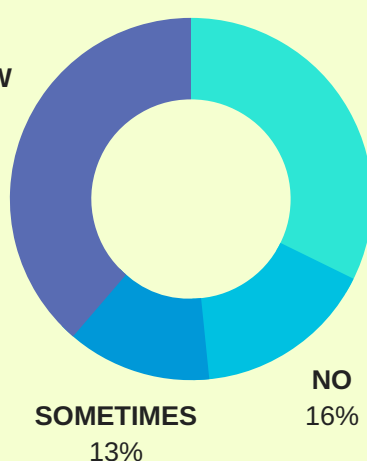


69% against Open Mic spots

48 responses received

## SHOULD GUILD RATES BE TIERED?

DON'T KNOW  
39%

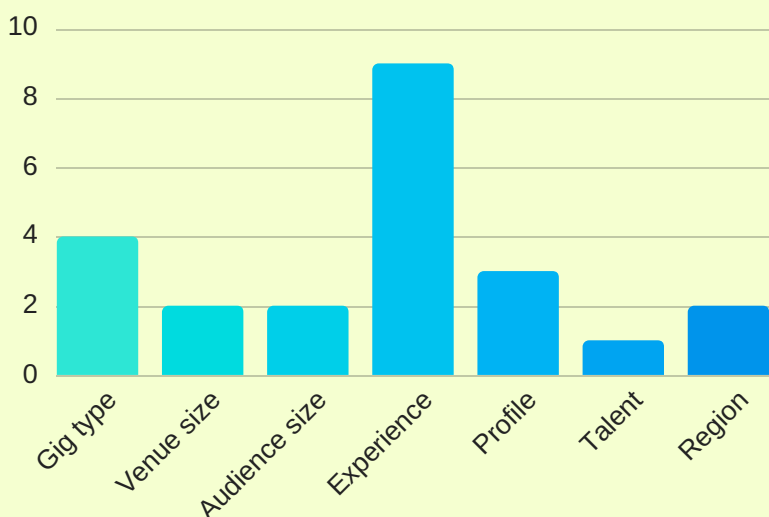


YES  
32%

NO  
16%

SOMETIMES  
13%

23 responses received



## WHAT SHOULD TIERS BE BASED ON?

17 responses received

## WHAT'S A FAIR PRICE FOR EACH TIER / GIG?

The chart below shows the most popular answers given in each tier. Where the percentage is <50%, this means that there were other responses scattered amongst the options, but the figure indicated had the most support.

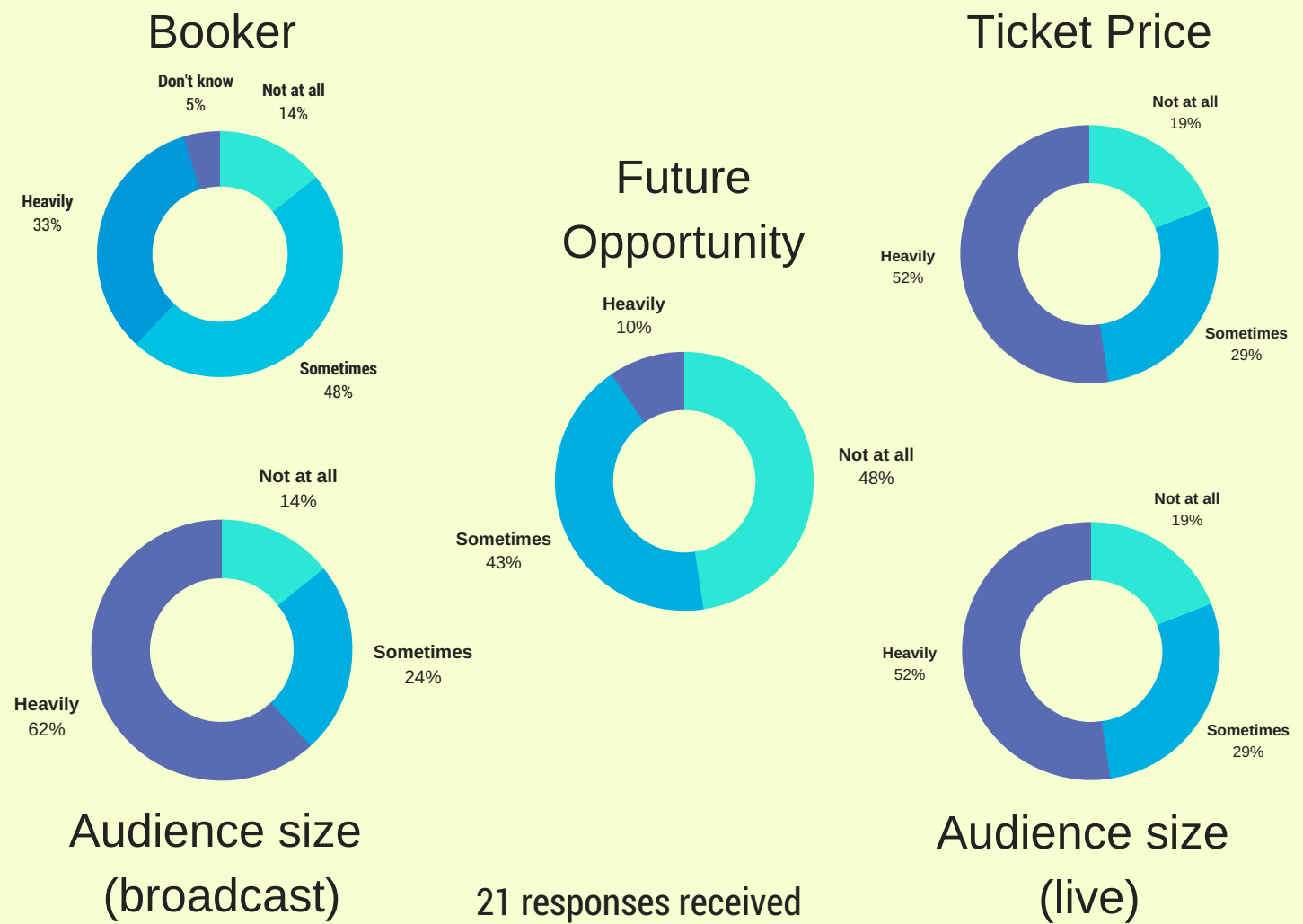
	Tier 1	Tier 2	Tier 3	Tier 4
Live performance	\$10 (40%)	n/a (45%)	n/a (45%)	n/a (53%)
Live MC	\$10 (42%)	n/a (47%)	n/a (46%)	n/a (46%)
Open Mic set	\$0 (89%)	n/a (76%)	n/a (79%)	n/a (79%)
Corporate performance	\$20 (35%)	n/a (40%)	n/a (38%)	n/a (46%)
Corporate MC	\$100 (29%)	n/a (50%)	n/a (50%)	n/a (50%)
Panel shows (TV)	\$100 (31%)	n/a (50%)	n/a (46%)	n/a (50%)
Live shows (TV)	\$100 (47%)	n/a (54%)	n/a (50%)	n/a (50%)

12 - 20 responses received

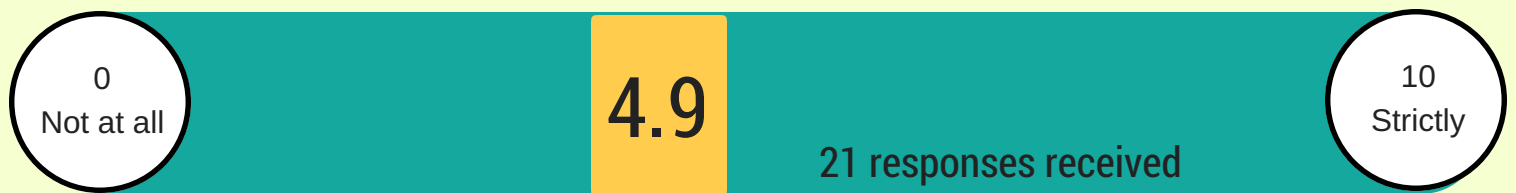
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## HOW MUCH SHOULD FEES DEPEND ON...



## TO WHAT EXTENT SHOULD GUILD RATES BE ENFORCED?



## OTHER COMMENTS?

"I set rates depending on ticket price and attendance and it usually ends up paying fees between \$15-18 per set depending on the performer. The tier rates I've selected are based on experience and position in the line up. A headliner commands more for their profile and ability to help move tickets and therefore is paid more than an opener or middle spot"

"My standard corporate rate for an event is \$3.5K to \$4K. This is relatively low / mid-range...If we were more open about this, it would help new comedians feel confident about how much they can charge, and therefore make a better living. Which also adjusts corporate bookers' understanding of the value of our work."

"Maybe it would be good to have a 'seal of approval' or similar for places that do pay guild rates, so the public can choose to support/prioritise supporting events that pay fairly"

"It is ridiculously difficult to measure experience/skill or to create guidelines of measurement when everything is subjective...It's important we not create an atmosphere that does the same thing. Celebrating creativity and variety should be held above commercial gain."

"In regional NZ no venue is going to pay \$100 to a comedian for a 10 minute set due to lower patronage so guild rates get in the way. For MC gigs (both pub or corporate) a flat rate can be useful. This allows a whole day of work without demanding \$5k from regional venues."

"Guild rates should be a guidance that is there to help comedians. So that when they are negotiating fees they can look to the rates as a reference point and use them in negotiations."