



# ARTISTIC CODE



**Superstruct**<sup>®</sup>  
Entertainment

**This code was created to protect what matters most to us: the freedom to put on great events featuring great talent.**

It gives our teams a clear, shared framework for decision-making around booking artists and facilitating performances.

Our Artistic Code empowers us to act thoughtfully, consistently, confidently and quickly, whether in the office or on showday.





## Artistic freedom

We book artists because we believe they will work for the event, resonate with our audience and be commercially successful. That is the starting point. Within that, we believe in artistic freedom (within the law), and we protect it actively. Artistic expression is at the heart of our operating model. By championing freedom we ensure the diversity and relevance of content that our audiences come to enjoy. We should expect that this freedom will be used in different ways, and that in some cases it will be challenging.

Artists perform at our events and may express views, take political positions or make statements that are nothing to do with us, that we may not agree with, or that prompt public debate or scrutiny. That is their right. We do not censor or editorially control performances to ensure alignment with our group values or commercial interests. This includes cases where artists express social or political commentary as part of their performance or as part of their wider public persona. To repeat, we believe in artistic freedom within the law.

We celebrate diverse creative expression. However, if an artist's public statements or behaviour diverges from our core values, we reserve the right to clarify our organisation's independent position.

## Safe and welcoming for everyone

Our events create communal spaces for people to congregate and have a good time. We protect that. Artistic freedom has limits, and we are clear about where they are. There are two absolute red lines:

- Anything that puts the safety of our visitors or colleagues at risk, for example inciting dangerous crowd behaviour or targeting individuals or groups in a way that could lead to violence or is discriminatory.
- Content or speech that is illegal in the country in which we are operating, for example expressing support for a proscribed organisation.

Beyond those red lines, there are situations where artistic content may need careful management and a response from us.

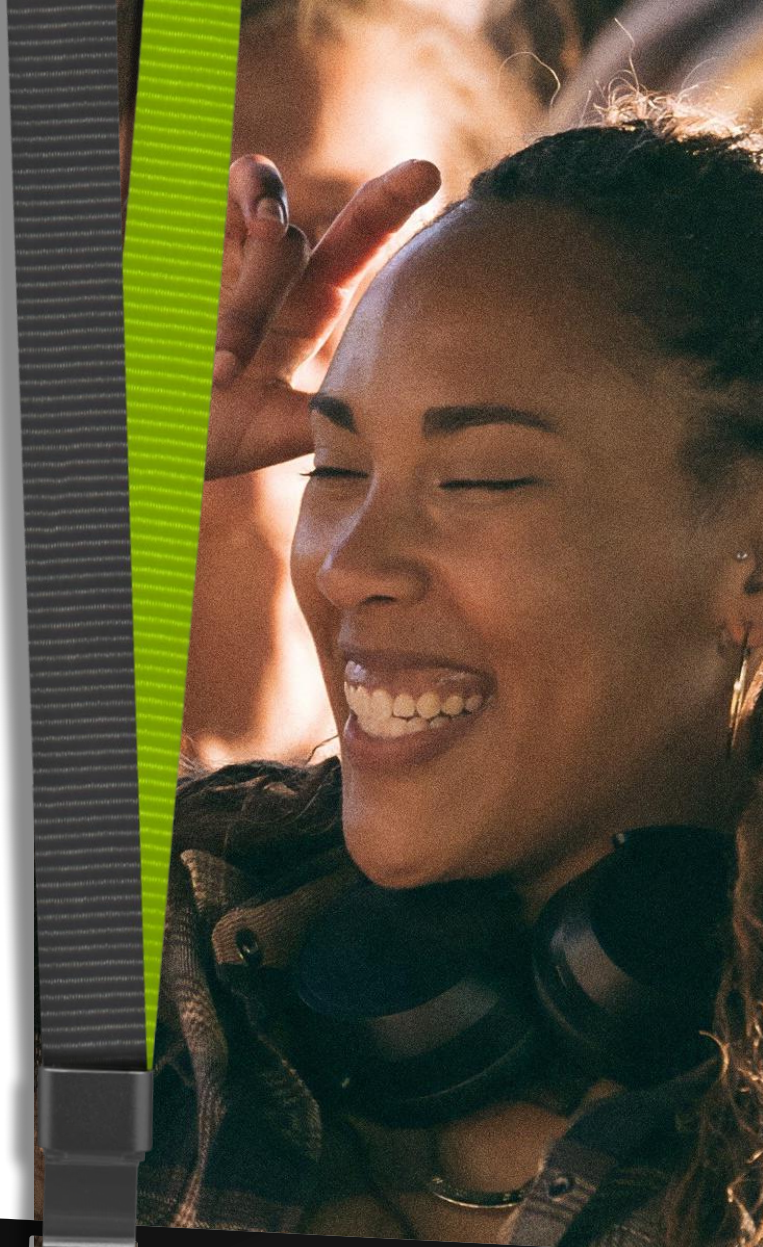


## Inclusive and fair

We do not discriminate, and will not tolerate discrimination, on the basis of race, ethnicity, gender, sexuality, age, disability or any other protected characteristic. This is not a value we balance against other considerations. It applies absolutely: to how we book artists, how we treat our people, the content we put our name to, and the behaviour we accept on our stages. An artist who uses our platform to demean or target individuals or groups on the basis of who they are is not exercising artistic freedom. That is a line we do not move on.

## Driven by our values

We build our events as proud platforms for independent thought, artistic expression and community. Our line up and partners are chosen for their creative merit and in line with our core values of equality and inclusivity. We do not align our business, our brand or our events with campaigns of incitement or movements motivated by intolerance. This extends to what we publish, who we give a platform to and what messages are associated with our name.



### WE STAND FOR



**Artistic freedom  
(within the law)**

### IN PRACTICE THIS MEANS

- No censorship
- Showday Code



**Creating safe and  
welcoming spaces**

- Zero tolerance for putting people at risk
- Zero Discrimination
- Showday Code



**Driven by values**

- No alignment with campaigns of incitement or movements motivated by intolerance



**Inclusivity  
and fairness**

- Zero discrimination



## Our approach

Artists are not employees or suppliers. They are creative performers, and we engage with them on that basis. That being said, we still need a shared framework that covers everyone on site, can be referenced transparently, and is explicit at the time of booking the artist. That is why we created the Showday Code (Appendix A). It sets out our mutual expectations for behaviour and conduct, and it is incorporated into our artist agreements.

## Booking

We book on artistic merit and commercial potential. We do not exclude artists on the basis of protected characteristics or nationality. We may consider an artist's reputation where there are specific, fact-based concerns that are material to the performance and their participation in our event. We do not operate banned lists.

*If discriminatory or unlawful behaviour by the artist happens after they are confirmed and/or announced, we will revisit the above decision-making process and decide how or whether to proceed.*

## Contracting

Our standard agreements require artists to comply with the law, respect the safety of audiences and colleagues, and avoid bringing us into disrepute. The Showday Code will be incorporated going forward.

## Advancing

Advancing is the process that bridges contracting and showday. The teams who negotiate and sign artist agreements are often not the same people who deliver the event on the ground. Advancing is how the detail of what has been agreed, including any specific controls or risk flags, gets transferred to production, security, communications and artist liaison.



## Showday

Cross-departmental coordination is the foundation of a safe and successful show. Day-of-show meetings should include artist liaison, production, security, safety and communications. All specific contractual control points, including Show Stop briefings and the Showday Code, must be re-communicated on the day and logged.

## During and after the performance

We intervene in a performance for safety reasons only. If an artist says something that breaches policy or contract, the right response is almost always a clear statement after the show, not an interruption during it.



## 4 FLAGS, BANNERS AND PROTEST

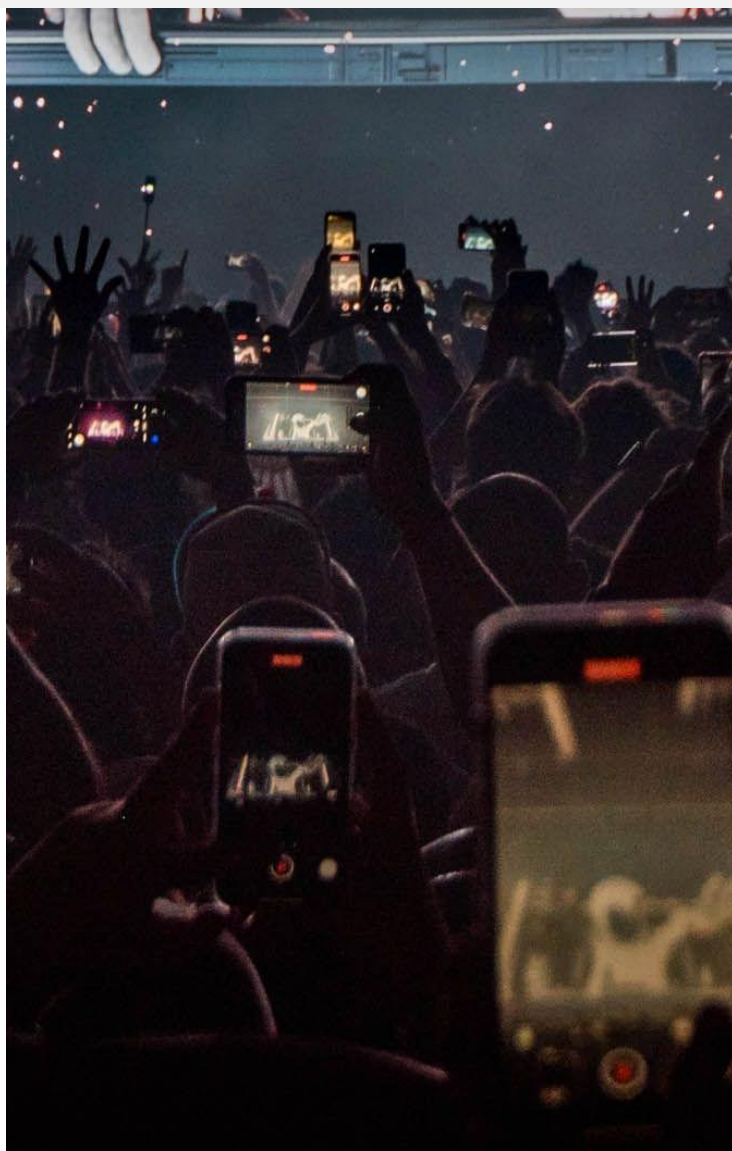
Audiences bring flags, symbols and banners to our events as an expression of identity and solidarity. We allow this. We only intervene where a flag or symbol is illegal in the relevant market, or where a specific safety risk has been identified and agreed with permit authorities. Any ban on flags or banners in an auditorium for operational or filming reasons must be clearly communicated to all participants in advance, including artists and audience members.

Artists may also use flags, symbols or political imagery as part of their performance. We treat this the same way: legal, safety-based assessment only. We do not prohibit flags or symbols because they are controversial.



### ILLEGAL SYMBOLS:

The display of certain symbols and flags may be illegal in some jurisdictions and not just controversial.



The following appendices provide further information to help understand and deliver the Artistic Code:

## **Appendix A: Showday Code**

The Showday Code sets out mutual expectations for behaviour and conduct for all individuals on site, including specific provisions for performers. It should be incorporated into artist agreements.

## **Appendix B: Show Stops**

Basic principles for Show Stop procedures.





## Your stage, everyone's venue

Our Showday Code exists to explain our values and the responsibilities of everyone involved in our events - whether performing or working.

### For performers: the stage is yours

We believe in artistic freedom and don't editorially control performances. We will not ask you to change what you say or do because it is controversial or because we disagree with it so long as it is legal.

However, while performing or appearing on any public platform at our events, you must not:

- Do anything that encourages dangerous behaviour or endangers public safety, including inciting violence or disorder.
- Behave or encourage others to behave in a way that disparages individuals or groups on the basis of colour, race, nationality, ethnicity, disability, sex, sexual orientation, marital status, religion or age.
- Do anything that is illegal, or encourage or incite illegal behaviour.
- Use content or materials, including images, videos, flags or banners, that do not comply with local laws.
- Defame any individual or entity or violate third party rights... any issues that arise will be yours to resolve.

It's your responsibility to know the law. If we can, we'll provide guidance on request

You must familiarise yourself with the Show Stop policy for the event. If it is implemented, comply immediately.

## For everyone: a safe and professional workplace

We expect everyone on site to behave professionally and respectfully. That means:

- Treating all colleagues fairly, without bullying, harassment or discrimination on the basis of any protected characteristic.
- Communicating responsibly and maintaining a respectful tone.
- Not interfering with anyone else's ability to do their job.

While at the venue, everyone must:

- Comply with relevant laws. Everyone must also adhere to the venue's licensing conditions, which we will inform you about.
- Follow organiser instructions, particularly on health, safety and security.
- Only access areas to which they have been granted access.
- Not cause damage to the venue or others' property.
- Not be intoxicated or impaired in a way that creates a nuisance or safety risk.

## Filming and photography

Our events are always worth photographing. But everyone from headliner to gate steward also has a right to privacy. Our events have rules in place to make sure this is clear. Typically, anyone wishing to capture any media at an event, including of their own performance, needs our prior written approval. Permission will specify what can be filmed, where and when, and what the footage can be used for. Filming backstage is not permitted without specific permission. Where it is permitted, respect others' privacy, film only yourself and your team, and follow any restrictions we set.

## What to do if something isn't right

If you witness or experience a breach of this code, report it to the Event Manager or their team at the venue. All concerns will be logged and handled professionally. Contact details will be provided in your event documentation.

The Show Stop procedure forms part of the SSE H&S Policy framework. The main principles of which are:

A Show Stop procedure is the agreed way to pause or stop a performance quickly and calmly if there is serious safety, security or welfare concern. It is part of Superstruct Entertainment's Group Policy Framework.

**What is it?**

A Show Stop procedure is a simple, pre-planned process that helps the event team, artist team and technical teams act in a coordinated way when continuing the performance could increase risk. It is a practical control measure designed to protect people and support fast, clear decision-making.

**When could it be used?**

A 'Show Stop' may be used when there is an immediate or developing risk to the audience, performers, crew or the safe operation of the event.

