



Melbourne Music Plan 2018-2021

Annual Report

2020 - 2021

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Overview

The Melbourne Music Plan 2018-2021 aims to consolidate the city's reputation as a global music capital focusing on supporting, growing and promoting the city's culturally diverse music industry.

The Music Plan builds on the work and success of the Melbourne Music Strategy 2014-2017.

City of Melbourne has produced an annual report for each year of the Music Plan, and these are available on the City of Melbourne website. The reports outline the key highlights and outcomes for each financial year of the Music Plan, and indeed measure its progress.

This report (2020-2021) is the third and final report for the Melbourne Music Plan 2018-2021, and it highlights the key programs delivered for music in the 2020-2021 financial year. There have been a total of 130 plus outcomes and new programs developed and delivered across the three years of the Music Plan.

COVID-19

Given the significant impacts of COVID-19 on the music industry, the year three (2020-2021) priorities in the plan were reviewed throughout the year. As a result, one key priority will be carried forward for review in 2021-2022;

- Priority 12 - Work with industry partners to evaluate the need for more research into the economic and social contribution of music based tourism to Melbourne.
 - It is clear that priorities for the music industry changed in 2020-2021 as a result of COVID-19. Given the closure of international borders and multiple lockdowns impacting interstate and local travel and tourism, it has been deemed that the need for this type of research will be re-assessed in 2021-2022 in line with the implementation of the Economic Development Strategy 2031, and in consultation with the music industry.

COVID-19 Reactivation and Recovery

In response to COVID-19, City of Melbourne developed their COVID-19 Reactivation and Recovery Plan in September 2020. This plan included a number of priority recovery actions which formed the City of Melbourne's immediate response to the pandemic, and are broadly grouped into two key focus areas; 'prioritise health and wellbeing', and 'reactivate the city'.

A number of the key reactivation and recovery achievements were aimed at reinvigorating Melbourne's music scene and supporting local live music venues, musicians, and the wider industry. These initiatives are included in the year three report.

Economic Development Strategy 2031 - Melbourne's Thriving Economic Future

- City of Melbourne's Economic Development Strategy 2031 was endorsed by Council in June 2021. The key focus of the Strategy is to ensure that Melbourne remains a prosperous city, both as it emerges from the impacts of COVID-19 and into the medium and long terms. City of Melbourne will work with the music industry through the implementation of this Strategy to ensure that Melbourne's music scene continues to thrive and be supported as it recovers from the impacts of COVID-19.
 - Priority 2 in the Strategy is 'A creative resurgence', designing a new value proposition for the city.
 - Action 13 in the Strategy is to 'Continue to collaborate with the music industry to support and protect all aspects of the city's music ecosystem through industry development and regulation'.
 - In addition, City of Melbourne will draw on advice from the Night Time Economy Advisory Committee to ensure that the central city economy responds to the impacts of COVID-19.

Industry Development and Diversity

Link musicians and entrepreneurs from diverse backgrounds with tools, technologies and mentors to help them curate new music, reach new audiences and distribute music through new and existing platforms.

Industry Development and Diversity: Year Three Priorities

Priority 1 - Continue to develop Melbourne Music Week as a diverse music festival that serves and is guided by Melbourne's music industry and venues, and predominantly showcases local musicians.

- In response to COVID safety measures and venue capacity restrictions, Melbourne Music Week's (MMW) 2020 program was reimagined from its usual week-long model. Working alongside musicians, venues, programmers and creatives who make up the city's music scene, MMW delivered three months of live and local music over an extended program, thus becoming MMW–Extended.
- MMW–Extended reinvigorated the contemporary music sector after a challenging period and played a major part in rebuilding a positive profile for Melbourne. The revised MMW event format directly responded to the challenges faced by Victorian artists, live music venues, promoters, labels and creative industries impacted by COVID-19.
 - Alignment to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 2 - Reactivate the city.
 - Moved from the iconic MMW Hub model to dedicate all efforts and resources on supporting and showcasing the city's beloved music and cultural venues. A total of 67 shows were programmed across 23 live music venues.
 - Design of the largest program to date specifically to support city recovery and contributing over \$5.8 million in economic impact to the City of Melbourne, an increase of 65 per cent from the previous year.
 - Supported the recovery of the Australian music industry post-lockdown by bringing people back to the city for live music shows. MMW-Extended attracted a primary audience attendance of 72,000 into the City of Melbourne, a 20,000 increase of 2019. The events were also experienced by a secondary audience of over 638,000 people and an additional 24,000 people online.
 - The program featured 330 musical acts. The event profiled local independent and emerging talent with 100% of the artists programmed being Victorian. 75% of attendees agree that MMW increased their likelihood to actively support more local Melbourne music artists.
 - Supported the industry by employing over 1000 Victorians to deliver events.
 - Adopted a flexible and COVID-safe event delivery model that was able to be scaled up or down based on the capacities of the venues. From a gig for dogs to early morning tai chi sessions, the ambition to produce engaging shows remained at the event's core.
 - Positioned Melbourne nationally and internationally as a renowned music city by being one of the country's first live music events post-lockdown. 98% of attendees rated their MMW-Extended experience as positive, whilst 89% agreed that attending MMW increased their sense of well-being.

Priority 2 - Continue to support Melbourne's education sector by working collaboratively to provide professional development opportunities for local musicians and young entrepreneurs.

- Delivery of two iterations of the Music Industry Mentoring Edge (MIME) program; MIME and MIME 2.0 developed in partnership with Box Hill Institute and their New Enterprise Incentive Scheme (NEIS), which is delivered through the Department of Education, Skills and Employment.
 - The first partnership of its kind to be developed between a music industry program, tertiary education provider, local government and the New Enterprise Incentive Scheme (NEIS).
 - Created one-on-one mentoring opportunities for 25 artists/music businesses and opportunity for NEIS alignment in the MIME program.
 - For the first iteration of MIME, 20 music industry participants were selected to be part of the program to develop their business plan through the NEIS and receive one-on-one mentoring.
 - For the second iteration, MIME 2.0, 5 music industry participants were selected to receive one-on-one mentoring with a local music industry professional.
 - 14 local industry professionals were selected as mentors for the program, creating new work opportunities for musicians and industry during the COVID-19 lockdown and recovery period.
- City of Melbourne is a member of RMIT University's Music Program Advisory Committee, providing advice on potential topics for music education, and supporting opportunities for collaboration between City of Melbourne, RMIT University and the industry.

Priority 3 - Support music performance and curatorship opportunities for emerging, grassroots artists, buskers, Aboriginal artists and musicians from all backgrounds. Lead by example by engaging emerging musicians from diverse backgrounds at City of Melbourne events.

- The Music in the City activation program was created by the City of Melbourne to provide atmosphere in the city, support musicians and encourage visitation across the city from November 2020 to March 2021. This activation was funded through the Melbourne City Recovery Fund in partnership with the Victorian Government.
- The program was in two parts and included daily busking performances at key locations across the city as well as high profile pop up performances by celebrity musicians.
 - The ANZ City Vibes busking program was developed in partnership with City of Melbourne and ANZ Bank.
 - Aligns to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 2 – Reactivate the city.
 - Pioneering the return of buskers to the CBD, the ANZ City Vibes busking program supported a total of 125 individual live music street performers who had lost their income through COVID-19.
 - The ANZ City Vibes paid busking program highlighted a diverse range of emerging and established performers, aiming to provide them with as many performance opportunities as possible. As a result there were 1,717 four-hour shifts facilitated at key city locations over an eight-week period, from 6 November 2020 to 1 January 2021.
 - On New Year's Eve and New Year's Day, 60 busking spots were utilised on each day, amounting to 240 four-hour shifts to complement the lively atmosphere of the New Year's Eve Street Feast program.
 - The program was positively profiled as part of the extensive Let's Melbourne Again media campaign, and included a 30,000 reach on the What's On Facebook busking post.

- Music pop up performances were held across the city in partnership with the Mushroom Group.
 - Aligns to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 2 – Reactivate the city.
 - The second part of the Music in the City program saw 60 pop up performances by high profile Australian musicians take over landmark and hospitality locations. In partnership with the Mushroom Group, a total of 23 musical acts including internationally known Tones And I, Jimmy Barnes, Vance Joy, Daryl Braithwaite and Kate Ceberano took to the stage on street corners, retail precincts and restaurants to perform 15-minute impromptu gigs.
 - The launch weekend, which started on 10 December, received significant media attention with 22 pieces of traditional media coverage reaching 2 million people.
 - Overall the music pop ups posts topped both What's On Instagram and Facebook as most engaged posts between October 2020 and May 2021. Highlights include the Tones And I What's On Instagram post being the most viewed and liked event on the What's On website for 2020 with 116,000 page views, whilst Jimmy Barnes' performance topped Facebook most viewed post from this period.
- Delivery of Drop The Beat 2.0 in partnership with The Drum Youth Services, Freeza and Voicefest. This was a youth-led event supporting young people of colour and young LGBTIQ+ artists.
 - Brought together four youth music groups from diverse backgrounds; Real Youth Music Studios (RYMS), Aardvark Music, Decibels Youth Music and Youth in Blues (Melbourne Blues Appreciation Society).
 - Creation of video content to showcase each group and individual performers, which was screened at SIGNAL on the outdoor screen.
 - Supported one mentoring and two mentee positions for the young LGBTIQ+ community.
 - Provided marketing content for the youth music groups and the individual participants, supporting their artist profiles and social media campaigns.
 - Educated young performers on event management, music presentation and performance fees.
 - Drop The Beat was originally scheduled to be presented live during Youth Week in April 2020, but was postponed and re-developed to be delivered in digital format post COVID-19.

Priority 4 - Support Melbourne's music ecosystem at all levels through ongoing research and data collection through partnerships and key projects such as Live Music Census and Music Infrastructure Mapping.

- New partnership developed with Monash University to conduct research which will examine sexual violence in the music industry; Pilot Study: Examining Sexual Violence in the Music City of Melbourne.
 - The pilot project will be the first Australian study to begin to track incidences of sexual violence in urban music spaces.
 - The focus of the study will be women and gender diverse people including culturally and linguistically diverse (CALD) backgrounds, those with disabilities, Aboriginal communities, and those who identify as transgender and non-binary or LGBTIQ+.
 - The pilot study will align with City of Melbourne's new program Project Night Justice: Enhancing women and non-binary people's safe access to the city late at night.
- City of Melbourne has conducted two business surveys during 2020-2021 to better understand the impact of COVID-19 on different sectors across the city, and to inform the development of support and recovery programs.

Innovation and Technology

Encourage connections between music and technology to provide more opportunities for musicians to experiment, collaborate and reach new audiences.

Innovation and Technology: Year Three Priorities

Priority 5 - Facilitate connections between music startups, musicians, innovative businesses and the broader community through programs and events such as Melbourne Knowledge Week and Melbourne Conversations.

- Melbourne Knowledge Week 2021 hosted 10 music-related events as part of its program, engaging a total of 16 local and national music artists and acts.
 - Two Mabu Mabu dinners featured music performances by Kuku Yalanji, Jirrbal and Badu Island singer/songwriter Kee'ahn and DJ sets by Gunai/Kurnai, Yorta Yorta and Wiradjuri artist Soju Gang.
 - *Losing, Linda*, a live performance by Sui Zhen and band.
 - An online workshop on how to build soundscapes and capture environmental noise, presented by Istituto Italiano di Cultura Melbourne.
 - DJ sets at the Meat Market Hub by MzRizk, Thando, Mike Gurrieri and Shio.
 - African Drumming workshops during the Discover and Play day, aimed at families and children.
 - Music performances and DJ sets by local and national acts Abby Sundborn, Anuraag, CORIN, E Fishpool and Fia Fiell at the Sunday Ideas Market.

Priority 6 - Support connections between musicians, technicians and technology developers by linking entrepreneurs, students and researchers. Make these groups aware of government funding opportunities and programs and provide access to community innovation labs or similar.

- Extension of the partnership with Spirit Level Lab to deliver eight sessions of the Future of Music monthly online series, delivered on Twitch.
 - Exploring what new opportunities or challenges emerging technology may bring for musicians. Topics included The Future of Streaming, Music Making Tools, Anatomy of an Artist Team, and Non-Fungible Tokens and Beyond.
 - Presenting local and international music tech businesses and innovators through interviews and showcases.
 - Connecting local music businesses with each other, and providing international networking opportunities through virtual reality and online platforms.
 - Aligning with the Melbourne Music Week-Extended program to deliver State of Play - The shifting landscape of music and what the future holds.
- New partnership developed with RMIT University to deliver the Ambisonic Pilot Program Commission, delivering four new compositions exploring spatial sound.
 - Created four new commissions engaging emerging composers and recent graduates from local academic institutions, as well as an affiliate from Melbourne Electronic Sound Studio (MESS).

- Participants received mentoring and early career support in sound composition by SIAL Sound Studio, fostering innovation and leveraging future opportunities for the next generation of musicians.
- New partnership developed with Creative Partnerships Australia to sponsor placements for music businesses in their Knowledge Series - Mastering Arts Fundraising Program.
 - Four local music businesses were provided with placements in the eight session series, providing business growth and networking opportunities for participants.

Priority 7 - Explore innovative ways of presenting music across the municipality and encourage startups to test and prototype music products and services through activities such as innovation challenges and competitions.

- The Open Innovation Competition 2021 included the involvement of music focused solutions and ideas on city reactivation and recovery.
 - Seven applications with a music focus were received. Two of the applications participated in the four-day Rapid Open Innovation Sprint with RMIT University at Melbourne Knowledge Week 2021, with one participant pitching at the final showcase in June.
- New program series LOLI Pop-Up developed as an extension of the City of Melbourne's *Looking Out, Looking In* Spotify playlist series.
 - The series is designed to take LOLI to the streets and activate city businesses and spaces in a new innovative way.
 - The debut edition was held at Wax Museum Records in Campbell Arcade to align with Make Music Day 2021, and to showcase the record store which has been a Melbourne institution for 15 years. It was a live showcase of Melbourne music selectors.
 - The event was livestreamed on Twitch and promoted across media as an in-house and virtual event. Two DJ's presented a mix of local music across a lunchtime session.
- The new Tip My Hat busking competition was created by City of Melbourne to support performers during lockdown.
 - Aligns to COVID-19 Reactivation and Recovery Plan – Initiative 2 – Reactivate the city.
 - Over seven weeks during the lockdown in September and October, 28 performers were showcased in an online competition conducted via Instagram.
 - Each of the seven weekly winners received a cash payment.
 - The social media outcomes for the competition included 15,436 voters, 190,170 promotional video views and 496,579 Instagram Story impressions.
 - The new program was positively supported by the local community and extremely well received the participants.

Priority 8 - Promote existing City of Melbourne programs and facilities that support music and technology including Annual Arts Grants residencies and community recording and performance facilities.

- COVID-19 Small Business Transformation Grants and Small Business Reactivation Grants supported a wide range of music and hospitality businesses in the City of Melbourne.
 - Aligns to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 1 - Prioritise public health and wellbeing and Action 2 - Reactivate the city.

- A total of 896 hospitality and music businesses were supported through these COVID-19 recovery funding programs.
- The 2021 Annual Arts Grants program supported funding of 17 new local music projects.
 - Music represented 16 per cent of total successful applicants across all art forms.
 - A total of \$184,183 was allocated to support new music projects.
- The 2021 Quick Response Arts Grants Round 1 supported funding for a total of 7 local music projects.
 - Music represented 23 per cent of total successful applicants across all art forms.
 - A total of \$27,947 was allocated to support new music projects.
- The 2018- 2020 Triennial Arts Grant Program supported 7 organisations that identified with the music art form.
 - Music represented 20 per cent of the total successful organisations.
 - A total of \$420,000 was allocated to music organisations.
- The Arts and Creative Investment Program is supporting 8 organisations with a music component in 2021:
 - African Music Festival, Australian Art Orchestra, Liquid Architecture, RISING, Melbourne International Jazz Festival, Songlines, Melbourne Symphony Orchestra (MSO) and Speak Percussion.
 - A total of \$610,000 was allocated to these organisations.
- Two residencies that support music were supported;
 - Byron Dean, 2020 Arts and Heritage Residency for music.
 - Stephanie Peters, 2020 Boyd Studio 1 Residency for a VR project which includes a music component.
- The Awards for Arts Excellence 2021-2023 is supporting Music Victoria in a three year partnership to present The Age Music Victoria Awards at a live music venue in the city each year.
- SIGNAL Streets presented Algorave.
 - SIGNAL and Sound School hosted 4 online live coding workshops throughout February, facilitated by Allison Walker, with 10 young people participating.
 - SIGNAL presented Algorave to an audience of more than 200, and 3 of the workshop participants performed alongside Allison Walker, Mara McDonald and Hextape.
- Green Your Noise presented by SIGNAL.
 - As part of SIGNAL's Young Creatives Lab, Acacia Coates and Winter McQuinn received funding and support to create a carbon calculator for the music industry.
 - Participants were mentored by Berish Bilander, CEO of Green Music Australia, and launched their new website at SIGNAL in April with performances by Sunfruits, Hachiku and DRMGNW.
- Sound Capsule for Future Humans presented by ArtPlay.
 - 57 children participated in five workshops facilitated by six artists - Aviva Endean, Justin Marshall and The Letter String Quartet.

Visitor Economy and International Profile

Continue to promote Melbourne as a vibrant, international music destination and work with industry and other partners to maximise opportunities for local musicians, audiences and music entrepreneurs.

Visitor Economy and International Profile: Year Three Priorities

Priority 9 - Support events that embrace a range of musical styles, forms and practices and encourage musical collaboration, physically and digitally, to break down socioeconomic and cultural barriers and enable visitors to experience Melbourne like a local through our Visitor Economy programs and marketing channels.

- Development and delivery of a new free community music program, Lo-Fi Lounge at City of Melbourne libraries and community hubs.
 - Library at the Dock, Kathleen Syme Library and Community Centre and Southbank Library at Boyd Community Hub presented a diverse program of live music engaging six acts, and aligned to YIRRAMBOI Festival to activate city spaces and precincts throughout Autumn.
- The 2020 Christmas Festival supported live music performances across the city.
 - Alignment to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 2 - Reactivate the city.
 - Horns of Leroy were engaged to perform two events at Piazza Italia in Lygon St to activate Carlton Precinct.
 - The Christmas Collective featured seven live music activations with a total of 23 artists and DJ's engaged across the program.
- Melbourne Fashion Week 2020
 - Alignment to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 2 - Reactivate the city.
 - The event was delivered predominantly in digital format, and included a live event component.
 - Six artists were engaged for the festival for the runway and pop-up events.
- Event Partnership Program supported a range of music events and festivals with a music component.
 - Midsumma Festival and Women in Music Festival received funding to directly support the music sector with a focus on the LGBTQIA+, female, non-binary and Indigenous music community.
 - 25 events with a music component were supported enabling activation across the city and precincts to support different communities and cultures. Events included BlakHeArt, Spring Fling, Harmony Festival and Melbourne International Student Festival.
 - Total funding of \$1,058,500 for the Event Partnership Program.
- City Reactivation Events Grant supported a range of music events and festivals with a music component.
 - Alignment to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 2 - Reactivate the city.

- Support for eight music events; January Big Strings, Jazz Hub, Delta Goodrem, Pride in the Park, Love Fail, Ritual Community Music, Divine Noise and Festival of Jewish Arts and Music (FOJAM) and Melbourne Symphony Orchestra (MSO) present Compassion.
- 12 events with a music component were supported including Melbourne Music Poster Expo, Paradise Roller Disco and Songs - the festival celebrating the art and craft of the song and songwriting.
- Total funding of \$538,000 for City Reactivation Events Grants.
- Federal and State Government funding programs, and other key industry grants and support for the music industry, were promoted through City of Melbourne's channels including the Melbourne Music and Business in Melbourne newsletters, and social media channels.

Priority 10 - Strengthen Melbourne's brand as a unique music city by promoting our eclectic mix of genres, styles and scenes, and profiling local artists including Aboriginal artists, through our existing programs and events.

- Three new iterations of *Looking Out, Looking In*, City of Melbourne's Spotify playlist series were delivered.
 - Volume 5 – Ambient and Mindful, Volume 6 – Always Was Always Will Be, dedicated to NAIDOC WEEK 2020 and Volume 7 – Journey into Jazz.
 - Supported eight local music industry curators across numerous genres of music.
 - Promoted over 200 artists across the three volumes with a dedicated publicity campaign on social media, street press media and radio.
- YIRRAMBOI Festival 2021 was held across the city in May 2021.
 - YIRRAMBOI's music program was presented in partnership with Australia Council for the Arts.
 - Program venue and events partners included RISING, Melbourne Recital Centre, Malthouse Theatre and Fringe Festival Common Rooms.
 - Performances were held at City of Melbourne venues including SIGNAL, Melbourne Town Hall with the Grand Organ, Kathleen Syme Library and Community Centre, Southbank Library and Boyd Community Centre.
 - The free family day program Barring Yanabul included 11 musical acts and was presented across key city locations at The State Library, Bourke St Mall and the GPO.
 - Media coverage for the music component included interviews and coverage on ABC Radio, in The Guardian and Beat Magazine.
- The annual Moomba Festival supported a new Busking Competition held over three days across the city, as a way to support live street performers in the recovery phase of COVID-19.
 - Alignment to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 2 - Reactivate the city.
 - 85 performers participated in the competition at seven locations in the city.
 - The competition was profiled as part of the Moomba media campaign, and received a media reach of over 2,000 on a Channel 9 News social media post, and a reach of over 25,000 on the City of Melbourne Moomba media channels.

Priority 11 - Continue to work with State agencies and industry stakeholders to showcase Melbourne's musical strengths in interstate and international promotional and tourism campaigns.

- New three year funding partnership developed with Music Victoria to support the delivery of the Music Victoria Awards from 2021-2023, through the Awards for Arts Excellence as part of the Creative Funding Framework. City of Melbourne will be a major partner for the awards.
- Funding was allocated to Music Victoria to host the 2020 Music Victoria Awards at the Melbourne Recital Centre during Melbourne Music Week-Extended. These awards recognise and celebrate the success and achievements of the local and Victorian music industry.
- The new Flash Forward creative laneways program secured \$7.5 million from the Victorian government along with \$650,000 (capital) from the City of Melbourne.
 - Alignment to City of Melbourne COVID-19 Reactivation and Recovery Plan Action 2 - Reactivate the city.
 - This job-creation program has employed over 160 creatives to reimagine 40 of Melbourne's CBD laneways and support the city's social and economic recovery.
 - To date 40 new music albums have been commissioned, to align with 40 mural and street art works and a range of integrated and stand-alone lighting installations. All Flash Forward Program commissions are due to be delivered by August 2021.
- Support and promotion of Ausmusic T-shirt Day 2020 through City of Melbourne social media channels to help raise funds for Support Act.
- New partnerships developed with music media agencies and local community radio to strengthen communications of City of Melbourne music programs, and to support local music media businesses.
- Support for three international students, and finalists of "Friday Nights At Home" ISOVision2020, to participate in the 2020 Chengdu International Sister Cities Youth Music Festival.
 - Chengdu is Melbourne's major strategic partner city in China. The Chengdu International Sister Cities Youth Music Festival is an annual international event hosted by Chengdu Municipal Government and aims to promote exchanges between global young musicians. The 2020 festival invited 129 international art troupes for online performances from 45 countries across the world.
 - The Melbourne performances were displayed via livestreaming and attracted up-to 2 million video views and 100 million media coverage/views from China and other cities. The participating students had the opportunity to showcase their talents to an international audience. It also raised the profile of Melbourne and the experiences of international students during the lockdown isolation period.

Priority 12 - Work with industry partners to evaluate the need for more research into the economic and social contribution of music based tourism to Melbourne.

- Due to COVID-19 this priority was not completed as planned in year three. Priorities for the sector changed, and given the closure of international borders and multiple lockdowns impacting interstate and local travel and tourism, it is deemed that the need for this type of research can be re-assessed during 2021-2022 in consultation with industry and key stakeholders.

Regulation, Urban Growth and Infrastructure

Protect and expand the current diversity of music spaces in Melbourne by advocating for development and regulation that supports music venues and keeps pace with industry and community needs.

Regulation, Urban Growth and Infrastructure: Year Three Priorities

Priority 13 - In the early stages of new urban renewal and major infrastructure projects, consider and explore ways of incorporating spaces that can support music performance and artist housing in line with the Melbourne Arts Infrastructure Framework Implementation Plan.

- The new state planning policy for live music (VC183) announced in 2020, introduced an option for Council's to delineate areas where future live music and entertainment precincts are to be encouraged and protected. The possible application of this provision should be considered in the early stages of all new urban renewal and major infrastructure projects.
- Input and consultation into the development of the Arden Structure Plan and Masterplan to ensure alignment with new city infrastructure projects and the Melbourne Arts Infrastructure Framework (MAIF). This included identifying areas within Arden which are in non-residential areas suitable for live music spaces.
- Participation in the Music Victoria Live Music Precinct Roundtable discussions, alongside representatives from other Councils in Melbourne, and the Department of Environment, Land, Water and Planning (DEWLP).
- Consultation with the Live Music Office to understand the application of State Planning Policy for Live Music in other cities in Australia, and consider the City of Melbourne context.
- Redevelopment of the new Creative Spaces website which was launched in November 2020, enabling live music venues, artists and music organisations to join the creative community by listing their business. Creative events can be listed and promoted on the website for free.

Priority 14 - Collaborate with industry and other partners on a comprehensive heritage study of Melbourne music venues to determine their heritage significance, with the aim of achieving greater protection under the Planning Scheme.

- The South Yarra Heritage Review is underway and due for completion on September 2021.
 - Live music venues in the heritage study area were provided to the consultants for consideration during the fieldwork and review stages.
- City of Melbourne will continue to include live music venues in the ongoing Heritage Reviews of the city. In addition, the new state planning policy for live music (VC183) has acknowledged in state policy for the first time, the economic and cultural importance of live music to the state of Victoria. There is now a strong and clear basis for Councils to include local policy for live music in local planning schemes.
 - It is recommended that some policy and strategy for live music in the City of Melbourne is included in the Municipal Strategic Statement (MSS) review and update, expected to commence in the next financial year. This may assist in achieving greater protection for live music under the planning scheme.

Priority 15 - Support Melbourne's late night economy by continuing to deliver core programs and forums that benefit local music venue operators and licensees such as Melbourne Venues Day, Melbourne Licensees Forums and the Safe Nights Out for Women Project.

- City of Melbourne in collaboration with Victoria Police, University of Melbourne, Crime Stoppers Victoria, Salvation Army and Rape and Domestic Violence Services Australia will deliver Project Night Justice: Enhancing women and non-binary people's safe access to the city late at night.
 - The project is supported by the Department of Justice and Community Safety's Crime Prevention Innovation Fund.
 - The aim of the project is to raise community awareness of sexual violence and introduce training, policy and improved incident reporting systems within and around late night entertainment precincts to improve personal safety for vulnerable women and non-binary people visiting our city late at night.
- Quarterly Melbourne Licensees Forums (MLF) were held throughout 2020-2021, bringing together City of Melbourne licensees, Victoria Police, Victorian Commission for Gaming and Liquor Regulation representatives and other key stakeholders to discuss issues relating to safety and regulation for city businesses. The forum also allowed City of Melbourne to update on new funding programs as part of the city reactivation.
- A series of meetings with live music venues and Music Victoria were held during the lockdown and recovery periods. These were set up to support live music venues and to better understand the key challenges music businesses were facing, and how City of Melbourne could best support the sector into the recovery period.
 - An information session was held for live music venues for the Small Business Reactivation Grants, and included consideration of alignment to key reactivation programs including Melbourne Music Week-Extended.
- The Local Government Safe Cities Network (LGSCN), a working group reporting to the Council of Capital City Lord Mayors CCCLM, developed of its three year action plan 2021-2023 aiming to improve knowledge of and best practice approaches in city safety; including the ongoing commitment to the research measuring the Australian night time economy.
 - The *Measuring the Australian Night Time Economy Report*, provides City of Melbourne inclusion in and access to the only report available that measures Melbourne's night-time economy, its financial and social benefits, and comparison with other major cities.
- In June 2021, the Department of Justice and Community Safety sought City of Melbourne's views on proposed changes to the existing Freeze Guidelines with the aim of supporting the recovery of Melbourne's Night Time Economy. Changes to the exemption commenced on 1 July 2021.
- Establishment of a Night Time Economy Advisory Committee to provide advice to City of Melbourne on the recovery of the night time economy. Committee includes representatives from the local Melbourne music industry and city music businesses.
- Music Victoria received funding support through our Social Partnerships Program 2021-2023 to deliver a new Live Music Venues accessibility program for venues within the municipality. The program will support venues to improve accessibility and increase participation and inclusion.

Priority 16 - As a new member of the Live Music Roundtable, contribute to industry and State Government regulatory discussions, including about the ongoing review of the EPA's State Environment Protection Policy No. N-2, and the application and review of State Planning Provision 52.43 (agent of change).

- Ongoing contribution to the review of the Environment Protection Authority's (EPA) SEPP N-2. The new Environment Protection Act 2017 legislation is set to commence on 1 July 2021. It includes new '[Noise limit and assessment protocol](#)'¹ for the control of noise from commercial, industrial and trade premises and entertainment venues.
- The new State planning policy for live music (VC183) includes an updated Live Music and Entertainment Venue particular provisions Clause 53.06 (previously Clause 52.43).
 - City of Melbourne attended the information sessions when the policy was first gazetted.
 - Participation in the Music Victoria Live Music Precinct Roundtable, alongside representatives from other Councils in Melbourne, and the Department of Environment, Land, Water and Planning (DEWLP).
 - Consultation with the Live Music Office to understand the application of the State planning policy for live music in other cities in Australia.
 - City of Melbourne are currently researching the implications of this new state policy for the municipality.
- The City of Melbourne will continue to contribute to industry and State Government regulatory discussions as required. The City of Melbourne will also continue to review and monitor whether planning provisions for live music venues should be an amendment in the Melbourne Planning Scheme.

¹ <https://www.epa.vic.gov.au/about-epa/publications/1826-4>