



Melbourne Music Strategy 2014-17

Year one progress report

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Theme 1: Visibility

Action 1. Continue to work across Council and with industry to make music more visible in Melbourne with year-round events and activities.

Task 1: Consider how spaces for low-scale outdoor musical performance, and publicly interactive musical spaces, can be incorporated into future structure plans.

1. Sunday Lounge Music Program at Library at the Dock

- Creative Producer mentorship and support for local musicians.

Status: Complete

- Report due August 2015.

Status: Year Two

2. Intergenerational Music Playgroup¹

- Melbourne for All People Strategy, linking young children and older people in the community through music.

Status: Complete

Task 2: Investigate the possibility of hosting a busking or street performance festival in the city in the future.

1. Buskers surveyed to identify how City of Melbourne can support and promote street performance and busking in the future, to ascertain if there is a need for a busking festival.

- Report with recommendations finalised.

Status: Complete

2. Implement report recommendations

Status: Ongoing / YearTwo

3. Opportunities for busking at Federation Square identified and pilot program will be run in August 2015.

Status: Year Two

Theme 2: Promotion and Positioning

Action 4. Work with industry to tell Melbourne's musical story.

Task 1: Collaborate with industry partners to tell Melbourne's musical story and celebrate our rich musical history.

1. Amphlett Lane Media Launch

- Love Your Laneway 2014/15 Program

Status: Complete

2. AC/DC Lane: Laneway to Hell

¹ <https://www.youtube.com/watch?v=PIDRIsJ1H3M&feature=youtu.be>

- Love Your Laneway 2014/15 Program
Status: In progress
- 3. Sponsorship of Airplay! 2014
Status: Complete
- 4. Sponsorship of The Age Music Victoria Awards 2014
Status: Complete

Task 2: Support the Melbourne Music Story project and continue to work with our partners during the research, interview and compilation stages.

1. Interview with Ed Nimmervoll
Status: Change to opportunity
- Four-stage project developed to tell Melbourne's musical story over the next two years.
Status: Ongoing / Years Two and Three

Task 3: Continue to promote Melbourne Music City guide and app. Work with Music Victoria to investigate new opportunities to market this guide to an international audience.

1. Marketing via Tourism Melbourne channels
 - Advertising at visitor centre for two weeks during MMW 2014.
 - Online Tourism portal for volunteers.
 - Tourism volunteer monthly newsletter.
 - Commentary on Melbourne Visitor Shuttle.
 - App on Tourism volunteer ipads.
Status: Complete
2. Promotion via City of Melbourne social media channels
Status: Complete
3. Promoting nationally and internationally
Status: Change to Opportunity
 - Music Victoria now partnering with The Music on this project.
 - City of Melbourne to promote if opportunities arise as part of the International Music Strategy.

Task 4: Investigate opportunities to promote Melbourne as a music capital internationally.

1. Melbourne Music Magazine distributed at Americana Music Festival United States, funded by City of Melbourne
Status: Year Two: September 2015
2. Melbourne Music Symposium 2015
Status: Year Two: November 2015

Action 5. Partner with industry to promote Melbourne as a national and international music destination for music-making and investment.

Task 1: Establish connections with Tourism Victoria to develop a strategy to further embed Melbourne's reputation as Australia's music capital in national and international marketing campaigns.

1. Play Melbourne Campaign

- Work with MAC to connect with Melbourne musicians to create playlist on Play Melbourne

Status: Complete

2. Continue to identify opportunities to collaborate with Tourism Victoria.

Status: Ongoing

Task 2: Investigate ways to promote the Melbourne music scene at national and international conferences and events through collaboration and partnerships

1. Melbourne Music Symposium promoted at Canada Music Week and Music Cities Convention via Music Advisory Committee members Patrick Donovan and Ian James.

Status: Complete

2. Americana Music Festival, United States 2015 via Melbourne Music Magazine

Status: Year Two - September 2015

3. Melbourne Music Symposium, Face the Music Conference and Melbourne Music Week 2015.

Status: Year Two – November 2015

Task 3: Investigate the potential to attract a major international academically focused music industry conference to Melbourne, using the concept of Melbourne as a music city as the central theme. Ensure any new conference does not replicate existing industry events.

- Inaugural Melbourne Music Symposium to be held in November 2015
- Working group established in October 2014. Group will continue to work with City of Melbourne in lead up the event and post event on outcomes and recommendations.
- Year Three Council Action Plan 2015-2016

Status: Complete

Task 4: Look to utilise the City of Melbourne's own marketing platforms to allow live music venue operators and events companies to list their gigs and events on the website.

1. Melbourne Music News.

- Subscription link sent to music businesses and stakeholders.
- Music News will be sent on a bi-monthly basis.

Status: Complete

Task 5: Investigate strategic alliances with other music cities around the world to reinforce Melbourne's global reputation as a music capital city.

1. Melbourne Music Symposium November 2015
 - Workshop: Explore the interconnectivity of global music cities – How music cities can work for the betterment of all.

Status: Year Two - November 2015

Task 6: Work with Music Victoria and the Victorian Government to investigate Melbourne's eligibility to join the Creative Cities Network as a UNESCO City of Music to recognise Melbourne's rich musical heritage.

1. Melbourne not eligible to be a UNESCO City of Music

Status: Complete

Promotion and Positioning

Action 6. Continue to develop Melbourne Music week as a way of celebrating and supporting the city's music industry.

Task 1: City of Melbourne, in consultation with the music industry, will continue to build a five year vision for the Melbourne Music Week event.

1. December 2014: MMW conducted a survey with attendees and event partners to capture feedback and inform the design of 2015 program.
 - 94 per cent positive experience rating (attendees).
 - 91 per cent likely to participate in Melbourne Music Week again (partners).

Factors driving satisfaction (attendees and partners):

- Artist line-up
- Creativity of the program
- Locations where events were held
- Marketing and promotion.

Key strategic priorities derived from survey results:

- Reduced event length to eight days
- New Hub location with improved sound quality
- Improved exposure and to Live Music Safari
- Increased financial support to Self-Made program
- Explore sustainable measures at the Hub.

Status: Complete

2. April 2015: Public Music Industry Consultation Sessions held with opportunity for industry to provide feedback on MMW program and discuss the long term vision of the event.

Key feedback to be implemented in 2015 in direct result of the consultation:

- Live Music Safari event will be remain on the same night as previous years (Thursday night)
- MMW ticketing provider will be reviewed in order to better service programming partners
- A radio partnership will be secured to support the Self-Made program
- More programming for wider audiences / audience demographics
- Encourage educational institutions to take part and present shows with emerging, young local talent, which may also functions as a learning experience.

Discussion points for MMW in future:

- Continue to focus on professional development through conferences and Face The Music
- Showcase local artists through MMW Awards
- Explore a 24 hour day in the program akin to White Night
- Diversity of program and cultures represented.

Status: Industry Consultation Complete

3. May 2015: Music labels, venues, event promoters, business and individuals were invited to participate in the official MMW 2015 program via an Expression of Interest process.

- 119 applications were received and 50 spots were attributed to local music industry stakeholders, independent producers, students and venues across the various programming areas.

Priority was given to applications meeting the following criteria:

- individuals, businesses and activations that offer a unique product which is reflective of Melbourne
- programming which connects artists to Melbourne
- programming which promotes sustainable practice
- programming which is diverse and gender inclusive
- programming which includes a minimum of 75% Victorian artists
- small to medium, emerging and independent enterprises.

Status: Complete

Spaces and Collaboration

Action 9. Contribute to other industry and state-based initiatives to investigate the feasibility of a music hub in central Melbourne

Task 1: Contribute to appropriate industry and state-based initiatives into researching the feasibility of a dedicated music space in the City of Melbourne particularly those that leverage off on any previous research into such a space or other options to create “critical mass” in the music sector.

1. Music Hub Workshop held in February 2015.
 - Feedback from Music Advisory Committee and desktop research on other music hub models.
 - Feedback and research provided to Creative Victoria.

2. Update from Creative Victoria on Music Works package and industry consultation plans given at Music Advisory Committee Meeting on 11 June 2015.

- Ongoing updates to be provided by Creative Victoria.

Status: Complete

Funding and Support

Action10. Compile an industry toolkit for the music community, setting out useful information about presenting music in the City of Melbourne.

Task 1: Work with the industry to develop a Music Industry Toolkit to equip operators, musicians and new entrants in the sector to better prepare and do business in the City of Melbourne.

1. Website updated with Music Industry Resources page.

- Feedback from Committee sought and provided to Corporate Affairs and Strategic Marketing branch to implement where possible, in line with City of Melbourne website upgrade.

Status: Complete

2. Work with APRA/AMCOS and PPCA on a strategy for notifying event organisers and retail and hospitality businesses of their obligations when using recorded music.

Status: Ongoing

Task 2: Ensure this toolkit and all music related information is located in a central point on the City of Melbourne's website.

1. Located in the music section of the website.

- In line with City of Melbourne website upgrade.
- Music Resources page to be included in first edition of Melbourne Music News.

Status: Complete

Funding and Support

Action 11. Create more awareness of the City of Melbourne's existing funding programs within the music industry.

Task 1: Work with the Music Advisory Committee to develop a marketing strategy for Council small business, arts and culture and other grants to better communicate to musicians and music businesses what funding options are available through the City of Melbourne existing grants programs.

1. Grants Marketing Strategy 14/15 implemented.

- Collaboration with Arts and Culture, Events, Community Development, Business and Marketing.

Status: Complete for year one. Ongoing for years two and three.

Policy Reform and Advocacy

Action 13. Continue to review the regulatory framework governing live music venues.

Task 1: Continue to work with the Environmental Protection Agency (EPA) with regards to State Environment Protection Policy No.2 (SEPP-N2 - Control of Music Noise from Public Places) review, which includes better incorporating the principle of agent of change into SEPP N2.

1. Worked with the EPA with regards to SEPP N-2 review
 - Prepared and submitted a CoM Submission on the EPA Noise SEPPs discussion paper, which was on public consultation in October 2014.

Status: Complete

- The EPA's Review of Noise SEPPs is still underway and the second round of consultation is expected sometime during 2015. CoM will continue to work with the EPA and will contribute in the next round of consultation.

Status: Ongoing

Task 2: Continue to work with Department of Transport, Planning and Local Infrastructure (DTPLI) on the proposed changes to State planning provisions, which includes implementing the principle of agent of change into Victoria's planning system.

1. Worked with DTPLI on the proposed changes to State Planning provisions.
2. On 4 September 2014, the Minister for Planning approved a Planning Scheme Amendment which implements the 'agent-of-change' principle in a new state-wide planning provision – Clause 52.43 – Live Music and Entertainment Noise

Status: Complete

3. DTPLI also were drafting guidelines to assist with the implementation of the new planning provision, however these have not been released.
- After the state election last year, DTPLI became the Department of Environment, Land, Water and Planning (DELWP). CoM continues to stay engaged with DELWP on the work they are doing for live music in Melbourne.

Status: Ongoing

Task 3: Continue to investigate whether any amendments to the Melbourne Planning Scheme are needed in light of the review work of the EPA in relation to noise legislation and the DTPLI in relation to Live Music Venues.

1. Continue to monitor development planners' experience with applying the new state planning provision (52.43) and continue to investigate whether any further amendments are required to the Melbourne Planning Scheme.

Status: Ongoing

Task 4: Seek City of Melbourne representation on the Live Music Roundtable.

1. Dependent on State Government's decision to continue Live Music Roundtable.

Status: Ongoing

Research and Information

Action 17. Continue to capture, evaluate and quantify the City of Melbourne's existing music-related events, grants and programs.

Task 1: Work across the City of Melbourne to evaluate and quantify all the existing music related activities, events, grants and programs that City of Melbourne undertake to support music and measure trends on a yearly basis.

1. Data collating system developed and in place for grants and funding programs.

Status: Complete

2. Evaluate trends towards end of 15/16 when enough data has been collated to show increase or decline in music related funding.

Status: Ongoing

Action 18. Work with other national, state and city-based agencies to gather data and research the industry.

Task 1: Work with the National Live Music Office and other capital cities on research projects that are nationally focused and other joint projects covering common issues to gather data and better understand the economic and cultural value of live music in Melbourne and Australia.

1. Research report *The Economic and Cultural Value of Live Music in Australia 2014* due for release in August 2015.

Status: Complete

2. Evaluate the best method to continue gathering data on the contribution of live music in Melbourne on a regular basis, utilising the tools and methodologies in this report.

Status: Ongoing