

MELBOURNE MUSIC STRATEGY 2014-17

YEAR THREE KEY ACHIEVEMENTS

MUSIC INFRASTRUCTURE RESEARCH

Research, mapping and analysis of the spaces which support music performance, collaboration and rehearsal in the City of Melbourne was undertaken to enable our understanding of existing music infrastructure. The research also aligns with the priorities in the Melbourne Arts Infrastructure Framework; *Develop guidelines for provision of arts spaces in new developments.*

MELBOURNE MUSIC WALK

Visitors and locals can now explore City of Melbourne's music history, venues, laneways, record stores and more in our new self-guided Melbourne Music Walk. Distributed through the Melbourne Visitor Centre, Melbourne Visitor Booth, City Ambassadors, selected music stores and venues.



MELBOURNE EDUCATION SECTOR PROMO

City of Melbourne partnered with six of Melbourne's top tertiary music education providers to develop a video to promote Melbourne's position as one of the world's best cities to study music if you are serious about a career in the industry.

MELBOURNE VENUES DAY 2017

City of Melbourne, in partnership with Music Victoria, hosted its first forum for city venue operators which provided valuable industry and regulatory updates from key stakeholders, and allowed for an open discussion on the current challenges and opportunities facing the industry. The next forum is scheduled for early 2018.

MELBOURNE MUSIC WEEK 2016

For the sixth year running, City of Melbourne partnered with the local industry to present a nine-day program dedicated to supporting and promoting our world-renowned music scene. MMW 2016 featured over 110 events and 240 contributing artists across 40 city locations, including State Library Victoria which hosted the Melbourne Music Week Hub.



Image: Martin Philbey

YIRRAMBOI

Yirramboi First Nations Arts Festival presented a huge program across our city venues and landmarks to showcase the diversity and individuality of First Nations artists. Songs at Lunch was one of the many programs developed to support our local musicians and music businesses. Music was a key element of the festival with local acts including Briggs, Emma Donovan, Gawurra and Electric Fields performing throughout.



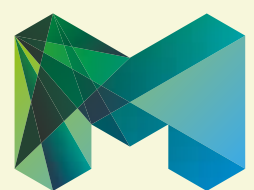
MELBOURNE MUSIC SAMPLER 2017

City of Melbourne continued its support and commitment to promote Melbourne's music to international audiences. The Melbourne Music Sampler was produced in partnership with Addicted to Noise and distributed at South by Southwest 2017 and through the Melbourne Visitor Centre.

ASIA POP FEST AND LORD MAYOR'S STUDENT WELCOME

City of Melbourne partnered with Arts Centre Melbourne to host this massive event at Sidney Myer Music Bowl as a way to celebrate all things pop culture and to align with the Lord Mayor's Student Welcome.

Read the full Music Strategy 2014-17 Year Three Report at melbourne.vic.gov.au/musicstrategy



CITY OF MELBOURNE

ACKNOWLEDGEMENTS

Thanks to the Music Advisory Committee:

- Chair, Councillor Rohan Leppert
- Adrian Basso PBS 106.7FM
- Ali Bird Film Victoria
- Daragh Kan Venue Operator and Events Manager
- Dobe Newton OAM Musician / Country Music Association of Australia
- Dr Andrea Baker Monash University
- Ian James Mushroom Music Publishing
- Jerry Poon The Operatives HQ
- Kirsty Rivers Creative Victoria
- Lucie Ribush The Toff in Town / Boney / Magic Mountain
- Mairead Hannan Composer / Musician
- Patrick Donovan Music Victoria / Australian Music Industry Network
- Peter Luscombe Musician / Rockwiz Orchestra

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Stay up to date with City of Melbourne music related initiatives. Subscribe to our bi-monthly newsletter at melbourne.vic.gov.au/musicstrategy



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