

**Report to the Future Melbourne (Arts, Culture and Heritage)
Committee**

Agenda Item 6.5

Melbourne Music Week 2018

4 September 2018

Presenter: Angela Hann, (Acting) Manager Events Melbourne

Purpose and background

1. The purpose of this report is to present the producing phase of the events management cycle for Melbourne Music Week (MMW) 2018.
2. Owned and produced by the Council, MMW will be held from Friday 16 November to Saturday 24 November 2018. MMW is a nine day program of events designed to position Melbourne as Australia's music capital. By partnering with a range of independent promoters, venues, labels and businesses, MMW creates unique opportunities and experiences for artists and audiences' alike, driving visitation and direct economic uplift within the city.
3. MMW 2017 attracted 44,000 attendees to free and ticketed events. In addition, \$2.65 million of economic impact was injected into the municipality as a direct result of the event.

Key issues

4. The MMW program will include a range of free and ticketed events to draw audiences into the city to explore music performances, venues, hospitality and cultural hubs. The program will include a diverse range of music genres with a focus on supporting local (Melbourne and Victorian) musicians, LGBTIQ, female artists, Aboriginal talent and buskers.
5. Building on the success of previous hub concepts, including St Paul's Cathedral in 2017, MMW 2018 will feature a new and unique hub within the central municipality to act as the core venue for the delivery of official programming and commercial partner activations. The location of the hub is confidential as it forms the key announcement at the launch of the event (Tuesday 18 September).
6. Management will seek to engage external organisations as commercial partners to relieve core programming costs and enhance MMW program elements through bespoke activations.
7. The Melbourne music industry has been engaged and invited to participate in the official event program via an expression of interest process and consultation has happened with various external and internal stakeholders involved in or impacted by the event.
8. Details of key priorities, the program, brand and marketing strategy, communication channels and commercial strategy are set out in Attachment 2.

Recommendation from management

9. That the Future Melbourne Committee endorses Melbourne Music Week 2018.

Attachments:

1. Supporting Attachment (page 2 of 4)
2. MMW 2018 Highlights (page 3 of 4)

Supporting Attachment

Legal

1. No direct legal issues arise from the recommendation from management.

Finance

2. There are no financial implications resulting from the recommendation. All proposed expenditure is contained within approved budgets.
3. The 2018–19 Council budget includes \$1,205,720 (ex GST) for the delivery of Melbourne Music Week (MMW), excluding net commercial and event revenue.

Conflict of interest

4. No member of Council staff, or other persons engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Relation to Council policy

5. This report is consistent with overall strategies contained in the Council Plan 2017–21 (A city for people; A creative city; and A prosperous city) and with the goals and objectives of the City of Melbourne Music Plan 2018–21.

Environmental sustainability

6. Events Melbourne and Urban Sustainability are working to achieve a carbon neutral event in 2018. Events Melbourne will engage with internal and external sustainability leaders for feedback, collaboration and innovative approaches to sustainable event practice, including engagement of service suppliers that undertake environment and social practices. In addition, MMW will support the CoM 'War on Waste' Notice of Motion.

MMW 2018 HIGHLIGHTS

Key priorities:

1. **Showcase Melbourne** – ensure over 85 per cent of programming features Melbourne talent, businesses and artists.
2. **Program with diversity** – working with new and returning partners continue to develop depth in programming reflecting the diverse nature of Melbourne's music scene.
3. **Refine MMW Hub location and offer** – to be delivered within a unique central location with program content and activations for daytime, evening and late night audiences.
4. **Refine the customer experience and marketing strategies** – ensuring it is seamless; led by the creative direction; digitally driven.
5. **Refine the commercial strategy** – build on success of previous commercial partnerships, engage new partners and explore other revenue streams (such as ticketing revenue).

Core programming areas:

6. **MMW Hub:** Located within an iconic Melbourne venue, MMW will engage a broad program of acts and genres, both directly with artist agents and via promoters and labels. The program will run day and night and will include free and ticketed music events, hospitality, commercial partner offers and activations. The Hub will be open from Friday 16 November to Saturday 24 November 2018.
7. **Industry events:** MMW will continue to work with Music Victoria to host The Age Music Victoria Awards on Wednesday 21 November 2018 at Melbourne Recital Centre.
8. **Live Music Safari:** The popular series of free events across 10 live music venues is scheduled for Thursday 22 November 2018, featuring a diverse program of Victorian artists playing across various medium-sized venues.
9. **Self-Made:** A series of innovative events produced by emerging creative individuals, groups and businesses. Events range from virtual reality experiences to pop-up performances in unexpected venues.
10. **Satellite:** This curated program offers established organisations, promoters, music labels and venues the opportunity to host their own events. The program showcases a broad range of creative events of various sizes and location across a wide genre.
11. **Melbourne Town Hall:** A headline event produced by the City of Melbourne. The program will feature the Melbourne Town Hall as a venue to drive media interest.
12. **Collaborations:** Events Melbourne is working collaboratively with key stakeholders such as the Melbourne Recital Centre, the Arts Centre, State Library of Victoria, ACMI and the MPavilion to develop events, activations and special headline programming.
13. **MMW Talks:** MMW 2018 will include a curated public facing talks program to encourage conversation around Melbourne's music scene. Including free, all ages accessible programming across various venues throughout Melbourne.
14. **Busking program:** MMW will curate a daytime program for buskers to perform at various locations throughout the city including at QVM, Bourke St Mall and Federation Square.

Brand and Marketing:

15. The marketing strategy for 2018 will enhance the City of Melbourne and MMW brand awareness.
16. A creative direction will be developed that provides a consistent and compelling customer experience across all touch points on the customer journey with marketing activities that demonstrate compelling reasons for residents, businesses and visitors to actively engage in the event.
17. Integrated multi-channel marketing plans will deliver a cohesive (online and offline) MMW experience including media partnerships that add value to the event experience through activation

and media reach and digital activities that enhance the customer experience throughout the customer journey.

Key Marketing channels:

18. Digital: MMW website, social media (Facebook, Twitter, Instagram).
19. Media partnership to be developed including digital, online, ambient, print, and radio partners.
20. Publicity including key messaging to reinforce City of Melbourne event ownership and broadening awareness of MMW.

Commercial strategy:

21. The event is supported by a commercial strategy seeking to engage key partners from various sectors to provide commercial funding and budget relief. In addition to financial contributions, commercial partners will support event and marketing objectives of increased visibility and awareness, ticket sales, enhance attendee experience and increase engagement.

Key dates:

22. First announcement: Tuesday 18 September 2018.
23. Full Program announcement: Tuesday 2 October 2018.
24. MMW 2018 Event: Friday 16 November to Saturday 24 November 2018.