

Presenter: Katrina McKenzie, Director City Economy and Activation

Purpose and background

1. The purpose of this report is to present the producing phase of the event management cycle for Melbourne Music Week (MMW) 2019.
2. Owned and produced by the City Of Melbourne, MMW will be held from Thursday 14 November to Saturday 23 November 2019. MMW is a 10-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, supporting the live music sector whilst driving visitation and direct economic uplift within the city.
3. Coming to its 10th year, MMW has grown significantly in terms of its audience engagement and footprint, and has gained strong support from the music industry over the years. Since 2010 MMW has programmed over 2,200 individual acts and presented 1,000 events, making this Premier Event one of the most important music events in the city's event calendar. MMW exists to support the contemporary music industry, raise awareness of the diversity of music in Melbourne and to drive visitation to a range of unique music venues.

Key issues

4. To celebrate its 10th anniversary, MMW will present a retrospective of its most successful venues and concepts including a large program 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 including rock, pop, soul, blues, hip hop and electronic music, 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 ACMI in 2018, MMW 2019 will feature a unique hub within the 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 (Wednesday 25 September).
6. MMW will feature an accessible and inclusive program for people of all ages, cultural backgrounds and abilities.
7. The event will continue its connection to city hospitality via key events and activations designed specifically to drive visitation and its associated economic stimulus within the municipality.
8. In 2019, MMW will build on the success of the 2018 campaign creative. The brand and visual identity will remain aspirational yet accessible with key objectives remaining to drive awareness, attendance and tickets sales.
9. Management will seek to engage external organisations as commercial partners to relieve core programming costs and enhance MMW program elements through bespoke activations.
10. The Melbourne music industry has been engaged and invited to participate in the official event program via an expression of interest process and feedback from the 2018 event partners has been collected and implemented into the 2019 strategy.
11. Details of key priorities, the program, brand and marketing strategy, communication channels and commercial strategy are set out in Attachment 2.

Recommendation from management

12. That Council approves the Melbourne Music Week 2019 programming as set out in Attachment 2 of the management report.

Attachments:

1. Supporting Attachment (Page 3 of 5)
2. MMW 2019 Highlights (Page 4 of 5)

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 2019–20 Council budget includes \$1,289,408 (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. The City of Melbourne is working to reduce carbon emissions in 2019 and aiming for MMW Hub to be waste neutral. 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.

MMW 2019 HIGHLIGHTS

Key priorities:

1. **Showcase Melbourne & Victoria** – ensure over 85 per cent of programming features Melbourne & Victorian talent and businesses.
2. **Celebrate MMW's 10th anniversary** – program curated to present a retrospective of MMW's most spectacular venues and event concepts that have taken place in the past 10 years.
3. **Program with diversity** – working with new and returning partners to continue to develop depth in the programming reflecting the diverse nature of Melbourne's music scene in both music genres and audience demographics.
4. **Refine MMW Hub location and offer** – to be delivered in a unique central location with program content and activations for daytime, evening and late night audiences.
5. **Refine the customer experience and marketing strategies** – ensuring it is seamless; led by the creative direction; and digitally driven.
6. **Refine the commercial strategy** – build on success of previous commercial partnerships, engage new partners and explore other revenue streams (such as ticketing revenue).
7. **Reduce the event's carbon footprint** – MMW was the first certified carbon neutral music festival in Australia in 2018. This year MMW is aiming for MMW Hub to be Zero Waste in 2019, intending that no waste goes into landfill.

Core programming areas:

1. **MMW Opening Night:** To celebrate MMW 10th anniversary, Live Music Safari, the popular series of free events across 10 live music venues, is moving to the first Thursday of MMW, thereby opening the festival on Thursday 14 November 2019. It will feature a diverse program of Victorian artists playing across various medium-sized venues alongside an immersive program of free music staged on the streets in seven different locations (laneways and iconic landmarks). The program will engage with hospitality businesses who will be encouraged to stay open late to provide food and drink offers to the public.
2. **MMW Hub:** MMW has built a reputation for redefining the creative use of public space, it is a key driver of awareness for the event and has been in various city locations in the past 10 years; including Kubik in Birrarung Marr in 2011, Where?House at the Argus Building in 2012, The Residence in Birrarung Marr in 2013, Queen Victoria Market (QVM) in 2014, The Former Royal Women's Hospital in 2015, the State Library Victoria (SLV) in 2016, St Paul's Cathedral in 2017 and the Australian Centre for the Moving Image (ACMI) in Fed Square in 2018. Located in a central area of the city, MMW 2019 Hub will yet again engage a broad program of acts and genres, both directly with artist agents and in partnership with music promoters. The program will run mostly at night and will include ticketed music events, hospitality and commercial partner offers. The Hub will be open from Friday 15 November to Saturday 23 November 2019.
3. **Industry events:** MMW will continue to work with Music Victoria to host The Age Music Victoria Awards and will also partner with PBS radio to host its 40th anniversary book launch at the Hub.
4. **Self-Made:** A mentorship program that features a series of innovative events produced by emerging creative individuals, groups and businesses. Events range from multimedia to performances in unexpected venues.
5. **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 in various locations across the city, including in small to medium live music venues.
6. **Melbourne Town Hall:** A headline event produced by the City of Melbourne. The program will feature the Melbourne Town Hall and its Grand Organ performed by local and international talent.
7. **Collaborations:** MMW is working collaboratively with key stakeholders such as the Melbourne Recital Centre, Arts Centre Melbourne, State Library of Victoria, Museum Victoria, NGV and MPavilion to develop events, activations and special headline programming.

8. MMW Talks: MMW 2019 will include a curated public facing talks program to encourage conversation around Melbourne's music scene. Including free, daytime and all ages accessible programming across various venues throughout Melbourne.
9. Busking program: MMW will curate a special event for buskers to perform at various locations throughout the city on MMW Opening Night on Thursday 14 November.

Brand and Marketing:

1. The marketing strategy for 2019 will drive awareness and attendance for MMW.
2. A comprehensive and strategically planned media campaign will be rolled out eight weeks prior to the event, which will build on the success and insights gained from the 2018 campaign. The official media launch is scheduled for 25 September.
3. The creative direction will be refreshed and evolved following the success of 2018 and will provide a consistent and compelling customer experience across all touch points.
4. 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. In addition, digital marketing will enhance the customer experience throughout their engagement with MMW.

Commercial strategy:

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

Key dates:

1. Program announcement: Wednesday 25 September 2019.
2. MMW 2019 Event: Thursday 14 November to Saturday 23 November 2019.