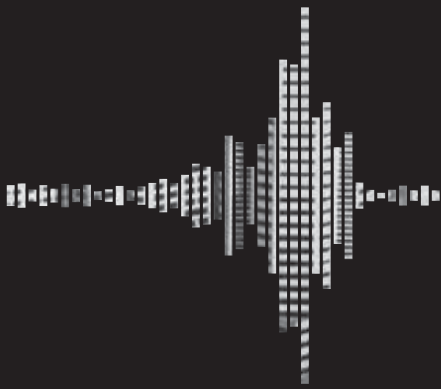


MELBOURNE MUSIC STRATEGY 2014-17

YEAR ONE KEY ACHIEVEMENTS

WE CAN GET TOGETHER

MELBOURNE MUSIC SYMPOSIUM



MELBOURNE MUSIC SYMPOSIUM 2015

Development of the inaugural Melbourne Music Symposium to be held in November 2015, which will focus on the topic of what makes a successful music city.

LIVE MUSIC RESEARCH

The Economic and Cultural Value of Live Music in Australia 2014 report conducted in conjunction with the Live Music Office.

SUNDAY LOUNGE MUSIC PROGRAM AT THE DOCK

Activation of City of Melbourne spaces with a culturally diverse music program and creation of a Creative Producer Mentorship for a local music industry representative.

MELBOURNE MUSIC WEEK 2014

MMW 2014 presented a diverse program of 110 events in partnership with the local industry, attracting 41,100 attendees across 10 days.

MELBOURNE'S MUSICAL STORY - AMPHLETT LANE

New laneway in Melbourne named in honour of legendary musician Chrissy Amphlett.



CITY OF MELBOURNE FUNDING PROGRAMS

Marketing Strategy developed for grants and funding opportunities available to the musicians and the music sector. This included video showcase of a previous arts funding recipient.

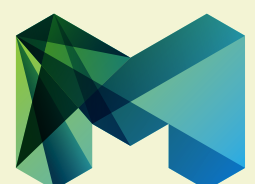
\$30,000 SMALL BUSINESS GRANT FOR RECORDING STUDIO

Funding for the refurbishment of a new recording studio in West Melbourne which included the installation of specialised software and equipment.

MUSIC INDUSTRY NEWSLETTER

Dedicated online music industry resources information and launch of Melbourne Music News newsletter.

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



CITY OF MELBOURNE

IMPLEMENTATION PLAN 2015-16

YEAR TWO PRIORITY ACTIONS

MUSIC STRATEGY ACTION		TASKS
1	Continue to work across Council and with industry to make music more visible in Melbourne with year-round events and activities.	<ul style="list-style-type: none"> • Complete evaluation report on the Sunday Lounge Music Program. • Implement the recommendations in the Busking survey report.
2	Encourage music in the city throughout the day and the night while maintaining the amenity of city residents.	<ul style="list-style-type: none"> • Connect with live experimental independent performers in the music sector to support music making in different locations around the city. • Schedule free-events at various times of the day and night to audiences of all ages through the Grand Organ and Federation Bells programs. • Encourage music creation, composition and collaboration through use of the Federation Bells App.
3	Support industry to stage family-friendly music events.	<ul style="list-style-type: none"> • Support an annual locally-based music-focussed community gathering and free family event at Arts House.
4	Work with industry to tell Melbourne's musical story.	<ul style="list-style-type: none"> • Continue work on the <i>Melbourne Music Story</i> project in collaboration with the Music Advisory Committee, industry partners and tertiary institutions.
5	Partner with industry to promote Melbourne as a national and international music destination for music-making and investment.	<ul style="list-style-type: none"> • Run a music symposium comprising of local, national and international representatives to explore the concept of what makes a music city successful, as per Year Three Council Action Plan. • Continue to explore opportunities to promote Melbourne as a music capital internationally, in collaboration with industry and Tourism Victoria.
6	Continue to develop Melbourne Music week as a way of celebrating and supporting the city's music industry.	<ul style="list-style-type: none"> • The City of Melbourne, in consultation with the music industry, will continue to build a five year vision for the Melbourne Music Week event.
8	Encourage greater collaboration between retail, hospitality and tourism businesses and local musicians.	<ul style="list-style-type: none"> • Support the programming of live music in retail led events and activities.

MUSIC STRATEGY ACTION		TASKS
9	Contribute to other industry and state-based initiatives to investigate the feasibility of a music hub in central Melbourne.	<ul style="list-style-type: none"> • As Creative Victoria releases any policies containing the opportunity for a central Melbourne music industry hub, analyse and respond to these policies from a City of Melbourne perspective.
11	Create more awareness of the City of Melbourne's existing arts funding programs within the music industry.	<ul style="list-style-type: none"> • Continue to promote the City of Melbourne's funding programs to better communicate to musicians and music businesses what funding options are available through our existing grants programs.
13	Continue to review the regulatory framework governing live music venues including planning permission, liquor licensing, health and safety, security and noise.	<ul style="list-style-type: none"> • The City of Melbourne will continue to work with the EPA in their Review of Noise SEPP's and will contribute in the next round of consultation expected in 2015. • Continue to stay engaged with the Department of Environment, Land, Water and Planning (DEWLP) on the work they are doing for live music in Melbourne. • 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. • Should the Live Music Roundtable continue, seek City of Melbourne representation.
14	Work with industry, other local councils and Victoria Government to support existing live music venues and encourage new music entrepreneurs.	<ul style="list-style-type: none"> • Melbourne Music Symposium 2015 will have workshops based around <i>Challenges of a Music City: Promoting synergies and co-operation between industry and government and Regulation: The agent of change principle and understanding barriers to new investment</i>. These workshops will act as a mechanism to further understanding issues facing the industry and how to support new investment in the future.
16	Refine existing City of Melbourne tools and datasets to measure the economic and social contribution of the local music industry to Melbourne.	<ul style="list-style-type: none"> • Work with industry to evaluate the best way to continue gathering data on the contribution of live music in Melbourne on a regular basis. Utilise the tools and methodologies used in <i>The Economic and Cultural Value of Live Music in Australia 2014</i> report as a framework.
17	Continue to capture, evaluate and quantify the City of Melbourne's existing music-related events, grants and programs.	<ul style="list-style-type: none"> • Use the data collating system put in place in year one to continue to evaluate, measure and quantify the existing music related grants and programs that City of Melbourne undertake to support music.

ACKNOWLEDGEMENTS

Thanks to the Music Advisory Committee:

- Chair, Councillor Rohan Leppert
- Councillor Cathy Oke
- Councillor Beverley Pinder-Mortimer
- Councillor Jackie Watts
- Adrian Basso PBS Radio and Community Broadcasting Association of Australia
- Ali Bird Film Victoria
- Dr Andrea Baker Monash University
- Daragh Kan The Mercat Cross Hotel
- Dobe Newton OAM Lecturer, Performer and Country Music Association of Australia
- Ian James Mushroom Music Publishing
- Jerry Poon The Operatives HQ Pty Ltd
- Kirsty Rivers Creative Victoria
- Lucie Ribush The Toff in Town, Boney and Magic Mountain
- Mairead Hannan Composer and Producer
- Meera Fernandes The Music Generation
- Patrick Donovan Music Victoria and Australian Music Industry Network
- Peter Luscombe Musician and Producer

SUBSCRIBE TO MELBOURNE MUSIC NEWS

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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