

# CITY OF MELBOURNE MUSIC STRATEGY

## SUPPORTING AND GROWING THE CITY'S MUSIC INDUSTRY

2014-17



CITY OF MELBOURNE



# A PROSPEROUS CITY

Melbourne will have a global focus with first-rate infrastructure and services, a highly skilled workforce and affordable business accommodation. It will share knowledge, mentor emerging businesses, collaborate and attract global investment and visitors.

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City of Melbourne Music Strategy 2014-17

August 2014

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# A MESSAGE FROM LORD MAYOR AND COUNCILLOR



Live music has always been a central part of Melbourne life. The city is home to many legendary live music venues, from sprawling, open-air spaces, to the intimate appeal of central city bars.

On an average Saturday night, hundreds of musicians, DJs, production staff and venue staff are employed across Melbourne, in an industry which brings as much social and cultural enrichment, as it does economic benefit.

It is for this reason the City of Melbourne has an important role to play in supporting the local music industry. We have developed a three-year plan outlining how we will continue to work with the industry into the future, to

A handwritten signature in black ink that reads "Robert Doyle". The signature is fluid and cursive.

**Robert Doyle**  
Lord Mayor, City of Melbourne



ensure Melbourne's music history is celebrated for years to come.

Our goal is to work closely with the music industry to help it grow and find new opportunities, using a range of targeted events, festivals, grants programs and cultural facilities. We are also keen to protect the industry as Melbourne itself grows and changes at a rapid pace.

We encourage you all to support music in our city and get involved, to ensure Melbourne remains the music capital of Australia.

A handwritten signature in black ink that reads "Rohan Leppert". The signature is stylized and cursive.

**Councillor Rohan Leppert**  
Chair, Arts and Culture Portfolio

# 1. INTRODUCTION

## 1.1 BACKGROUND

**Melbourne wouldn't be the exciting city it is without its rich musical culture.**

Diverse, eclectic and outward looking, Melbourne is a melting pot of musical styles, events and activities. With its rich cultural history dating back to the mid-1800s, a vibrant live music scene, acclaimed recording and broadcast industry, and wide range of venues and performance spaces, music makes a huge contribution to the social, cultural and economic fabric of our city.

Music is a central feature of Melbourne's major events, festivals and other celebrations, bringing people of diverse backgrounds and cultures together. Not only is the city home to thousands of musicians and industry professionals, it is a place where music flourishes – where it is constantly created, performed and recorded.

Melbourne takes pride in fostering new talent, supporting established local artists and welcoming mainstream and alternative acts from all over the world. Through its leading universities and arts colleges, the city also has a well-deserved reputation for excellence in music education.

According to the *2012 Victorian Live Music Census* conducted by Music Victoria, City of Melbourne and North Melbourne Institute of TAFE, there are around 120 clubs, bars and hotels offering live music in Melbourne's CBD as well as 17 larger theatres and concert venues. Every Friday and Saturday night around 97,000 people attend popular music performances in

the city, generating an average turnover of around \$5.4 million per weekend in ticket sales, door entry, food, drink and merchandising.

The City of Melbourne plays a key role in supporting the local music industry, to help enrich the lives of local residents, workers and visitors. As well as directly engaging musicians for concerts and events, we support local musicians through ongoing arts and community-based funding programs. We also operate an exciting busking and street performance program throughout the CBD and provide business development assistance to existing and new music ventures.

The 2012 Live Music Census also showed that Melbourne's local music industry punches well above its weight, by industry size, as a major economic contributor to the city and a key arts-based employer. On an average Saturday night, music performances in the CBD and inner suburbs create employment for around 900 musicians, 740 DJs, 235 production staff and 2,700 venue staff. Add to this those employed in the recording industry, music broadcasters, journalists, promoters, managers and music educators and Melbourne is undeniably the music capital of Australia.

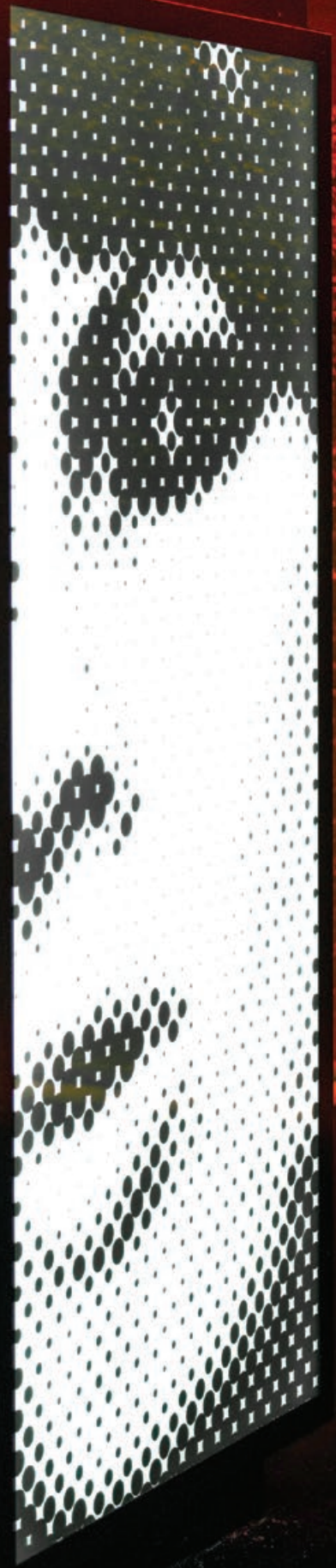
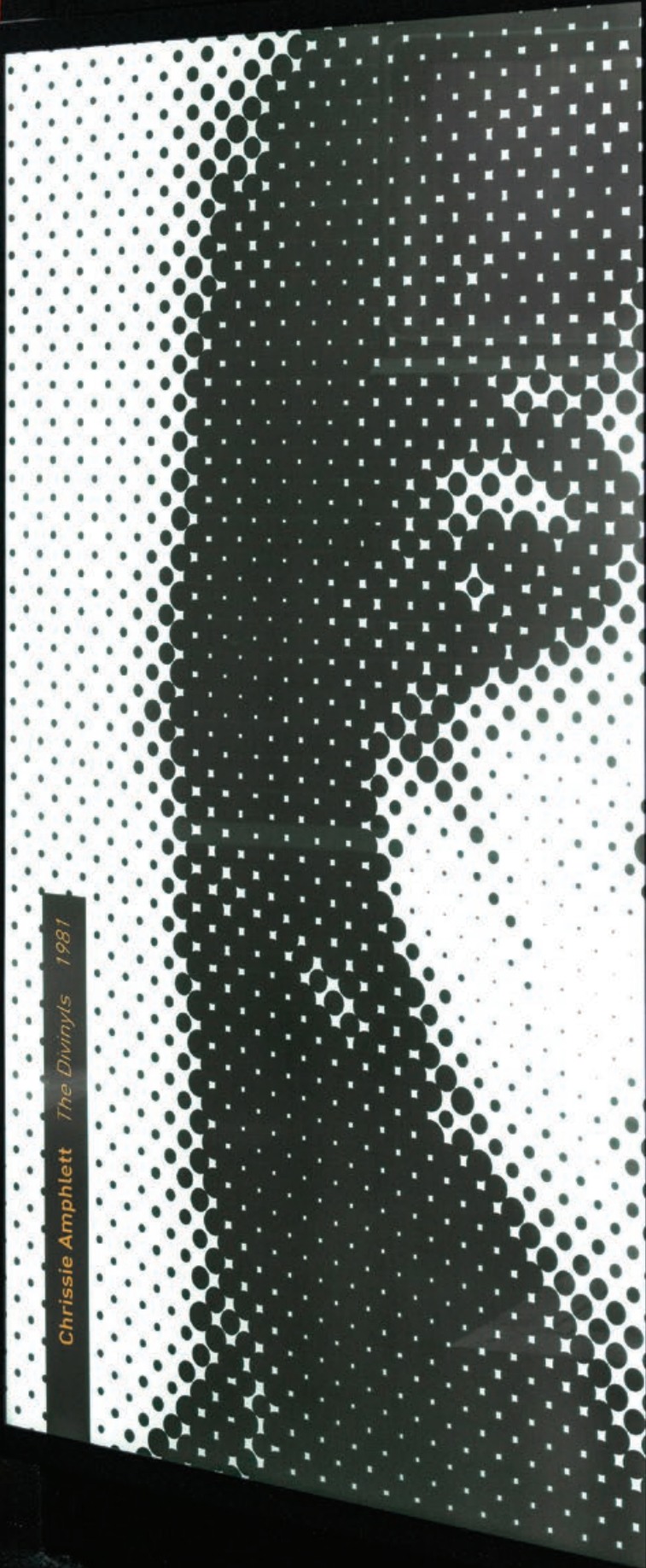
Melbourne is a city where music matters. We play it, we listen to it, we talk about it and we celebrate it. Through music we connect with each other, we tell stories, we discover more about who we are and we learn about our place in the world.

In partnership with the local music industry and other levels of government, the City of Melbourne is keen to build on these strengths. We want to make music a bigger part of people's everyday lives. We want to help celebrate local talent, grow the industry, provide more opportunities for new and established artists, and share what we know with others.

In short, we think it's time for Melbourne to take its rightful place alongside some of the great music cities of the world including Austin, Berlin, Nashville and Toronto.

**Melbourne is a city where music matters. We play it, we listen to it, we talk about it and we celebrate it. Through music we connect with each other, we tell stories, we discover more about who we are and we learn about our place in the world.**

Chrissie Amphlett *The Divinyls* 1981



## 1.2 THE CITY OF MELBOURNE'S ROLE

**The City of Melbourne has an important role to play in creating the right environment for businesses and creative industries in the city to flourish.**

We work with a range of industry sectors to help them achieve their goals, particularly when they align with the City of Melbourne's priorities for making Melbourne a more prosperous, creative and globally competitive city, and a better place to live, work and visit.

By developing a music strategy for the city we intend to partner with the local music industry to help it grow, find new opportunities and work towards common goals. We want to foster the music scene and promote Melbourne's strengths as a music destination.

We will play a leadership role to advocate for the music industry, review regulatory frameworks and strengthen networks by engaging with key stakeholders and facilitating new collaborations and opportunities.

Through this music strategy we will collaborate with industry, peak bodies, other levels of government and community groups on a robust plan that acknowledges the diversity of the music sector and sets specific goals for future economic and industry development.

The City of Melbourne already fosters Melbourne's music industry in a number of ways by:

- supporting musicians and music businesses
- producing and organising events and festivals
- funding music projects
- marketing and promoting the music scene
- helping the sector achieve its goals
- enabling community music-based activities
- providing advocacy, policy and regulatory expertise
- offering business development and advice
- promoting Melbourne as a key music destination

## 1.3 THE CITY OF MELBOURNE'S RELATIONSHIP WITH OTHER LEVELS OF GOVERNMENT

As a capital city government, the City of Melbourne is responsible for working with the Victorian Government and neighbouring local governments in many policy areas to ensure Melbourne is a vibrant and culturally rich city that supports a diverse range of musicians and music businesses. We recognise the importance of working closely with the Victorian Government to ensure the approaches and strategies are not duplicated and provide the maximum benefit to the music sector.

## 1.4 WHY A MUSIC STRATEGY?

The City of Melbourne's Music Strategy 2010-13 was developed when we were in the early stages of investigating our industry development role. It was designed to open up a conversation with the music industry and provide greater clarity about what the City of Melbourne does and how we could support the industry into the future.

As a result of this early work, we now have a more detailed picture of Melbourne's music industry. We understand that music reaches deep into the personal and professional lives of Melburnians. It is one of the main reasons why people visit inner Melbourne, and why some people choose to live here. It is a key part of community celebrations, arts activities, sporting events, business events and conferences, and is also an important cultural and artistic export.

One of the key actions in year one of the City of Melbourne's Council Plan 2013-17 was to establish a Music Advisory Committee of industry and non-industry representatives to:

- Review the Music Strategy 2010-13 with a view to clearly defining its scope, and
- Provide ongoing advice on the City of Melbourne's relationships with musicians, music venues and music public programming.





THE GREAT EASTERN DISPENSARY  
TRADE MARK  
SANTALINA

CANY SHANGHAI  
LUN

ON RE

DUBSTEP  
DRINK & DRINK

Warning Car Park

WARNING

BEWARE OF CARS

## 1.5 MUSIC ADVISORY COMMITTEE

In June 2013, Council approved terms of reference for the establishment of a Music Advisory Committee to provide expert advice and guidance to the City of Melbourne about the music sector.

One of the key tasks of the Music Advisory Committee has been to assist in the review of the Music Strategy 2010-13 and advise on the development and implementation of a new strategy for 2014-17.

The Music Advisory Committee includes representatives from across the music sector and the broader Melbourne community who have been appointed for two years, with an option to extend their involvement for a further two years subject to Council approval.

## 1.6 OUR NEW MUSIC STRATEGY

Since its formation, the Music Advisory Committee has undertaken a review of the existing Music Strategy 2010-13. The committee has consulted widely with their networks to provide advice to the City of Melbourne and work together to develop a new way forward.

*Melbourne Music Strategy 2014-17* is a three-year plan for how the City of Melbourne will further engage with and support the industry to tackle a wide range of issues covering accessibility, education, music creation, recording, venue management, business mentoring and promotion, all of which are integral to artistic development, attracting new audiences and expanding live performance across Melbourne.

Whereas our first strategy focused primarily on marketing and audience development, Melbourne Music Strategy 2014-17 covers a broader range of issues around how music is funded, developed and staged as well as possible planning and regulatory reforms, and access to relevant industry research.

Six major themes emerged from our conversations and engagement with the music industry and members of the Music Advisory Committee. These themes are:

1. Visibility
2. Promotion and positioning
3. Spaces and collaboration
4. Funding and support
5. Policy reform and advocacy
6. Research and information

Each theme is linked to a clear policy goal and a set of specific actions designed to realise that goal. The new goals build and expand on those in the Music Strategy 2010-13.

For the purpose of this strategy 'music' is defined as any live or recorded musical performance by a singer, instrumentalist, group, DJ, busker or street performer, which takes place in a traditional venue such as a bar, pub, theatre, restaurant or club or in a non-traditional venue such as a warehouse, shop, car park or other outdoor public space.

The 'music industry' includes emerging and established musicians, ensembles, venue operators, promoters, managers, peak bodies, recording studios, journalists, commercial and community broadcasters, professional arts companies, production and equipment providers, music appreciators and music education providers.

## 1.7 LINKS TO OTHER STRATEGIES AND POLICIES

**Melbourne Music Strategy 2014-17 sits within a broader policy framework. It has been designed to further the objectives contained in both the City of Melbourne's Council Plan 2013-17 and Future Melbourne, the overarching 10-year community plan for the city established by Council in 2008.**

The strategy operates within the context of goals two and three of the Melbourne City Council Plan. These are:

### **A Creative City:**

**Melbourne will be a place that inspires experimentation, innovation and creativity and fosters leaders of ideas and courage. It will build upon long-standing heritage and embrace Aboriginal and Torres Strait Islander history and culture.**

The Melbourne Music Strategy 2014-17 works in tandem with the City of Melbourne Arts Strategy 2014-17. The Arts Strategy recognises the crucial contribution the arts make to our city's liveability, wellbeing and identity. The arts play a special role in the success of any city and in ours more than most.

A vibrant and viable arts ecosystem is essential to a creative city and a major contributor to our quality of life. There are six major goals that underpin the Arts Strategy and provide a policy framework for supporting artists of all backgrounds across the full spectrum of practices and art forms, which includes musicians and music. These goals are;

### **Connection**

Goal: Artists and audiences are able to engage and connect with each other.

### **Activation**

Goal: Artists are able to activate the public realm.

### **Spaces**

Goal: Artists are able to present, work and live in the City of Melbourne.

### **Funding**

Goal: Artists are able to test, develop and realise ideas.

### **Recognition**

Goal: Artists are celebrated and recognised for their contribution to a creative city.

### **Heritage**

Goal: Artists are able to explore, interpret and reinterpret the city's heritage in dynamic ways.

The Arts Strategy recognises that musicians and the music community are key stakeholders for the strategy, and important partners in terms of building Melbourne's future prosperity.

### **A Prosperous City:**

**Melbourne will have a global focus with first-rate infrastructure and services, a highly skilled workforce and affordable business accommodation. It will share knowledge, mentor emerging businesses, collaborate and attract global investment and visitors.**

Melbourne Music Strategy 2014-17 is an economic development strategy that is designed to support Melbourne's music industry. The Melbourne Music Strategy is interlinked with the City of Melbourne's Building Prosperity Together, which sets out a platform to capitalise on Melbourne's strengths and encourage and facilitate new growth opportunities. The framework sums up how the City of Melbourne contributes to the city's economic prosperity and identifies four key pillars of activity to identify, investigate and maximise local and global opportunities for Melbourne;

- Seek future growth opportunities
- Invest for the future
- Increase knowledge and capability
- Position Melbourne for success

Melbourne Music Strategy 2014-17 connects with several City of Melbourne strategies and frameworks including:

- Arts Strategy
- Strategy for a Safer City
- Heritage Strategy
- Tourism Plan
- Building Prosperity Together
- Retail and Hospitality Strategy
- Street Activity and Busking Policy
- Melbourne Planning Scheme
- Events Melbourne Strategy
- Melbourne for All People Strategy

**A vibrant and viable arts ecosystem is essential to a creative city and a major contributor to our quality of life.**

**Building Prosperity Together sets out a platform to capitalise on Melbourne's strengths and encourage and facilitate new growth opportunities.**

## 2. VISION

Melbourne is seen as the music capital of Australia, where playing and listening to music is a part of everyday life. The city's music culture is inclusive and culturally diverse, attracting passionate musicians and audiences, and fuelling a vibrant, entrepreneurial music industry.

### THEME 1: VISIBILITY

**Goal: Music is part of everyday life in Melbourne.**

Music will be a centrepiece of life in Melbourne. Musicians of all cultural backgrounds and genres will be a common sight in the streets and at outdoor/indoor venues, and people will know where to go to hear live music during the day and at night. Having ready access to live music will increase community pride and wellbeing, and make Melbourne a more welcoming, vibrant 24 hour city for residents and visitors.

**Actions:**

- 1. Continue to work across the City of Melbourne and with industry to make music more visible in Melbourne with year-round events and activities.**  
Encourage a wide range of performances, events and activities for city residents, workers and visitors – with programs to suit all ages, cultures and groups and opportunities to participate and make music. Support local buskers, street performers and Aboriginal and Torres Strait Islander community to become part of Melbourne's musical identity.
- 2. Encourage music in the city throughout the day and night while maintaining the amenity of city residents.**  
Support and promote live music and music making in appropriate locations around the city, during the day, the evening and late at night. Ensure all indoor and outdoor music performances protect the safety and amenity of residents, music patrons and live music venues.

### 3. Support industry to stage family-friendly music events.

Melbourne is a city where people can enjoy quality music experiences whatever their age or budget. Encourage industry to explore new models of private funding or sponsorship to stage quality performances to attract a broader cross-section of people to live music performances. Focus on alcohol-free, all-age events and incorporate more live music performances into existing cultural activities.

### THEME 2: PROMOTION AND POSITIONING

**Goal: Melbourne is recognised nationally and internationally as Australia's music capital.**

We will work with our music, marketing and tourism partners to position Melbourne as Australia's premier music city. Our messages will be clear, consistent and firmly embedded across all City of Melbourne platforms, including our event promotion, tourism and marketing initiatives.

Melbourne's music history will be celebrated and we will work with industry to promote the city's live music offering to Melburnians and national and international visitors. Melbourne will also be known as a great destination for music education, making music and artistic collaboration.

**Actions:**

- 4. Work with industry to tell Melbourne's musical story**  
Engage with the music sector, other industries and the wider community on the best way to celebrate Melbourne's musical history and identity. Collaborate with our partners to decide on the most appropriate ways to promote the story and which types of media will be best used – traditional, digital and social – to capture and share our city's musical story.
- 5. Partner with industry to promote Melbourne as a national and international music destination for music-making and investment.**  
Work together with industry to reinforce Melbourne's global reputation as a unique music capital city. Help forge connections and collaborations locally, nationally and internationally to strengthen Melbourne's music culture. Work with the music sector to investigate strategic alliances with other world music cities to drive local economic activity and bring new opportunities and investment to the city.
- 6. Continue to develop Melbourne Music Week as a way of celebrating and supporting the city's music industry.**  
Engage with the local music industry and other partners to build on this successful, uniquely Melbourne event and develop a program that showcases Melbourne's musical strengths and maximises the economic return to the local industry and the City of Melbourne. Consult widely when selecting emerging and established artists to best represent the city and continue to program events specifically for Melbourne by staging performances in iconic Melbourne locations and unique spaces.

MELBOURNE  
MUSIC  
WEEK

 CITY OF  
MELBOURNE

## THEME 3: SPACES AND COLLABORATION

**Goal: A variety of spaces exist in Melbourne for established and emerging musicians to perform, connect and collaborate.**

We will work with the music industry to develop existing and identify new performance and rehearsal spaces within the city to expand economic opportunities for local musicians and venues.

We will encourage stronger connections between the music industry and the retail and hospitality sector to add to the experience of shopping and eating out in Melbourne.

### Actions:

- 7. Conduct an audit that identifies existing and new spaces that support music performance, collaboration and rehearsal in the City of Melbourne.**  
Work with live music venue operators, Music Victoria and other industry stakeholders to help identify new and existing spaces for meeting, performance and rehearsal in the city.
- 8. Encourage greater collaboration between retail, hospitality and tourism businesses and local musicians.**  
Facilitate stronger connections between Melbourne's retail, hospitality and tourism sector and local musicians, music venues and promoters. In line with the City of Melbourne's Retail and Hospitality Strategy 2013-17, encourage efforts to make the experience of shopping or eating out in Melbourne more memorable through music.

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

Work with industry and other state bodies on the feasibility of a dedicated music space in the City of Melbourne and examine existing research on any previous investigations. Offer advice on possible locations, and the type of space required, to maximise its long-term economic potential.

## THEME 4: FUNDING AND SUPPORT

**Goal: The music community has access to flexible funding and other support to help develop and present music.**

We will support musicians, music entrepreneurs and venue operators to create, perform and present music in Melbourne. We will also work with industry to help local musicians, music entrepreneurs and venue operators gain access to business mentoring advice and provide clear direction on how to meet their regulatory obligations.

### Actions:

- 10. Evaluate the need to compile an industry toolkit for the music community, setting out useful information about presenting music in the City of Melbourne.**  
Work with industry to evaluate the need to create an easy-to-use toolkit for the music community that covers a wide range of topics such as funding, business mentoring, opening a new venue, applying for planning permits, obtaining acoustic advice and serving food and alcohol.

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

Communicate the City of Melbourne's existing grants programs to the music industry. Develop a targeted marketing strategy that outlines what funding options are available to local music businesses to present and promote music, and maximise their audience base.

- 12. Work with musicians and industry to develop mentoring programs and facilitate opportunities for the music community to work together on joint projects.**

Assist the music industry to establish a range of mentoring opportunities for music businesses and musicians to come together for peer-to-peer mentoring and network with local and international artists. Support the industry in its efforts to up-skill venue operators and music entrepreneurs in business planning, marketing and financial management to maximise their market share, reach new audiences and access new opportunities through technology and industry partnerships.

## THEME 5: POLICY REFORM AND ADVOCACY

**Goal: Live music venues are planned for, celebrated and supported in Melbourne.**

The City of Melbourne will work with the music industry, partners, local residents and other levels of government to create the right balance between providing access to high quality music during the day and at night while maintaining the health, safety and amenity of residents, workers and visitors.

### Actions:

**13. Continue to monitor the regulatory framework governing live music venues.**

Continue to work with relevant, state government agencies to review and improve laws and regulations governing live music venues, with the aim of encouraging more live music in the city while protecting the amenity of residents, workers and visitors.

Ensure there is a whole-of-City of Melbourne approach to monitoring relevant laws and regulations and communicating the outcomes to the music community.

Continue to monitor and review changes to state environment and planning policies to determine whether amendments to the Melbourne Planning Scheme are warranted.

Action 2.6 of Council Plan 2013-14: Develop a planning policy to encourage the development and operation of live music venues.

A review of the regulatory framework related to live music in Melbourne has revealed the Melbourne Planning Scheme already includes a number of provisions which acknowledge the value of music to Melbourne. Also included are provisions which guide new residential developments to mitigate against existing noise sources.

The main opportunity for planning policy changes effecting live music venues are at the State level and specifically SEPP N-2 (State Environment Protection Policy - Control of Music Noise from Public Premises) and the State Planning Policy Planning Provisions. Both of these regulations are currently being reviewed and City of Melbourne is engaged in both of these review processes. Depending on the outcome of these reviews, amendments to the Melbourne Planning Scheme should be considered and further evaluation into the need for more analysis on the issue of noise and amenity in the city may be required. Following on from this work, further evaluation on the issue of noise and amenity in the inner city may also be required.

Refer to *A review of the regulatory framework related to live music venues in the City of Melbourne, April 2014* for more detail, available on [melbourne.vic.gov.au/music](http://melbourne.vic.gov.au/music).

**14. Work with industry, other local councils and Victorian Government to support existing live music venues and encourage new music entrepreneurs.**

Continue to understand the barriers facing new live music venues from opening and operating in the city. Investigate ways of supporting existing live music venues, including iconic venues, to ensure they continue to present high quality live music in Melbourne and help them attract new audiences or open new venues.

**15. Examine the need for the City of Melbourne to host a regular forum of key music industry stakeholders to discuss issues around live music.**

Consider establishing a forum which brings together live music venue operators, residents and the City of Melbourne to discuss a range of issues affecting venue operators and explore ways for government and industry to work together to maintain a healthy, viable live music industry.

## THEME 6: RESEARCH AND INFORMATION

**Goal: The music industry's economic, social and cultural contribution to Melbourne is well understood by industry, policymakers and the wider community.**

Melbourne's music sector will be well researched and documented. Comprehensive data about land use, employment, social, cultural and economic activity will be made available to new and existing music businesses and venue operators to help them make informed business decisions. Data will be shared with peak industry bodies, other government agencies and the music community.

### Actions:

**16. Refine existing City of Melbourne tools and datasets to measure the economic and social contribution of the local music industry to Melbourne.**

Use existing tools and methodologies to quantify the contribution of the music industry to Melbourne's economy, including live performance, recorded music, street performance and busking. Consider undertaking some small-scale studies to obtain specific, high quality data.

In collaboration with industry and other stakeholders, analyse and package data about the economic development of Melbourne's music industry for a range of audiences.

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

Conduct regular audits and reviews of the City of Melbourne's music-related activities to determine the City of Melbourne's overall contribution to the local music industry, and to identify and measure trends on an annual basis. Publish key results for the benefit of the music industry, investors, local musicians and promoters.

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

Develop efficient ways of collating and sharing data with other national, state and city-based agencies that avoids duplication of effort. Consider the possibility of joint projects covering common issues with the National Live Music Office and other capital cities to gather consistent data and measure trends in the industry on a regular basis.

## REVIEW AND MONITORING

### Implementation plan

The City of Melbourne's Business and International Branch will have responsibility for coordinating the delivery and implementation of the Melbourne Music Strategy 2014-17, bearing in mind that many areas within the City of Melbourne touch on the music industry to varying levels.

Each year, we will develop an implementation plan which will set out the key priorities for the next year of the strategy.

We will work closely across the City of Melbourne via the Music Strategy Internal Working Group and with the Music Advisory Committee, who will continue to provide expert advice to the City of Melbourne and liaise with the industry to help forge relationships with key stakeholders to enable the goals in the Music Strategy to be met.

An implementation plan showing the key tasks and priorities for year one in this strategy is at Appendix 1.

### Reporting

The City of Melbourne's Business and International branch will produce an annual report on the progress of the Melbourne Music Strategy 2014-17.





# APPENDIX 1: IMPLEMENTATION PLAN 2014-15

## YEAR ONE PRIORITY ACTIONS

MUSIC STRATEGY ACTION		TASKS
1	Continue to work across the City of Melbourne and with industry to make music more visible in Melbourne with year-round events and activities.	<ul style="list-style-type: none"> <li>• Consider how spaces for low-scale outdoor musical performance, and publicly interactive musical spaces, can be incorporated into future structure plans.</li> <li>• Investigate the possibility of hosting a busking or street performance festival in the city in the future.</li> </ul>
4	Work with industry to tell Melbourne's musical story.	<ul style="list-style-type: none"> <li>• Collaborate with industry partners to tell Melbourne's musical story and celebrate our rich musical history.</li> <li>• Support the Melbourne Music Story project and continue to work with our partners during the research, interview and compilation stages.</li> <li>• 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.</li> <li>• Investigate opportunities to promote Melbourne as a music capital internationally.</li> </ul>
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"> <li>• 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.</li> <li>• Investigate ways to promote the Melbourne music scene at national and international conferences and events through collaboration and partnerships.</li> <li>• 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.</li> <li>• 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.</li> <li>• Investigate strategic alliances with other music cities around the world to reinforce Melbourne's global reputation as a music capital city.</li> <li>• 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.</li> </ul>
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"> <li>• The City of Melbourne, in consultation with the music industry, will continue to build a five year vision for the Melbourne Music Week event.</li> </ul>

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"> <li>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.</li> </ul>
10 Evaluate the need to compile an industry toolkit for the music community, setting out useful information about presenting music in the City of Melbourne.	<ul style="list-style-type: none"> <li>Work with the industry to assess the need for 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, taking into consideration current resources available to the industry.</li> <li>Ensure all music related information is located in a central point on the City of Melbourne’s website.</li> </ul>
11 Create more awareness of the City of Melbourne’s existing funding programs within the music industry.	<ul style="list-style-type: none"> <li>Work with the Music Advisory Committee and across the City of Melbourne to develop a marketing strategy for City of Melbourne 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.</li> </ul>
13 Continue to monitor the regulatory framework governing live music venues.	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>Seek City of Melbourne representation on the Live Music Roundtable.</li> </ul>
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"> <li>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 the trends on a yearly basis.</li> </ul>
18 Work with other national, state and city-based agencies to gather data and research the industry.	<ul style="list-style-type: none"> <li>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.</li> </ul>

## How to contact us

**Online:** [melbourne.vic.gov.au](http://melbourne.vic.gov.au)

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Melbourne VIC 3001  
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**Fax:** 03 9654 4854

**Translation services:**

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