MELBOURNE MUSIC STRATEGY 2014-17

YEAR ONE KEY ACHIEVEMENTS

WE CAN GET TOGETHER MELBOURNE MUSIC SYMPOSIUM
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.

MELBOURNE MUSIC SYMPOSIUM 2015
The Economic and Cultural Value of Live Music in Australia 2014 report conducted in conjunction with the Live Music Office.

LIVE MUSIC RESEARCH

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.

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

$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.

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.


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## Year Two Priority Actions

### Music Strategy Actions

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<th>No.</th>
<th>Action Description</th>
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| 1   | Continue to work across Council and with industry to make music more visible in Melbourne with year-round events and activities. | - 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. | - 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. | - Support an annual locally-based music-focused community gathering and free family event at Arts House. |
| 4   | Work with industry to tell Melbourne’s musical story. | - Continue work on the Melbourne Music Story 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. | - 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. | - The City of Melbourne, in consultation with the music industry, will continue to build a five year vision for the Melbourne Music Week event. |
| 7   | Encourage greater collaboration between retail, hospitality and tourism businesses and local musicians. | - Support the programming of live music in retail led events and activities. |
| 8   |                                                                                     | - 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. |
| 9   |                                                                                     | - 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. |
| 10  |                                                                                     | - 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 (S2.43) 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. |
| 11  |                                                                                     | - Melbourne Music Symposium 2015 will have workshops based around 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. These workshops will act as a mechanism to further understanding issues facing the industry and how to support new investment in the future. |
| 12  |                                                                                     | - Work with industry, other local councils and Victoria Government to support existing live music venues and encourage new music entrepreneurs. |
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| 14  |                                                                                     | - Melbourne Music Symposium 2015 will have workshops based around 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. These workshops will act as a mechanism to further understanding issues facing the industry and how to support new investment in the future. |
| 15  |                                                                                     | - 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 The Economic and Cultural Value of Live Music in Australia 2014 report as a framework. |
| 16  |                                                                                     | - 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