



Melbourne Music Plan 2018-2021

Annual Report

2018 - 2019

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Industry Development and Diversity

Link musicians and entrepreneurs from diverse background with tools, technologies and mentors to help them curate new music, reach new audiences and distribute music through new and existing platforms.

Industry Development and Diversity: Year One Supporting Actions

Action 1.1 - Deliver a new plan for Music Week by evaluating the current model to ensure an event which is unique to Melbourne, in line with audience and industry trends, and supports our Music Plan's vision to be a global music capital with an inclusive and diverse music culture.

- Coming to its 10th anniversary, MMW will be held from 14 to 23 November 2019. The 2019 event will be delivered under its current format whilst a review takes place to determine the future direction of the event from 2020 onwards.
- MMW 2019 will present 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 with a focus on supporting local (Melbourne and Victorian) musicians, LGBTIQ, female artists, Aboriginal talent and buskers. The Age Music Victoria Awards 2018, supported by City of Melbourne, were held again during MMW 2018.
- 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.

Action 1.2 - Engage with local musicians and stakeholders to identify how the City of Melbourne can further support emerging and non-professional musicians of all genres develop their skills and present music in the City of Melbourne.

- Workshop held with a group of local emerging and established musicians. A number of outcomes were identified and will be further developed in 2019-2020.
- Evaluation of Blak Sound 2019 program will help identify how the program assisted First Nations Artists in building sustainable contemporary music careers and what elements of the educational program could be used in similar mentor programs in the future.

Action 1.3 - In collaboration with industry partners, create new mentoring and performance opportunities that support career progression, knowledge and connections and include diverse music community members.

- Blak Sound 2019: presented in partnership with the Victorian Music Development Office (VMDO) and Spotify. A nine month program to support five First Nations artists to release their music and be guided through the process. The program is book-ended by performance opportunities at Yirramboi First Nations Festival 2019 and Melbourne Music Week 2019, and also included performances at Sunday Lounge Music Program at The Dock.
- Sunday Lounge Music Program: 2 x Creative Producer mentoring opportunities and 1 x Curator opportunity to program Library at The Dock and Kathleen Syme Community Centre and Library. 18 acts engaged in the ongoing program and music activation of our Docklands and Carlton community spaces and precincts.
- Melbourne Knowledge Week 2019: Music Program included opening night Duet Live with Tim Shiel and a new music performance at The Hub featuring Bourke St Mall Buskers.

- Melbourne Busking Program focus developed in partnership with Beat Magazine; Busking for career progression featuring three established acts who started out performing on the streets of Melbourne.
- Worked in collaboration with local events and the retail sector to include music programming as part of their offering, creating 13 x new performance opportunities for musicians from City of Melbourne's Bourke St Mall Busking Program.

Action 1.4 - Release the Melbourne Live Music Census in conjunction with industry partners.

- Live Music Census 2017 released in April 2018 to coincide with the Music Cities Convention 2018. Delivered in partnership with Music Victoria, RMIT University, City of Port Phillip, City of Yarra and Collarts.
- City of Melbourne's funding directly supported the Project Coordinator role from RMIT University's Music Program to support skills development and align with student course work.

Innovation and Technology

Encourage connections between music and technology to provide more opportunities for musicians to experiment, collaborate and reach new audiences.

Innovation and Technology: Year One Supporting Actions

Action 2.1 - Promote City of Melbourne's recording, rehearsal and community facilities and support experimentation in music, technology, production and performance in these spaces.

- Make Music Day 2018: Open Day at The Dock and Kathleen Syme Community Centre and Library to showcase City of Melbourne's community spaces and recording studios. 2 x engineers engaged to deliver the demonstration program across both hubs.
- Melbourne Electronic Sound Studio (MESS) 2018-2019 Annual Arts Grants funding residency at The Stables at The Meat Market.
- Artplay & Signal programming for children and youth including; Sonic Labyrinth, Radio Play, Soundscapes & Sound School Programs.
- Make Music Day 2019: The Art of Lyric Writing at The Dock featuring a panel of five local established singer-songwriters. The event attracted 70 attendees. Community Music Victoria Choir at City Library and Carlton Community Choir at Kathleen Syme Community Centre and Library.
- Annual Arts Grants Information Session held at The Curtin attracting 35 musicians and music industry representatives.

Action 2.2 - Support music innovation, new ideas and sustainability practices in music through Melbourne Knowledge Week 2018.

- Inaugural Melbourne Synth Festival held at Meat Market for Melbourne Music Week 2019. Presented in collaboration with the Australian Music Association.
- Raising The Bar 2018: Catherine Strong, Music Program Manager at RMIT University presented on "Can you loathe the musician but still love the music?"
- New innovative music program at Melbourne Knowledge Week 2019 Hub, featuring emerging musicians from City of Melbourne's Bourke St Mall Busking Program.

Action 2.3 - Continue to connect music businesses and innovative entrepreneurs with our Small Business Grants program to help grow innovative music start-ups.

- Small Business Grants Program 2018: Targeted marketing campaign to the music sector to encourage music applications during the 2018 and 2019 rounds. Increased number of music related applicants received. Successful applicants for the March 2019 funding round to be announced in July 2019.

Action 2.4 - Explore new ways of supporting music start-ups and entrepreneurs through engagement, connection and City of Melbourne Smart City initiatives.

- Partnership with Melbourne University Accelerator Program (MAP) Velocity Program to support Melbourne based music start-up, Tour Tracks, via the fifteen week mentoring program, connecting them with the start-up sector including Universal Music Group's Emerging Tech Department. Tour Tracks is an automated tour budgeting and accounting tool for artists and their managers.

- Cashless payment system, Alipay & Quest, pilot being run with City of Melbourne Buskers. Report on outcome of the pilot to be delivered in 2019-2020.
- Survey of the local start-up and entrepreneur community to determine their needs for spaces for their businesses. The outcomes will inform ongoing work on how City of Melbourne supports the local start-up community.

Visitor Economy and International Profile

Continue to promote Melbourne as a vibrant, international music destination and work with industry and other partners to maximise opportunities for local musicians, audiences and music entrepreneurs.

Visitor Economy and International Profile: Year One Supporting Actions

Action 3.1 - Support the delivery of Melbourne Music Cities Convention 2018 in collaboration with Music Victoria, Creative Victoria and Sound Diplomacy.

- Melbourne Music Cities Convention 2018 delivered in partnership with Creative Victoria and Music Victoria. Opening Night Welcome held at Melbourne Town Hall, which included a performance from a local musician.
- Night Time Economy Summit, follow-up event to Music Cities Convention, held during Melbourne Music Week 2018. Delivered in partnership with Music Victoria.

Action 3.2 - Seek further opportunities to work in partnership with industry to promote and support Melbourne music exports at international festivals and events, including via the Melbourne Music Sampler, video content and new marketing initiatives.

- Melbourne Music Sampler Spring 2018 Edition: 500 distributed at Americana Music Festival in Nashville & Austin Record Stores. 500 distributed at 'Out on the Weekend Festival' in Melbourne. 500 distributed to City of Melbourne Visitor Hubs.
- City of Melbourne Spotify Account established to showcase local Melbourne music. Industry curators will be engaged to create a quarterly playlist to showcase Melbourne's local and emerging artists.
- Melbourne Music Walk online video promotion featuring local band Ferla developed in partnership with Furst Media and Beat Magazine.

Action 3.3 - Support music performance opportunities and promotion of diverse local talent through our Visitor Economy programs and hubs.

- Melbourne Visitor Hub (MVH) Live Music Capital Activation Program: Provision of 13 x performance by Melbourne buskers.
- Shop the City 2018: performance from a musician from City of Melbourne's Bourke St Mall Busking Program.
- Collins Street Precinct Launch inclusion of live music performance from a local musician.
- Modern Sky business networking event. Provision of venue for speaking panel on China export opportunities as part of Melbourne Music Week 2018 panel discussions.
- Meat Market hosted MTV Unplugged, Gang of Youths in July 2018. Facilitated in collaboration with Visit Victoria.
- Promotion of Aus. Music T-shirt Day 2018 at Melbourne Visitor Hub raising funds for Support Act.

Action 3.4 - Explore new opportunities to promote Melbourne's music city brand through City of Melbourne marketing and tourism channels.

- Ongoing collaboration with Visit Victoria, Creative Victoria and Music Victoria through bi-monthly meetings to align promotional efforts for music activity in Melbourne and Victoria.
- A series of marketing campaigns to promote city music businesses, community spaces hosting live music and start-up opportunities via City of Melbourne's digital channels.

Regulation, Urban Growth and Infrastructure

Protect and expand the current diversity of music spaces in Melbourne by advocating for development and regulation that supports music venues and keeps pace with industry and community needs.

Regulation, Urban Growth and Infrastructure: Year One Supporting Actions

Action 4.1 - Deliver Melbourne Venues Day 2018 and 2019 in collaboration with Music Victoria, and bring together industry organisations and live music venue operators to present on key topics and workshop new issues.

- Melbourne Venues Day 2018 and 2019 delivered in partnership with Music Victoria.

Action 4.2 - Continue to work with State agencies and key stakeholders to support a safe and vibrant late night economy in city, through our Melbourne Licensees Forum and Safe Nights out for Women project.

- Safe Nights out for Women Project final report released in June 2018.
- Melbourne Licensees Forum quarterly meetings delivered, and ensured alignment with Melbourne Music Plan 2018-2021 initiatives and Venues Day content.
- Night Time Economy Summit, follow-up event to Music Cities Convention, held during Melbourne Music Week 2018. Delivered in partnership with Music Victoria.
- Good Night Out Information Session held in June 2019 for licensed venue representatives, with a focus on preventing violence against women and promoting gender equality in our public spaces. 30 representatives from venues, Victoria Police and local government representatives attended.

Action 4.3 - Contribute to Live Music Roundtable forums by providing strategic advice on how the Agent of Change principle is being applied at a capital city government level, and provide an update on issues encountered by City of Melbourne's planners during the process.

- City of Melbourne Planning and Building and Statutory Planning contribution to Agent of Change report to evaluate the effectiveness of the State Planning Provision. The findings were presented to the Live Music Roundtable in December 2018.
- Ongoing participation by City of Melbourne in the Noise External Reference Group (NERG) to provide feedback on development of subordinate legislation to support new EPA act (replacement of SEPP N2).
- Ongoing City of Melbourne representation on the State Government Live Music Roundtable.

Action 4.4 - Ensure support for music infrastructure and spaces for music performance, through the implementation of the Melbourne Arts Infrastructure Framework.

- Work with Creative Spaces to input into the space requirements for music performance and rehearsal spaces developed into an infrastructure tool -Creative Spaces Design Guidelines. The guidelines align with Goal 1 of the Melbourne Arts Infrastructure Framework (MAIF) to support the Central City Built Form Review (CCBFR) and work with developers to target locations and opportunities.