

MELBOURNE MUSIC STRATEGY 2014-17

YEAR TWO KEY ACHIEVEMENTS



MELBOURNE MUSIC SYMPOSIUM 2015

Over 100 industry representatives came together at this inaugural event, to explore the concept of what makes a successful music city. Local musician James Black delivered an exceptional and inspiring keynote. International guests from Music Canada and University of Liverpool shared their expertise and best practice from other music cities around the globe.

MELBOURNE MUSIC WEEK 2015

MMW 2015 presented an 8-day program dedicated to illuminating the city's robust, world-renowned music scene. Made up of over 110 events, featuring 250 contributing artists with input from more than 60 dedicated event partners, in almost 40 locations across the city.

EPA SEPP-N2 REVIEW

City of Melbourne has continued its work with the Environment Protection Authority during the review of the State Environment Protection Policy (Control of Music Noise from Public Premises) No. N-2, through the external working group, and has provided input through a series of workshops.

FED SQUARE LIVE

City of Melbourne's sponsorship of Fed Square Live 2015-16 allowed us to provide a space for the city's buskers to perform, showcase and launch their new work, and collaborate with other emerging artists.

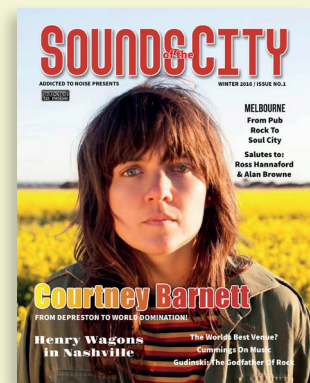
MADRID MUSIC CITIES FORUM

City of Melbourne's participation at the Madrid Music Cities Forum allowed us to promote Melbourne's status as a music city at an international conference.

City of Melbourne presented at the Local Policies Roundtable and shared insights with other music cities including Barcelona, Manchester and Rio de Janeiro.

SOUNDS OF THE CITY – MELBOURNE MUSIC MAGAZINE

Funding of the Sounds of the City magazine, produced by Brian Wise and showcasing the best of Melbourne's music. Distributed at Americana, SXSW and Folk Alliance festivals.



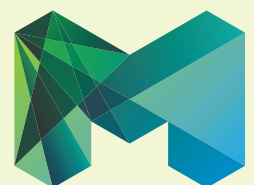
MUSIC IN MELBOURNE PROMO

City of Melbourne produced a video celebrating Melbourne's world music city status, which premiered at the Melbourne Music Symposium 2015.

The promo will continue to be used by City of Melbourne and the music industry as a tool to promote Melbourne internationally.



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



CITY OF MELBOURNE

MELBOURNE MUSIC STRATEGY 2014-17

YEAR THREE 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"> Support artists to present a series of programs and events which connect music with performing and visual arts. Expand the Creative Producer mentoring opportunities available through the Sunday Lounge Music Program. Seek to continue support for City of Melbourne buskers through sponsorship of Fed Square Live.
3	Support industry to stage family-friendly music events.	<ul style="list-style-type: none"> Support a free all-ages event through our programming at Signal, in conjunction with Melbourne Music Week. Connect artists and families through music and sound projects through our ArtPlay programming and New Ideas Lab. Support new and emerging talent and encourage youth participation in our family focussed events and programs. Encourage and support young people to present music in the city through our Federation Bells workshop series.
4	Work with industry to tell Melbourne's musical story.	<ul style="list-style-type: none"> Develop a City of Melbourne Music Walk as part of our continued work and collaboration on the Melbourne Music History project.
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"> Work in collaboration with tertiary institutions and industry to produce a video to promote Melbourne as a globally recognised music city and destination to study music, as identified at the Melbourne Music Symposium 2015.
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 industry, will continue to develop a unique and engaging program for Melbourne Music Week.
7	Conduct an audit that identifies existing and new spaces that support music performance, collaboration and rehearsal in the City of Melbourne.	<ul style="list-style-type: none"> As per Council Plan Year Four Action, research what spaces currently exist to support music performance, collaboration and rehearsal in the City of Melbourne, as identified at the Melbourne Music Symposium 2015.

MUSIC STRATEGY ACTION		TASKS
8	Encourage greater collaboration between retail, hospitality and tourism businesses and local musicians.	<ul style="list-style-type: none"> Continue to engage with the retail and hospitality sector to identify opportunities to include music activities in their programming and events, with a view to playing Melbourne music in their retail stores and venues. Identify what opportunities exist to include live music at conference bids and at city hosted conferences in consultation with Melbourne Convention Bureau, as identified at the Melbourne Music Symposium 2015.
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 its initiative containing the opportunity for a central Melbourne music industry hub, analyse and respond to these policies from a City of Melbourne perspective.
13	Continue to review the regulatory framework governing live music venues.	<ul style="list-style-type: none"> The City of Melbourne will continue to contribute to the Environmental Protection Authority's (EPA) review of Noise SEPP's (State Environment Protection Policies). Review the City of Melbourne's development planners' experience of applying the State Planning Provision 52.43 (Live Music and Entertainment Noise).
15	Examine the need for the City of Melbourne to host a regular forum of key industry stakeholders to discuss issues around live music.	<ul style="list-style-type: none"> Facilitate opportunities for sector stakeholders to work collaboratively to discuss issues and identify solutions to support live music in the city. Priority will be given to activities which are identified as being the role of City of Melbourne's Music Strategy to support.
18	Work with other national, state and city-based agencies to gather data and research the industry.	<ul style="list-style-type: none"> Maintain our ongoing contribution to industry discussions in relation to assessing what music data and research currently exists. Respond to any requirement to continue research on the social, economic and cultural contribution of live music in Melbourne.

*Music Strategy 2014-17 Action 12 will no longer be led by City of Melbourne due to the similarity with the proposed 'Rock Under Wings' program by Creative Victoria.

ACKNOWLEDGEMENTS

Thanks to the Music Advisory Committee:

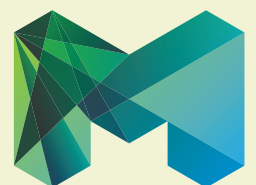
- Chair, Councillor Rohan Leppert
- Councillor Beverley Pinder-Mortimer
- Councillor Jackie Watts
- Adrian Basso PBS 106.7FM
- Ali Bird Film Victoria
- Daragh Kan The Mercat Cross Hotel
- Dobe Newton OAM Musician / Country Music Association of Australia
- Dr Andrea Baker Monash University
- Ian James Mushroom Music Publishing
- Jerry Poon The Operatives HQ
- Kirsty Rivers Creative Victoria
- Lucie Ribush The Toff in Town / Boney / Magic Mountain
- Mairead Hannan Composer / Musician
- Meera Fernandes The Music Generation
- Patrick Donovan Music Victoria / Australian Music Industry Network
- Peter Luscombe Musician / Rockwiz Orkestra

Melbourne Music Symposium 2015

Thanks to the Music Symposium Steering Committee, and principal sponsors RMIT University and Monash University.

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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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