



# Melbourne Music Plan 2018-2021

Annual Report

2019 - 2020

# Contents

Industry Development and Diversity	3
Innovation and Technology	6
Visitor Economy and International Profile	8
Regulation, Urban Growth and Infrastructure	10

## Industry Development and Diversity

Link musicians and entrepreneurs from diverse backgrounds 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 Two Supporting Actions

**Action 1.1 - Deliver Music Week's 10th anniversary in November 2019 whilst engaging with a range of music sector representatives through a roundtable exercise to seek input into the future strategic direction of MMW from 2020 onwards.**

- In August 2019, Melbourne Music Week engaged 30 members of the industry across two workshop sessions to review the event and provide feedback on key priorities and the strategy for 2020 and beyond.
- Melbourne Music Week was held from 14 to 23 November 2019, celebrating its 10 year anniversary as a key milestone.
  - The 2019 event attracted a primary audience attendance of 51,083 into the City of Melbourne, similar to 2018. Visitors attended more ticketed events than in 2018, with over 17,500 tickets sold for events held at a range of city venues. Melbourne Music Week events were also experienced by a secondary audience of over 121,040 people.
  - Melbourne Music Week contributed over \$3.5 million in economic impact to the City of Melbourne, an increase of 17 per cent from the previous year.
  - 50 per cent of the Melbourne Music Week program was free or low-cost with discounted tickets offered at most events to concession card holders and students.
  - To celebrate its 10th anniversary, Melbourne Music Week curated an exclusive series of retrospective shows at some of the event's most ambitious Hub locations. This included Melbourne Town Hall, St Paul's Cathedral, State Library Victoria, Queen Victoria Market, Melbourne Recital Centre and Hamer Hall, with local artists featuring across 90 per cent of the program. Some highlights included the Melbourne Music Week closing party in the foyer of Hamer Hall, and Melbourne Recital Centre presenting Robert Henke - Lumiere IIX's sold out laser show.
  - Melbourne Music Week strengthened its support of the music industry by introducing new programming concepts targeted towards small to medium-sized live music venues, buskers and emerging producers. Over 75 per cent of partners indicated that they saw a large benefit in being part of the event with 78 per cent mentioning revenue as one of the largest benefits.
  - Melbourne Music Week's ongoing commitment to reduce its impact on the environment saw the event achieve carbon neutral status for the second year running. This event alongside Melbourne Knowledge Week and Melbourne Fashion Week won a Keep Australia Beautiful Award in 2019. New sustainable initiatives were introduced this year such as targeting zero waste at the Melbourne Music Week Hub and powering the venue with 100 per cent renewable energy.

**Action 1.2 - Build on Melbourne's reputation as a live music capital by seeking new opportunities to host or facilitate free public concerts to showcase Melbourne Town Hall.**

- Free and subsidised events were facilitated through the Melbourne Town Hall Grand Organ and the Community Use of Town Hall (CUTHS) scheme. Six free organ concerts and 55 community events were supported throughout the year.
- New Melbourne Town Hall Grand Organ events were included the world premiere of AfterMATH by Ash Wednesday and the All Stops Out! Next Gen Exhibition Concert and Organ Tour.
- The Melbourne Town Hall Grand Organ was part of the Melbourne Music Week 10 year anniversary show, which featured international headline act DAF from Germany, and was supported by Total Control and Dark Water.

### **Action 1.3 - Support for youth performance with a focus on music programming during Youth Week 2020.**

- Established a new partnership with The Drum Youth Services, part of Drummond Street Services, to deliver Drop the Beat during Youth Week in April 2020. This youth-led event will be delivered in collaboration with six youth and music organisations including Aardvark Music, Youth in Blues, Decibels, Real Youth Music Studios (RYMS) and Signal.
  - Drop The Beat is providing one mentor and one mentee opportunity, with a focus on supporting young people of colour, young LGBTIQA+ and young Aboriginal artists.
  - Drop The Beat was scheduled to be held in April 2020 at Signal, but was postponed due to the COVID-19 pandemic. It is currently scheduled to be held in 2021 to align with Youth Week 2021.

### **Action 1.4 - Continue our support of local musicians and emerging artists across all genres through a range of mechanisms; including performance and mentoring opportunities which support knowledge, ideas sharing and career progression.**

- Development and launch of the inaugural Music Industry Mentoring Edge (MIME) program, a brand new partnership with Box Hill Institute Music Department and their New Enterprise Incentive Scheme (NEIS), which is delivered through the Department of Education, Skills and Employment.
  - The first partnership of its kind to be developed between a music industry program, tertiary education provider, local government and the New Enterprise Incentive Scheme (NEIS).
  - 20 music industry participants were selected to be part of the program to develop their business plan through the New Enterprise Incentive Scheme and receive one-on-one mentoring.
  - 11 mentoring opportunities for local industry professionals were created as part of the program.
- Supported 20 local performers and Bourke St Mall buskers to perform as part of the 2019 AFL Footy Festival Live Site activation. This event was promoted through associated City of Melbourne and Australian Football League (AFL) marketing campaigns.
- The Sunday Lounge Music program supported two new curator opportunities at Library at The Dock and Kathleen Syme Community Centre and Library.
  - 18 diverse acts were engaged in the 2019-2020 program to provide music activation in our Docklands and Carlton community spaces and precincts.
- Supported local retail centres to include music programming as part of their Christmas 2019 activation, creating four new performance opportunities for musicians from City of Melbourne's Bourke St Mall Busking program.

- Funding and support of five Aboriginal artists as part of Blak Sound during Melbourne Music Week 2019 - an outcome of the Blak Sound 2019 mentoring program.
- The 2020 Annual Arts Grants program supported funding of 15 new local music projects.
  - Music represented 23 per cent of total successful applicants across all art forms.
  - A total of \$180,874 was allocated to support new music projects.
- COVID-19 Quick Response Arts Grants supported funding for a total of 209 local music projects.
  - Music represented 27 per cent of total successful applicants across all art forms.
  - There were 135 successful applicants for the development category and 74 successful applicants for the online category.
  - A total of \$661,097 was allocated to support new music projects.
  - 22 per cent were groups or organisations, 79 per cent were individuals.

## **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 Two Supporting Actions**

#### **Action 2.1 - Enhance our digital resources to aid emerging and local musicians with knowledge and industry information which supports their career growth.**

- Review of existing music content and resources for musicians on City of Melbourne website. The revised content includes a full list of resources to support the local music industry, including specific information to support musicians.
- Promoted new resources plus other funding and support opportunities via the City of Melbourne marketing channels and music industry media.

#### **Action 2.2 - Continue to build new partnerships and establish opportunities to support music start-ups through funding, mentoring programs and industry connections.**

- Established a new partnership with Spirit Level Lab and ACMI-X to deliver the Future of Music Meetups monthly series.
  - Exploring what new opportunities or challenges emerging technology may bring for musicians.
  - Presenting local and international music tech businesses and innovators through interviews and showcases.
  - Connecting local music businesses with each other, and providing international networking opportunities through VR and online platforms.
- Established a new partnership with Startup Grind APAC Conference in Melbourne to support local music startup founder Muso to be part of the Startup Program. This included conference attendance, showcase, mentor roundtables and networking opportunities.
- Partnership with Melbourne Accelerator Program (MAP) Velocity to sponsor placements for music tech startups in the 2020 MAP Velocity Program.
- Support for young entrepreneur and new business On 3 Media through the Melbourne Global Innovation Program. The concept will connect young musicians and visual artists through a new media platform.
- Small Business Grants program funding support for local music startup Spirit Level, an artist-run music label developing an immersive VR album experience on entertainment platforms. Spirit Level received a development grant in the March 2020 round.
- COVID-19 Quick Response Business Grants supported a wide range of music businesses including live music venues, record stores, music management businesses, music media, hospitality venues and clubs in the City of Melbourne.

#### **Action 2.3 - Support and promote emerging artists and innovative music through our digital channels and promotional campaigns.**

- Development and launch of *Looking Out, Looking In* Spotify playlist series, featuring four new bespoke playlists.
  - Eight industry professionals were engaged to curate four unique playlists that showcase emerging local artists across a number of genres; including metal, hip hop, world, jazz, R&B, indie, soul and funk.

- A dedicated social media campaign was delivered to align with the launch of each playlist.
- A special edition was curated in response to COVID-19 to signify a unified Melbourne through music.

**Action 2.4 - Continue to support music start-ups and entrepreneurs through our Smart City initiatives and programs.**

- The Raising the Bar 2019 program included two sold-out music specific sessions: *Has 'lad culture' contributed to the success of Parkway Drive and Tuning in to young people; what's the role of songwriting for imagining future gender cultures?*
- Melbourne Knowledge Week 2020 and associated program support for music initiatives were postponed due to the COVID-19 pandemic.

## 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 Two Supporting Actions

#### **Action 3.1 - Support new opportunities for live music performances that create a unique night time experience.**

- Partnership with Visit Victoria and MTV to feature in MTV's social series, *Last Night Live*, during Melbourne Music Week 2019. The objective was to showcase Melbourne Music Week's Opening Night and promote the hospitality offerings, which included The Real Jerk Food Truck at Whitehart Bar and Heartbreaker. The promotional clip featured on both MTV and Visit Victoria's social media channels.
- Development of a hospitality promotion to align with Melbourne Music Week 2019 Opening Night to support and feature nine key hospitality venues in the CBD. A dedicated social media plan was aligned to the program.

#### **Action 3.2 - Work with industry and stakeholders to deliver a night time economy forum to consider the long term future of Melbourne's night time economy.**

- The Night Time Economy Forum was planned for June 2020. The content of the forum was to be informed by a research piece surveying key audiences about current and future state of the night time economy. These deliverables were paused due to COVID-19 restrictions and will be revised as part of future economic planning.

#### **Action 3.3 - Support the Melbourne music industry to host key events which celebrate our global music capital, through partnerships and collaboration.**

- Partnership with PBS community radio to stage their 40th birthday event at the Melbourne Music Week Hub. Their anniversary book was also promoted through the City of Melbourne Visitor Hub at Queen Victoria Market as part of the Melbourne Music City showcase.
- Funding was allocated for the Music Victoria Awards which were hosted at the Melbourne Recital Centre during Melbourne Music Week. These awards recognise and celebrate the success and achievements of the local and Victorian music industry.
- Support and promotion of the Victorian Music Development Office (VMDO) talks program on China Music Business during Melbourne Music Week 2019.
- Support and promotion of Ausmusic T-shirt Day 2019 via dedicated City of Melbourne employee funding and a social media campaign to help raise funds for Support Act.

#### **Action 3.4 - Explore ways to promote Melbourne as a leading global music city through new and existing partnerships with industry stakeholders.**

- Support for the book launch of *The Great Music City - Exploring Music, Space and Identity* by local journalist and writer Dr Andrea Baker. Pop music, culture, identity and the music economy is profiled across global music cities, including a chapter on Melbourne.



- Delivered the Melbourne Music City showcase at Queen Victoria Market Visitor Hub during Australian Music Month and Melbourne Music Week's 10 year anniversary.
  - Promotion of live music venues in the North and West Melbourne precinct, and showcasing City of Melbourne's programs and initiatives which directly support and promote the local music sector.
- Collaboration with Arts Centre Melbourne and the Indonesian Consulate to deliver an industry networking event that aligned with the Metal event and performance during ASIA Topa.
  - Connecting local and international artists and industry stakeholders with Indonesian heavy metal group Ensemble Tikoro, Melbourne performance group Lucy Guerin Inc. and Karina Utomo, local heavy metal artist and curator of City of Melbourne's *Looking Out, Looking In* metal playlist.
- Ongoing collaboration with Visit Victoria, Creative Victoria, Music Victoria and the Victorian Music Development Office through bi-monthly meetings to align promotional efforts for music activity in Melbourne and Victoria.

## 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 Two Supporting Actions

**Action 4.1 - Work with Creative Spaces to assess the current state of affordable housing for creative practitioners, including for musicians in the City of Melbourne, through the Creative Spaces Affordable Housing and Creative Space Advocacy Paper. The paper will advocate to support the provision of more affordable housing for creatives as per the City of Melbourne's Housing Strategy.**

- The Live and Work Space Affordability Advocacy Paper commissioned by City of Melbourne Creative Spaces program resulted in the inclusion of a musician profile in the City of Melbourne Affordable Housing Strategy led by City Strategy.
- The *Creative Neighbourhoods* report was prepared by Hodyl and Co as commissioned by Creative Victoria, where affordability for creative practitioners and artists was been mapped across Victoria. The report highlights that musicians are amongst the most affected by rental affordability. The report outcomes aligned with City of Melbourne Creative Spaces research and advocacy paper.

**Action 4.2 - Enhance resources to list, find information on and promote City of Melbourne's live music venues, recording and rehearsal spaces through City of Melbourne's Open Data Platform and new Creative Spaces website.**

- Data for live music venues and performance spaces within the City of Melbourne was updated and published on City of Melbourne's Open Data platform.
- The new Creative Spaces website will be launched in August 2020. Artists and spaces, including live music venues, will be able to list a profile which puts them on the map, even if they are not offering space for hire. This will benefit the creative community by providing a networking platform and increased visibility. Events will be listed on the new Creative Spaces website, and can include online workshop events.

**Action 4.3 - Continue to support Melbourne's live music venues by hosting regular industry forums which bring together venue operators, industry organisations and local government.**

- Established a new partnership with Monash University to present a panel session titled "If you've got a spare half a million" as part of The Festival of Urbanism: Cities, Housing and Health - Living in the Music City.
  - The panel discussed the viability of live music and how the night-time economy is closely shaped by the cost and availability of housing.
  - Featured a live music performance from Pirritu (Brett Lee), a participant of the Blak Sound mentoring program.
- Melbourne Venues Day 2020, delivered in partnership with Music Victoria, was scheduled for March 2020 but was postponed due to COVID-19. The event is currently scheduled for late 2020.
- The COVID-19 Live Music Venues Listening Forum held in June 2020, brought together key representatives from City of Melbourne live music venues, Music Victoria, Victorian Music Development Office, Creative Victoria and City of Melbourne Councillors and officers.

- Ongoing participation by City of Melbourne in the Noise External Reference Group (NERG) to provide feedback on the development of subordinate legislation to support the new Environment Protection Authority Victoria act (replacement of State Environment Protection Policy N2).
- Ongoing City of Melbourne representation on the State Government Live Music Roundtable.
- Quarterly Melbourne Licensees Forums held throughout 2019-2020, which bring together City of Melbourne licensees, Victoria Police, Victorian Commission for Gaming and Liquor Regulation representatives and other key stakeholders to discuss issues relating to safety and regulation for city businesses.

**Action 4.4 - Commence work on a heritage study of Melbourne's music venues by identifying and mapping live music venues in the City of Melbourne which have a heritage overlay.**

- Research and mapping of live music venues and spaces for performance was completed, identifying those with a heritage overlay. Outcomes have been published on the City of Melbourne CoMMaps platform.
- The North Melbourne Heritage Review was undertaken by Lovell Chen heritage consultants. The review included preparation of a comprehensive Thematic Environmental History which incorporated Aboriginal, post contact and shared values of the area.
  - Traditional Owner consultation and three community events were held between November 2019 and March 2020.
  - Live music venues in the study area were provided to the consultants for consideration during the fieldwork and review stages.
  - The review and its recommendations regarding heritage protection through the Planning Scheme will be presented to Council in second half of the 2020-2021 financial year.