



Live Music Action Plan 2021-24



Community Vision

Proudly Port Phillip

A liveable and vibrant City that enhances the wellbeing of our community

Strategic Directions



Inclusive Port Phillip

A City that is a place for all members of our community, where people feel supported and comfortable being themselves and expressing their identities.



Liveable Port Phillip

A City that is a great place to live, where our community has access to high quality public spaces, development and growth are well-managed, and it is safer and easy to connect and travel within.



Sustainable Port Phillip

A City that has a sustainable future, where our environmentally aware and active community benefits from living in a bayside city that is greener, cooler, cleaner and climate resilient.



Vibrant Port Phillip

A City that has a flourishing economy, where our community and local businesses thrive, and we maintain and enhance our reputation as one of Melbourne's cultural and creative hubs.



Well-Governed Port Phillip

A City that is a leading local government authority, where our community and our organisation are in a better place as a result of our collective efforts.

Live Music Action Plan 2021-24

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Acknowledgement

Council respectfully acknowledges the Traditional Owners of this land, the people of the Kulin Nations. We pay our respect to their Elders, past and present. We acknowledge and uphold their continuing relationship to this land.

Mayor's message

I'm delighted to welcome you to the City of Port Phillip's Live Music Action Plan 2021-2024, a key outcome of Council's Creative and Prosperous City Strategy (Art & Soul).

Live music and the City of Port Phillip are intertwined from jazz, rock, punk, pop and everything in between.

It's hard to find a Melbournian who hasn't enjoyed a gig or two at the Gershwin Room, fought for front row seats at the Palais or rocked along with the best of them at the Prince Bandroom.

Port Phillip has been home to many of Australia's pre-eminent singers, songwriters and musicians. Artists like Paul Kelly, The Cat Empire and Bliss N Eso have written songs about our City, and countless classic songs were first hummed and penned in our places and spaces. Port Phillip is also the home of the St Kilda Festival, one of Australia's longest running and significant music festivals.

Live music has experienced many challenges along the way, but perhaps none so significant as those posed by COVID-19 with the industry decimated by the pandemic.

Alongside recent restrictions, the industry has faced numerous challenges involving the densification of inner city living and associated amenity concerns, shortages of creative venues and affordable spaces, and the impact on the industry from the wider implications of digitisation.

The Live Music Action Plan 2021-2024 intends to meet those challenges for our local live music scene, not only to aid its recovery and restore it to its former glory, but also to future proof it so it is less vulnerable and more sustainable, so its practitioners and audiences can trust in its future and that the City of Port Phillip retains its reputation as a home where live music is welcomed, valued and celebrated.

As you read the Plan, you'll learn of specific initiatives we intend to undertake on the road to achieving this vision. But your role is not confined to just a reader.

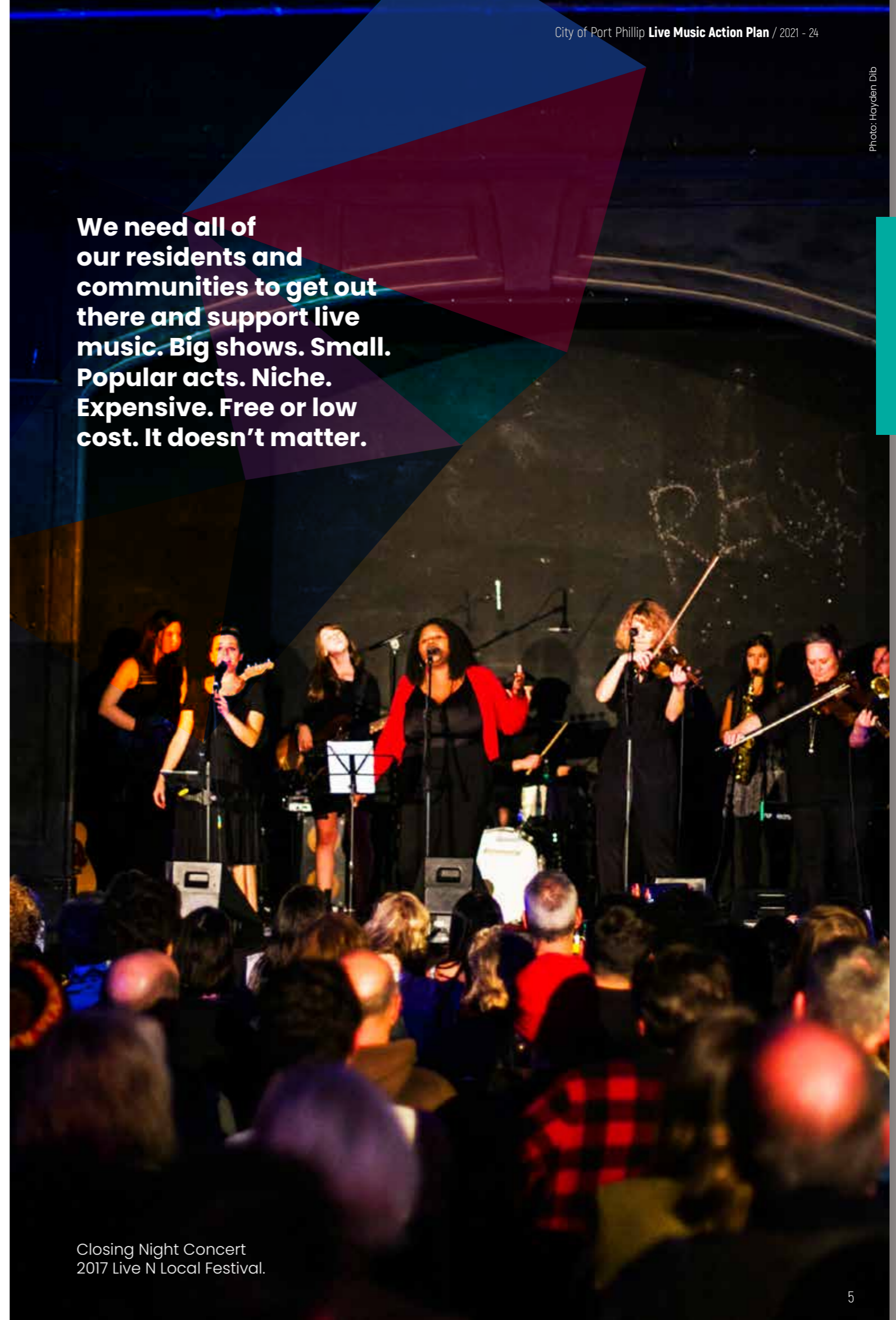
We need all of our residents and communities to get out there and support live music. Big shows. Small. Popular acts. Niche. Expensive. Free or low cost. It doesn't matter. Live music pulses at the heart of our City and together we can ensure it remains this way for many more generations



Louise Crawford
Mayor
City of Port Phillip



We need all of our residents and communities to get out there and support live music. Big shows. Small. Popular acts. Niche. Expensive. Free or low cost. It doesn't matter.



Closing Night Concert
2017 Live N Local Festival.

About the Plan

This Plan recognises the vital role that live music plays in the everyday life of Port Phillip, being central to its communities, its identity and its past, present and future, and it is a commitment that local live music shall live on for years to come.

Early in 2020, the City of Port Phillip committed to delivering a four-year Live Music Action Plan. Then COVID-19 put everyone's plans on hold.

The pandemic has caused unique and wide-reaching challenges for our City's live music sector. The plan has been redrafted to address these, such as bringing audiences back safely, supporting local musicians, and assisting our venues with recovery initiatives.

The Live Music Action Plan 2021–2024 outlines what Council can and will do to future-proof live music in Port Phillip and ensure it remains a priority among competing interests and the pressures of gentrification and a growing community.

As a key initiative of the Creative and Prosperous City Strategy 2018–22, it is a measure of the importance placed on sustaining local live music.

Historically, live music in the City of Port Phillip is the stuff of legend. Among the punks, the jazz cats, the rock 'n roll purists and the people that just love music, everyone has a memory from around these parts – from an iconic venue, a unique festival, or a moment stumbled upon while going somewhere or doing something else. That's not to mention some of the iconic music written here that has gone on to shape Australia's cultural landscape.

While our cultural heritage is strong, it is not enough to sustain the future of live music in Port Phillip – a future facing pressure from a number of sources – the most recent and certainly largest being the impact of COVID-19.

Within the Creative and Prosperous City Strategy, the Live Music Action Plan is a priority within Outcome Three: 'Arts, culture and creative expression are part of everyday life', which recognises that arts and culture are part of what makes our City unique.

The value and reach of live music also mean it has a significant part to play in the other key outcomes from the strategy, being 'a City of dynamic and distinctive places and precincts' and 'a prosperous City that connects and grows business'.

The actions outlined in the plan all align to support and deliver on these outcomes.

The Plan is holistic. It considers how Council and industry can work together, through partnership and collaboration, to assist in the recovery of the local music scene that our diverse community needs. It is ambitious, aiming to recover what we cherished before the pandemic, to assist and embrace new models and to make it sustainable. It is also honest, acknowledging our challenges and confronting and addressing them.

The Plan recognises the vital role that live music plays in the everyday life of Port Phillip, being central to its communities, its identity and its past, present and future, and it is a commitment that local live music shall live on for years to come.

Chicken Wishbone,
2019 Opening Night Concert
Live N Local.

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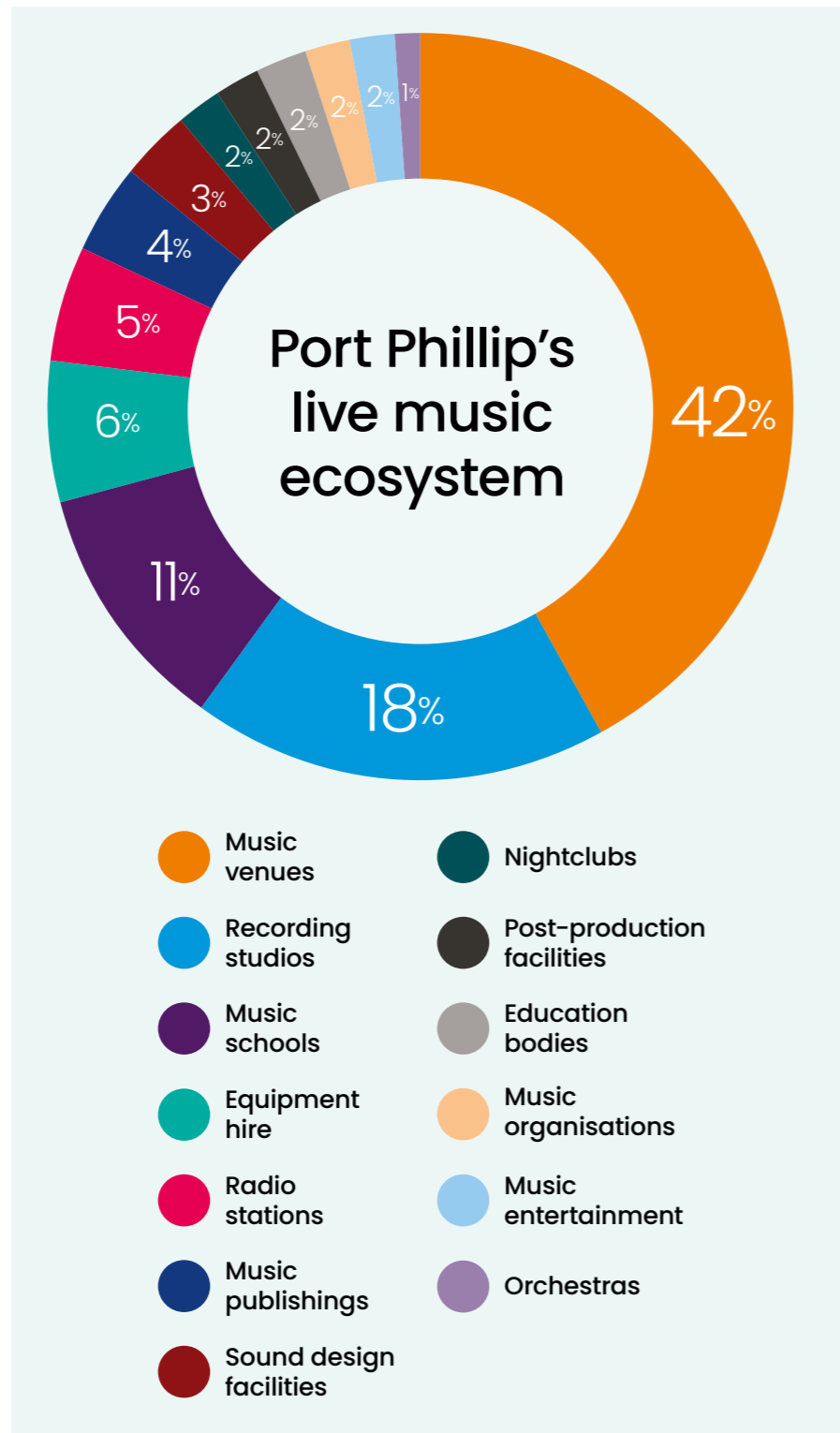
What is live music?

For the purposes of the Live Music Action Plan, live music is considered to be a music performance being given by a person or people, using their voice and/or musical instruments.

This encompasses everything from a solo acoustic busking performance on a street corner through to a formal concert for thousands at the Palais Theatre. It includes all genres including pub rock, classical, musical theatre, opera or hip-hop and anything else you can imagine.

The Plan is also inclusive of the wider music and live music industries, made up of an ecosystem that supports the end-product of live music performance. As defined in the 2019 City of Port Phillip Creative Industries Mapping Project, this is extended to include the following businesses, and the infrastructure, tools and patrons that support them:

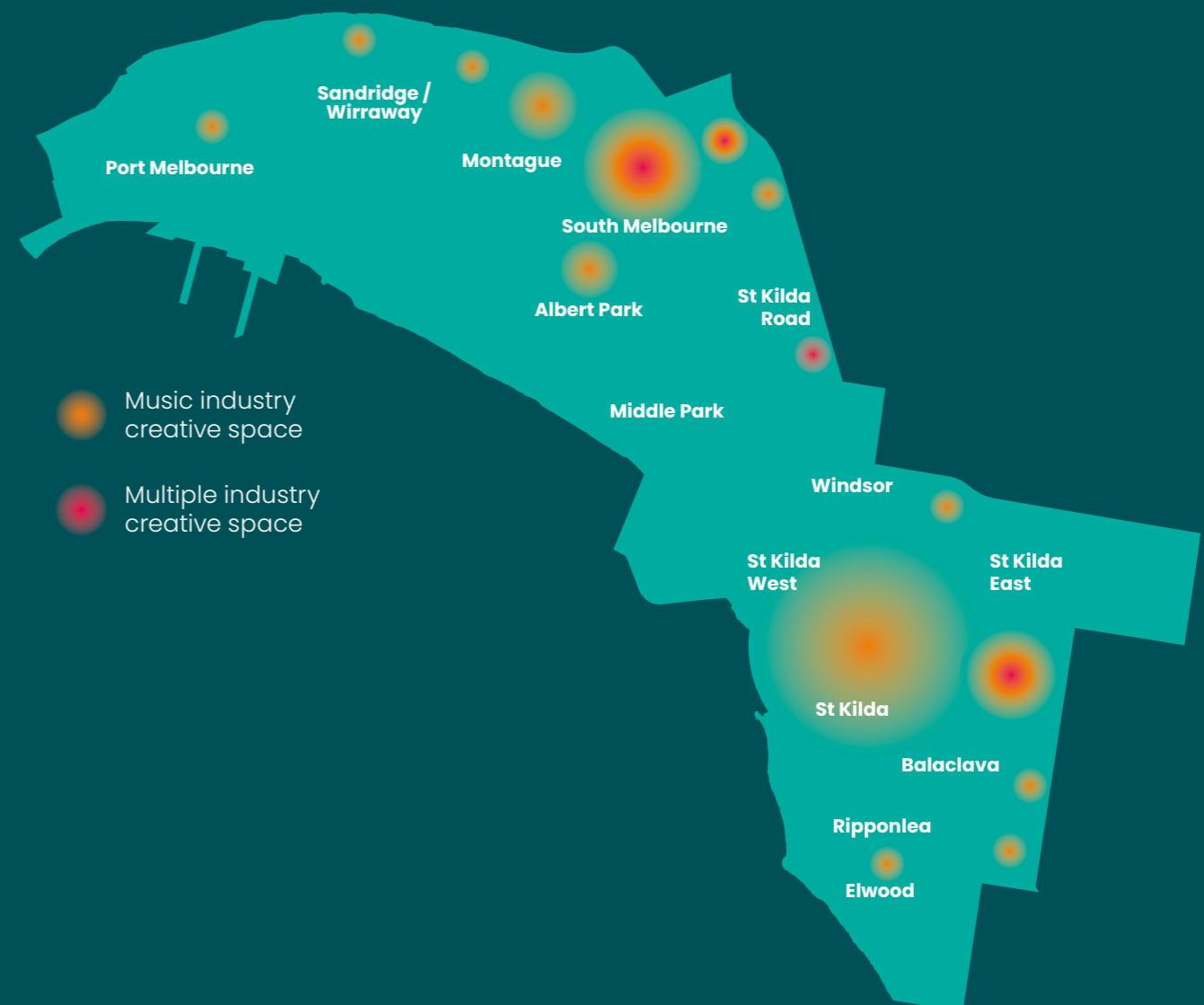
- music venues
- nightclubs
- orchestras
- post-production facilities
- radio stations
- recording studios
- sound design facilities
- education bodies
- music organisations
- equipment hire
- music entertainment
- music publishing
- music schools.



Why do we need a Live Music Action Plan?

According to the 2019 City of Port Phillip Creative Industries Mapping Project, music had been the municipality's second largest creative industry pre-COVID-19, with 96 local music businesses identified within the key categories listed on page 8.

Port Phillip's live music ecosystem



State and federal governments

The live music sector has suffered throughout the pandemic. Venues have lost tenants and had to permanently change their business offerings. The impact on musicians, technicians, venue owners and hospitality employees is significant and the massive job losses and lost economic output are pressing concerns.

The Australian Minister for Planning has documented the importance of live music in Clause 13.07-3S of the Planning and Environment Act 1987. The Clause recognises the social, economic and cultural benefits of live music and encourages, creates and protects opportunities for the enjoyment of live music.

The new Victorian Government policy encourages both retaining existing live music entertainment venues and developing new ones, allowing the delineation of areas where these venues are encouraged and those where noise-sensitive residential development must be carefully evaluated. Evaluations will include an assessment of the impact of the residential building proposal on the functioning of live music venues.

In June 2020 the Victorian Government government pledged \$75 million for a competitive grants program to provide capital for new festivals, concerts, tours and events as physical distancing restrictions ease.

Grant programs include:

- Sustaining Creative Workers Initiatives
- Victorian Music Industry Recovery Program
- Commercial Tenancy Relief Scheme
- Victorian Live Music Venues Grant.

Victorian Live Music Venues Grants totalling \$9 million will be shared by 106 live music venues across the state in the first portion of the program. Six City of Port Phillip venues were selected in the first round.

The state and federal governments have a generous amount of economic support available to get live music venues up and running and musicians back in the studio. Considerations missing from the above initiatives include:

- creating opportunities for live music performance
- encouraging and enabling audiences to attend live music events
- small business advice and support.

Preliminary findings from The Economic Cost of COVID-19 on Australia's Live Entertainment Industry forecast:

43,000

full time jobs in total by 2020 – a two-thirds fall from 122,000 jobs in 2019 if restrictions on gathering remained in place until the end of December 2020

\$5.9 b

of value entertainment in 2020 compared to \$16.6 billion in 2019

\$23.6 b

loss of economic output from a \$36.4 billion industry

Hot Dub Time Machine,
2020 St Kilda Festival.

As a key initiative of the Creative and Prosperous City Strategy 2018–22, the Plan is a measure of the importance placed on sustaining local live music.

Why is live music important?

There are three areas of recovery we have identified as being critical in informing the focus of this Plan.

Social recovery

- Finding ways in which music can bring the community together and allow them to connect/reconnect
- Using music to create a sense of place and pride in place, with live music central to local identity and character
- The mental health benefits of attending/experiencing live music and experiencing joy, relaxation or connection to others
- Creating hubs with a multitude of venues and musicians concentrated in small areas.

Economic recovery

- Increased trade through live music patrons who visit the municipality for music, and then provide ancillary spending
- Longer visitation due to greater entertainment options leading to increased spending
- Increased awareness and visitation through being represented as a live music destination
- Maintenance of Port Phillip 'brand' as a place where music matters is critical to maintaining investor interest in the municipality moving forward
- Adding a live music element as entertainment options in local trade activity areas.



Photo: Andy Swamp
SWAY Digital Agency

Music industry recovery

- Opportunity for Port Phillip to become a base for live music creation
- Support for musicians and live music industry practitioners through support for employment and performance opportunities
- Support between live music organisations, such as
 - recording studios allowing work experience students from music education facilities such as JMC Academy
 - musicians promoting the venue they are performing at and bringing a following to the venue.
- Support from Council for venues to cut red tape and move through new planning permissions with confidence and knowledge
- Clear information on how to operate as COVID-safe, such as planning, set ups and legal requirements
- Opportunity to promote new projects to a live audience – creative COVID-safe performances or installations
- Opportunity for creative expression, social and emotional benefit through playing live music
- Opportunity for community connection – to audiences, other musicians and local venues
- A diversity of local venues to perform in and opportunities to reach audiences

Consultation

In February and March 2020, we asked the community for their thoughts on the initial Live Music Action Plan. This was in the middle of the summer events calendar, featuring events such as St Kilda Festival, Pride March, Listen Out and the Weet-Bix TRYathlon. Initial feedback supported the following.

Accessibility, inclusivity and opportunity

- More opportunities for different types of music, such as jazz and classical
- More opportunities for participation for children and seniors
- More opportunities for young people to perform
- More opportunities for artists to play multiple venues in St Kilda – you can see an artist at St Kilda Festival but then the only place you can see them is outside of the area e.g. Northcote
- Music is a therapeutic process, one which unites community
- Opportunities for community groups to perform
- Should include all the arts, not just music

Support for venues

- Venues rely on live music to draw customers and music businesses
- Venues have provided music long before apartment blocks have been in place
- Old institutions are becoming more and more restricted in their abilities to host live music.

Support for musicians

- Important to create opportunities for emerging and unknown artists that don't have the support of an agency
- Musicians are scared to perform new music in St Kilda. The audience has a specific taste from 20 years ago and there is a risk of poor turnout if you play something new

Impact on the community and public spaces

- Events on public land should have minimal impact during bump in and out – waste management
- Need a balance between supporting gigs and not disturbing ratepayers
- Events calendar needs to strike a balance between diversity of range, commercial vs public activity and visitation.

Consultation during Covid-19

In the face of COVID-19 restrictions, many venues were shut or only able to operate a limited service. The few venues that continued to operate during this time provided some valuable feedback on the updated Live Music Action Plan.

- Venues want to support musicians but don't have the funds available to pay them appropriately
- Agree the database of local musicians would be beneficial
- Would appreciate small business advice and support from Council, such as:
 - advice on controlling numbers and contact tracing measures
 - marketing advice
 - advice on how to adapt to COVID-normal
 - using Council social media channels (St Kilda Festival etc.) to promote gigs at local venues.

Place-based opportunities

Music Victoria is keen to work with Council to identify and create 'live music precincts' in the municipality, areas where planning permits focus on supporting the live music industry.

Inside identified precincts, any proposed new residential use needs to take account of any existing venue, and the possibility of new venues (this extends the agent-of-change principle to a whole-of-precinct approach).

When anyone makes an application to establish, alter or demolish a live music venue, or to establish a new noise-sensitive use near a venue or in an identified precinct, consideration must be given by the applicant and Council (or, in extraordinary circumstances, the Minister) to the impact of the proposal on opportunities for live music.

An example of a successful live music precinct is QLD's Fortitude Valley where:

- entertainment venues in the Special Entertainment Precinct are exempt from the amplified music noise requirements of the Queensland Government's liquor licensing laws
- responsibility for regulating amplified music noise from venues in the Special Entertainment Precinct has been transferred from the State Liquor Licensing Division to Council
- amplified music noise levels in the precinct are regulated by Council's Amplified Music Venues Local Law, which requires amplified music venues to have an Amplified Music Venues Permit
- the music-noise and development laws protect music venues from having to turn down their volumes when residential development is built nearby. Instead, the onus is on new developments to incorporate extensive noise insulation.

One focus of the live music precinct plan is managing amplified music noise and ensuring the success of music-based entertainment without exposing residents or businesses to unreasonable levels of music noise.

Other focus points of the live music precinct idea include increased safety measures (such as increased lighting and CCTV, ID scanners and specially trained security) and the roll-on benefits to the late-night economy including taxi drivers, restaurants and employees.

Current state of play

Council has a number of existing services already inclusive of or focused on delivering live music benefits. Alongside existing advocacy and ongoing regulation, stakeholder liaison and negotiation, existing Council services include:

Support

- Participation with Bandmates Victoria
- Free music performances including flagship events.
- Subsidised ticket deals for local residents
- Liaise between residents and events/festivals to communicate music event logistics.

Permit

- Events that focus on live music as per Council's Events Strategy
- Musician parking in loading zones for gigs in Acland and Fitzroy Street precincts.
- New or underused public spaces where suitable for live music events to revitalise and activate open spaces.

Facilitate training

- Through three training programs annually through FReeZa
- For FReeZa volunteers to participate in live music events.

Advise

- Event and festival operators on noise management and permitting process
- Businesses on regulation and statutory requirements for live music
- Local artists on opportunities, including performance and funding opportunities.

Program

- Flagship music festivals including St Kilda Festival, Yaluk-ut Weelam Ngargee and Port Phillip Mussel and Jazz Festival
- FReeZa events throughout the year
- Live music at key Council locations including libraries and South Melbourne and Esplanade Markets
- Events such as ANZAC Day, We-Akon Dilinja, Mabo Day and NAIDOC Week
- Live music into other Council events where practicable.

Fund

- Music-focused events through Council's various funding streams
- New projects or compositions via Council's Cultural Development Fund
- Waive film permit fees for independent music video shoots
- Palais Theatre community reservations for community music events.

Promote

- Via What's On St Kilda, events from venues that regularly host live music
- All artists programmed as part of flagship music events via digital and publicity campaigns
- Port Phillip music festivals, such as the St Kilda Festival and Yaluk-ut Weelam Ngargee and any new initiatives, to enhance our standing as a music city and to encourage new live music events and repeat visitation
- Festivals and events via Council communications assets.

Sean Choolburra,
2019 St Kilda Festival.

To enhance our standing as a music city and to encourage new live music events and repeat visitation, Council will continue to promote Port Phillip music festivals, such as the St Kilda Festival and Yaluk-ut Weelam Ngargee and any new initiatives.

Our vision for Port Phillip

Delivering on this vision means that Council’s priorities, resources and programs support the activities of creative businesses, artists and community members. To achieve this, we will work towards three priority outcomes through the actions in this plan.

Outcome 1

A City that actively responds to the economic and social impact of COVID-19 on our local music industry.

Goal 1

Live music as a tool for social and economic recovery for local businesses.

Outcome 2

A City where live music flourishes, with a robust and passionate live music ecosystem and a solid foundation for a sustainable future where live music is able to continually grow.

Goal 2

Break down barriers for musicians wanting to perform in Port Phillip and maximise opportunities for musicians, businesses and audiences to connect.

Goal 3

Encourage maximum live music opportunities via the creation of music precincts and develop a range of initiatives to ‘broker’ harmony between venues and local residents.

Goal 4

Stand out as a city of music festivals, welcoming the events and their audiences while ensuring compatibility with our communities.

Outcome 3

A City where the musicians and audiences, the venues and the schools, the public spaces and the rehearsal places, and our residents and businesses work together to support and create a diverse, dynamic and accessible live music scene.

Goal 5

Increase accessibility to live music and performance, including those events and gigs on public space and in private venues.

Goal 6

Reinforce the view of Council as a supporter of live music, building trust by improving our transparency and clear communications.

Goal 7

Ensure access and music-focused services for young people.

Goal 8

Equip musicians with the tools to create, perform and prosper.

Goal 9

Build a diversity of music events that cater to a range of genres, cultures and audiences.

Goal 10

Acknowledge and celebrate our cultural heritage of live music.

Key stakeholders

At its best, a thriving live music industry mostly needs government to get out of the way. Fundamentally, Council’s role is to work with its partners to lay the best foundations for live music to flourish, and minimise barriers as much as possible. From there, it’s the community rather than Council that makes the music thrive.

- Musicians
- Venues
- Audiences
- Festival and event producers
- Our businesses
- Our residents
- Music-focused community groups
- Music schools, teachers and training providers
- Property owners, including community spaces
- Music Victoria
- State and federal government, their legislators and their agencies, including Creative Victoria through Creative State 2020+, Australia Council, the Environment Protection Authority (EPA) and the Department of Environment, Land, Water and Planning (DELWP).



The Merindas, Memo Music Hall, Yaluk-ut Weelam Ngargee Festival 2019.

Photo: Wayne Quilliam

Delivery timeline



Daniel Elia and band,
Live N Local Opening Night 2019

Photo: Cloakroom Media

About the Plan

Outcome 1:

A city that actively responds to the economic and social impact of COVID-19 on our local music industry

Goal 1

Live music as a tool for social and economic recovery for local businesses.

Target audience: venues and musicians.

Actions: Year 1 and 2	Measures of success
<ul style="list-style-type: none"> Initiate pop-up live music events throughout the city. Develop music trails/walks across the city that explore the history of live music locally. Advocacy to state government about ways to support live music through planning, policy and legislation. Establish the First People's Toolkit program to support musicians and music businesses. Establish and curate a one-off summer entertainment program for 2020/21. Work with state government, Music Victoria and consultants to explore the possibility of establishing a live music precinct in Port Phillip. Support the return of live music events where benefit to the industry and wider community is evident, to be balanced with protection of amenity. 	<ul style="list-style-type: none"> Feedback from businesses and attendees. Local economic data metrics. Continuation of First People's Toolkit into future years and for a wider audience. Participation in future Live Music Censuses.

Outcome 2:

A City where live music flourishes, with a robust and passionate live music ecosystem and a solid foundation for a sustainable future where live music is able to continually grow.

Goal 2

Break down barriers for musicians wanting to perform in Port Phillip and maximise opportunities for musicians, businesses and audiences to connect.

Target audience: venues and musicians.

Actions: Year 1, 2, 3 and 4	Measures of success
<ul style="list-style-type: none"> Promote potential collaborations for musicians with game developers, film production, events and Council services. Maintain a registry of local musicians to encourage local programming by venues and events. Pair our venues with other businesses and initiatives to create promotional opportunities. 	<ul style="list-style-type: none"> Community engagement with website. Increase in number of opportunities for musicians. Feedback from businesses – increased trading.

Consultation

Current State of Play

Delivery timeline

Outcome 2

Goal 3

Encourage maximum live music opportunities via the creation of music precincts and develop a range of initiatives to 'broker' harmony between venues and local residents.

Target audience: venues and musicians.

Actions: Year 1, 2, 3 and 4	Measures of success
<ul style="list-style-type: none"> • Work with Music Victoria to identify potential 'live music precincts'. The goals of establishing precincts would be: <ul style="list-style-type: none"> • Council to identify areas with one or more live music venues in them – 'live music precincts', where live music will be encouraged and protected. • Inside identified precincts, any proposed new residential use needs to take account of any existing venue, and the possibility of new venues (this extends the agent-of-change principle to a whole-of-precinct approach). • When anyone makes an application to establish, alter or demolish a live music venue, or to establish a new noise sensitive use near a venue or in an identified precinct, consideration must be given by the applicant and Council (or, in extraordinary circumstances the Minister) to the impact of the proposal on opportunities for live music. • Undertake strategic planning and scoping work for precinct creation, including acoustic investigation into noise impacts and protections, and investigations into economic, community and industry benefits. • Work towards implementing the relevant amendment(s) to the planning scheme to enable creation of music precincts within the municipality. • Creation of guidelines outlining the enforcement process when a music complaint is received so both parties (complainant and venue) are aware of the steps that can/will be taken. • Development of basic language (101-guide) guidelines on noise management for venues. Developed by or in collaboration with an acoustic consultant/engineer. This would be intended to inform venues of noise management requirements and potential solutions such as layout of sound systems, directional speakers, limiting devices etc. 	<ul style="list-style-type: none"> • Reduction in noise-related complaints. • Attraction of high-quality music venues to the municipality. • Attraction of residents and tourists to live music precincts • Community engagement with website. • Multipurpose use of venues. • Increase in participation with pilot programs.

Goal 3

Actions: Year 1, 2, 3 and 4	Measures of success
<ul style="list-style-type: none"> • Establish a live music precinct working group involving Strategic Planning, Statutory Planning and Planning Compliance and City Growth. • Produce and link to resources on Council's website, regarding the creation of a new live music business, to ensure operators feel confident in meeting obligations from multiple sources, including COVID-19 regulations. • Undertake research to quantify existing impacts live music on amenity, through venues and public space events, to address existing issues within the municipality. • Work with the EPA, including partnerships, advocacy and participation in pilot programs, to ensure our community is informed and in turn can be represented through consultation or change processes affecting live music. • Create and maintain web content that is point-of-contact for live music industry including venues, musicians, residents and community members. This would include a full suite of resources, ranging from musician databases to business and entertainment guides as well as regulatory information. 	<ul style="list-style-type: none"> • Reduction in noise-related complaints. • Attraction of high-quality music venues to the municipality. • Attraction of residents and tourists to live music precincts. • Community engagement with website. • Multipurpose use of venues. • Increase in participation with pilot programs.



Elwood Community Choir, Memo Music Hall

Delivery timeline

Outcome 2

Goal 4

Stand out as a city of music festivals, welcoming the events and their audiences while ensuring compatibility with our communities.

Target audience: musicians and audience..

Actions: Year 1, 2, 3 and 4	Measures of success
<ul style="list-style-type: none"> • Incorporate live, local music into Council events where possible. • Via Council's Events Strategy, prioritise attraction of music festivals and events to our public and Council-owned spaces. • Advocate for key partners or grant recipients to program local musicians, including Seniors Festival and grant recipients. • Continue to produce City of Port Phillip events that showcase and celebrate live music where benefit to the industry and wider community is evident, to be balanced with protection of amenity. • Consistent monitoring of impact on residential and business community from events, ensuring amenity is protected where events are supported. 	<ul style="list-style-type: none"> • Increase in number of opportunities for musicians. • Increase in audience participation. • Increase in number of events with a live music component.



To stand out as a city of music festivals, welcoming the events and their audiences while ensuring compatibility with our communities.

Outcome 2, Goal 4

Outcome 3:

A city where the musicians and audiences, the venues and the schools, the public spaces and the rehearsal spaces, and our residents and businesses work together to support and create a diverse, dynamic and accessible live music scene.

Goal 5

Increase accessibility of live music and performance, including those events and gigs on public space and in private venues.

Target audience: musicians and community.

Actions	Measures of success
<p>Year 1</p> <ul style="list-style-type: none"> Assess COVID-safe standards and develop plans to engage with the community safely. <p>Year 2, 3 and 4</p> <ul style="list-style-type: none"> Work with Council's Library Action Plan to explore alignment between libraries and live music that remove financial barriers to participation, such as: <ul style="list-style-type: none"> performance, rehearsal or recording space and facilities facilities that can be loaned, including music instruments, sheet music or recorded music co-location of community music groups or organisations. <p>Year 1, 2, 3 and 4</p> <ul style="list-style-type: none"> Ensure Disability Action Plans in place for all major recurrent Council events. Encourage venues and event providers to incorporate accessibility measures within their own spaces. Explore participation opportunities for people with disability or mental illness, including programming at Council events and work with our community partners to increase live music performance opportunities across the municipality. Explore ways to increase interaction with live music for seniors/older persons to enhance community connection and reduce social isolation. Include ways for seniors to showcase their creative talents and actively engage with live music. Maintain online access and streaming into the future to benefit access for diverse groups. 	<ul style="list-style-type: none"> All Council events have up-to-date Disability Action Plans and are accessible to the community. Increased participation between seniors and live music events. Events are accessible online and are well received. Increased diversity of seniors' events.

Goal 6

Reinforce the view of Council as a supporter of live music, building trust by improving our transparency and clear communications.

Target audience: community.

Actions: Year 1, 2, 3 and 4	Measures of success
<ul style="list-style-type: none"> Improve communications and transparency via release of: <ul style="list-style-type: none"> achievements and outcomes reached through implementation of the Plan number of live music events hosted in the city. Create a live music working group as a sub-committee of Council's Art and Soul Advisory Committee, empowered to consult on challenges as they arise and seek shared solutions. The working group will: <ul style="list-style-type: none"> maintain resources to ensure transparent process and decision making, such as Council's complaint-handling procedure and 'Living with Live Music' guide work closely with our partners, such as Music Victoria, the EPA and Creative Victoria, to ensure best practice principles and maximise collaboration. 	<ul style="list-style-type: none"> Working group meets regularly and effectively. Information released on live music outcomes and data. Evidence of strong working partnerships with peak bodies.



Acland Street Quartet

Outcome 3

Goal 7

Ensure access and music-focused services for young people.

Target audience: musicians and community.

Actions: Year 1, 2, 3 and 4	Measures of success
<ul style="list-style-type: none"> Ensure all ages access to all major recurrent Council live music events and encourage and promote all ages gigs within the municipality. Work with our partners to provide music training and skills development for young people. <ul style="list-style-type: none"> Connect our schools and learning centres with venues and live music events, seeking opportunities for skills development Explore opportunities to support and encourage music education within schools. 	<ul style="list-style-type: none"> Council events remain all ages. Increase in workshops and training for young people. Relationships with schools developed and ongoing.

Goal 8

Equip musicians with the tools to create, perform and prosper.

Target audience: venues, musicians and community.

Actions: Year 1, 2, 3 and 4	Measures of success
<ul style="list-style-type: none"> Work towards ensuring all applicable Council funding opportunities encourage live music applications within their scope. Explore initiatives for artists by working with our partners, such as showcases, rehearsal or recording opportunities, and inclusion within relevant Council live music events. Work with Council's Boonatumg Ngargee Yulenj: First Peoples Arts Advisory Panel to explore ways to facilitate and promote music from Indigenous artists. Partner with appropriate internal and external groups to deliver existing information and workshops on mental health for musicians and the industry that supports them. 	<ul style="list-style-type: none"> Funding applications include live music. Projects support musicians to succeed in the industry. Increased opportunities for First People's artists. Workshops support mental health.

Goal 9

Build a diversity of music events that cater to a range of genres, cultures and audiences.

Target audience: musicians, community and venues.

Actions: Year 1, 2, 3 and 4	Measures of success
<ul style="list-style-type: none"> Ensure Council event KPIs include programming of artists from diverse cultural backgrounds. Ensure live music event opportunities are promoted broadly throughout the community, including participation, funding and permitting opportunities. Ensure diversity of programming within all Council live music events and incentivise diversity of live music performance, including jazz, opera, musicals, choirs and classical performance, such as through promotion and tourism package opportunities or working with our existing partners and peak bodies. Encourage attraction, retention and engagement of diverse programming and events. Support venues and events to ensure they are welcoming and safe spaces for a diversity of audiences across gender, age and multicultural groups. 	<ul style="list-style-type: none"> Council live music events feature a diverse range of music genres and artists from diverse cultural backgrounds.

Goal 10

Acknowledge and celebrate our cultural heritage of live music.

Target audience: community and musicians.

Actions	Measures of success
<p>Year 1</p> <ul style="list-style-type: none"> Develop guidelines for adding live music material to the City's heritage collection. <p>Year 2 and 3</p> <ul style="list-style-type: none"> Implement guidelines that ensure heritage live music material is appropriately catalogued. <p>Year 1, 2, 3 and 4</p> <ul style="list-style-type: none"> Celebrate and support multicultural expressions of music, working with Council's Multicultural Advisory Committee. Consider public art initiatives that celebrate the location's live music heritage. Celebrate the City's live music heritage and connection to contemporary practice and practitioners in Council programmed festivals where applicable. 	<ul style="list-style-type: none"> Live music is recognised within heritage collections. The City's live music heritage is recognised and celebrated in Council-programmed festivals and public art initiatives.

A City where live music flourishes, with a robust and passionate live music ecosystem and a solid foundation for a sustainable future where live music is able to continually grow.

Outcome 2





Live Music Action Plan 2021-24

For more information, please contact us via:
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