



13.2 **DRAFT LIVE MUSIC ACTION PLAN**

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1. PURPOSE

- 1.1 To present the draft Live Music Action Plan and seek approval to commence a period of community and industry consultation and engagement.

2. EXECUTIVE SUMMARY

- 2.1 Live music has long been an essential part of everyday life in the City of Port Phillip. From our iconic music venues to our unique festivals, our music schools and institutions to our buskers and community groups, this city is known for live music and celebrated for it.
- 2.2 As the City changes, so does its cultural landscape and expression. Unchanging is the value of live music, and the need for what it can bring to our community and to our place.
- 2.3 The draft Live Music Action Plan outlines what Council can and will do to future-proof live music in Port Phillip, and ensure it remains a priority amongst competing interests and the pressures of a changing and growing community. As a key initiative of the Art & Soul Creative & Prosperous City Strategy, it is a measure of the importance placed on sustaining local live music.
- 2.4 For the purposes of this Live Music Action Plan, live music is a music performance being given by a person or people, using their voice and/or musical instruments. This includes busking, concerts, pub rock, classical recitals, musical theatre, opera, hip-hop.
- 2.5 The Live Music Action Plan also considers the steps and tools needed to create performance for venues, musicians and audiences – such as planning, rehearsing, funding, networking, and finding out what gigs are on where and when.
- 2.6 The Plan will deliver on the outcomes of the Art & Soul Creative and Prosperous City Strategy which are:
- A City of dynamic and distinctive places and precincts
 - A prosperous City that connects and grows businesses
- 2.7 Arts, culture and creative expression of everyday life.
- 2.8 The Plan has a particular focus on bridging the gap between venues and residents and establishing ways to ensure the future of live music is protected within the City via the development of Live Music Precincts that would incorporate a specific set of controls.



3. RECOMMENDATION

That Council:

- 3.1 Authorises the draft Live Music Action Plan to be released for a period of community and industry consultation following the endorsement of the draft plan.
- 3.2 Delegates authority to the Chief Executive Officer to make amendments to the document to correct any minor drafting errors that do not materially alter the intent
- 3.3 Notes that feedback from the consultation period will be presented alongside the final Live Music Action Plan in April 2021.

4. KEY POINTS/ISSUES

- 4.1 Pre COVID-19 the City of Port Phillip committed to delivering a four-year Live Music Action Plan.
- 4.2 The pandemic has caused unique and wide-reaching challenges for our City's live music sector and bringing audiences back safely; supporting local musicians; and assisting our venues with recovery initiatives has become a critical focus of this Plan.
- 4.3 According to the 2019 City of Port Phillip Creative Industries Mapping Project, music had been the municipality's second largest creative industry pre-COVID, with 96 local music businesses identified
- 4.4 The draft 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 amongst competing interests and the pressures of gentrification and a growing community.
- 4.5 Live Music makes a significant contribution to the local economy, enhances the cultural richness of a community and builds distinctive places and precincts.
- 4.6 There is currently no plan in place with regards to Live Music within the municipality. This includes a plan to establish a balance between supporting live music whilst protecting residential amenity. Without a credible plan in place, it is possible that live music will struggle to maintain a foothold within our local creative industries.
- 4.7 In 2018 Council adopted the four year Creative and Prosperous City Strategy (CPC), which is also known as the Art and Soul Strategy. This strategy outlines the cultural change and collaborative actions required across a range of Council services to create a thriving social, cultural and economic future for the City of Port Phillip. A CPC outcome was to 'Promote and celebrate community participation in art, music, culture heritage and festivals and Action 22 was to:
"Develop and deliver a Live Music Action Plan, working closely with musicians, venues, events and audiences of all ages and backgrounds, to better support, facilitate, regulate and grow a dynamic live music scene, including consideration of Live N Local."
- 4.8 A municipality wide Live Music Action Plan will provide a long-term framework to guide the future of live music in the City of Port Phillip. It will:
 - Reflect the community's views on Live Music
 - Inform Council's ongoing planning and investment



- Establish a framework and policy base across the organisation for approaching live music including how Live Music will be protected
- Define how Council will support the future of local live music
- Integrate with and support the delivery of other core strategies and projects: Art & Soul / Events Strategy / St Kilda Festival Operational Plan / Council's flagship events including the St Kilda Festival, Yaluk'ut Weelam Ngargee and the St Kilda Film Festival

5. CONSULTATION AND STAKEHOLDERS

- 5.1 A number of internal and external stakeholders have been contacted to develop this draft LMAP, as follows:
- 5.2 External Stakeholders – initial consultation with the community prior to the pandemic, live music venues, St Kilda Live Music Community group and the Live Music Census. Additional venue consultation was undertaken at the Port Phillip Venues Day in association with Music Victoria.
- 5.3 Internal Stakeholders – Planning Compliance, Local Laws, Strategic Planning, Festivals, Event Services, Cultural & Economic Development, Access & Inclusion, Community Strengthening

6. LEGAL AND RISK IMPLICATIONS

- 6.1 There are regulatory and local law requirements with regards to some aspects of live music, in particular noise levels and planning compliance. These will need to be considered when recommending future actions.
- 6.2 If a reasonable accommodation between amenity and live music cannot be determined, the live music scene across the municipality will continue to be impacted and potentially shrink.

7. FINANCIAL IMPACT

- 7.1 Many of the actions in the Live Music Action Plan can be delivered through existing programs or expenditure with some reallocation required.
- 7.2 Budget has been allocated for this project already via the Art & Soul Strategy implementation.

8. ENVIRONMENTAL IMPACT

- 8.1 There is no direct environmental impact as a result of the proposed Live Music Action Plan.

9. COMMUNITY IMPACT

- 9.1 Live music impacts many parts of the community, including those that participate in, work with or attend live music events, local businesses that benefit from resulting visitation, or residents who have their amenity impacted.
- 9.2 The Live Music Action Plan aims to address and balance all of these diverse interests and needs, and the community consultation period will aim to attract feedback and input from all of these groups.



MEETING OF THE PORT PHILLIP CITY COUNCIL 3 FEBRUARY 2021

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The Live Music Action Plan is directly aligned with Strategic Direction 5 of the Council Plan: We thrive by harnessing creativity; however it indirectly aligns and intersects with Strategic Directions 1 and 4 as well
- 10.2 The Live Music Action Plan is a key action from the Art and Soul Creative & Prosperous City Strategy, a key Council policy that delivers on Strategic Outcome 5

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Subject to Council approval the community consultation and engagement period will commence following the endorsement of the draft plan
- 11.1.2 Following the consultation period the Live Music Action Plan will be finalised and presented to Council for endorsement in April 2021
- 11.1.3 Delivery of the Live Music Action Plan will subsequently commence, with a timeline for each action included in the Plan

11.2 COMMUNICATION

- 11.2.1 Opportunities to participate in the public consultation period will be communicated to the community via:
- Council communications channels including Divercity and website
 - Social media
 - Communications opportunities at our summer events including Yaluk'ut Weelam Ngargee and our summer music activations

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS 1. DraftLiveMusicActionPlan_Feb2021