



Live Music Action Plan

2020 - 2024



Draft Live Music Action Plan 2020 - 2024

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Introduction

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. As valued as our past is and has been, the time is right to consider our future, and ensure that local live music continues to be an essential part of life in the municipality for generations to come.

This draft Live Music Action Plan 2020 – 2024 (the draft Plan) 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 Art and Soul Creative and Prosperous City Strategy 2018-22 (the Art and Soul Strategy), it is a measure of the importance placed on sustaining local live music.

Within the Art and Soul Strategy, the Live Music Action Plan is placed as a priority within Outcome Three: 'arts, culture and creative expression are part of everyday life', recognising that arts and culture are part of what makes our City unique. The value and reach of live music also means 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 contained within the Plan all align to support and deliver on these outcomes.

The draft Plan lays out Council's path to implementation and delivery of the live music component of the Art and Soul Strategy, and what we aim to achieve. The draft Plan is holistic; considering how our collective services can work together to achieve the local music scene our diverse community needs, through partnership and collaboration. It is ambitious; aiming to maintain what we have now, and then grow it, diversify it and make it sustainable. It is also honest; recognising our challenges and confronting them as best we can.

Most of all it is recognition of the vital role that live music has to play in the everyday life of Port Phillip – 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.

What is live music?

For the purposes of the draft 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, and everything in between. It means all types of music, including pub rock, a classical recital, musical theatre, opera or a hip hop gig and anything else you can imagine.

The draft 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

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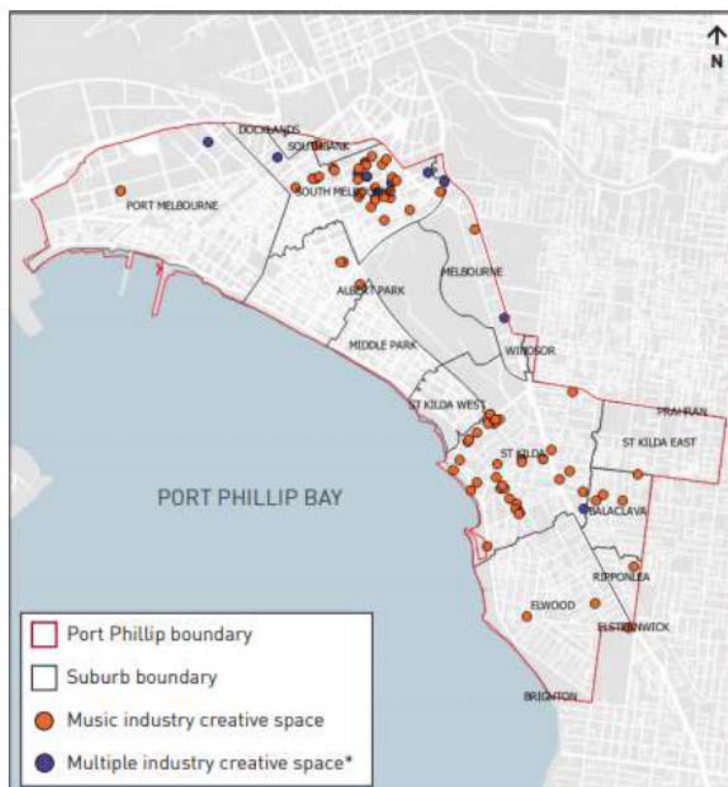
- Recording Studios
- Sound Design Facilities
- Education Bodies
- Music Organisations
- Equipment Hire
- Music Entertainment
- Music Publishing
- Music Schools

Why do we need a draft Live Music Action Plan?

Live music has long been an integral 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.

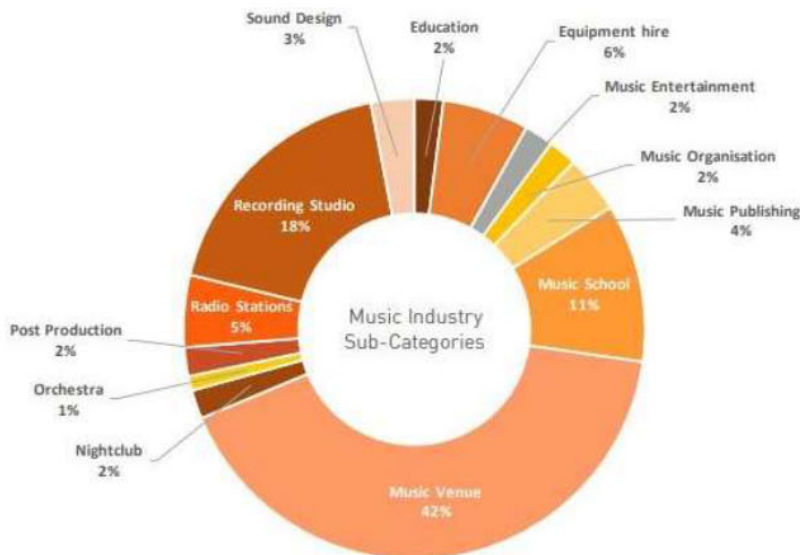
According to the 2019 City of Port Phillip Creative Industries Mapping Project, music is the municipality's second largest creative industry, with 96 local music businesses identified within the key categories listed above.

The map below shows the location of these businesses.



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The proportion of each category is represented as follows:



The draft Plan aims to ensure that the local live music industry is sustainable and prosperous, and that live music continues to be an everyday part of life in the City of Port Phillip for all who want it to be. It aims to acknowledge and celebrate the rich history of live music within the municipality, preserve the activity and importance of live music as it is now, and ensure that the future of live music is intertwined with Port Phillip as the municipality itself grows and changes.

What is our vision?

Council’s vision in relation to the Live Music Action Plan is to be:

- 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.
- 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.

The draft Plan represents the live music component of the Art and Soul Strategy, and the outcomes for both are aligned:

- A City of dynamic and distinctive places and precincts
 - Public space and Port Phillip’s priority places (as identified in Council’s Placemaking Action Plan) are activated through live music
- A prosperous City that connects and grows business
 - A City that heaves with live music, where musicians, music industry and audiences feel welcome and can readily access opportunities, support and services
 - A community that trusts Council to be transparent, prioritise communication and be supportive of live music while seeking solutions to uphold amenity

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- Arts, culture and creative expression are part of everyday life
 - A live music scene that caters for everyone, diverse in its offering and readily accessible to all
 - A future-proof, sustainable and healthy live music industry that can continue to grow and develop within the municipality

Where are we now?

The draft Plan comes at a crucial time for live music in Port Phillip. The local live music scene isn't what it used to be, and may not be again – however it is still thriving in different ways. We retain a high number of live music venues: 51 throughout the municipality – a figure that increases if you include the municipality's other music-ready venues such as theatres, community halls, town halls and open space. We attract a significant number of music-focused festivals and events, and we have a high number of schools or training providers that include music in their focus. There is also a large amount of diversity in music across the city, from rock and indie to hip hop, musicals to opera, and classical to community choirs.

That's not to say there aren't challenges, as there are many. As densification in the municipality increases, striking the balance between amenity and live music grows harder for both venues and open-air events. As audiences and local demographics change, the financial viability of live music venues and events is threatened. Further, as property prices continue to increase locally, and thriving hubs appear elsewhere throughout Melbourne, the number of musicians living locally declines.

Council itself isn't starting from scratch with this draft Plan, with 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, a list of existing Council services can be found in Appendix One.

A Live Music Census was taken in 2017, showing a number of ways to measure live music within the municipality¹:

- Number of live music venues: 51
(St Kilda area - 40, South Melbourne / Port Melbourne - 11)
- St Kilda area net change from 2012: +2, South Melbourne / Port Melbourne net change: -7
- 1.6m patron visits to live music venues
- \$87.77m spending by live music patrons
- 1,550 annual full-time equivalent jobs created by performances in Port Phillip venues
- 1,090 Australasian Performing Right Association (APRA) registered songwriters / composers reside in the City of Port Phillip
- 13,250+ advertised live music gigs per year

What is Council's role?

- **Support** the community to create and take part in local live music
- **Attract** a diversity of live music events and operators
- **Guide** and **advise** through regulatory processes
- **Permit** live music initiatives in public space
- **Empower** musicians and venues to maximise their opportunities

¹ All data taken from: Newton, Dobe City of Port Phillip: Live Music Report 2017 and relates to the 2017 calendar year

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- **Facilitate** skills for venues, event managers and musicians through training and development programs
- **Regulate** to balance all community needs and protect amenity
- **Program** a diverse range of artists through Council's own festivals, events and programs
- **Advocate** to state and federal governments and their agencies, to create positive change for live music, and to industry for accessibility and inclusion
- **Partner** with industry and agencies to benefit the live music community
- **Connect** business to business as well as local artists with local venues
- **Fund** events, performances and initiatives through grants programs, or subsidise / waive fees to attract and support live music initiatives

While Council's role does encompass all of the above, 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 to enable live music to flourish, and minimise barriers as much as possible. From there, it's the community, rather than Council, that then makes the music thrive.

Who are our partners?

Council works with a large number of partners to support live music, and will work with a greater number again in implementing the draft Plan. These partners include:

- 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+, the Australia Council, the Environment Protection Authority (EPA) and the Department of Environment, Land, Water and Planning (DELWP).

Why is live music important?

The value of live music is now well documented and indisputable. For the City of Port Phillip specifically, it is part of our municipal identity; a heritage intrinsically linked to music and a passionate community that prides itself on living in a vibrant and creative place. The benefits of live music have been researched and are documented in reports by the likes of Creative Victoria, Music Victoria and the Live Music Office. The below highlights only some of its value, concentrating on those parts most essential to the municipality at this time.

Residential community

- Abundant opportunities to experience live music in their own neighbourhood
- Sense of place and pride in place, with live music central to local identity and character
- Local employment opportunities, with 1,550 annual full-time equivalent jobs created by

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performances in Port Phillip venues²

Business community

- Economic benefit, with an estimated \$87.77 million in live music patron spending per annum in Port Phillip venues³ (not including festivals and outdoor events)
- Associated trade through live music patrons who visit the municipality for music, and then provide ancillary spending
- Increased awareness and visitation through being represented as a live music destination

Musicians

- Opportunity for creative expression, social and emotional benefit through playing live music
- Opportunity for community connection – to audiences, other musicians, and to local venues
- A diversity of local venues to perform in and opportunities to reach audiences

Audiences (including visitors)

- Opportunity for community connection to musicians and music itself, fellow music fans and the wider community
- Opportunity to be inspired, moved or released by live music, and the social and emotional benefit of attending live music
- Opportunity to experience more music through attending a live music hub - with a multitude of venues and musicians concentrated in small areas

How will we implement the Live Music Action Plan?

A City of dynamic and distinctive places and precincts

Taking a place-based approach to fostering live music will ensure that live music continues to grow in tune with our communities and our neighbourhoods. It encourages activity that grows from the community, maintaining authenticity, while also encouraging diversity and variation.

Working with our residents and our businesses to grow and support a harmonious relationship is prioritised, considering neighbourhood character, identity, activity and development.

Central to this outcome is Council's role in partnering with and supporting our community and music industry to achieve their vision and take a lead role, with Council's key role focused on enabling and facilitating community-led initiatives.

The priority places are identified in Council's Placemaking Action Plan, and are as follows:

- Fitzroy Street, St Kilda
- Clarendon Street and South Melbourne
- Waterfront Place

² Newton, Dobe City of Port Phillip: Live Music Report 2017

³ Newton, Dobe City of Port Phillip: Live Music Report 2017

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Challenge 1 Seek opportunities for live music within our priority precincts

- Action 1.1** Establish a Live Music Support Grants program, aligned to our priority precincts, through which the music industry and local community can access funding to create place-based live music activations in open space.
- Action 1.2** Through the upcoming South Melbourne and St Kilda Structure Plans, ensure conditions enable retention of current music businesses, enable creation of future businesses and do not create barriers to entry or innovation.
- Action 1.3** Ensure live music is considered in all precinct plans.
- Action 1.4** Ensure creation of community hubs in Fishermans Bend do not preclude live music or associated uses.
- Action 1.5** Initiate pop-up live music events throughout our priority precincts, while also creating content for digital promotion and showcasing.
- Action 1.6** Through Council's Events Strategy, aim to attract live music events to our priority precincts and parts of the municipality that do not traditionally host such events.

A prosperous City that connects and grows business

Port Phillip is home to an extraordinary amount of businesses that work with or are connected to live music, proving its vital importance to the municipality. Maintaining and growing businesses that work with music is an essential part of the future of cultural life in the city, and one that faces increasing pressure from a number of sources.

Through supporting business and assisting with complexities and problem solving, Port Phillip's live music scene can be future-proofed and continue to grow for decades to come.

Challenge 2 Break down barriers for musicians wanting to perform in Port Phillip and maximise opportunities for musicians, businesses and audiences to connect

- Action 2.1** Roll out musician access to loading zones across the municipality (currently only in Acland and Fitzroy streets).
- Action 2.2** Explore ways to incentivise local music programming from venues or events as part of existing programs.
- Action 2.3** Program live music into Council events where practicable.
- Action 2.4** Promote potential collaborations for musicians, including with game developers, film production, events and Council services.
- Action 2.5** Maintain a database of local musicians to encourage local programming by venues and events.
- Action 2.6** Utilise Explore Port Phillip for content opportunities, including featuring musicians, music venues and live music events.
- Action 2.7** Explore marketing possibilities by pairing our venues with other businesses and initiatives for promotional opportunities.

Challenge 3 Welcome live music events and venues in a densely occupied municipality

- Action 3.1** Use opportunities to advocate to state government about ways to support live music through planning, policy and legislation.
- Action 3.2** Maintain information about the agent of change principle and enforce when triggered.

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- Action 3.3** Facilitate workshops and training for venue operators and event managers to ensure understanding of best practice, including compliance, soundproofing and accessibility.
- Action 3.4** Explore potential for live music use in Council-owned properties, and apply acoustic treatments to make them fit for purpose where possible.
- Action 3.5** Assist venues to connect with their residential neighbours.
- Challenge 4** **Maintain role as a regulator while also encouraging maximum live music opportunities**
- Action 4.1** Approach community facility owners, such as schools and churches, to consider use for music rehearsal or performance.
- Action 4.2** 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.
- Action 4.3** Produce a guide for those who want to create a new live music business, to ensure operators feel confident in meeting obligations from multiple sources.
- Action 4.4** Examine retrospective planning permit conditions, such as the use of cut-off sound limiters, and amend conditions where policy has changed.
- Action 4.5** Create a single Council point of contact for live music, who is able to liaise with the wider organisation on behalf of a venue, musician or resident / community member relating to live music.
- Challenge 5** **Stand out as a city of music festivals, welcoming the events and their audiences while ensuring compatibility with our communities**
- Action 5.1** Assess our flagship music festivals, such as the St Kilda Festival and Yaluk'ut Weelam Ngargee, for ways to strengthen our ability to evaluate their value and contribution to live music through independent review that includes opportunity cost analysis.
- Action 5.2** Utilise 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.
- Action 5.3** Maximise community ownership of Council events, and maintain free or low-cost entry to enable community attendance and involvement, including Yaluk'ut Weelam Ngargee and St Kilda Festival.
- Action 5.4** Assist in promotion of festivals and events via Council communications assets, to build audiences, visitation and reputation/awareness.
- Action 5.5** Liaise between residents and events/festivals to encourage mutual outcomes and maintain communications.
- Action 5.6** Incorporate music into Council events where possible, including St Kilda Film Festival and civic events.
- Action 5.7** Via Council's Events Strategy, prioritise attraction of music festivals and events to our public and Council-owned spaces.

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Arts, culture and creative expression of everyday life

Accessibility is the key to a healthy live music industry, for audiences, musicians and businesses. Music has long been a part of everyday life within Port Phillip, and we aim to not only support this but increase it – and be part of a place where there are no barriers to experiencing, participating in, performing in or working in a vibrant local live music industry.

When live music is part of everyday life, we enable individual expression, shared experience and creative participation – making these the norm rather than a remarkable event.

Challenge 6 Increase accessibility to live music and performance, including those events and gigs on public space and in private venues

- Action 6.1** Seek Disability Action Plans (DAPs) or accessibility initiatives from all events permitted by Council.
- Action 6.2** Ensure DAPs in place for all major recurrent Council events.
- Action 6.3** Encourage venues to incorporate accessibility measures within their own spaces.
- Action 6.4** Encourage and promote low cost or free live music events within Port Phillip.
- Action 6.5** Where live music events are held on public space, encourage and prioritise low or no-cost entry events to ensure access for all and a commitment to open public space.
- Action 6.6** Maintain free or low cost entry into Council live music events.
- Action 6.7** Work with our community partners, such as Wild@Heart, to increase live music performance opportunities across the municipality.
- Action 6.8** Explore participation opportunities for people with disability or mental illness, including programming at Council events.
- Action 6.9** Work with Council's Library Action Plan to explore alignment between libraries and live music that remove financial barriers to participation, such as:
- 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
- Action 6.10** Explore ways to increase accessibility to and interaction with live music for seniors as a way to increase community connection and combat isolation, through Council's Access and Inclusion Plan.

Challenge 7 Reinforce the view of Council as a supporter of live music, building trust by improving our transparency and clear communications

- Action 7.1** Improve communications and transparency via release of an annual live music report, including:
- Statistics on actual noise complaints in the municipality relating to music
 - Statistics on the number of new residential buildings constructed or music venues created triggering agent of change each year
 - Achievements and outcomes reached through implementation of the draft Plan
- Action 7.2** Work with our local venues and businesses to broker and facilitate requirements for all regulators, not just Council, in order to:

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- Provide support with requirements across the regulatory environment, including advice and seeking solutions
- Assist with understanding requirements and permitting needs
- Advise on soundproofing and alternative options to comply with regulatory requirements

Action 7.3 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.

Action 7.4 Work closely with our partners, such as Music Victoria, the EPA and Creative Victoria to ensure best practice principles and maximise collaboration.

Action 7.5 Maintain up-to-date resources to ensure transparent process and decision making, such as Council's complaint handling procedure and 'Living with Live Music' guide.

Action 7.6 Maintain approach as a modern regulator, aiming to be part of the solution in any conflict.

Challenge 8 Ensure access and music-focused services for young people

Action 8.1 Encourage and promote all ages gigs within the municipality.

Action 8.2 Ensure all ages access to all major recurrent Council live music events.

Action 8.3 Work with our partners to provide music training and skills development for young people.

Action 8.4 Connect our schools and learning centres with venues and live music events, seeking opportunities for skills development.

Action 8.5 Explore opportunities to support and encourage music education within schools.

Challenge 9 Equip musicians with the tools to create, perform and prosper

Action 9.1 Ensure all applicable Council funding opportunities encourage live music applications within their scope.

Action 9.2 Explore initiatives for emerging artists by working with our partners, such as showcases, rehearsal or recording opportunities, and inclusion within relevant Council live music events.

Action 9.3 Work with Council's Indigenous Arts Advisory Committee to explore ways to facilitate and promote music from Indigenous artists.

Action 9.4 Ensure all musicians are paid appropriately whenever engaged by Council, and encourage all partners and local businesses to do the same.

Challenge 10 Build a diversity of music events that cater to a range of genres, cultures and audiences

Action 10.1 Ensure live music event opportunities are promoted broadly throughout the community, including participation, funding and permitting opportunities.

Action 10.2 Ensure diversity of programming within all Council live music events.

Action 10.3 Work with the Australian National Academy of Music (ANAM) as a key partner in South Melbourne to:

- Profile its activities and benefits available to the community

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- Enable and increase activities for ANAM outside the South Melbourne Town Hall (SMTH), such as activation of priority areas including Emerald Hill and the SMTH forecourt, to increase accessibility and interaction with classical music
- Increase diversity of use of the SMTH for music, to ensure the venue is not only perceived as a classical music venue
- Leverage Council's existing strategic partnership with ANAM to encourage working with schools and encourage their appeal to a wider cross-section of the community

Action 10.4 Incentivise diversity of live music performance, including opera, musicals and classical performance, such as through promotion and tourism package opportunities or working with our existing partners such as ANAM.

Challenge 11 Encourage more music within public space, aligned with Council's Public Space Strategy

Action 11.1 Explore possibilities of community musical instruments or installations such as pianos in public spaces.

Action 11.2 Maximise busking opportunities within entertainment precincts and simplify processes for busking permits.

Action 11.3 Explore removal of prohibition of amplification by buskers in certain circumstances and/or locations.

Action 11.4 Regularly review new or underused public spaces for suitability for live music events.

Action 11.5 Utilise live music as a way to revitalise and activate priority precincts around the municipality.

Challenge 12 Acknowledge and celebrate our cultural heritage of live music

Action 12.1 Develop content for music trails / walks across the City that explore the vibrant history of live music locally.

Action 12.2 Celebrate and support multicultural expressions of music, working with Council's Multicultural Advisory Committee.

Action 12.3 Consider the location's live music heritage in public art initiatives where applicable.

Action 12.4 Ensure live music is recognised within the City's heritage collection.

Action 12.5 Reference live music heritage in Council programmed festivals where applicable.

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Draft Live Music Action Plan: delivery timeline and additional funding estimate

Where no funding is listed, this initiative can be delivered through existing operating budgets or resourcing.

Key: Pale yellow shaded boxes indicate that the action will be implemented in that year.

| Action Number | Action | Year One (2020) | Year Two (2021) | Year Three (2022) | Year Four (2023) |
|---------------|--|-----------------|-----------------|-------------------|------------------|
| 1.1 | Establish a Live Music Support Grants program, aligned to our priority precincts, through which the music industry and local community can access funding to create place-based live music activations in open space. | n/a | \$100,000 | \$100,000 | \$100,000 |
| 1.2 | Through the upcoming South Melbourne and St Kilda Structure Plans, ensure conditions enable retention of current music businesses, enable creation of future businesses and do not create barriers to entry or innovation. | \$0 | \$0 | \$0 | \$0 |
| 1.3 | Ensure live music is considered in all precinct plans. | \$0 | \$0 | \$0 | \$0 |
| 1.4 | Ensure creation of community hubs in Fishermans Bend do not preclude live music or associated uses. | \$0 | \$0 | \$0 | \$0 |
| 1.5 | Initiate pop-up live music events throughout our priority precincts, while also creating content for digital promotion and showcasing. | n/a | \$20,000 | n/a | n/a |
| 1.6 | Through Council's Events Strategy, aim to attract live music events to our priority precincts and parts of the municipality that do not traditionally host such events. | \$0 | \$0 | \$0 | \$0 |
| 2.1 | Roll out musician access to loading zones across the municipality (currently only in Acland and Fitzroy streets). | n/a | \$0 | n/a | n/a |
| 2.2 | Explore ways to incentivise local music programming from venues or events as part of existing programs. | n/a | \$20,000 | n/a | n/a |
| 2.3 | Program live music into Council events where practicable. | \$0 | \$0 | \$0 | \$0 |

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| Action Number | Action | Year One (2020) | Year Two (2021) | Year Three (2022) | Year Four (2023) |
|---------------|--|-----------------|-----------------|-------------------|------------------|
| 2.4 | Promote potential collaborations for musicians, including with game developers, film production, events and Council services. | \$0 | \$0 | \$0 | \$0 |
| 2.5 | Maintain a database of local musicians to encourage local programming by venues and events. | n/a | \$0 | n/a | n/a |
| 2.6 | Utilise Explore Port Phillip for content opportunities, including featuring musicians, music venues and live music events. | \$0 | \$0 | \$0 | \$0 |
| 2.7 | Explore marketing possibilities by pairing our venues with other businesses and initiatives for promotional opportunities. | n/a | \$10,000 | n/a | n/a |
| 3.1 | Use opportunities to advocate to state government about ways to support live music through planning, policy and legislation. | \$0 | \$0 | \$0 | \$0 |
| 3.2 | Maintain information about the agent of change principle and enforce when triggered. | \$0 | \$0 | \$0 | \$0 |
| 3.3 | Facilitate workshops and training for venue operators and event managers to ensure understanding of best practice, including compliance, soundproofing and accessibility. | n/a | \$3,000 | n/a | n/a |
| 3.4 | Explore potential for live music use in Council-owned properties, and apply acoustic treatments to make them fit for purpose where possible. | n/a | n/a | n/a | \$0 |
| 3.5 | Assist venues to connect with their residential neighbours. | \$0 | \$0 | \$0 | \$0 |
| 4.1 | Approach community facility owners, such as schools and churches, to consider use for music rehearsal or performance. | n/a | n/a | n/a | \$0 |
| 4.2 | 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. | \$0 | \$0 | \$0 | \$0 |
| 4.3 | Produce a guide for those who want to create a new live music business, to ensure operators feel confident in meeting obligations from multiple sources. | n/a | \$0 | n/a | n/a |

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| Action Number | Action | Year One (2020) | Year Two (2021) | Year Three (2022) | Year Four (2023) |
|---------------|---|-----------------|-----------------|-------------------|------------------|
| 4.4 | Examine retrospective planning permit conditions, such as the use of cut-off sound limiters, and amend conditions where policy has changed. | \$0 | n/a | n/a | n/a |
| 4.5 | Create a single Council point of contact for live music, who is able to liaise with the wider organisation on behalf of a venue, musician or resident / community member relating to live music. | \$110,000 | \$110,000 | \$110,000 | \$110,000 |
| 5.1 | Assess our flagship music festivals, such as the St Kilda Festival and Yaluk'ut Weelam Ngargee, for ways to strengthen our ability to evaluate their value and contribution to live music through independent review that includes opportunity cost analysis. | n/a | \$0 | \$0 | n/a |
| 5.2 | Utilise 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. | \$0 | \$0 | \$0 | \$0 |
| 5.3 | Maximise community ownership of Council events, and maintain free or low-cost entry to enable community attendance and involvement, including Yaluk'ut Weelam Ngargee and St Kilda Festival. | \$0 | \$0 | \$0 | \$0 |
| 5.4 | Assist in promotion of festivals and events via Council communications assets, to build audiences, visitation and reputation/awareness. | \$0 | \$0 | \$0 | \$0 |
| 5.5 | Liaise between residents and events/festivals to encourage mutual outcomes and maintain communications | \$0 | \$0 | \$0 | \$0 |
| 5.6 | Incorporate music into Council events where possible, including St Kilda Film Festival and civic events. | n/a | \$0 | \$0 | \$0 |
| 5.7 | Via Council's Events Strategy, prioritise attraction of music festivals and events to our public and Council-owned spaces. | \$0 | \$0 | \$0 | \$0 |
| 6.1 | Seek Disability Action Plans (DAPs) or accessibility initiatives from all events permitted by Council. | n/a | \$0 | n/a | n/a |

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| Action Number | Action | Year One (2020) | Year Two (2021) | Year Three (2022) | Year Four (2023) |
|---------------|---|-----------------|-----------------|-------------------|------------------|
| 6.2 | Ensure DAPs in place for all major recurrent Council events. | n/a | n/a | \$40,000 | \$40,000 |
| 6.3 | Encourage venues to incorporate accessibility measures within their own spaces. | n/a | n/a | \$0 | n/a |
| 6.4 | Encourage and promote low cost or free live music events within Port Phillip. | n/a | \$0 | \$0 | n/a |
| 6.5 | Where live music events are held on public space, encourage and prioritise low or no-cost entry events to ensure access for all and a commitment to open public space. | \$0 | \$0 | \$0 | \$0 |
| 6.6 | Maintain free or low cost entry into Council live music events. | \$0 | \$0 | \$0 | \$0 |
| 6.7 | Work with our community partners, such as Wild@Heart, to increase live music performance opportunities across the municipality. | \$0 | \$0 | \$0 | \$0 |
| 6.8 | Explore participation opportunities for people with disability or mental illness, including programming at Council events. | \$0 | \$0 | \$0 | \$0 |
| 6.9 | 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 | n/a | n/a | \$0 | n/a |
| 6.10 | Explore ways to increase accessibility to and interaction with live music for seniors as a way to increase community connection and combat isolation, through Council's Access and Inclusion Plan. * Year One budget is for an initial communications plan. | \$10,000 * | \$0 | \$0 | \$0 |

Draft Live Music Action Plan 2020 - 2024

| Action Number | Action | Year One (2020) | Year Two (2021) | Year Three (2022) | Year Four (2023) |
|---------------|--|-----------------|-----------------|-------------------|------------------|
| 7.1 | <p>Improve communications and transparency via release of an annual live music report, including:</p> <ul style="list-style-type: none"> • Statistics on actual noise complaints in the municipality relating to music • Statistics on the number of new residential buildings constructed or music venues created triggering agent of change each year • Achievements and outcomes reached through implementation of the draft Plan | \$0 | n/a | n/a | n/a |
| 7.2 | <p>Work with our local venues and businesses to broker and facilitate requirements for all regulators, not just Council, in order to:</p> <ul style="list-style-type: none"> • Provide support with requirements across the regulatory environment, including advice and seeking solutions • Assist with understanding requirements and permitting needs • Advise on soundproofing and alternative options to comply with regulatory requirements | \$0 | \$0 | \$0 | \$0 |
| 7.3 | <p>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.</p> | \$0 | \$0 | \$0 | \$0 |
| 7.4 | <p>Work closely with our partners, such as Music Victoria, the EPA and Creative Victoria to ensure best practice principles and maximise collaboration.</p> | \$0 | \$0 | \$0 | \$0 |
| 7.5 | <p>Maintain up-to-date resources to ensure transparent process and decision making, such as Council's complaint handling procedure and 'Living with Live Music' guide.</p> | n/a | \$0 | n/a | n/a |
| 7.6 | <p>Maintain approach as a modern regulator, aiming to be part of the solution in any conflict.</p> | n/a | \$0 | n/a | n/a |
| 8.1 | <p>Encourage and promote all ages gigs within the municipality.</p> | n/a | \$10,000 | \$10,000 | n/a |

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| Action Number | Action | Year One (2020) | Year Two (2021) | Year Three (2022) | Year Four (2023) |
|---------------|--|-----------------|-----------------|-------------------|------------------|
| 8.2 | Ensure all ages access to all major recurrent Council live music events. | n/a | n/a | \$0 | n/a |
| 8.3 | Work with our partners to provide music training and skills development for young people. | n/a | n/a | \$0 | n/a |
| 8.4 | Connect our schools and learning centres with venues and live music events, seeking opportunities for skills development. | \$0 | n/a | n/a | n/a |
| 8.5 | Explore opportunities to support and encourage music education within schools. | n/a | \$0 | n/a | n/a |
| 9.1 | Ensure all applicable Council funding opportunities encourage live music applications within their scope. | \$0 | \$0 | \$0 | \$0 |
| 9.2 | Explore initiatives for emerging artists by working with our partners, such as showcases, rehearsal or recording opportunities, and inclusion within relevant Council live music events. | \$0 | \$0 | \$0 | \$0 |
| 9.3 | Work with Council's Indigenous Arts Advisory Committee to explore ways to facilitate and promote music from Indigenous artists. | \$0 | n/a | n/a | n/a |
| 9.4 | Ensure all musicians are paid appropriately whenever engaged by Council, and encourage all partners and local businesses to do the same. | \$0 | \$0 | \$0 | \$0 |
| 10.1 | Ensure live music event opportunities are promoted broadly throughout the community, including participation, funding and permitting opportunities. | \$0 | \$0 | n/a | n/a |
| 10.2 | Ensure diversity of programming within all Council live music events. | \$0 | \$0 | \$0 | \$0 |

Draft Live Music Action Plan 2020 - 2024

| Action Number | Action | Year One (2020) | Year Two (2021) | Year Three (2022) | Year Four (2023) |
|---------------|--|-----------------|-----------------|-------------------|------------------|
| 10.3 | <p>Work with the Australian National Academy of Music (ANAM) as a key partner in South Melbourne to:</p> <ul style="list-style-type: none"> • Profile its activities and benefits available to the community • Enable and increase activities for ANAM outside the South Melbourne Town Hall (SMTH), such as activation of priority areas including Emerald Hill and the SMTH forecourt, to increase accessibility and interaction with classical music • Increase diversity of use of the SMTH for music, to ensure the venue is not only perceived as a classical music venue • Leverage Council's existing strategic partnership with ANAM to encourage working with schools and encourage their appeal to a wider cross-section of the community | n/a | n/a | n/a | \$5,000 |
| 10.4 | Incentivise diversity of live music performance, including opera, musicals and classical performance, such as through promotion and tourism package opportunities or working with our existing partners such as ANAM. | n/a | \$0 | n/a | n/a |
| 11.1 | Explore possibilities of community musical instruments or installations such as pianos in public spaces. | \$0 | n/a | n/a | n/a |
| 11.2 | Maximise busking opportunities within entertainment precincts and simplify processes for busking permits. | \$0 | \$0 | \$0 | \$0 |
| 11.3 | Explore removal of prohibition of amplification by buskers in certain circumstances and/or locations. | \$0 | \$0 | \$0 | \$0 |
| 11.4 | Regularly review new or underused public spaces for suitability for live music events. | n/a | \$0 | n/a | n/a |
| 11.5 | Utilise live music as a way to revitalise and activate priority precincts around the municipality. | n/a | \$0 | n/a | n/a |
| 12.1 | Develop content for music trails / walks across the City that explore the vibrant history of live music locally. | \$0 | \$0 | \$0 | \$0 |

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| Action Number | Action | Year One (2020) | Year Two (2021) | Year Three (2022) | Year Four (2023) |
|---------------|--|------------------|------------------|-------------------|------------------|
| 12.2 | Celebrate and support multicultural expressions of music, working with Council's Multicultural Advisory Committee. | \$0 | \$0 | \$0 | \$0 |
| 12.3 | Consider the location's live music heritage in public art initiatives where applicable. | \$0 | \$0 | \$0 | \$0 |
| 12.4 | Ensure live music is recognised within the City's heritage collection. | | | | |
| 12.5 | Reference live music heritage in Council programmed festivals where applicable. | \$0 | \$0 | \$0 | \$0 |
| | TOTAL NEW EXPENDITURE | \$120,000 | \$273,000 | \$260,000 | \$255,000 |

How will we measure our progress?

- Council's live music annual report will report on progress against the draft Plan, including figures relating to regulation and development, and achievements through implementation of the included actions.
- A key Year One priority will be gathering baseline data, to enable measurement and assessment of progress and success of the Plan.
- Evaluation of associated Council policies and strategies will take into account our progress on live music, including the Art and Soul Strategy, Events Strategy and St Kilda Festival Plan.
- Review of this draft Plan will commence in 2022, in preparation for a potential new iteration, including community and stakeholder feedback on our progress.

Appendix one: Existing City of Port Phillip services inclusive of live music

Support:

- Participation with Bandmates Victoria.
- Support Wild at Heart Community Arts to deliver music weekly music workshops, and three public performances in Port Phillip annually.
- Advocate key partners or grant recipients to program local musicians, including Seniors Festival and grant recipients.
- Support for South Melbourne Symphony Orchestra at South Melbourne Town Hall.
- Support for ANAM at South Melbourne Town Hall, as well as free / subsidised performances for Port Phillip residents.

Program:

- Flagship music festivals including St Kilda Festival, Yaluk'ut Weelam Ngargee, Live N Local.
- FReeZa events throughout the year, focused on live music when possible, in partnership with neighbouring Councils.
- Live music at key Council locations including libraries and South Melbourne Market.
- Heritage events such as Remembrance Day.

Facilitate Training:

- Through FReeZa facilitate up to three training programs annually.
- Encourage FReeZa volunteers to participate in live music events.
- Provision of professional development through Live N Local annually.

Permit:

- Prioritise permitting events that focus on live music as per Council's Events Strategy, with an average of 10 major music events permitted each year.
- Musician parking in loading zones for gigs in Acland and Fitzroy street precincts.

Advise:

- Provide advice to event and festival operators on noise management and permitting process.
- Provide advice to businesses on regulation and statutory requirements.
- Provide advice to local artists on opportunities, including performance and funding opportunities.

Promote:

- Via What's On St Kilda, showcase events from 72 venues that regularly host live music – live music is a key marketing pillar for Explore Port Phillip).
- All artists programmed as part of flagship music events, via digital and publicity campaigns.

Fund:

- Music-focused events and music as part of broader events through Council's Local Festivals Fund.
- New projects or compositions via Council's Cultural Development Fund.
- Place-based music projects via Council's Fitzroy Street grants program.

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- Waive film permit fees for independent music video shoots.
- Palais Theatre community reservations for community music events.