

LIVE MUSIC TOOLKIT



 musicsa

1. INTRODUCTION



The Live Music Toolkit is designed to enable, encourage and empower your council to expand and activate live music throughout your community.

As you move through the toolkit, you can use it as a step-by-step guide to creating a **Live Music Action Plan**.

This toolkit contains rationale, ideas and practical tools. It can be used by council staff to:

- undertake a stock take of the current music climate
- obtain council buy-in and convey the economic and social benefits of live music
- engage with stakeholders from venues to musicians and others involved in music
- combat challenges such as budget limits, noise complaints and community expectations
- understand music regulation such as planning, licensing, noise and copyright
- identify cost effective ways to stage music including free and low cost actions
- adopt marketing techniques to attract visitors and audiences for live music events
- find and book musicians to play at council events
- research best practice examples of council-led live music across SA and Australia
- investigate further live music resources

The aim of this toolkit is for councils to prepare a Live Music Action Plan so that you can move forward and position your council as a live music community.

Music SA has prepared this toolkit.

We gratefully acknowledge funding assistance from the Local Government Association's Local Government Research & Development Scheme.

We acknowledge that Music SA resides on the traditional lands of the Kaurna people.



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Music SA is a small not-for-profit company that supports, develops and promotes original contemporary musicians, audiences and the music industry in South Australia.

We play a vital role in providing activities and services that deliver solid economic and cultural outcomes. Music SA highlights the value of live music as an industry that is contributing to South Australia's economic transformation.

The nature of our work means that we have on-the ground relationships with emerging and establishing musicians, venues, artist managers, promoters, media, councils etc.

We provide career advice, tools, resources, educational workshops, school holiday boot camps and performance opportunities for musicians, industry practitioners and venues to help nurture their professional careers and grow business. More recently we have begun working with councils to activate more live music in our communities.

Music SA is therefore affecting change at the coal face. We want to alongside councils to grow the consumption of live and recorded South Australian contemporary music.

Our priorities are:

- Promotion of local music to build awareness and audiences
- Integration of live music activities with state tourism objectives
- Growth of live music audiences through events, programs and communities
- Accessibility of quality contemporary music education and training
- Sustainability of the music industry through jobs and commercial outcomes

How can Music SA help your council?

- List your gigs on our website Gig Guide for FREE
- Access artists, venues and businesses through our online directories
- Find handy templates, proformas, checklists and fact sheets on our website
- Subscribe to our council e-newsletter to get up-to-date information on live music
- Follow us on Facebook to discover news and opportunities for musicians
- Speak to our friendly Live Music Coordinator to FREE advice
- Refer your local musicians to Music SA for FREE 45 minutes career consultations
- Enquire about Music SA running a school holiday boot camp for young people
- Register your local music events in our annual Umbrella Live Music Festival
- Refer your ratepayers to Music SA industry accredited music training
- Nominate your local musicians for entry into the SA Music Awards
- Go to www.music.sa.com.au for more information



This toolkit calls for councils to consider how they can proactively develop music in their communities and build on the strengths of the music industry across our state. One of SA's key assets is its strong grass roots live music sector. It is first and foremost at the local level that culture and creativity are lived and practised on a daily basis.

“South Australia has a vibrant creative sector with more than 32,000 South Australians involved with creative employment, from art and music to advertising, publishing and specialised design services. Creating an eco-system to support the creative cohort in addition to links to universities and research and commercialisation opportunities would see the sophistication of the sector increase.”

Hon Steven Joyce's Review of the South Australian Government's International and Interstate Engagement Bodies and Functions

A snapshot of the South Australian Music industry:

- In 2015/16, the music industry contributed \$375 million, or 0.37 per cent of GSP, to the South Australian economy, including \$221 million from flow-on effects.
- Lonely Planet recently named Adelaide as Australia's live music city
- In December 2015, Adelaide was designed a City of Music by the UNESCO Creative Cities Network
- South Australia is home to some of Australia's greatest rock bands, including Cold Chisel, The Angels and leading hip hop artists Hilltop Hoods, AC/DC formed in Adelaide with the addition of local Bon Scott as front man, and the music careers of revered singer-songwriter Paul Kelly, Guy Sebastian and global chart-topping artist Sia began here in Adelaide, Entrepreneur Robert Stigwood, best known for managing Cream & the Bee Gees, was born in South Australia
- There are 14 music education institutions in South Australia
- According to APRA AMCOS South Australia has around 425 live music venues
- The Music Development Office estimates that there are more than 325 businesses in the music industry supply chain (in addition to live music venues)
- South Australia has around 40 dedicated music festivals and events, ranging from boutique regional festivals through to major events
- Australia's favourite outdoor festival WOMADelaide, attracts attendances in excess of 86,000 with 45 per cent of the audience travelling from outside of South Australia.
- 1200 people identify their main profession as a musician, according to the ABS data. Thousands more will be part-time or amateur musicians.
- There are approximately 5050 SA original songwriters registered with APRA.

The Live Music Census is an annual count of the number of live music gigs held in licensed venues. Music SA has undertaken it annually since 2015. The Live Music Census was expanded in 2018 from Adelaide and now includes the whole of the state.

2015	2016	2017	2018 Metro	2018 Regional	2019 Metro	2019 Regional
<ul style="list-style-type: none"> 962 gigs were presented 157 venues hosted live music Hotels provided 769 gigs across 108 venues – (79.9% of gigs and 68.7% of venues) Gigs were 30% original and 70% covers There were 17 gigs across 3 Entertainment Venues, 39 gigs in 8 Clubs, and 17 gigs in 6 Restaurants The suburb of Adelaide provided the most live music 	<ul style="list-style-type: none"> 1101 gigs were presented 208 venues hosted live music Hotels provided 899 gigs across 153 venues – (81.6% of gigs and 73.5% of venues) There were 23 gigs across 6 Entertainment Venues, 47 gigs in 13 Clubs, and 36 gigs in 6 Restaurants Gigs were 33% original and 67% covers The suburb of Adelaide provided the most live music 	<ul style="list-style-type: none"> 1108 gigs were presented 211 venues hosted live music Hotels provided 912 gigs across 161 venues – (84% of gigs and 76% of venues) There were 35 gigs across 10 Entertainment Venues, 39 gigs in 11 Clubs, and 12 gigs in 4 Restaurants Gigs were 34% original and 66% covers The suburb of Adelaide provided the most live music 	<ul style="list-style-type: none"> 1227 gigs were presented 201 venues hosted live music Hotels provided 977 gigs across 150 venues - (80% of gigs and 75% of venues) There were 44 gigs across 9 entertainment venues, 96 gigs in 17 Clubs and Bars and 40 gigs in 5 different cafes / restaurants. 31% of gigs were original and 69% were covers 	<ul style="list-style-type: none"> 296 gigs were presented 108 venues hosted live music Hotels provided 226 gigs across 76 venues – (76% of gigs and 70% of venues) There were 5 gigs across 4 'Entertainment Venues', 14 gigs across 5 'Clubs' / Bars' and 21 gigs across 6 'Cafes / Restaurants' Gigs were 24% original and 76% covers 	<ul style="list-style-type: none"> 1315 gigs were presented 211 venues hosted live music Hotels provided 1023 gigs across 153 venues (77% of gigs and 72.5% of venues) There were 74 gigs across 11 Entertainment venues, 112 gigs in 21 clubs and Bars and 38 gigs in 8 different cafes and restaurants 39% of gigs were original and 61% were covers 	<ul style="list-style-type: none"> 304 gigs were presented 99 venues hosted live music Hotels provided 205 gigs across 66 venues (67% of gigs and 66% of venues) There were 10 gigs from 4 entertainment venues, 14 gigs in 5 clubs and bars and 49 gigs in 10 different cafés and restaurants 36% of gigs were original and 64% were covers



In late 2015 the United Nations designated Adelaide as the first and only City of Music in Australia. Adelaide became a member of the international UNESCO Creative Cities Network.

Adelaide joins cities such as Liverpool in the UK, Seville in Spain and Kingston in Jamaica among many more. More details about it here:

https://www.adelaidefestivalcentre.com.au/about-us/adelaide-unesco-city-of-music?fbclid=IwAR36nK7gyAtIHukqnA5-QhXOrZAT2_J5cUJs9r2Xr6ainYsgxC_IR_FHAP8



The UNESCO City of Music designation incorporates the whole of South Australia because the primary objective of UNESCO is to enhance and promote collaboration, excellence, diversity and sustainability in all aspects of music making throughout the City of Music, including urban and regional South Australia.

The designation was made in recognition of the following factors, among others:

- Recent investment by both local and state government in the creative economy, and music's specific role.
- Quality, quantity and diversity of music making in Adelaide.
- Collaboration between government, education and private sectors around developing the local music industry across diverse platforms.
- Historical commitment to music and the arts in Adelaide.
- Adelaide's international reputation and experience in hosting world class music and arts festivals.
- Connection and collaboration with other creative fields, such as film, gastronomy, media arts.

It is therefore timely for councils to consider how they can proactively develop music in their communities and capitalise on the City of Music designation. It is first and foremost at the local level that culture and creativity are lived and practised on a daily basis.

6. WHAT IS LIVE MUSIC?



Live music is a catch-all term for a wide range of musical experiences that could include:

- An intimate gig performed by a local musician in the front bar of a pub
- A major event with a well-known headline act in the midst of a national tour
- A week-long festival with many artists on the bill
- A school concert for family and friends
- A boutique music event at a winery
- A classical recital with tertiary trained musicians
- Music performed by a local community brass band
- Street buskers
- Live to air radio broadcast featuring an in-studio performance
- Music in community spaces such as a hospital, aged care facility, kindergarten or cultural centre
- Carols by Candlelight or other religious ceremonies or street parades

"It's easier than ever to connect TO people but harder than ever to connect WITH people. Live music drives culture and brings society together, which is why festivals and concerts have never been more popular. More than two-thirds of 13 to 49 year olds are attending live music events around the world, a trend that is reflected in the overall music industry, with live music outpacing the growth of digital and recorded music."

THE POWER OF LIVE 2018 GLOBAL LIVE MUSIC
FAN STUDY BY LIVE NATION ENTERTAINMENT





Councils

In October 2016, the Local Government Association (LGA) Annual General Meeting requested that the LGA initiate the development of resources to support member councils in developing Live Music Action Plans. This motion was put by the City of Norwood, Payneham and St Peters and seconded by the City of Unley.

In recent years we have experienced a growing understanding in South Australia as to how valuable the creative sector and specifically live music can be to Local Government; strengthening economies, creating more liveable communities and improving social outcomes.

Councils are uniquely placed to support the live music industry, and extensive research has provided excellent examples of where collaborative planning, existing resources and levers, have delivered positive and sustainable social, economic and cultural outcomes for communities.

Benefits of live music for residents

Ratepayers benefit from a strong, supportive community; one that creates a sense of place that is vibrant and liveable where live music plays a key role.

In multicultural communities, music has a unique capacity to connect Australians from diverse backgrounds, and research shows that two thirds of people believe that music helps to better understand other people and cultures.

Live music can impact positively on local youth, providing an interest for young people that can assist with their mental well-being, allowing self-expression and creativity. It can act as a distraction away from drugs and crime and can be a catalyst for turning a passion into a profession through music education and career pathways.

According to the National Arts Participation Survey in 2016, 60% of Australians believe that the arts have a big or very big impact of their health and well being.

Research from the Australia Council for the Arts shows that music remains the most popular of all art forms in Australia, with 97% of the population listening to recorded music, and 72% attending live music shows.



Benefits of live music to businesses

There are plenty of small businesses that benefit from live music as it combines the supply of food, wine, retail, media, production, staging, transport, merchandising, accommodation, equipment hire and marketing services.

The overall employment contribution of live music to South Australia in 2015/16 was around 4,200 jobs (or 2,900 fte jobs), including over 1,200 from flow-on effects Table ES1. GSP contributed by live music was around \$254 million, including around \$148 million from flow-on effects. Almost half of the direct contribution to GSP was due to related expenditures made when consumers attended music events. The other half was contributed by live music activities of venues, musicians and other music businesses.

Table ES 1 Economic contribution of live music to South Australia, 2015/16

	Contribution			Type II Multiplier
	Direct	Flow-on	Total	
Employment (total)	2,984	1,210	4,194	1.4
Employment (fte)	1,811	1,081	2,893	1.6
Household Income (\$m)	79.1	82.7	161.8	2.0
Gross State Product (\$)	106.6	147.5	254.0	2.4

Source: EconSearch analysis



Benefits of live music from visitors

In addition to direct economic outcomes, a 2014 University of Tasmania Study also identifies that live music is a source of regional competitive advantage, with large proportions of people who attend live music events travelling inter and intra-state to attend live music.

This is supported by research completed by Tourism Research Australia in 2014 **EVENTS: DRIVERS OF REGIONAL TOURISM**, which found events are important drivers of regional tourism, with almost one-quarter of Australians having attended at least one event in a regional area in the last two years.

According to the research report prepared by Austrade in conjunction with Tourism Australia, music (after food and wine) is the most popular attractor for tourists to regions in Australia.

Music is a draw card for tourists for a number of reasons:

1. Music provides fans with specific genre related experiences e.g. Bluesfest, Woodstock Folk Festival, Montreux Jazz Festival, Ultra Music Festival, Wagner's Ring Cycle
2. Music allows tourists to visit a "destination venue" e.g. House of Blues New Orleans, Viper Room in LA, Carnegie Hall in Manhattan, the Corner Hotel in Melbourne. Fans of musicians typically travel extraordinary distances to "destination venues" to watch these bands perform, despite having the opportunity to see the same band closer to home at a different venue.
3. Music gives travellers a "sense of place". It allows them to experience music that is unique to a particular town or city and tells them something about the people who live there e.g. New Orleans, the Sound of Music tour in Austria or WOMAD in Botanic Park, which highlights Adelaide as a city that is uniquely surrounded by parklands.





Council-led live music in South Australia

- City of West Torrens Summer Festival
- City of Adelaide Music In The Square
- City of Playford Northern Sound System and live music venue
- Naracoorte Lucindale Council Support for Triple J's One Night Stand Concert
- City of Tea Tree Gully Fringe Festival
- City of Salisbury Secret Sounds
- Ceduna Aboriginal Corporation Youth Hub multimedia studio to record & produce music
- "Band Connect" at The Station Murray Bridge
- The Barossa Council has organ performances in the Regional Gallery every Wednesday
- Club 5082 at City of Prospect, including school holiday songwriting boot camps
- Music business and song writing workshops at Whyalla
- Gawler Original Change Music Festival
- Mitcham Council runs Winter Jams with Music SA, a school song writing boot camp
- Unley Coffee Fiesta, Unley Outdoor Cinema and Umbrella in Unley
- Onkaparinga Base 10 Youth Centre and Studio 20
- City of Adelaide Carols by Candle Light and News Year Eve Concert
- City of Mitcham Winter Jams school holiday boot camps
- Whyalla UneARTH Festival
- Charles Sturt Woodville Town Hall live music shows
- City of Holdfast Bay beach concerts
- City of Burnside Battle of the Bands
- Mount Gambier Fringe On Tour and support for jazz initiatives like Generations In Jazz
- Marion Cultural Centre music program of public performances and workshops
- Port Adelaide Port Rocks
- Whyalla Fringe on Tour
- Barossa Vintage Music Festival
- City of Adelaide New Year's Eve Concert

Council-led live music in other parts of Australia

- Delivered by the City of Moreland, the Brunswick Music Festival occurs for two weeks each March. Its program includes ticketed concerts, free large-scale events and a professional development series for musicians.
- The City of Darwin in the NT runs Friday lunch time series of live music in the council library called "Loud @ the Library"
- The Rural City of Wangaratta is a major partner and has a representative on the Board of the not for profit organisation that was established to develop and deliver the Wangaratta Jazz and Blues Festival.
- The City of Gold Coast in Queensland has developed a Live Music Action Plan 2012. It provides a blueprint for the City that will positively impact the live music sector on the Gold Coast by providing access to resources, promotion of Gold Coast music nationally and internationally and stronger partnerships across all tiers of government, peak bodies, and private enterprise.
- Fremantle Arts Centre in WA showcases a summer live music program
- The City of Yarra in Victoria offer small venues grants for soundproofing or acoustic reports.
- The Maribyrnong City Council runs Bandmates Victoria, a program that matches volunteers with people over 18 with disability and or mental health issues, to go out to live music. Volunteers can apply online.
- Wollongong City Council conducted a live music census in 2014, with the City of Newcastle also doing a census in 2018. This involves counting the number of live music gigs held across different types of venues and identifies the genre of music being played in the local community.
- Tweed Shire Council conducted an audit of the local live music community in Tweed Shire which informed the delivery of their Live and Local program, facilitated by the national Live Music Office. Artists gained further employment following on from their participation in the program. Two music festivals were held and venues programmed



live music following on from their participation in Live and Local.

- In April 2014 Wollongong City Council passed The Wollongong Live Music Taskforce Action Plan. It has developed a comprehensive list of actions including a review of planning controls, preparation of a stock take of live music venues, a program of live music events at swimming pools in summer and independent mediation between venues and residents in the case of an amenity disputes.
- Bring It On Festival run by the Fairfield City Council NSW is a free music, arts and sporting event for the entire community with a focus on youth culture.
- Sunshine Coast Council in Queensland presents the annual Caloundra Music Festival that is recognized across Australia and involves over 20 artists on the bill.
- Marrickville Inner West Council in NSW is in collaboration with the City of Sydney on a pilot program with Music NSW and the Live Music Office called Amplify, which aims to give local venues targeted support with music programming. The Live Music Marrickville Action Plan (2015) included a \$50,000 grants program (for audience development, all ages gigs and noise abatement).
- Shellharbour in NSW runs a Run Your Own Party event course for youth that encourages them to organize live music gigs and foster more music festivals. They have received support to undertake a Live n' Local program with the Live Music Office.
- Alice Springs Town Council advertises Bush Bands, which is the the biggest annual showcase of Aboriginal desert music in Australia, presented by Music NT and held at the Alice Springs Telegraph Station.
- Northern Beaches Council in NSW feature the history of live music in their LGA on their website <http://www.northernbeaches.nsw.gov.au/council/news/music>

How can your council fund live music?

Local governments are required to respond to many competing demands and providing resources for new initiatives can be challenging. There are many ways to access funding or resources to support live music that do not require council to find new funds or resources from within their own budgets.

- If your council has a community grants or arts and cultural grants program, you could specifically seek applications for initiatives that incorporate live music.
- If your council delivers community events, you could incorporate live music or increase the amount of live music offered through the events.
- Existing council budgets for arts and cultural programs, economic development initiatives, or community development programs, could be used to increase the amount of live music opportunities in your community.
- Providing in-kind (free) or low-cost use of council owned venues for rehearsals or concerts to increase access to live music for both audiences and musicians.
- Involve Council parking officers in the creation of special free loading zones for musicians outside popular live music venues so that musicians can unload and load their equipment
- Local festivals and events run by private promoters, community organisations or local schools can benefit from in-kind council marketing and promotion through newsletters, social media and council run "What's On" calendars.
- Introduce local musicians, venues and promoters to each other to create sponsorship and collaborative gigs / events

CULTURAL MUSIC POLICY

The music of Australia's Aboriginal and Torres Strait Islander peoples can add considerable cultural value to events presented by councils. Below are a number of resources that can be referred to when engaging or working with indigenous artists to ensure all cultural formalities and protocols are undertaken. There are also a number of organisations that can help to advise and provide guidance when engaging indigenous musicians and groups. If the budget doesn't stretch to musical performances, it is always respectful to include a Welcome to Country or Acknowledgement of Country at the start of official events. It is a way of showing awareness of Aboriginal and Torres Strait Islander owners of the land on which a council meeting or event is being held, and of recognising the continuing connection of Aboriginal and Torres Strait Islander peoples to their Country.

Nexus Arts

<http://nexusarts.org.au>

CASM

<https://music.adelaide.edu.au/casm/>

Australia Council – Protocols for working with indigenous artists

<https://www.australiacouncil.gov.au/workspace/uploads/files/music-protocols-for-indigenous-5b4bfc140118d.pdf>

Arts Law – Artists in the Black

<https://www.artslaw.com.au/artists-in-the-black/>

With regard to funding for Indigenous programs across Australia, ensure that the nine principles that have generally been accepted across the Australian creative industries underpin ethical work with Indigenous peoples and their communities. This can be achieved by doing your best to understand the culture/s of those you're relating with and observing all protocols, especially those relating to communication and Indigenous control and leadership. The nine principles are:

1. Respect
2. Indigenous Control
3. Communication, consultation and consent
4. Interpretations, Integrity and Authenticity
5. Secrecy and Confidentiality
6. Attribution and Copyright
7. Proper returns and Royalties
8. Continuing Cultures
9. Recognition and Protection



HOT TIP!

Encourage artists and venues in your council area to apply for funding via the Federal Government's "Australian Music Industry Package". Under the "Live Music Australia" portion of the scheme, \$22.5 million is available over four years, commencing 1 July 2020 for small business grants up to \$10,000 each e.g. for artist costs and to invest in equipment or infrastructure to establish or upgrade live music venues and schedule more performances. The primary purpose of the funding is to increase the number of live performances in venues.

As part of the "Australian Music Industry Package" there is also national funding for Indigenous Contemporary Music.

Find the latest information at <https://www.arts.gov.au/funding-and-support>

9. LOW, MEDIUM & HIGH COST/IMPACT WAYS TO INCORPORATE LIVE MUSIC IN YOUR COUNCIL AREA



Below is a list of actions that will help to increase live music in your community.

As a first step it is highly recommended that a council staffer or a small team of council staff read through this list (in the context of the entire toolkit) and discuss what ideas can be incorporated into your Live Music Action Plan.



Low Cost:

- When staging council events or community-focused actions, play recorded music over the PA, ensuring it is a playlist of South Australian music. As a council create your own regional playlist of local artists and pop it on your website Home Page. You can find Music SA playlists here.
- Encourage members of your council area to link existing gigs into key open-access festival activations like Adelaide Fringe, SALA, Umbrella Festival and Guitars in Bars by registering the events for a small fee.
- Distribute Music SA's venue fact sheets to pubs, clubs and hotels in your region.
- Encourage local businesses to support local musicians through hosting live performances. Some locations that have been activated with live music across South Australia include laundromats, record stores, tattoo parlours, bowling allies, florists, museums as well as the more typical places like pubs, coffee shops, restaurants and cafes.
- Include local and live music events in your regular council marketing communications, offer space on the council website / newsletter / community notice board to highlight one artist from across the creative industries each week / fortnight / month / quarter. This encourages more exposure and regularly puts creative industries in front of the masses, helping to create more conversation, awareness and regular focus on the arts.
- Identify public spaces and community areas with high foot traffic such as libraries, pools, malls, parks, halls etc. that will benefit from the addition of live music or can be used as a registered busking space. Formally set up a busking permit program (online) if your council does not have one.
- Invite and pay a local musician to perform before every council meeting or public council organised gatherings.
- Is there a council owned space that isn't used regularly on a certain night of the week, that could it be used for bands to rehearse? This could be weekly, fortnightly or monthly, but helps to reduce the costs of rehearsal spaces, creates responsibility and routine and particularly if you have youth bands rehearsing opens a dialogue with them and the various services that the council may offer. Creating a positive connection with young people for the council.
- Take stock of the creative people that reside in your region, putting together an artist register is a great way to connect with various artists in your locality but it can also be a central point for creatives to gather and find out who else is living near them – film makers, actors, composers, designers, writers – they all cross over in the creation of projects and concepts, performances and exhibits, help to take part <https://www.burnside.sa.gov.au/Community-Recreation/Arts-Culture/Artist-Register>

- When creating marketing / PR assets for the council, particularly when making any kind of video content, consider using local music for the soundtrack. Approach a local musician and ask to use one of their songs for a small fee. Or contact Music SA in the first instance for assistance.
- Celebrate 'AUS Music Month' and "AUS Music T-shirt Day' in November each year. It is a community program run by Triple J and the ABC. It might be as simple as engaging an acoustic artist to perform at council-led events during November.
- Distribute Triple J Unearthed High information to local schools – a national competition aimed at unearthing upcoming musical talent from high schools around the country.
- Bring together your councillors for a presentation on the value of live music – these can be booked through Music SA.
- Create a page on your council website that is devoted to music and list all the musical activity that occurs in your region (gigs, venues, festival, musicians, playlists, music teachers etc.). Alternatively think about creating a council Facebook page devoted to cultural activity, including live music. Use these platforms to run competitions whereby you give away a double pass to gigs in your council area.
- Participate in Make Music Day on June, a global celebration of music, encouraging citizens to create and play music everywhere – street corners, parks, store fronts, the list goes on.
- Encourage and champion local music during Australian Music Month in November. There's also a day dedicated to wearing your favourite Australian band T-shirt on November 15th – AUS Music T-shirt Day. Your council can create a team and raise money for the charity Supportact, which helps to provide support to artists, crew, music workers who are experiencing financial hardship due to ill health, injury or mental health issues.
- Provide loading zones outside live music venues to allow musicians to unload and repack their equipment close to the venue.



Medium Cost

- Fund the activation of council-led live music events by linking in with existing major festival activations such as Adelaide Fringe, SALA, Umbrella Festival, Festival of Arts, Tasting Australia, Tour Down Under etc.
- Purchase a PA system that can be hired by local businesses at a discounted price to encourage them to host live music.
- Run a school holiday song-writing program through a music school. By offering community programs on music, song writing and the music industry you may well empower and educate youth about alternative career paths in the creative industries.
- Set-up and promote small community event grants to local events managers and musicians
- Start offering paid public performance for local artists at council events and community spaces. Build up the capacity and awareness of the public spaces (e.g. squares or malls) and start to place a value and importance around the payment of artists and paid public performances in your council.
- Work with your council planning department to adopt an 'agent of change' principal in relation to planning law, for example when residential developers propose development near an existing live music venue, they are then responsible for the noise attenuation measure for the residential development.
- Offer Artist in Residence Programs if your council has a cultural centre.



High Impact

- Create a new community music festival based around the current live music venues in your region.
- Engage Music SA or an arts consultant to undertake a Live Music Audit and then present findings to your councilors and seek their support to create a Live Music Policy and Live Music Action Plan.
- Establish a grant program of grants to venues for noise attenuation and sound proofing.
- If live music is a strength in your council area then consider creating a marketing brand / logo so that every single musical activity in your region can be promoted using this brand. If musicians, venues and festival also use this brand it will help build awareness about what's on and hopefully start attracting more audiences to your community
- Become a major presenting partner / sponsor for a nationally touring music festival.
- Develop a music & arts community funding program for your region and market it to local events facilitators and musicians to assist with them putting on events.
- Appoint a council Case Manager as the first point of contact to assist people and venues with navigating the various planning, licensing and environmental regulations, ensuring the delivery of events/gigs that both adhere to regulations and create positive ongoing successful live music in your region.
- Create a Live Music Policy and Live Music Action Plan (that ensures that Live Music is a focal point of your council's strategic plan and that it's considered a central part of the development of the region, with consultation and education efforts made to various departments to ensure the policy is a commonplace consideration when approaching approvals and proposed events in the region.)
- Fit-out a council owned space with a proper PA and lighting rig, running educational programs on sound engineering, lighting, event management and performance. This can provide performance, learning and networking opportunities for local artists and entrepreneurs, particularly younger adults.
- Adopt a 'Main Streets' or Urban Centres Program, which has pooled funding to activate and enable high traffic areas to facilitate their own collaborative programs. A great example of how this has been utilized in other parts of Australia, is via the Marrackville Council https://www.lgnsw.org.au/files/imce-uploads/166/Duncan%20Gilchrist_Development%20%20an%20Urban%20Centres%20Program.pdf which uses a special rate levy alongside frameworks for venues and a Memorandum of Understanding between businesses to create a strong partnership to then delivery events that provide a wider spread of risk factors and increase the marketing and promotional outlets.

How to bring touring bands to your region:

GET THE WORD OUT. Speaking to national promoters is a great starting point; the greatest challenge for South Australia can be a smaller population than the east coast, so it's important to consider if it's viable to support various artists. A list of promoters can be found here: <http://apraamcos.com.au/music-customers/licence-types/event-licences/national-event-promoters-list/>

BE PREPARED. Understand what the most appealing 'deal' when working with booking agents and managers to get artists to your area, that can often include accommodation, food, transport + fee. Touring costs when travelling around Australia can be very costly, so offering an enticing deal to artists to add on the extra day of travel costs and to reduce their outgoings, it's important to note that these aren't the only considerations for artists, they also want to play to a suitable crowd and be building up their audience.

COLLABORATE. Work with local schools to see if they can contribute financially in exchange for the bands coming in and doing a workshop / speaking / doing a lunchtime performance. If there is an external performance, schools can also promote the event.

COMMUNICATE. Speak to other venues in the State, maybe you can put together a run of shows that will help cover an artists' costs and make a proposal look more appealing with 2-3 shows outside of Adelaide.





Finding and booking musicians

Does your council want to book the music for council run events or contract someone else to do the booking on behalf of council? Most councils do one or a combination of the following:

Booking Yourself

Pros: Direct communication with artists, can grow your network and relationships, and can negotiate performance terms directly. Many contemporary musicians are self-managed and you can speak with them directly.

Cons: Additional administration and time spent coordinating the performance, and you'll need to grow your network of musicians yourself.

Booking Through Booking Agents

Pros: Access to a broad range of acts and industry knowledge, less administration, generally more professional and easier to talk business with than directly speaking with artists.

Cons: Less direct contact with artists and the agent's role is to obtain and negotiate the best deal for an artist, so the fee might be higher than dealing directly with an artist.

PLEASE NOTE. It is industry protocol that if an artist is represented by an agent that you are to enquire with them regarding live performance bookings.



HOT TIP!

There are over 900 music acts on Music SA's Online Artist Directory. Search via genre and contact artists or their manager direct

<http://www.musicsa.com.au/directory-type/artist/>

Here's a handy list of some booking agents:

Original Artists - National

<http://www.villagesounds.com>

<http://theharbouragency.com>

<http://wmeentertainment.com>

<http://premierartists.com.au>

<http://123agency.com.au>

<https://www.collectiveartists.com.au>

<https://www.lonelylandsagency.com>

<http://www.selectmusic.com.au>

<http://www.fourtone.com.au>

<https://newworldartists.net>

Local

<http://twistedechidnabooking.com.au>

<http://www.youngmuscle.com.au/about>

<http://www.meltfrank.com>

Cover Bands

<https://wasabientertainment.com>

<http://ivyentertainment.com.au>

<http://www.vegaspromotions.com.au>

<http://essentialtalent.com.au>

<http://www.adelaidecoverbands.com.au>

There are an incredible variety of local musical acts on offer. Many contemporary musicians are self-managed or will negotiate the booking through an Artist Manager. Booking Agents maintain a roster of acts that can be booked for council functions and events. Booking Agents negotiate the performance fees for the act, manage the paperwork and pay the artist.

Performance Agreements

A performance agreement is an initial basic contract for services outlining when and what performance the artist will perform at your council, including what the band will provide and what the council will provide for the performance. This includes production and sound mixing. It should be followed up with a Worksheet containing more details.

A basic template is available at <http://www.musicsa.com.au/resources/>



WHAT DO CONTEMPORAY MUSICIANS GET PAID?

The payment method should be detailed as part of the council's performance agreement when booking the show. Typically this will be a guarantee: the council promises to pay an agreed fee for the show in advance upon receipt of an invoice. If musicians are paid a guarantee, then locally most musicians and DJs are usually paid \$150 per hour per performer. Musicians with a well-established reputation and demand can be paid set fees that could be \$5,000+. Production costs can be anywhere between \$500 - \$2,000 depending on the size and location of the performance.

Worksheets

A worksheet is a document that will be issued to musicians closer to the performance. It provides more details about the upcoming event and is based upon what was agreed to in the initial performance agreement. A worksheet usually includes details such as:

- The location of the venue and the contact details of the venue manager
- What time the musician should load their equipment into the venue and details about parking (if available)
- What meals and drinks are provided to the musician (commonly called the 'rider')
- What production is supplied by the venue (i.e. lighting, sound, stage)
- Times for sound check and set times, including breaks in the performance
- Details for where the artists can store personal belongings

Selling Merchandise

One of the ways in which musicians earn additional income while playing live is by selling band merchandise – CDs, hats, t-shirts, hoodies etc. It is very helpful to have a table set-up near the mixing desk or front entry, where a band support person can sell merchandise or the band can sign autographs for fans.

Equipment Storage

The musicians must insure musical equipment and personal items belonging to musicians. These items can be both fragile and expensive so musicians will love your venue if it provides a lockable space to store gear while on stage.



How to best market live music events in your council area

- Use the UNESCO City of Music designation; it's not just for Adelaide. Use these channels of promotion to talk about your gig outside of usual community communication. Use the UNESCO City of Music hash tags and social media handles #adelaidecityofmusic #livemusic.
- Theme / Brand / Tag / Logo. By creating a common marketing thread that can be weaved across all live music events in your council areas, you can help build recognition and familiarity for live music in your area. Any same theme / brand / tag / logo can be used by council, businesses, musicians and venues.
- A great way to build capacity for live music is to encourage live music events during fringe and umbrella time, there are a number of outlets that these major festivals provide for promo for 'regional' events and this could be a really great way to spread the word about what is happening in your council area.
- Collect data. Use all council events and social media to better understand your audience and use that to direct social media and marketing for new and reoccurring live music events – such as email addresses, genre of music they enjoy and their postcode so you can directly market to them easily.
- Are you able to incentivise your residents to give feedback on what music they enjoy, what events they enjoy, what they would like to see occur in the community? That way you engage locals, deliver something positive and rewarding, and a degree of marketing will naturally occur.
- Local media. Do you communicate regularly with your local newspaper and radio, a community Facebook page or via banners in a high traffic area of your council area? Use these spaces to encourage outside of council events to promote themselves, maybe working on a discounted rate for certain types of events (family -friendly, aimed at youth, operating out of peak season etc.). Are there regionally focused magazines that would be interested in regularly covering the live music that occurs throughout your council area?
- Gig guides. Listing live music events in gig guides helps to spread the word – can you feed in a gig guide to your council pages? Here's a list of gig guides that will list your event for free. It's a start. You may need to sign up as a user or contact an editor in some instances:

Music SA - <https://bit.ly/2PvF9WD>

Send your up-and-coming gig details to gigguide@themusic.com.au

Play Pause Play- <https://bit.ly/2priWhW>

Live At Your Local - <https://bit.ly/2PtFONa>

BandsInTown - <https://bit.ly/2NpgYqo>

Songkick - <https://bit.ly/2MVupPH>

Eventfinda - <https://bit.ly/2WuDgeA>

- Promotional tools e.g. physical promotion, posters, flyers, coasters, postcards. Put together a music program & print it on one poster for the year – just names + dates of events, doesn't need to be artists performing. It helps to create a centralised point of reference surrounding music for the community. Of course, these can be distributed by council staff, but it's important to note that many key poster walls / spaces are contracted to distributors, so if you'd like to have your events featured in those spaces, it's best to work with them to do this. Both companies can also direct you on good printing options, and it's ideal to have the posters distributed a minimum of 6 weeks ahead of the event. There are two main companies in South Australia; you can contact them directly to obtain a quote.

Mad promo - posters@madpromo.com.au

Passing Out - passingoutdist@yahoo.com.au

Community Radio

This is an incredible resource for local music and marketing of musical events, make sure you're reaching out to them when hosting events, and seeing how you can engage them. Community radio is also a really positive platform for youth to engage with, potentially with them hosting shows, or volunteering providing them some ownership over live music in their community as well as building their skills.

Social Media

- Link your Facebook and Instagram pages so boosted ads can appear on both.
- Ask musicians to add any council events they are performing at to their pages, so the event appears on their page, if a co-host request isn't appropriate.
- When posting use relevant hashtags, eg. #adlcityofmusic #livemusic or develop your own, so that music becomes a part of your local community branding.

Apps

Use these Apps and tools to ensure the best outcomes for your event:

- **Facebook Business Manager** for backend Facebook page managing and analytics
- **Bitly** to make short custom URLs for ticket links, etc
- **Canva** for quick design and sizing issues
- **Linktree** for putting multiple links in Instagram and Twitter bios
- Click the '...' next to 'Edit' in Facebook events to export **guest lists**
- **Tweetdeck** for scheduling Tweets
- **Mailchimp** for newsletters and event reminders
- **Squarespace** or **Wordpress** for building a website or landing page for your event
- **MyGuestlist** for managing event lists and door entry digitally



A great deal of work at state and local government levels has been undertaken recently on regulatory reform to support live music in South Australia.

Since December 2015, the requirement for venues with liquor licences to obtain separate consent for live music entertainment between 11am and midnight is no longer required. The effect of these reforms is that licensed venues no longer need to pay to obtain a separate consent. Consent is required after midnight.

Existing entertainment conditions that were imposed on a licence prior to December 2015 do not apply between 11am and midnight. This includes conditions previously imposed by the licensing authority as a result of conciliation following a noise complaint. Conditions imposed after December 2015 still apply. Conditions and approvals imposed on licensed premises by other Acts, such as approvals under the Development Act 1993, will not be affected by the changes and will continue to apply.

There is a current statewide 3am lockout.

Low Impact Entertainment	On 27 January 2017, the Development (Low Impact Entertainment) Variation Regulations 2017 were made to ensure licensed and unlicensed music venues (coffee shops, restaurants, record stores etc.) are now free to host "low risk" live music without development approvals. This allows venues to skip lengthy, complicated approval processes. Low risk entertainment means live music entertainment that is carried on inside a building, in accordance with the lawful use and occupation of the premises; and in compliance with the <i>Environment Protection Act 1993</i> .
Building Code Variations	Variations that have been operational since May 2016 now enable certain live music venues to be designated as Class 6 buildings (with fewer assessment hurdles) instead of as Class 9b buildings (involving significantly more compliance obligations). Many venues used to be deemed as assembly spaces, which meant there were stringent access and toilet requirements. In May 2016, a variation in the National Construction Code changed this definition for venues hosting "low risk" entertainment. Some venues can now meet building compliance affordably.
The agent of change principle	It may be worthwhile for your council's planning department to consider the "Agent of Change" principle. In other words, when a party creates a development-related change, that party must manage the impact. For example, where a developer proposes to build a house next to an existent live music venue, that developer would be responsible for soundproofing.
Noise Complaints	The <i>Liquor Licensing Act 1997</i> currently allows for a complaint to be made to the <i>Liquor and Gambling Commissioner</i> if noise or activity relating to a licensed venue is unduly offensive, annoying, disturbing or inconvenient to a person who resides, works or worships in the vicinity of the licensed premises. If an individual makes the complaint, at least 10 people who reside, work or worship within the vicinity of the licensed premises must authorize it. Alternatively, the Commissioner can also approve a complaint if they are satisfied that the gravity of the complaint suggests serious non-compliance, and <i>conditions may be imposed</i> .



This section of the toolkit covers how to tackle issues surrounding live music.

Some common challenges that have been identified:

For residents

If you're coming up against some concerns from local residents, there are a couple of things to remember. Just because you can hear 'music noise' doesn't mean it is excessive, and it may be worth encouraging those responsible for the music to measure and record sound levels with simple Apps. Residents living in close proximity to vibrant activity centres cannot expect the same level of quiet enjoyment that would be found within solely residential areas. Encourage discussion and open communication early to find the right balance for everyone.



HOT TIPS TO MANAGE NOISE AT VENUES AND OUTDOOR EVENTS!

- Use a sound level meter to take regular measurements from reference points both inside and outside during live shows and keep records of these in a 'noise diary.'
- Educate staff on sound management principles, such as monitoring on-stage sound levels, managing patron noise and disposing of recycling quietly.
- Install perspex reflectors in outdoor areas to reflect crowd noise.
- Use a PA system that is appropriate for the size of the venue. Devices such as limiters, warning lights, compressors and cut-out switches can help sound levels. Try to keep speakers facing away and placed 4 metres from entrances and exits.
- Install high-density acoustic insulation in the walls, ceiling and floor surrounding live music areas, particularly external walls that are close to neighbours.
- Install sound absorbing materials such as heavy drapes and carpet in live music areas to reduce reverberation and minimise the build-up of sound.
- Install acoustic or 'air-lock' doors at the entry points to your live music area, venue or other outdoor areas to limit the break-out of sound.
- Regularly contact police and council, as well as residents' groups in your area. Include newsletters or meetings and advise when you plan to host live events.
- Signage is an aspect of a live show that is looked upon very well by patrons, legislators and regulators. Your liquor license must be on display. Exits, toilets, smoking & non-smoking areas and "please be quiet when leaving and do not disturb nearby residents" notices should be clearly signed.
- Refer to the Environmental Protection Authority's outdoor noise Information Sheet when planning music at outdoor festivals and events



For Venues

Help venues ensure they are compliant by directing them to the EPA's Noise Information Sheets, or to the Regulatory Framework for Live Music Venues in South Australia available on the Music SA website. We recommend that Councils print and dispense Music SA's Venue Factsheets to all venues within your council area including Cafes, Pubs, Hotels, Bakeries, Town Halls, Clubs and Bars.

For Councillors

A really positive way to speak about live music and cultural impact of creative industries is firstly to help Councillors understand the economic benefits that come along with these activities. In 2017 the South Australian Music Development Office commissioned local economic research consultants EconoSearch to undertake a comprehensive piece of research on the music industry supply chain. You can view it here: <http://mdo.sa.gov.au/research/>



If your council lacks funding for arts and culture, think of alternative council departments that could maybe benefit from a live music related event. Are there funds for civic ceremonies, planning, the environment, social justice, job creation or mental health? Can music be used to bolster efforts in these areas?

If you are having problems convincing your council about the merits of investing in live music, Music SA can come in and offer a Live Music presentation to provide an understanding about the various economic, social and community benefits of live music to region. So too can staff at the national Live Music Office. <https://livemusicoffice.com.au>

For other businesses and musician

Competing priorities and pressures on Council's budget might mean that there are very limited funds for council staff to help activate more live music in your council region. However there are government funds available to musicians, venues and promoters that will enable them to stage more live music.

Below is a list of some of the organisations and groups that offer funding to support businesses and individuals with creative endeavours. Each grant has its own criteria and we advise reading through the criteria in depth to ensure that the grant is suitable for the project.

NATIONAL

- Australia Council: <https://www.australiacouncil.gov.au/funding/>
- Regional Arts Australia: <https://regionalarts.com.au>
- APRA AMCOS:
<http://apraamcos.com.au/about-us/supporting-the-music-industry/music-grants/>
- PPCA: <http://www.pcca.com.au/ppca-about-us/ppca-performers-trust-foundation/>
- AMP's Tomorrow Fund: <https://www.ampstomorrowfund.com.au>
- Visions of Australia (Regional & Remote focus for arts & cultural organisations)
<https://www.arts.gov.au/funding-and-support/visions-australia>
- The Ian Potter Cultural Trust: <https://www.ianpotterculturaltrust.org.au>
- Jetstar Flying Start: <https://www.jetstar.com/au/en/flyingstart>
- Department of Communications and the Arts <https://www.arts.gov.au/funding-and-support>

SOUTH AUSTRALIA

- Building Better Regions Fund:
<https://www.business.gov.au/assistance/building-better-regions-fund>
- Country Arts - <https://www.countryarts.org.au>
- Music Development Office - <http://mdo.sa.gov.au>
- Carclew - <https://carclew.com.au>
- South Australian Tourism Commission-
<https://tourism.sa.gov.au/events-and-industry/events-south-australia/event-funding-and-support>





How can you better understand the existing structures, businesses, venues, audiences, musicians and live music communities in your region?

Below is a checklist that council staff can use for this purpose. It lists key questions that will help you undertake your own brief stock take and paint a picture of what's happening and where the gaps, barriers and opportunities might be for more live music.

The purpose of undertaking a council stock take is to collect information that is needed to develop a Live Music Action Plan.

STOCKTAKE CHECKLIST

QUESTION	FURTHER PROBING
What is the history of live music in your community?	<p>When and where was the first live music performance?</p> <p>Is there an ongoing tradition associated with live music?</p> <p>Is your town the birthplace of famous musicians?</p> <p>Are there iconic venues?</p> <p>What special homegrown music events or festivals regularly take place?</p> <p>Is your community well known for a particular genre?</p>
When and where is live music played in your region?	<p>Check out Music SA's annual Live Music Census to identify your local gigs and venues: http://www.musicsa.com.au/south-australian-live-music-venues-open-for-business/</p> <p>Identify other forms of live music in your council area including:</p> <ul style="list-style-type: none"> • Council events • Busking • Do you have a local community radio station and do musicians perform live on air? • School concerts • Gigs in pubs and clubs • Winery gigs • Concerts at cultural centres and halls • Music at community festival and events

QUESTION	FURTHER PROBING
What are some of the characteristics of live music audiences in your region?	<p>Our population is ...</p> <p>Our medium age is ...</p> <p>Our socio-economic demographic is ...</p> <p>Our people spend their leisure time doing ...</p> <p>Our people are willing/ not willing to pay for music ...</p> <p>Our people are fans of a particular genre of music ...</p> <p>Our people prefer to socialize at certain times ...</p> <p>Our community is social / not social ...</p> <p>Our live music attracts outside visitors ...</p>
What tourism factors may impact your approach to live music?	<p>Is your region part of a touring circuit for interstate bands?</p> <p>Is there public transport to your region?</p> <p>What brings tourists to your region?</p> <p>Are you located away from major hubs?</p> <p>Is there infrastructure for large events?</p> <p>Is there accommodation for tourists?</p> <p>Is there a music festival in your council area that people would travel to attend?</p> <p>Is your region marketed as a tourism destination?</p> <p>Where can the UNESCO City of Music designation fit into your region?</p> <p>Is there an iconic venue in your council area that people would travel to visit?</p>
List music businesses in your region	<p>Recording studios</p> <p>Live music venues</p> <p>Music schools</p> <p>Record labels</p> <p>Artist managers</p> <p>Community radio stations</p> <p>Instrument manufacturers</p> <p>Rehearsal studios</p> <p>Music shops</p> <p>Production, sound & staging companies</p> <p>Music equipment hire companies</p> <p>Sound engineers</p> <p>Concert promoters</p>
List musicians in your region	<p>Solo performers</p> <p>Choirs</p> <p>Cover bands</p> <p>Original bands</p> <p>DJs</p> <p>Producers</p> <p>Marching bands</p>

QUESTION	FURTHER PROBING
List music festivals and events	<p>For example:</p> <ul style="list-style-type: none"> • Winter Reds • Day On The Green • Touring Shows • Fringe on Tour • Umbrella Festival Events • Adelaide Guitar Festival • Generations of Jazz • Carols By Candlelight • Porchland • New Years Eve • Gawler Change Music Festival • Handpicked • Groovin' the Moo • Fleurieu Folk Festival • Sea and Vines • Battle of the Bands • Gigs at Cultural Centres • Shows at clubs and pubs
What economic and social outcomes do you desire from live music?	<p>Tourism growth Jobs for small business Build a reputation as a live music region Empower youth Support entrepreneurs Build community spirit Improve leisure options for ratepayers</p>
Are there any people or businesses in your region that are known as "live music champions" or "ambassadors"?	<p>Adelaide Fringe Festival Cabaret Festival Umbrella Festival Adelaide Guitar Festival School Concerts Local sporting events / fundraisers Tour Down Under Local Community Events Tasting Australia Religious and Cultural Celebrations Street Parades Adelaide Festival of Arts Triple J One Night Stand Aus Music Month (November) Make Music Day (national)</p>

QUESTION	FURTHER PROBING
What major activities or major activations can your council connect with or leverage from, that can be positive drivers for more live music?	<p>Adelaide Fringe Festival</p> <p>Cabaret Festival</p> <p>Umbrella Festival</p> <p>Adelaide Guitar Festival</p> <p>School Concerts</p> <p>Local sporting events / fundraisers</p> <p>Tour Down Under</p> <p>Local Community Events</p> <p>Tasting Australia</p> <p>Religious and Cultural Celebrations</p> <p>Street Parades</p> <p>Adelaide Festival of Arts</p> <p>Triple J One Night Stand</p> <p>Aus Music Month (November)</p> <p>Make Music Day (national)</p>
In what ways does your council currently market live music?	<p>What's On Event Calendar</p> <p>E-Newsletter</p> <p>Notice Boards</p> <p>Gig Guide</p> <p>Social Media</p>
Does your council have a Live Music Action Plan?	<p>If not, is there an overarching Strategic Plan that live music can help achieve?</p> <p>Has Council approved a Cultural Policy that live music helps achieve?</p>
What are the barriers to live music in your region?	<p>Lack of staff resources on council</p> <p>Limited musicians</p> <p>Not enough venues</p> <p>Residents don't go out much, small population</p> <p>Live music is not a budget priority for councilors</p> <p>Locals schools don't teach music</p> <p>We don't have a concert hall</p>
Does your council have any grants available to support live music?	<p>Or are you aware of other grants that are available outside Council?</p>



STEP 1

FORM A WORKING GROUP

Appoint a Project Leader and pull together a Working Group of interested parties to undertake the steps below. For any external members you may prefer to invite them to one initial planning session or you may want to set up a series of set meetings and pay sitting fees. At the very least council should provide catering for these meetings if the Working Group is going to volunteer their time. Working group members may be:

- Councillors
- Council staff
- Musicians
- Venues
- Residents
- Live music ambassadors or allies in the community
- Youth Officers
- Regional Development board members
- Country Arts staff
- Music SA staff
- Community radio
- Festival and event directors

STEP 2

IDENTIFY YOUR COUNCIL'S STRATEGIC CONTEXT



Does your council have its own **Strategic Plan** and is there an overarching goal in that plan that live music helps achieve? If YES then make reference to it in your Live Music Action Plan.

Is there an overarching **Cultural Policy** in place in your council that live music helps achieve? If YES then make reference to it in your Live Music Action Plan.

Establish the context of music within your council area. Where does live music fit within your overall strategy? Is there a vision or goal for live music that is set to be achieved? How will this be **measured** in coming years?

Establish the goals you have for live music in your community, you can group them under:

- Cultural value
- Economic value
- Social value

STEP 3

REVIEW YOUR COUNCIL STOCKTAKE

Read and re-read your council stock take of live music. These important details will help you to build on your strengths, address your weaknesses, and find opportunities to exploit.

If what you need to include in your Live Music Action Plan doesn't easily fall out of the Council Stock take then ask yourself these questions:

- **What** actions or changes should occur?
- What **demand** is there from the local community for live music? Where are the clear gaps?
- Are there any **hurdles** encountered with the regulatory barriers and how they can be massaged to work for everyone?
- What **basics** are needed to make music happen?
- **Who** will carry out these changes? What **departments** of the council will be involved? Some key parties we suggest that should be involved are the events and community officers, the planning department, youth, health and economic development.
- What music businesses and networks already **exist** and how can they be involved and further **consulted** to ensure the best delivery and support of a Live Music Action plan?
- **What resources** (i.e., money, staff, meeting facilities, websites) are needed to carry out these changes? What resources do you already have?
- **Communication** - who should know what? What is the **outward** messaging, what is the overall communication to the community?

STEP 4

ESTABLISH THE TIMELINE

Establish the timeline of your Live Music Action Plan. This will create a timeframe to measure deliverables and outcomes against. Typically, action plans range from 1 to 3 years. Place the "low hanging fruit" in the first year i.e. the things you can do soon and at minimal cost.

Where do we hope to be in six months' time?

Where do we hope to be in twelve months' time?

Where do we hope to be in 3 years' time?

**Remember, keep your
Live Music Action Plan**

S	Specific
M	Measurable
A	Achievable
R	Realistic
T	Time bound

STEP 5

COMPLETE THE TEMPLATE

Once you've done your council stocktake and have mapped out your timelines and how live music feeds into your overall council plan, you can use this template to make your own succinct Live Music Action Plan list that provides a clear path of goals and timeframes for what you're looking to achieve for live music in your council.

Objective	Action (how you're going to achieve it?)	Timeframe	What is the cost?	Who is involved?	How will we know we are successful?

STEP 6

SEEK APPROVAL

Once you are happy with the draft Live Music Action Plan then send it to members of your Working Group and ask for their comment and approval.

Then prepare a presentation to Councillors and seek their approval for the plan. The CEO and the Project Leader should give the presentation. Here's some items you should include in your presentation:

- Consultation
- Council Content (describe how it helps achieve the Strategic Plan)
- Benefits (to residents, businesses and visitors)
- Costs (split this into no-cost, low-cost, cost reallocation and new budget requests)
- Timelines
- Communication
- Measurement (include some KPIs)
- Implementation (suggest that you will reconvene the Working Group every 6 months to check on progress)

STEP 7

MARKETING AND PROMOTION

Once it's approved it's time to communicate and implement your Live Music Action Plan. Ensure there is a Press Release for your Mayor and CEO to champion, seek input from PR and marketing staff and ensure there is a roll-out across your website, social media channels and if cost is permitting, print materials. Seek testimonials from your Working Group members to help spread positive news about the Live Music Action Plan across media.

16. EXAMPLES OF LIVE MUSIC ACTION PLANS



ACT	Canberra	As apartment living becomes more common in Canberra, the ACT Government has released a suite of reforms designed to protect Canberra's night life and live music scene. Being close to live music venues and night life hotspots is part of the appeal of apartment occupiers in the inner city and in town centres. As more and more people choose to live in these areas, it's important that the Government provides a framework that balances the rights of occupiers and the desire for the city to have a vibrant nightlife	https://www.cmtedd.act.gov.au/open_government/inform/act_government_media_releases/gentleman/2019/helping-nightlife-and-live-music-flourish
NSW	City of Sydney	Live Music and Performance Strategy: Working closely with Sydney's live music and performance community, delivering a comprehensive program of support ranging from regulatory reform to grants funding and free rehearsal space with the live music and performance action plan	http://www.cityofsydney.nsw.gov.au/vision/towards-2030/communities-and-culture/culture-and-creativity/live-music-performance-strategy
	City of Wollongong	Wollongong City Council Live Music Action Plan: In April 2014 The Wollongong Live Music Taskforce Action Plan was passed by Wollongong City Council, along with an associated Cultural Plan and Evening Economy Strategy	https://livemusicoffice.com.au/policies/wollongong-live-music-taskforce/
	Leichhardt (Inner West Council)	The final report of the Leichhardt and Marrickville Off Broadway live music reference group	https://www.innerwest.nsw.gov.au/ArticleDocuments/808/Off%20Broadway%20Report.pdf.aspx
	Marrickville (Inner West Council)	Council has made a commitment to support existing and new live music venues across its local government areas to ensure the future growth of live music venues and creative industries in the area.	https://livemusicoffice.com.au/policies/live-music-marrickville/

NSW	Newcastle	In February 2018 City of Newcastle made a commitment to protecting the Newcastle live music industry guided by evidence based research and examples of good practice in this sector.	https://newcastle.nsw.gov.au/Newcastle/media/DocumentsHYS/Live%20Music%20Strategy/Live-Music-Strategy-draft.pdf
	Tamworth	Tamworth Country Music Festival: Tamworth Regional Council is a key festival organiser who provides the major infrastructure for the annual celebrations and works with various stakeholders to bring together the festival.	https://www.tcmf.com.au/
	Creat NSW Live and Local Strategic Initiative	The Live and Local Strategic Initiative was designed to support local councils and their communities in organising and delivering live music micro-festival events. The program was funded by Create NSW on behalf of the NSW State Government and managed in partnership by the Live Music Office. The Western Sydney and Regional NSW Live and Local Strategic Initiative provided 10 councils in Western Sydney and 8 councils in Regional NSW the opportunity to develop bespoke local music events in their Local Government Area over the course of 2017/2018	https://liveandlocalnsw.com/
QLD	City of Brisbane	Live Program, Fortitude Valley Entertainment Precinct https://www.brisbane.qld.gov.au/planning-building/planning-guidelines-tools/other-plans-projects/valley-special-entertainment-precinct/about-valley-special-entertainment-precinct	https://www.brisbane.qld.gov.au/whats-on/type/live
	Sunshine Coast	Designating part of the Maroochydore City Centre Priority Development Area and part of Nambour's activity centre as special entertainment precincts under the Local Government Act 2009 to facilitate/support the live music industry on the Sunshine Coast.	https://haveyoursay.sunshinecoast.qld.gov.au/special-entertainment-precincts

QLD	City of Gold Coast	The Music Action Plan 2021 (MAP 2021) provides a blueprint for the City that will positively impact the live music sector on the Gold Coast by providing access to resources, promotion of Gold Coast music nationally and internationally and stronger partnerships across all tiers of government, peak bodies, and private enterprise.	https://www.goldcoast.qld.gov.au/music-action-plan-2021-resources-39210.html
SA	City of Adelaide	Adelaide: City of Music: Council's Live Music Action Plan 2017-2020 sets out Council's commitment to our status as a UNESCO City of Music, and four key goals to deliver on this commitment, in partnership with the music industry, governments and city users. This is the City of Adelaide's second Live Music Action Plan.	https://d31atr86jnqrq2.cloudfront.net/docs/action-plan-live-music
	Norwood, Payneham and St Peters	City of Norwood Payneham & St Peters Live Music Policy. The Council seeks to encourage and foster live music in its various forms, in recognition of the significant contribution that live music makes to the vibrancy, culture and economy of the City.	https://www.npsp.sa.gov.au/files/5878_live_music_policy.pdf?v=818
VIC	City of Melbourne	Melbourne Music Strategy 2018 - 21 Ensuring Melbourne's grassroots music scene continues to thrive and be recognised internationally	https://participate.melbourne.vic.gov.au/musicstrategy
	City of Yarra	Leaps and Bounds Music festival / Live Music Venues Grant	https://www.yarracity.vic.gov.au/events/2019/07/05/leaps-and-bounds-music-festival-2019
	City of Port Phillip	Currently finalising Live Music Action Plan	http://www.portphillip.vic.gov.au/live-music.htm

VIC	City of Ballarat	The Ballarat Creative City Strategy now encompasses the City of Ballarat's Live Music Strategic plan. Written with a scope of five years, from 2016 through to 2021, the Live Music Strategic Plan defined the goals and objectives underpinning support of local and regional live music. it identified actions to strengthen development, appropriate to Council's role within the community	https://www.creativeballarat.com.au/about
	Mornington Shire	Mornington Peninsula Music - Arts and Culture Plan 2020-2024 being finalised	https://www.mornpen.vic.gov.au/Activities/Arts-Culture/Arts-Culture-Plan
	City of Greater Geelong	Central Geelong Live Music Action Plan (LiveMAP). Vibrant live music contributes positively to the economy and community. As Victoria's largest provincial city, Geelong is well placed to be an energetic centre for entertainment, culture and creative industries, and cultural tourism – with live music having strong potential as a key driver	https://tinyurl.com/y9ot2kut
WA	Perth	The reforms aim to achieve an effective balance between protecting the economic viability of entertainment activities and minimising the impact of entertainment noise from venues on existing and future noise sensitive development.	https://www.dplh.wa.gov.au/entertainment-noise



17. FURTHER RESOURCES, CONTACTS, READING AND REFERENCES



A Guide to Night Time Economy

https://www.lgnsw.org.au/files/imce-uploads/166/SOUND_DIPLOMACY_A_Guide_to_Managing_your_Night_Time_Economy_June2018.pdf

Adelaide Guitar Festival

<https://www.adelaideguitarfestival.com.au/>

APRA AMCOS

<http://apraamcos.com.au/>

Australian Hotels Association SA Branch

<https://www.ahasa.com.au/>

AJS

<http://www.ajsound.com.au/>

Best Practice Guide for Live Music Venues

<http://www.musicsa.com.au/resources/>

Centre for Aboriginal Studies in Music (CASM)

<https://music.adelaide.edu.au/casm/>

COMA Creative Original Music Adelaide

<https://www.coma.net.au/>

Community Broadcasting Association of Australia

<https://www.cbaa.org.au/>

Country Arts SA

<https://www.countryarts.org.au/grants-funding/>

Derringers Music

<https://derringers.com.au/>

Fringe On Tour

<https://adelaidefringe.com.au/in-fringe-on-tour>

James Morrison Academy of Music

<https://www.jamesmorrisonacademy.com/>

Live Music Office

<http://livemusicoffice.com.au/staging/about-us/about/>

Local Government Association Festivals and Events Guide

<http://www.lga.sa.gov.au/contentFile.aspx?filename=LGA%20Festival%20and%20>



[Events%20eGuide_Final.pdf](#)

MAV Live Music Toolkit

<https://www.mav.asn.au/what-we-do/policy-advocacy/social-community/arts-culture>

Music Development Office Grants

<http://mdo.sa.gov.au>

Music Cities Convention

<https://www.musiccitiesconvention.com/about>

Music SA

<http://www.music.sa.com.au/>

Music SA Artist Directory

<http://www.music.sa.com.au/directory-type/artist/>

Music Victoria and the Municipal Association of Victoria

<https://www.musicvictoria.com.au/music-toolkit-180822.html>

Novatech

<https://www.ncet.co/>

SAE

<https://study.sae.edu.au/>

South Australia Music Awards

<https://southaustralianmusicawards.com.au/>

Study of Australian Nighttime Economy

http://www.lordmayors.org/wp-content/uploads/2018/09/Measuring-the-Australian-NTE_2016-17_FINAL_2018-09-14-1.pdf

UNESCO City of Music

<https://www.adelaidefestivalcentre.com.au/about-us/adelaide-unesco-city-of-music/>

<https://www.cityofmusic.net.au/>

<https://citiesofmusic.net/city/adelaide/>

University of Adelaide

<https://music.adelaide.edu.au/>

Umbrella Festival

www.umbrellafestival.com.au

Venue Factsheets

<http://www.musicsa.com.au/resources/>

Worksheet Template

<http://www.musicsa.com.au/resources/>

Gig Guides:

- Music SA - <https://bit.ly/2PvF9WD>
Send your up-and-coming gig details to gigguide@themusic.com.au
- Play Pause Play- <https://bit.ly/2priWhW>
- Live At Your Local - <https://bit.ly/2PtFONa>
- BandsInTown - <https://bit.ly/2NpgYqo>
- Songkick - <https://bit.ly/2MVupPH>
- Eventfinda - <https://bit.ly/2WuDgeA>

Music Bookers:

Original Artists - National

<http://www.villagesounds.com>

<http://theharbouragency.com>

<http://wmeentertainment.com>

<http://premierartists.com.au>

<http://123agency.com.au>

<https://www.collectiveartists.com.au>

<https://www.lonelylandsagency.com>

<http://www.selectmusic.com.au>

<http://www.fourtone.com.au>

<https://newworldartists.net>

Original Artists - Local

<http://twistedechidnabooking.com.au>

<http://www.youngmuscle.com.au/about>

<http://www.meltfrank.com>

<http://www.musicsa.com.au>

Cover Bands

<https://wasabientertainment.com>

<http://ivyentertainment.com.au>

<http://www.vegaspromotions.com.au>

<http://essentialtalent.com.au>

<http://www.adelaidecoverbands.com.au>



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