

Community Engagement on St Kilda Live Music Precinct

City of Port Phillip

Community Engagement Report

April 2023



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1. Executive Summary

Conversation Co was engaged by the City of Port Phillip (Council) to analyse and report upon engagement data collected to determine community views on how Council can support residents, performers, venues, and visitors during the development of a proposed 'live music precinct' in St Kilda.

Participation

367 people provided feedback, with 335 completing an online survey via Council's Have Your Say Page and 32 people providing feedback at four community pop-ups. The majority of participants were residents (56%) and lived in St Kilda (52%).

Key Findings:

Residents and visitors:

The majority of participants identified as residents and visitors (N=323). The key findings from these participants includes:

- The majority shared positive comments about living near live music venues for their social, cultural and heritage value to St Kilda.
- Residents opposed to living near live music venues shared the negative aspects of noise from events and revellers leaving venues. Comments often expressed dissatisfaction with Council support, response to complaints or enforcement.
- Areas of improvement were identified as: providing more diversity of music, improving accessibility to venues, improving safety, and stronger planning and governance to support residents living near music venues.
- Participants would like to see more live music at venues, indoor and outdoor music events, a greater variety of music, increased promotion of events and a variety of hospitality venues surrounding music venues.
- There was a sentiment among residents and visitors that Melbourne's northern suburbs and CBD offered a more vibrant music scene.
- Residents and visitors felt the best ways Council could support live music and residents to co-exist was to: provide access to enjoyable music experiences, promote live music events, advocate to the State Government for better services for live music audiences, provide direct support to venues and increase arts funding.

Live music venue workers, promoters and music businesses:

There was a smaller selection of responses from live music venue workers, promoters and music business (N=26). The key findings from these participants includes:

- Venues would consider hosting live music at their venues if the process was easier to obtain a permit.
- Venues felt that Council could best support the live music industry in St Kilda through: promotion; supporting venues when a complaint is made about them; and improving the permit process.
- There were further suggestions of financial support and incentives for music venues; utilising Council owned buildings; and educating residents.

Local Music Artists and Performers

This section was completed by those who self-identified as artists or performers. There were a total of 47 survey respondents to this section. The key findings from these participants includes:

- Participants felt Council could best support the music industry in St Kilda through: continuing to run events in St Kilda that feature local musicians, linking local musicians with local venues and other creative industries; and engaging local musicians in Council funded programs and events.
- Other suggestions included: providing more infrastructure; increasing Council-run events that preference local acts; and incentivising musicians and audiences.

Level of support for principles:

Participants were presented with five policy principles and asked to indicate their level of support. Overall, the level of support across all proposed principles was relatively high.

- **Principle 1:** Protecting and encouraging live music whilst supporting community needs (91% strongly or somewhat support)
- **Principle 2:** Supporting community and live music industry to co-exist (92% strongly or somewhat support)
- **Principle 3:** Ensuring new buildings consider and plan for existing live music venues (94% strongly or somewhat support)
- **Principle 4:** Advocating to State Government to support the St Kilda live music precinct (88% strongly or somewhat support)
- **Principle 5:** Mapping live music venues to support the industry (84% strongly or somewhat support)

Specific feedback was sought on what participants may oppose about the principles, key findings include:

- Clarity needed regarding the term community (Principle 1)
- Balance of resident needs versus live music support (Principle 1 and 2)
- Consideration to older venues (Principle 3)
- Query as to why new builds aren't already planning for live music (Principle 3)
- Safety concerns (Principle 4)
- Uncertain on what 'mapping means' (Principle 5)

There was also feedback given around specific venues and location and some sentiment that this is not the role of Council

Next Steps

Engagement on the Music Precinct Policy has already created significant interest and aspirations for those who have participated.

Council should consider the findings from this report to assist in the refinement of the Policy. It is recommended that Council issues a statement and updates the Council project page thanking participants for participating in the project and for sharing their ideas. As Council moves into the next phase of the project it is important to keep the wider community updated about the progress of this project.

2. Introduction

The City of Port Phillip, and St Kilda in particular, has a long history as a place where live music is created, performed, experienced and celebrated. St Kilda's iconic venues, festivals and musicians are a fabled part of the story of Australian music and remain a vital part of the community's identity and cultural life. While the local live music scene has continued to evolve and develop over the years, St Kilda itself has also changed, with a growing community and notable densification throughout the suburb. This has changed the needs of both the residential and live music communities.

Conversation Co was engaged by the City of Port Phillip (Council) to analyse and report upon engagement data collected to determine community views on how Council can support residents, performers, venues, and visitors during the development of a proposed 'live music precinct' in St Kilda.

3. Methodology

Council developed an online survey, provided through Council's 'Have Your Say' Project Page. This survey collected community feedback on proposed principles of the *St Kilda Live Music Precinct Policy* and gathered further information on potential opportunities for Council support.

In addition to being included within the Council's Neighbourhood Engagement Program Pop Up alongside other current consultation topics, Council delivered two stand-alone *St Kilda Live Music Precinct Policy* specific community pop-ups, seeking feedback from community members in key St Kilda locations. An additional two community pop-ups were planned but were cancelled due to poor weather and staffing shortages.

Table 1: Community pop-up details

Location	Date	Time
Neighbourhood Engagement Program- Carlisle Street, Balaclava	22 March 2023	3pm - 6pm
The Esplanade, St Kilda Esplanade Market	26 March 2023	2pm - 4pm
Acland Plaza, St Kilda	1 April 2023	10am - 12pm

Findings were analysed using quantitative and qualitative analysis. Qualitative questions were understood using thematic analysis to code responses.

3.1 Strategies to support participation

Community participation was supported through a dedicated project page and a thorough communications campaign.

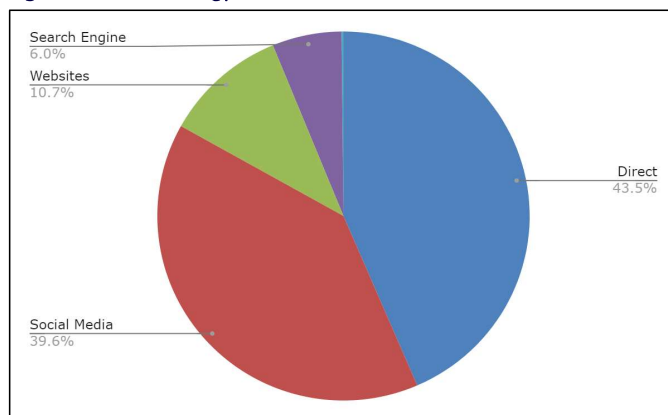
The dedicated project page was created on Council’s Have Your Say, a consistent location for the community to access information and participate via the survey. Participation on the Have Your Say project page is outlined in Table 2, with 2,177 views and 335 contributions.

Figure 1 demonstrates the method by which visitors arrived at the Have Your Say Page, with 520 arriving directly (44%), 473 via social media (40%), followed by 128 via websites (11%), 72 via search engines (6%) and two via campaigns (<1%).

Table 2: Have Your Say Participation

Have Your Say Participation Measure	Results
Views	2,177
Visits	1,521
Visitors	1,161
Contributions	335
Contributors	324
Followers	65
No. of downloads	32
Percentage of visits where at least 1 contribution was made.	21.63%
Percentage of visits that lasted at least 1 active minute.	38.92%
Percentage of visits where at least 2 actions were performed.	12.36%

Figure 1: Referral Types



The Communications campaign was run through Council, this included promotion on Council’s corporate channels, social media and postcards to surrounding residents (see Table 3).

Table 3: Communications Tools Summary

Communications tools / channels
External Communications
Diversity newsletter article <ul style="list-style-type: none"> ● 2,925 recipients opened the March Diversity newsletter, of those 102 people (3.49%) clicked on the Have Your Say link
Business newsletter <ul style="list-style-type: none"> ● Live Love Local March/April – 2800 people. ● 12/161 (7.45%) 12 people clicked on the Have Your Say link
Newsletter to individuals who previously showed interest in the project
Have Your Say website/tools
Council homepage banner :
Council social media channels <ul style="list-style-type: none"> ● Facebook engagement: 5 likes, 1 comment and 3 shares ● Instagram engagement: 15 likes.
Paid social media campaign <ul style="list-style-type: none"> ● 308 HYS landing page views (\$200 spent, \$0.65 per result) ● 31,686 impressions and 9,450 reach ● Overall, ad engagement was described as ‘positive’.
Targeted email for distribution to mailing lists/social media e.g. Govt partners: Music Vic, Creative Vic and Australia Council
Email to all featured artists database musicians (over 200 emails)
Postcards
Street Posters
NEP boards
Internal Communications
ASSIST brief
Councillor notes/briefings
Portal newsletter
Other <ul style="list-style-type: none"> ● Brief necessary department managers ● Brief Internal Communications Lead ● Brief Media Team

4. Participation

A total of 354 submissions were received, 335 via the online survey and an additional 19 people at the community pop-ups.

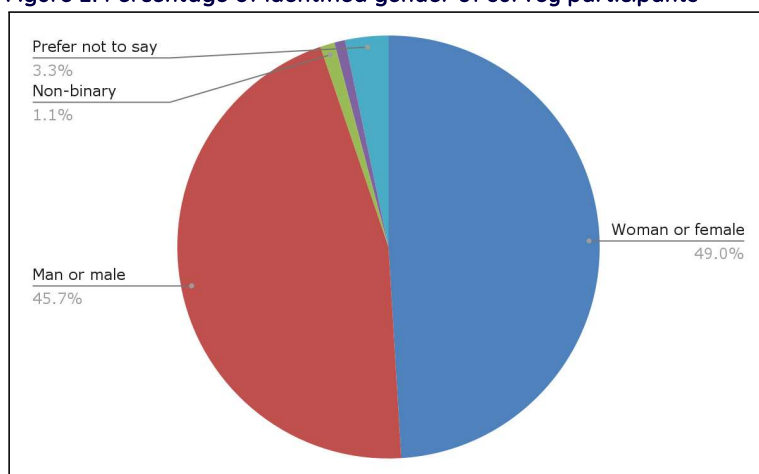
Table 4: No of participants

Engagement method	No. participants
Online survey	335
Community pop ups	32
Total	367

4.1 Gender

Survey and pop-up participants were asked 'Which gender do you identify with?'. There were 363 responses provided, with 178 (49%) identifying as woman or female, 166 (46%) identifying as man or male, four (1%) participants identifying as non-binary, three (1%) who preferred a different term and 12 (3%) who preferred not to say.

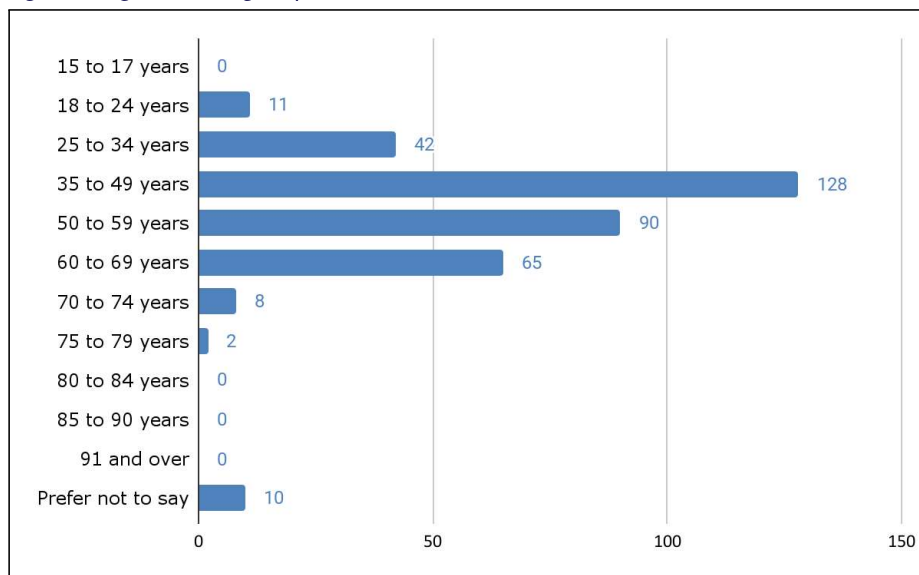
Figure 2: Percentage of identified gender of survey participants



4.2 Age

Survey and pop up participants were asked to indicate their age group, 356 responses were provided, with the most common responses being 35-49 years (36%, N=128) followed by 50-59 years (25%, N=90); 60-69 years (18%, N=65). There were no responses from the age groups of 15- 17 years, 80 -84 years, 85 - 90 years or 91 years and over. Ten respondents preferred to not say their age (3%).

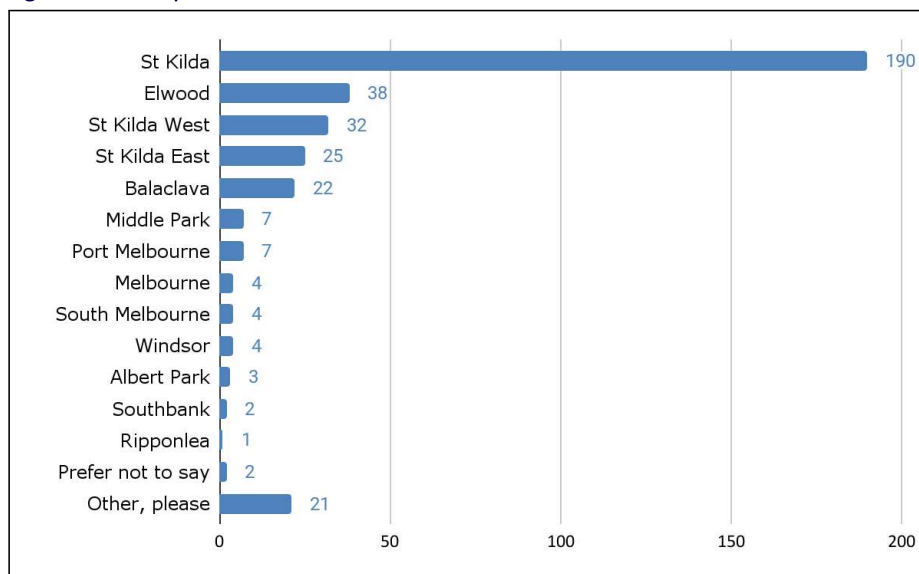
Figure 3: Age of survey respondents



4.3 Suburb of residence

A total 362 of survey and pop up participants identified their suburb of residence, the majority reporting St Kilda (52%, N=190) followed by Elwood (11%, N=38), St Kilda West (9%, N=32) St Kilda East (7%, N=25) and Balaclava (6%, N=22). There were a further two (<1%) respondents who preferred not to say their suburb and 21 (6%) respondents who identified 'other' suburbs.

Figure 4: Participants suburbs of residence

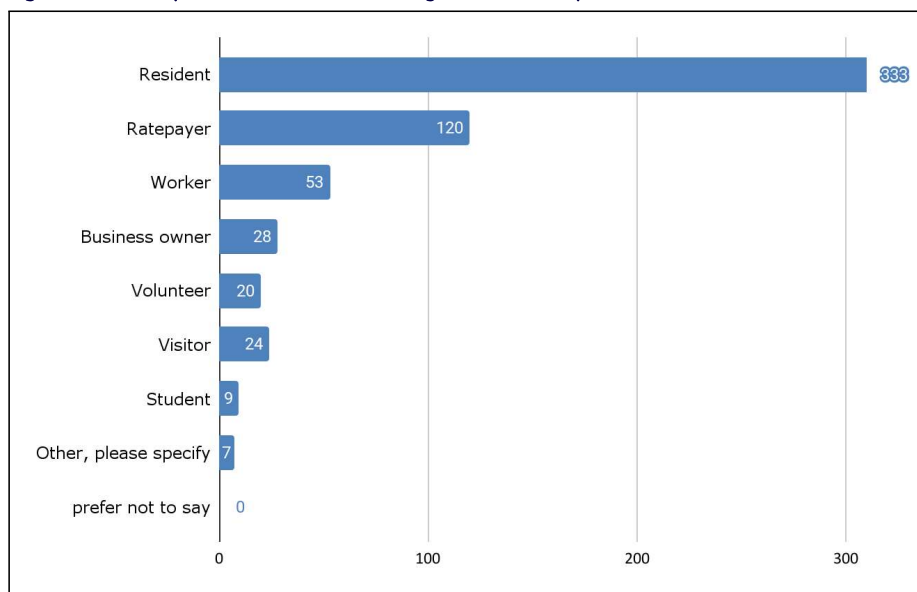


The 'other' responses included: Ballarat; Richmond; Bentleigh; Caulfield North (2); Brighton East (2); Hawksburn; Yarraville; Beaumaris; Caulfield South; Essendon; Elsternwick; South Yarra; Hampton; North Melbourne; Footscray; Altona; Highett and 'past resident' and 'other'.

4.4 Connection to City of Port Phillip

Survey and pop-up participants were asked *Which of the following describes your connection to the City of Port Phillip?* Participants could select multiple responses with 333 (56%) indicating they are residents; 120 (20%) ratepayers, 53 (9%) workers, 28 (5%) business owners, 24 (4%) visitors, 24 (4%) volunteers and 9 (2%) students. There were no responses for 'prefer not to say'. There were 7 'other' responses which included: landlord (1), musician/performer (3), past resident (3).

Figure 5: Participants connection to City of Port Phillip



5. Interest and experience of live music in St Kilda

This section of the report focuses on feedback from residents and visitors to the City of Port Phillip surrounding their use and experience of live music in St Kilda.

Participants were provided a map of the proposed music precinct area and asked whether they lived within the music precinct. Of the 291 participants to this question, 42% (N=123) lived within the proposed music precinct area and 58% (N=168) did not.

Residents were asked the open-ended question; *'What is your experience living near St Kilda music venues?'* There was a total of 114 responses to this question, from which a number of themes emerged. Many comments contained multiple themes and have been coded accordingly. Table 5 displays each theme, a description, the number of mentions and example verbatim quotes.

Table 5: Residents' experience of living near music venues

Theme	Description	Verbatim Quote
General positive comments & support for live music in St Kilda (79 mentions)	Participants celebrating living nearby to music venues because of the convenient accessibility to gigs and vibrant atmosphere. Comments describing live music as essential to St Kilda's character, culture and heritage. Comments expressing noise levels are not an issue or that noise was worth it for the cultural aspect.	<i>"Love walking to gigs. And go more often because I can walk to the venue."</i> <i>"Wonderful. To have live music so nearby, but never hear it while in my home, is fabulous."</i>
Opposition to music venues near residences (22 mentions)	Participants expressed the negative impacts of living nearby to music venues including: noise from events (indoor and outdoor) and revellers leaving venues. Comments expressing dissatisfaction with Council support, response to complaints or enforcement and governance of curfews or decibel limits.	<i>"stress, anger, irritability, on edge and tired".</i> <i>"Council MUST enforce noise complaints during the development phase and enforce ALL venues (existing and new) to fully control noise pollution within the venues boundary"</i>
Improvements needed to support live music in St Kilda (17 mentions)	Comments celebrating the scene but suggesting further improvements or comments, lamenting the decline of live music, suggesting intervention is needed. Suggestions include: more venues, events or	<i>"Great but council has done nothing to help this situation. Palace burnt down and never replaced"</i> <i>"These venues feel very quiet. I</i>

	shows; increased arts funding; opportunities for local acts; accessible and affordable gigs for diverse audiences.	<i>would like to see more activity around live music in St Kilda”.</i>
Area specific comments (17 mentions)	Comments related to a specific venue, street or event.	<i>“Riva dance parties at St Kilda Marina are way too loud and not suited to the area.”</i> <i>“the limited time residents get to use Catani Gardens during the summer months and would like to see a calendar provided”</i>
Managing patrons and creating safe streets (13 mentions)	Comments suggesting music venues impact behaviour on streets and in neighbourhoods for example; rubbish, drinking and drug use, vandalism and impacts on safety.	<i>“People not respecting residents on departure. Rubbish/bottles discarded in front yard. Urination”</i>
Disruption to mobility (10 mentions)	Comments surrounding big events or gigs limiting resident access, parking, public transport use or crowds creating congestion on footpaths and bike lanes.	<i>“Often we are caught completely unaware of an activity that greatly impacts on our ability to move on the day in question”.</i>
Other (6 mentions)	Mixed responses; comparing different venues, comparing day and night events, complaints about ad hoc events at the beach.	<i>“drumming circle” near Catani arch . They drum incredibly loudly often using amplifiers and keep going from 6/7pm until 2/3 am the following morning unless disbanded by police”.</i>

When asked whether they attended live music events in St Kilda, there were 281 (88%) residents and visitors that responded ‘yes’ and 38 (12%) that responded ‘no’. Residents and visitors who attended live music events were then asked the open-ended question; *‘What’s your experience attending live music in St Kilda?’* There were 245 respondents to this question and comments allocated to emerging themes displayed in Table 6 below.

It is worth noting that, in this question, participants interpreted the meaning of ‘experience’ differently. Some participants reflected on the quality of their experience of music in St Kilda, whereas others listed their live music experiences for example; how long they had been watching live music, a particular venue, festival, or band. The latter group has been coded under ‘Specific Area Mentioned’ or ‘Other’

Table 6: Resident and visitor experiences of live music in St Kilda

Theme	Description	Verbatim Quote
Positive experiences (105 mentions)	General comments celebrating great music experiences, well organised events, and positive experiences with audiences.	<i>"I've always really enjoyed it. Especially the summer music festivals."</i>
Specific area/ event mentioned (78 mentions)	Comments listing particular venues or events participants have attended.	<i>"I prefer small intimate up-close venues like Claypots and Johnny's."</i>
Music in St Kilda needs further investment and support (59 mentions)	Comments suggesting supports to improve the music scene in St Kilda e.g. increasing venues, diversity, gigs and promotion; engaging younger audiences; disability access, supporting local artists; recovering post Covid.	<i>"I would love to see that the venue managers become aware...of Auslan Interpreting requests made from the music loving Deaf Community members"</i>
Cultural and Community asset (25 comments)	Comments specifically celebrating the contribution of music to neighbourhood culture, heritage, the local economy, and community connectedness.	<i>"I love that it brings life and into the community and helps the local economy".</i>
Diversity of music (23 comments)	Comments specifically celebrating the variety or diverse offerings of venues, genres, pricing and crowds.	<i>"I love the variety of venues, variety of music genres, grassroots vs well known, free vs paid. So much to choose from and a great support for our musicians."</i>
Other (15 mentions)	Participants providing their experiences without qualifying them i.e. 'many gigs', comments surrounding the survey questions, general comments with the sentiment of 'it depends on the event'.	<i>"Varied, good... very broad question!?"</i> <i>"thousands of gigs over 45 years"</i>
Accessibility (14 comments)	Comments specifically mentioning easy access to venues; walkability and public transport.	<i>"The availability of trams and buses also makes these visits a lot more accessible than music events in other cities."</i>
Stronger planning and governance is needed (14 mentions)	Comments suggesting sound proofing, noise control, curfews, programming to encourage particular audiences, traffic or crowd management and investment in better quality venues.	<i>"OK within properly set up venues that have invested in appropriate settings."</i>
Safety (9 mentions)	Comments that specifically mention safety: with a particular reference to womens' or gender diverse peoples' safety, safe and well managed venues or events (3) or unsafe venues or events creating risks (6).	<i>"There is a lot of drink spiking that occurs and violence resulting in police response"</i>

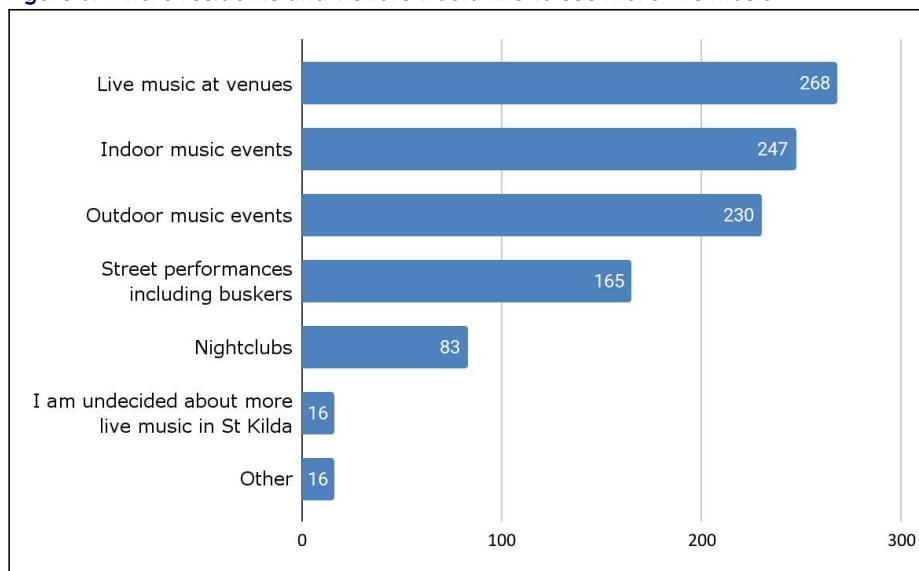
6. Support for live music in St Kilda

This section of the report focuses on building a live music culture and the supports needed for this in St Kilda. Questions for this section were tailored to specific user groups to understand different expertise and sentiments from the broader community, live music workers, venues and business as well as musicians and performers. The findings will be reported by group.

6.1 Residents and Visitors

Residents and visitors were asked the question; ‘Where would you like to see more live music in St Kilda?’. Participants were able to select multiple responses from a set list of options. Overall, the most selected option was ‘live music at venues’ (268 selections, 26%) followed by ‘indoor music events’ (247 selections, 24%) and ‘outdoor music events’ (230 selections, 22%).

Figure 6: Where residents and visitors would like to see more live music

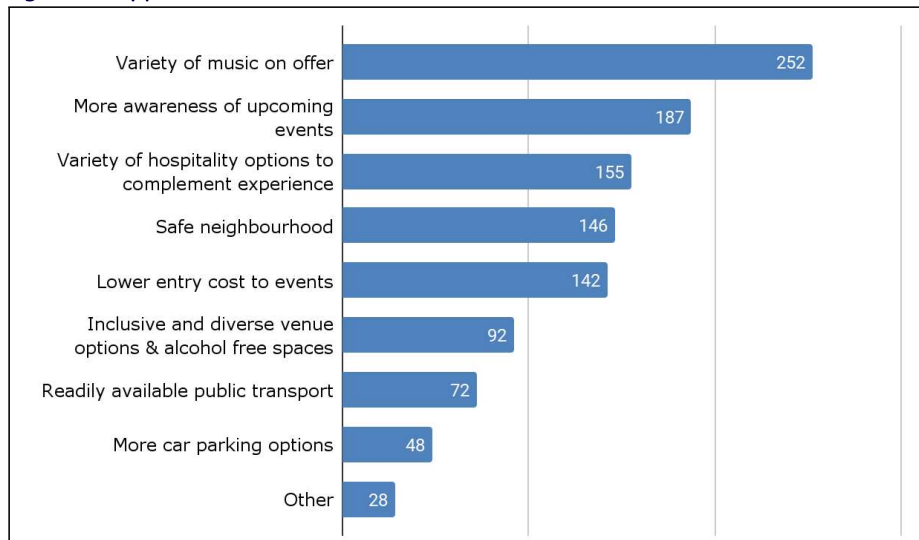


* % are calculated using the denominator of total number of responses.

Of the 16 ‘other’ comments provided, participants suggested; pubs, community run events or spaces, free events, buskers, theatre and film events or expressed opposition to outdoor events, more live music, loud or amplified music (8 comments).

When asked, *'What would encourage you to attend more live music in St Kilda?'* participants were able to select multiple responses from a set list. Overall, the most popular option was 'variety of music on offer' (252 selections, 22%) followed by; 'more awareness of upcoming events' (187 selections, 17%) and a 'variety of hospitality options to complement the experience' (155 selections, 14%).

Figure 7: Supports for residents and visitors to attend live music



Of the 'other' comments for this question, participants made the following suggestions: Indigenous music programming, more venues, larger acts, better quality and more diverse music programming, a focus on women's safety at events, communications with locals about upcoming events, accessibility, more indoor events, larger venues, events that engage with views and the beach, outdoor/covid safe events, events that do not impact residents.

Participants were then asked whether they attend live music events outside of St Kilda. There were a total of 320 respondents to this question with 270 (84%) selecting 'yes' and 50 (16%) selecting 'no'. Participants who selected 'yes' were asked the open-ended question; 'Why do you visit these places instead of St Kilda for live music?'. There were a total of 252 responses to this question from which a number of themes emerged. Table 7 shows the common themes with descriptions and verbatim quotes.

Table 7: Reasons residents and visitors travelled outside St Kilda for live music

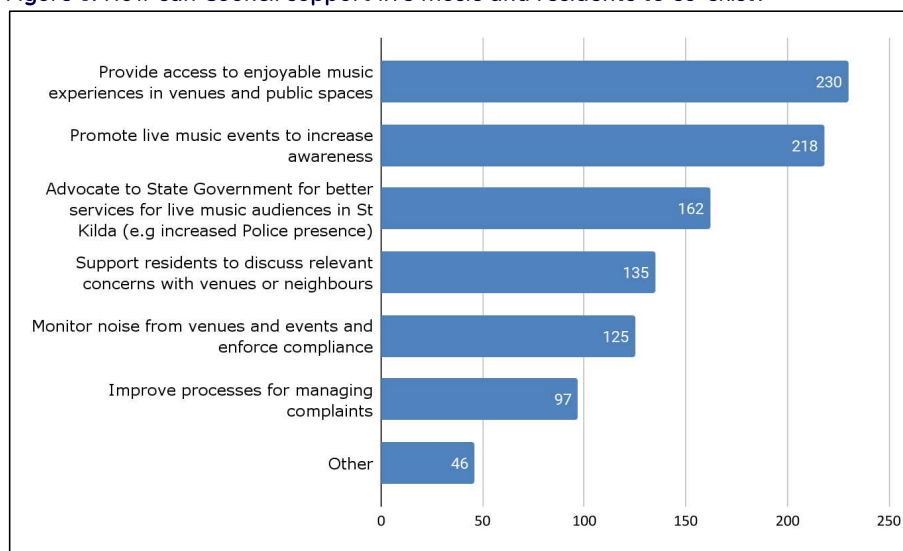
Theme	Description	Verbatim Quote
Programming or artist playing (126 mentions)	Participants travelled elsewhere to see particular artists, events or programming that was not available in St Kilda. Suggestions St Kilda venues diversify their programming to encourage particular acts.	<i>"My decision to attend a music event, regardless of area, is usually based on the artist performing".</i>
Specific areas mentioned (61 mentions)	Participants who shared the other areas they like to attend music events. The most mentioned suburbs were: Melbourne CBD, Brunswick, Fitzroy, Carlton, Northcote, Richmond, Balaclava and regional areas. The majority of these participants expressed a sentiment that Northern suburbs provided a more vibrant music scene.	<i>"the most vibrant area of Melbourne when it comes to live music is definitely the north...The most interesting and popular local and domestic small-to-medium sized acts tend to perform in these areas, rather than in St Kilda."</i>
More variety of music elsewhere (50 mentions)	Comments that specifically noted that other areas had more events and a wider variety of music and events to choose from.	<i>"There isn't a lot of variety for bars and live music venues in st kilda"</i>
Better venues elsewhere (50 mentions)	Comments suggesting other areas had better designed venues, more diverse venue types, larger venues for big acts, more accessible venues or venues with higher quality sound, stages and lighting.	<i>"Large venues for high profile local and international touring music are not located in St Kilda."</i>
Better music culture and community elsewhere (34 mentions)	Specific comments related to aspects of live music culture in particular areas, for example: governance that promotes live music, more advertising and communications, affordable events, street life, diverse audiences, music scenes, welcoming communities and safety.	<i>"I think other precincts such as chapel st are more accommodating for nightlife venues and pander less to residential developers and people who make noise complaints"</i> <i>"There is a lot more LGBTQIA+ safe venues and spaces and live music nights in the city and in the north"</i>
Other (20 mentions)	Mixed responses including: catching up with friends, better transport routes, parking,	<i>"Easier access via public transport, outdoor events, more"</i>

	convenience or going elsewhere for a change.	<i>shows on there”</i>
Density of venues and other amenities (13 mentions)	Participants who travelled elsewhere to visit multiple venues in a night, restaurants, bars and other opportunities for socialising.	<i>“Much more vibrant activity than StKilda. Many late night options. Also the city has cooler venues, more edgy, louder music, outdoor rooftop bars.”</i>
Stay in St Kilda (7 mentions)	Participants who travelled for gigs or performances but prefer to watch music locally.	<i>“If there are big gigs in the city, then I’ll go to them - but generally stay in St Kilda”</i>

Participants were asked the question; ‘What types of music would you like to see more of?’. Participants were able to select multiple responses from a set list of options. There were a total of 22 responses to this question. The most popular type of music was ‘Gigs – solo and groups of varying genres e.g pop, rock etc’ with 10 selections (45%), followed by ‘Music Festivals’ and ‘Classical Music’ with five selections, 23% each and ‘DJs including EDM and hip hop’ with one selection, 5%. One participant selected ‘other’, with the suggestion of ‘more jazz’.

Residents, visitors and pop up participants were asked the question; ‘How can Council best support the live music and residents to co-exist?’. Participants were able to select their top 3 options from the list provided. The most selected response was ‘provide access to enjoyable music experiences in venues and public spaces’ (230 selections, 23%) followed by; ‘promote live music events to increase awareness’ (218 selections, 22%) and ‘advocate to State Government for better services for live music audiences in St Kilda, for example policing’ (162 selections, 16%).

Figure 8: How can Council support live music and residents to co-exist?



Of the ‘other’ responses (46 selections, 5%), participants suggested: planning and policy to support live music venues in the context of high density development, soundproofing and modification initiatives, education surrounding St Kildas’ live music scene to inform new home buyers, creating better transport links, support compliance for noise restrictions and respond to complaints, managing crowds leaving venues, creating safe venues and streets and additional comments suggesting this is not the role of Council.

Residents, visitors and pop-up participants were asked the open-ended question; *How else can Council support live music and residents to co-exist?* There were a total of 216 respondents to this question in which a number of themes emerged. Table 8 displays each theme, a description and verbatim quotes from participants.

Table 8: Further ways Council can support residents and live music to co-exist

Theme	Description	Verbatim Quote
Support live music for it’s cultural, community and heritage value (41 mentions)	General comments surrounding St Kilda’s music heritage and the sociocultural value of live music, with a sentiment to encourage education and promotion of this asset.	<i>“Make it clear that a vibrant supported live music industry is a top priority for the City of Port Phillip”</i>
Direct support for venues (35 mentions)	Suggestions for Council to provide direct support to venues in the form of: financial support, reducing red tape, simplifying permit processes, soundproofing and modification for existing venues, sound monitoring equipment, design and infrastructure for new venues.	<i>“Council could help subsidise existing operators to sound-proof their venues .”</i>
Create and enforce policy to support residents (33 mentions)	Comments that suggested stricter noise controls and monitoring, strengthened complaints processes and response, enforcement of rules and curfews and support for venue compliance. Suggestions to involve community members in forming policy.	<i>“Support venues and residents when complaints are made to allow them to be informed of the rules and regulations and then ensure they are enforced!”</i>
Advocacy for venues (28 mentions)	Suggestions for Council to advocate for venues with complainants and to State Government.	<i>“Take on board/listen to complaints but then Investigate - is it really loud or are they being unreasonable? Consult widely, what do the police say? Local businesses, neighbours”</i>
Expanding St Kildas’ live music offerings (31 mentions)	Suggestions include: increased arts funding and initiatives to promote growth and diversity of live music; advocating for local performers; providing rehearsal spaces and upskilling; more venues, gigs, programming; later run times for shows; more diversity in music programming; accessibility; more Council-run events and festivals	<i>“Set up live music precincts to allow later trading and music hubs.”</i> <i>“Facilitate street performers, support festivals like the Blues Festival e.g. multi-venue free music.”</i>

Urban planning to support live music (24 mentions)	Suggestions to update planning and building codes to support live music in St Kilda for example; stricter zoning requirements, less high density development near music venues, update heritage overlays to allow for soundproofing or other modifications, new build requirements for soundproofing.	<p><i>“Stop approving high density developments near the music precinct”</i></p> <p><i>“Allow residents to install aluminium framed double glazed windows even in heritage listed buildings. Mandate double glazing on all new developments”</i></p>
Programming events to support residents (20 mentions)	Suggestions for programming of events to reduce impacts on residents i.e: frequency, dates and times, the types of events and crowds attracted. Promote more daytime, alcohol-free, indoor, family-friendly events.	<i>“The noise from the ‘dance’ concerts is worst and prefer these events be reduced or at least not occur as often.”</i>
Communications and notice (11 mentions)	Comments that suggested communications or schedules surrounding gigs, road closures, big events or events in public spaces so that residents have time to plan and prepare.	<i>“a text/sms mass alerting service a few days prior to any (outdoor) activity”</i>
Safety to support enjoyable experiences (12 mentions)	Comments specifically suggesting safety measures to support enjoyable live music experiences i.e: support for women, safe streets, maintenance and cleaning of public spaces, discouraging antisocial behaviour, discussions around the benefits (4) and challenges (1) of increased police presence.	<p><i>“policing is the most important - balanced but visible”</i></p> <p><i>“Start with drink spiking.”</i></p>
Advertising (12 comments)	Comments suggested communication and promotion of live music.	<i>“Improved advertising and venue information”</i>
Discounted gigs for residents (10 mentions)	Suggestions to subsidise tickets for local residents or provide access to residents first	<i>“Events for Locals - Local informed of events so we can potentially buy tickets “</i>
Parking, traffic management and mobility (10 mentions)	Suggestions for increased parking, traffic management, more public transport links, free public transport to encourage patrons, minimise disruptions, support safe streets and movement of crowds.	<i>“Better timed Public transport to encourage visitors to St Kilda”</i>
Strengthen venue permit system (7 mentions)	Participants suggested stricter controls for music venue permits to support residents.	<i>“Actually, give a damn about local residents. Do not hand out permits without consultation with locals to see how they are impacted”</i>
Other (28 mentions)	Mixed responses: ‘Nothing’ (9), general comments that support live music, related to specific gigs, closing music venues, related to the cost to residents.	<i>“It can’t. This is now a residential area. Close down all live music venues.”</i>

6.2 Live music venue workers, promoters and music business

The section focuses on the perspectives of those who work in the live music industry including; venue owners, staff, music technicians, promoters and other related businesses. There were a total of 26 survey participants who self-identified as either someone who works at a live music venue or someone who promotes live music or events.

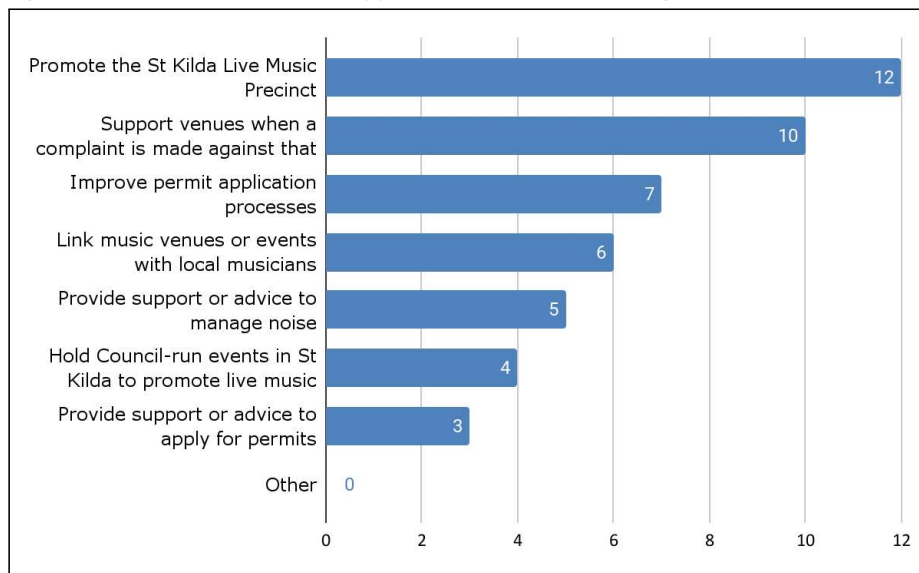
Participants were asked the question; *'Have you ever applied for a permit to host live music?'* There were a total of 18 respondents with six (33%) selecting 'yes' and 12 (67%) selecting 'no'. Respondents who had applied for a permit to host live music were asked the open-ended question; *'How was your experience with the permit process and how could it be improved?'* There were a total of five responses to this question. Participants suggested:

- The process is difficult to navigate and red tape heavy (2)
- The process is designed for large organisations over individuals, independent businesses or volunteers (2)
- CoPP were helpful and supportive (1)
- CoPP were unresponsive and unhelpful (1)
- Comment explaining their venue does not need a permit under their license (1)

All participants who selected they worked in live music venues and promotion were asked *'Would you consider hosting live music at your venue if the process was easier to obtain a permit?'* There were a total of 17 respondents to this question with ten selecting 'yes' (59%), four selecting 'no' (24%) and three selecting 'unsure' (18%).

Participants were asked the question; *'How can Council best support the live music industry in St Kilda?'* Participants were able to select their top three options. Results are displayed in Figure 9 below, with the most popular being 'promote the St Kilda Live Music Precinct' with 12 selections 26%, followed by 'Support venues when a complaint is made against them' ten selections, 21% and 'Improve permit application processes' seven selections 15%.

Figure 9: How can Council best support the live music industry in St Kilda



Participants were then asked if there was anything else Council could do to support the live music industry. There were a total of nine responses. Participants suggested:

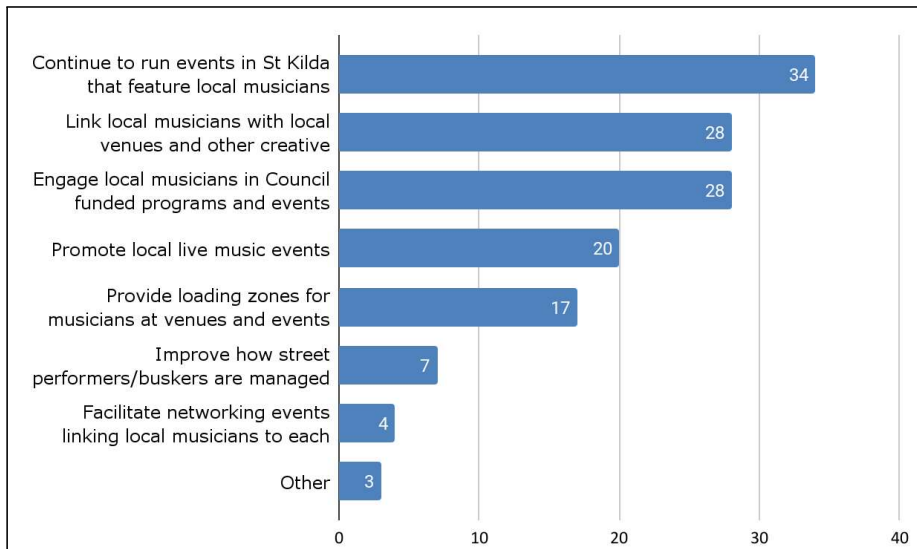
- Financial support and incentives for music venues
- Practical support for venues offering live music: booking special acts, security, fencing
- Provide opportunities in Council owned buildings with PA systems
- Supporting nightlife, through revising noise restrictions and compliance requirements
- Education for residents about the value of live music and regular communications about venue operations and times
- Support for music venues and the music precinct over complainants
- Developing St Kilda Triangle into a music hub

6.3 Live music artists and performers

This section was completed by those who self-identified as artists or performers. There were a total of 47 survey respondents to this section.

Participants were asked the question: ‘How can Council best support the live music industry in St Kilda?’. Participants were able to select their top three options. Results are displayed in Figure 10, with the most popular being ‘Continue to run events in St Kilda that feature local musicians’ with 34 selections 25%, followed by ‘Link local musicians with local venues and other creative industries’, and ‘Engage local musicians in Council funded programs and events’ with 28 selections 20% each.

Figure 10: How can Council best support the live music industry in St Kilda



The three respondents who selected ‘other’ suggested: ‘support for venues with soundproofing’, ‘make the area more family-friendly’, ‘consideration for musicians who travel to St Kilda to perform’.

Participants were asked the open-ended question: ‘How else can Council support the live music industry in St Kilda?’. There were a total of 17 responses to this question, including:

- Provide more infrastructure; spaces to play, load in/out, parking, rehearsal (6)
- Host more Council-run events that preference local acts (3)
- Incentivise musicians and audiences to come to St Kilda; how to travel guides, financial incentives, promotion (3)
- Financial support (2)
- Advocate to venues to host more events (2)
- Support for venues and advocacy for fair pay for musicians (1)
- Diverse programming (1)
- Later running times (1)

7. Support for proposed policy principles

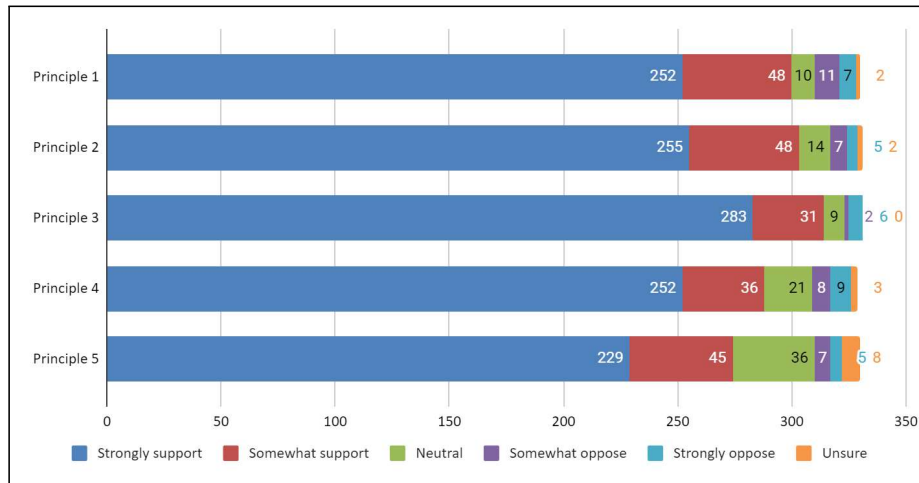
All survey respondents were presented with five principles and asked to indicate their level of support for each principle.

- **Principle 1:** Protecting and encouraging live music whilst supporting community needs.
- **Principle 2:** Supporting community and live music industry to co-exist
- **Principle 3:** Ensuring new buildings consider and plan for existing live music venues (e.g. sound proofing)
- **Principle 4:** Advocating to State Government to support the St Kilda live music precinct
- **Principle 5:** Mapping live music venues to support the industry

Overall, the level of support across all of the proposed principles was relatively high (83% - 94%). Figure 11 (below) demonstrated the level of support for each individual proposed principle. The levels of support received, in order highest to lowest:

- Principle 3- 94% of respondents strongly or somewhat supported the principle (N=314)
- Principle 2- 92% of respondents strongly or somewhat supported the principle (N=303)
- Principle 1- 91% of respondents strongly or somewhat supported the principle (N=300)
- Principle 4- 88% of respondents strongly or somewhat supported the principle (N=288)
- Principle 5- 84% of respondents strongly or somewhat supported the principle (N=274).

Figure 11: Level of support for each proposed Policy principle



Respondents were further asked, 'If you somewhat oppose or strongly oppose any of the principles above, please state the principle number/s and why'. There were a total of 54 responses received, which have been summarised in Table 9 below. Some comments addressed several principles and have been recorded across each.

It should be noted that the majority of comments are general reflections which did not list the related principles. These responses have been related to principles by the researcher.

Table 9: Reasons for opposition to specific principles

Principle	No. mentions	Summary of comments
Principle 1: Protecting and encouraging live music whilst supporting community needs.	21	<ul style="list-style-type: none"> Principle is too broad- needs clarity around community Suggestion that St Kilda live music caters to the broader community beyond residents. Prioritise resident needs above the live music. The sentiment that Council allows live music to take precedent over residents. Support live music
Principle 2: Supporting community and live music industry to co-exist	15	Support music culture over resident complainants. It is important for all members of the community to co-exist
Principle 3: Ensuring new buildings consider and plan for existing live music venues (e.g. sound proofing)	9	<ul style="list-style-type: none"> Consideration that most music venues are in old buildings without this facility. New builds should be encouraged to respond to their environment- should already be happening Question on where the precinct will be, suggestion to invest in renovating existing venues, Planning schemes and new builds to support live music
Principle 4: Advocating to State Government to support the St Kilda live music precinct	5	<ul style="list-style-type: none"> Any support from the State Government would come with a cost and probably further restrict residents and community rights. Safety concerns: policing, CCTV, harm minimisation and enforcement. Requests for less police intervention.
Principle 5: Mapping live music venues to support the industry	6	Participants uncertain or seeking clarification on what 'mapping' means.
Other	8	<ul style="list-style-type: none"> Sentiment that this is not the role of Council Noise complaints surrounding roads and traffic General comments on the engagement process or draft plan as confusing or unsatisfactory.
Specific area mentioned	5	Complaints or query related to a venue, gig or local area. Opposition to live music in: Catani Gardens, Acland St, Blessington St, Havelock St Comment on soundproofing Hotel Esplanade, Dogs Bar, Lona Restaurant.

8. Next Steps

Ongoing engagement on the Music Precinct Policy has already created significant interest and aspirations for those who have participated.

Keeping people updated

Issue a statement and update the Council project page thanking participants for participating in the project and for sharing their ideas. As Council moves into the next phase of the project it is important to keep the wider community updated about the progress of this project.

Share the data

Consider ways Council can share this data such as creating a snapshot of the engagement data, to bring the data to life with infographics to help participants digest the information in an easy form.

Adherence to the Local Government Act 2020

Keeping participants informed in engagement and the project is called 'closing the loop' - the information loop is currently open. Participants have shared their ideas and their feedback through the engagement process and are waiting to see what happens next.

A new requirement of the Act requires councils to share the information that has been collected and inform the community as to how this will shape thinking.