



ORDINARY MEETING OF COUNCIL 5 FEBRUARY 2020

13.1 DRAFT LIVE MUSIC ACTION PLAN

EXECUTIVE MEMBER: TONY KEENAN, GENERAL MANAGER, COMMUNITY AND ECONOMIC DEVELOPMENT

PREPARED BY: ADELE DENISON, COORDINATOR FESTIVALS

1. PURPOSE

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

2. EXECUTIVE SUMMARY

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

3. RECOMMENDATION

That Council:

- 3.1 Authorises the draft Live Music Action Plan to be released for a period of community consultation following the endorsement of the draft plan.
- 3.2 Delegates authority to the Chief Executive Officer to make amendments to the document to correct any minor drafting errors that do not materially alter the intent.
- 3.3 Notes that feedback from the consultation period will be presented alongside the final Live Music Action Plan in May 2020.



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4. KEY POINTS/ISSUES

Background

- 4.1 Live music has long played an important role in Port Phillip and St Kilda in particular, which is arguably Australia's most famous music suburb.
- 4.2 Live Music makes a significant contribution to the local economy, enhances the cultural richness of a community and builds distinctive places and precincts.
- 4.3 With the unprecedented growth and changes in Port Phillip the cultural ecosystem is shifting and this is impacting Live Music within the municipality.
- 4.4 There is currently no plan in place with regards to Live Music within the municipality. This includes a plan to establish a balance between supporting live music whilst protecting residential amenity. Without a credible plan in place, it is possible that live music will struggle to maintain a foothold within our local creative industries.
- 4.5 In 2018 Council adopted the four year Creative and Prosperous City Strategy (CPC), which is also known as the Art and Soul Strategy. This strategy outlines the cultural change and collaborative actions required across a range of Council services to create a thriving social, cultural and economic future for the City of Port Phillip. A CPC outcome was to 'Promote and celebrate community participation in art, music, culture heritage and festivals and Action 22 was to:
- "Develop and deliver a Live Music Action Plan, working closely with musicians, venues, events and audiences of all ages and backgrounds, to better support, facilitate, regulate and grow a dynamic live music scene, including consideration of Live N Local."*
- 4.6 A municipality wide Live Music Action Plan will provide a long-term framework to guide the future of live music in the City of Port Phillip. It will:
- Reflect the community's views on Live Music
 - Inform Council's ongoing planning and investment
 - Establish a framework and policy base across the organisation for approaching live music
 - Define how council will support the future of local live music
 - Integrate with and support the delivery of other core strategies and projects: Art & Soul / Events Strategy / St Kilda Festival Operational Plan / Council's flagship events including the St Kilda Festival, Yaluk'ut Weelam Ngarree and the St Kilda Film Festival

Live Music Action Plan

- 4.7 Initially the LMAP was being written by a consultant from the live music industry. A decision was made that the LMAP needed to include other forms of live music and a broader scope, and therefore this document has been used as a reference to create the current version of the document
- 4.8 The draft LMAP is based on the objectives of the Art & Soul Strategy and the key themes are as follows:



A City of Dynamic and Distinctive Places and Precincts

- Seek opportunities for live music within our priority precincts

A Prosperous City that Connects and Grows Business

- Break down barriers for musicians wanting to perform in Port Phillip and maximise opportunities for musicians, businesses and audiences to connect
- Welcome live music events and venues in a densely occupied municipality
- Maintain role as a regulator while also encouraging maximum live music opportunities
- Stand out as a city of music festivals, welcoming the events and their audiences while ensuring compatibility with our communities

Arts, Culture and Creative Expression of Everyday Life

- Increase accessibility to live music and performance, including those events and gigs on public space and in private venues
- Reverse the view held by some, of Council as an inhibitor of live music, building trust by improving our transparency and clear communications
- Ensure access and music-focused services for young people
- Equip musicians with the tools to create, perform and prosper
- Build a diversity of music events that cater to a range of genres, cultures and audiences
- Encourage more music within public space, aligned with our Public Space Strategy
- Acknowledge and celebrate our cultural heritage of live music

5. CONSULTATION AND STAKEHOLDERS

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

6. LEGAL AND RISK IMPLICATIONS

- 6.1 There are regulatory and local law requirements with regards to some aspects of live music, in particular noise levels and planning compliance. These will need to be considered when recommending future actions.



- 6.2 If a reasonable accommodation between amenity and live music cannot be determined, the live music scene across the municipality will continue to be impacted and potentially shrink.

7. FINANCIAL IMPACT

- 7.1 Many of the actions in the Live Music Action Plan can be delivered through existing programs or expenditure, however there are new budget requirements in order to deliver the full scope of the Plan.
- 7.2 Some budget has been allocated for this project already via the Art & Soul Strategy implementation.

8. ENVIRONMENTAL IMPACT

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

9. COMMUNITY IMPACT

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

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

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

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Subject to Council approval the community consultation and engagement period will commence following the endorsement of the draft plan
- 11.1.2 Following the consultation period the Live Music Action Plan will be finalised and presented to Council for endorsement in May 2020
- 11.1.3 Delivery of the Live Music Action Plan will subsequently commence, with a timeline for each action included in the Plan

11.2 COMMUNICATION

- 11.2.1 Opportunities to participate in the public consultation period will be communicated to the community via:



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- Council communications channels including Divercity and website
- Social media from City of Port Phillip and St Kilda Festival
- Communications opportunities at our summer events including Yaluk'ut Weelam Ngargee and St Kilda Festival

12. OFFICER DIRECT OR INDIRECT INTEREST

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

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ATTACHMENTS 1. Draft Live Music Action Plan 2020.2024