



13.1 **LIVE MUSIC ACTION PLAN**

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1. PURPOSE

1.1 To present the results from the consultation undertaken on the draft Live Music Action Plan and present the amended Live Music Action Plan for adoption.

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 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 It also addresses the profound impact that COVID-19 restrictions have had on local live music, and outlines steps to support and hasten recovery.

2.5 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.

2.6 The Live Music Action Plan also considers the steps and tools needed to create performance for venues, musicians and audiences – such as planning, rehearsing, funding, networking, and finding out what gigs are on where and when.

2.7 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
- Arts, culture and creative expression of everyday life.

2.8 The Plan has a particular focus on bridging the gap between venues and residents and establishing ways to ensure the future of live music is protected within the City via the development of Live Music Precincts that would incorporate a specific set of controls.



3. RECOMMENDATION

That Council:

- 3.1 Notes the feedback from the consultation on the draft Live Music Action Plan, thanks those members of the community who provided this feedback and notes the subsequent amendments made to the Plan.
- 3.2 Adopts the Live Music Action Plan 2021 – 2024 and authorises the CEO to make minor editorial changes to finalise the Plan that do not materially alter the strategic intent of the document.

4. KEY POINTS/ISSUES

- 4.1 The consultation undertaken for the draft Live Music Action Plan resulted in 61 survey responses with a further 98 pieces of feedback received through the Neighbourhood Engagement program.
- 4.2 The Plan received overall support, with 65% of respondents either supportive or very supportive of the Plan. Support for each of the individual goals ranged from 67% - 81%. A total of 24% of respondents indicated a lack of support for the Plan.
- 4.3 Of those that did not support the plan, key factors included concerns about impact on noise and amenity from existing and future live music events and venues, concerns regarding budget required for implementation, and that live music support is not part of perceived core Council business.
- 4.4 More than 90% of respondents lived within the City of Port Phillip (34% St Kilda, 16% Port Melbourne and 11% South Melbourne). The largest categories of respondents were live music event attendees (50%) and residents who live near a live music venue (50%).
- 4.5 Of the actions in the Plan, Action Five received the most support from respondents (82% supportive), followed by Action Seven:
 - 4.5.1 Action 5: Increase accessibility to live music and performance, including those events and gigs on public space and in private venues
 - 4.5.2 Action 7: Ensure access and music-focused services for young people
- 4.6 Further qualitative and quantitative data from the consultation is contained in Attachment Two: Engagement Summary Report Draft Live Music Action Plan
- 4.7 A number of amendments have been made to the Plan in order to reflect points raised throughout the consultation, summarised as follows:

AMENDMENT:	IN RESPONSE TO:
Addition of specific support for musicians and live music industry practitioners within the section on music industry recovery	Concerns regarding the ongoing negative impact of pandemic restrictions on artists and the viability of the industry as a whole
Inclusion of support for live music events within Goal One, to be balanced with protection of amenity	Concerns regarding the ongoing negative impact of pandemic restrictions on artists, events and the viability of the industry as a whole



Inclusion of specific additional steps required for creation of music precincts added into Goal Three	Concerns regarding impact of the precincts, and to provide clarity and transparency around process
Inclusion of undertaking to continue to work with venues, event organisers and residents to address existing issues within the municipality	Concerns regarding existing residential concerns about noise, alongside focus on future-proofing
Inclusion of action regarding production of Council events, to be balanced with amenity, added into Goal Four	Concerns regarding the ongoing negative impact of pandemic restrictions on artists, events and the viability of the industry as a whole
Inclusion of consistent monitoring of impact on residential and business community from events added as an action to Goal Four	Concerns regarding noise impacts and wider amenity issues resulting from events held in public space
Inclusion of jazz and choirs to Goal Nine	Specific feedback on the lack of these in draft plan
Inclusion of welcoming and safe spaces commitment added to Goal Nine	Feedback supporting increasing diversity of events and audiences

4.8 A municipality wide Live Music Action Plan will provide a long-term framework to guide the future of live music in the City of Port Phillip. It will:

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

5. CONSULTATION AND STAKEHOLDERS

5.1 The draft Live Music Action Plan was originally derived in 2019-20, following development of a discussion paper and consultation with industry practitioners. Stakeholder consultation included artists, businesses and community members locally, as well as state and national advisory and regulatory bodies., as well as a public consultation period.

5.2 A public consultation period was held in 2020 regarding the draft Live Music Action Plan which sought further engagement and feedback from stakeholders and community members.



- 5.3 The restrictions from COVID-19 were implemented almost immediately after this period and before the Plan was adopted. Given the profound impact of these restrictions on the live music industry the plan was subsequently revised and presented again for public consultation in February 2021.
- 5.4 The 2021 consultation included engagement via Council's Have Your Say site from 5 Feb – 7 March 2021, featuring a survey hosted online and in hard copy.
- 5.5 Feedback was also captured via Council's Neighbourhood Engagement programs.
- 5.6 The consultation opportunity was promoted via Council's communication channels including Divercity, social media and e-newsletters.

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 throughout implementation of the Plan.

7. FINANCIAL IMPACT

- 7.1 Many of the actions in the Live Music Action Plan can be delivered through existing programs or expenditure.
- 7.2 There is \$130,000 proposed for allocation through the draft 2021/22 budget, which includes \$80,000 that was initially provided for 20/21 but later deferred due to COVID.

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 diverse interests and needs including the resolution of existing issues between music venues and neighbouring residents.

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 Delivery of the Live Music Action Plan will commence immediately following adoption of the Plan, with a timeline for each action included in the Plan and will be aligned with the 2021/22 Council Plan and budget process.

11.2 COMMUNICATION



MEETING OF THE PORT PHILLIP CITY COUNCIL 21 APRIL 2021

- Following adoption of the Plan, the decision will be communicated to direct stakeholders and via Council's social media channels
- Many actions contained within the Plan also necessitate further communications

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. Live Music Action Plan 2021 24 FINAL**
- 2. Live Music Action Plan Engagement Summary Report Final**