



ST KILDA JAZZ HERITAGE LAUNCH

WARD:

LAKE

GENERAL MANAGER:

CAROL JEFFS, COMMUNITY DEVELOPMENT

PREPARED BY:

**ADELE DENISON, COORDINATOR
FESTIVALS**

TRIM FILE NO:

76/01/333

ATTACHMENTS:

Nil

PURPOSE

To present Council with the option to allocate one of the Community Purpose Reservation Days at the Palais Theatre to the launch of the St Kilda Jazz Heritage project.

1. RECOMMENDATION

That Council:

- 1.1 Note that three of the eight available Community Purpose Reservation Days for the Palais Theatre have previously been approved by Council.
- 1.2 Note that a policy to guide the future allocation of Community Purpose Reservation Days for the Palais Theatre is under development.
- 1.3 Approve the allocation of one additional Community Purpose Reservation Day at the Palais Theatre to the launch event of the St Kilda Jazz Heritage project to be held in August 2017 as part of the City of Port Phillip Live N Local program.

2. BACKGROUND

- 2.1 As part of the lease agreement with Live Nation for the Palais Theatre, Council have the opportunity to book the Palais for eight days a year at a one-off charge of \$1 (including GST) plus the operating costs incurred by Live Nation, known as Community Purpose Reservation Days.
- 2.2 Bookings already made since the commencement of this lease agreement in March 2017 include the opening night of the St Kilda Film Festival, Sacred Heart Mission Dine With Heart event and Heart of St Kilda Concert.
- 2.3 Work is underway to develop a policy and procedure by which these Community Purpose Reservation Days can be allocated, with a draft policy to be presented to Council for consideration in the coming months.



- 2.4 In the interim, Council have the opportunity to allocate another of the Community Purpose Reservation Days to the launch event of the St Kilda Jazz Heritage Tour: a free and interactive smart phone app and website tool that explore the history of jazz in St Kilda, enabling the user to conduct their own self-guided tour. The launch would be held in the foyer of the Theatre, and feature a celebration with key project stakeholders before a public event with live performance would be held to celebrate the launch of the app and website.
- 2.5 The launch event would be part of the program for Live N Local 2017, and will feature a strong live music performance component to celebrate jazz in St Kilda alongside the product release.

3. KEY INFORMATION

- 3.1 Live N Local is an annual celebration of City of Port Phillip's live music culture and aims to support and develop produced projects, local music, local spaces, local people and locally produced music projects.
- 3.2 The Palais Theatre is a significant venue in the history of jazz music in St Kilda and is itself featured in the Heritage app. The Palais has hosted countless jazz events and concerts and has been a key space for jazz throughout the history of the venue with International artists such as Louis Armstrong, Herbie Hancock, Wayne Shorter and local acts such as The Red Onions and Graeme Bell performing there.
- 3.3 The St Kilda Jazz Heritage project aims to celebrate and help the community to uncover the history of jazz in the local area: accessible to the world, this digital heritage tour features an interactive map pin pointing key locations of St Kilda's jazz history from the 20s to today, providing a simple tool for users to self-navigate a walking tour or simply explore online. A click on the map's 'pins' reveals stories relating to each location, including background notes, historic photographs, and short video clips of key participants sharing insights to St Kilda's jazz heydays. The SKJHT enhances St Kilda's cultural capital and reputation as a music destination and provides a valuable, on-going tourism marketing tool.



FURTHER SUPPORTING INFORMATION

4. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 4.1 This opportunity aligns with the Council Plan’s direction “We thrive by harnessing creativity”, and specifically “a City where arts, culture and creative expression are part of everyday life”.
- 4.2 A key action in achieving this direction is promoting and celebrating community creativity and participation in art, music, culture, heritage and festivals. Working with the St Kilda Jazz Heritage launch is a strong opportunity to do meet this action.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 This opportunity has been identified in consultation with Kaye Blum, the creator of the St Kilda Jazz Heritage project.
- 5.2 Internal consultation has been undertaken within the Vibrant & Creative City and Asset Management & Property departments.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 No significant risk or legal implications have been identified as part of this Report.

7. SUSTAINABILITY – Triple Bottom Line

7.1 ENVIRONMENTAL IMPLICATIONS

- 7.1.1 There are no significant environmental implications arising from this Report.

7.2 SOCIAL & CULTURAL IMPLICATIONS

- 7.2.1 Support for the St Kilda Jazz Heritage launch is a key opportunity to support this important local project that recognises and celebrates the heritage of music in St Kilda.
- 7.2.2 Allocating and utilising the Community Purpose Reservation Days will foster increase community usage and connection with the Palais Theatre.

7.3 ECONOMIC IMPLICATIONS

- 7.3.1 Partnering and supporting events such as the St Kilda Jazz Heritage launch aligns with Council’s Events Strategy, which supports tourism, visitation and economic impact through events.

7.4 FINANCIAL IMPLICATIONS

- 7.4.1 The St Kilda Jazz Heritage project is funded by Creative Victoria, and funding for the launch event is contained within the Live N Local budget as part of its annual program.



8. IMPLEMENTATION STRATEGY

8.1 TIMELINE

8.1.1 The launch of the St Kilda Jazz Heritage project would be held on Tuesday 22 August 2017.

8.2 COMMUNICATION

8.2.1 The launch event will be promoted via the Live N Local printed program, website and digital campaign.

9. OFFICER DIRECT OR INDIRECT INTEREST

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