

# ADELAIDE: CITY OF MUSIC

LIVE MUSIC ACTION PLAN 2017-2020



CITY OF  
ADELAIDE



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015





## ACKNOWLEDGEMENT OF COUNTRY

City of Adelaide tampinhi, ngadlu Kurna yartangka panpapan-palyarninhi (inparrinhi). Kurna miyurna yaitya mathanya Wama Tarntanyaku.

Parnaku yaitya, parnaku tapa purruna, parnaku yarta ngadlu tampinhi. Yalaka Kurna miyurna itu yaitya, tapa purruna, yarta kuma puru martinhi, puru warri-apinhi, puru tangka martulayinhi.

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City of Adelaide acknowledges the traditional country of the Kurna people of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land.

We acknowledge that they are of continuing importance to the Kurna people living today.

## LORD MAYOR FOREWORD



The City of Adelaide has a diverse and rich music heritage which was internationally recognised in December 2015 when Adelaide was designated a City of Music by the UNESCO Creative Cities Network.

This recognition highlights Adelaide as a city of excellence for music making, education, community involvement and events. This is built on our world-class live music venues, artists, and the wider music industry.

Music is one of humanity's most powerful forms of expression, and creative industries are an important part of our cultural identity as well as our economy. We recognise the energy of live music in the City and we want to support its growth.

Through our Strategic Plan, Cultural Strategy and this Live Music Action Plan, the City of Adelaide is demonstrating its commitment to supporting a thriving local music industry.

In partnership with the State Government, industry, not-for-profit organisations and artists, the Live Music Action Plan will build a strong foundation for the evolution of local music creation in Adelaide.

Through this plan we will nurture and incubate our home grown talent and share our music stories with the world.

A handwritten signature in blue ink, which appears to read 'Martin Haese'. The signature is fluid and cursive.

Martin Haese  
Lord Mayor



## INTRODUCTION

Adelaide: A City of Music' celebrates our identity as a global music city and is intended to cement Adelaide's place as a world leading music city as recognised by its designation as a City of Music by the UNESCO Creative Cities Network. This three-year Action Plan for Live Music gives life to achieving the ten actions in the City of Adelaide Strategic Plan 2016-2020. They apply to the five shared aspirations central to the City of Adelaide Cultural Strategy 2017-2023. A range of deliverables describe how the City will partner with the local music industry, to showcase and enable Adelaide's music locally, nationally and internationally, as a proud UNESCO City of Music.

Adelaide's strong music history continues to evolve with a thriving musical community performing on the world stage and across City venues every day and night. We have an international reputation that encompasses all genres, from classical to jazz, blues, choral and the full range of contemporary rock, pop, electronica (to name a few). Adelaide City of Music is known for its collaboration, the creation of new musical expressions and as an incubator of new music traditions.

Music contributes an emotional layer to City spaces and places. Music in laneways, Park Lands, venues and newly discovered spaces enhances people's mood and connection to place. Music is primarily a cultural asset as well as an economic one. Adelaide's reputation as a Creative and Cultural City draws increasing numbers of tourists each year. Council will work in partnership to ensure that visitors can easily access an unforgettable music experience in our City on any night of the week.

This is the City of Adelaide's second Live Music Action Plan, and it sets out new, more open and dynamic ways to embrace and support music in our City. This Plan recognises that we must identify and work with the strengths we already have in our music City. These strengths include our diverse musical talent, our Aboriginal and Torres Strait Islander and multicultural heritage, our devoted music community, our events and festivals which showcase music, and our world leading music education centres.

The City of Adelaide will continue to strengthen partnerships with music makers, the music industry, events and festivals which showcase music, and the organisations that support music expression. This plan has been developed in alignment with the City of Adelaide Strategic Plan and Cultural Strategy and with community engagement through culture and live music forums and consultation.

On March 8, 2017, the City of Adelaide held its first Live Music Summit, to coincide with a visit by other global UNESCO Cities of Music. A panel of international, national and local experts discussed the role of music in sustainable city development, and workshops followed to provide greater detail on the role of Council. Summit participants represented State Government, the Adelaide music industry, the UNESCO Adelaide City of Music Directorate and Committee, international Cities of Music, City of Melbourne and the national Live Music Office. An independent report of the Live Music Summit can be found on the City of Adelaide website.

### **Four goals for live music planning emerged through consultation for inclusion in this Plan:**

1. The City of Adelaide is a leading global City of Music
2. The City of Adelaide is activated through music in our places and spaces
3. The City of Adelaide is a music friendly city that nurtures its robust and diverse music industry
4. The City of Adelaide is known for enthusiastic, knowledgeable and engaged music audiences

This Plan recognises the various roles Council plays in supporting and celebrating our City of Music status.

Council will work to promote and protect our live music venues and recognises the important role live music venues play in the fabric of community life. We aim to work with venues to assist them to be valued in their distinct neighbourhood. Council will commence a new program to encourage an open-house approach for venues to invite in new and existing local residents, through special events.

Council will continue to support world-class festivals and events and find new ways to support the new and experimental, and start up music businesses. We aim to promote confidence in music makers and the industry to take their event, festival and performance ideas to the next level. New musical experiences and ventures will be supported to navigate streamlined Council processes. We will continue to focus on audience development and will capitalise on technological solutions to promote all expressions of music and enable full participation by community members in music experiences. Council will seek to activate City Laneways and buildings as music venues, studios, rehearsal and performance spaces through regulatory reform and partnerships.

This Plan ensures that we protect, cherish and promote what we have and harness the energy of music enterprises to grow in a global context. New ideas, technologies and partnerships will achieve new and expanding music opportunities. The presence and accessibility to music experiences will fill the City, attracting visitors, developing new audiences, driving music tourism and growing the music economy.

City of Adelaide wants to work closely with the music industry and broader community to maximise the cultural vitality of the City. We welcome conversation. If you would like to connect with the Culture Team please email [culture@cityofadelaide.com.au](mailto:culture@cityofadelaide.com.au)



# Strategic Context

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This Live Music Action Plan aligns with the City of Adelaide 2016–2020 Strategic Plans vision to be a welcoming and dynamic city full of rich and diverse experiences. It is further informed by the Cultural Strategy 2017–2023 which delivers the creative imperative to be a multicultural City with a passion to create authentic and internationally renowned experiences.

## Principles

The City of Adelaide Strategic Plan principles are reflected in the delivery of the Live Music Action Plan:

- Iconic and celebrated
- Inclusive
- Diverse
- Resilient
- Affordable
- Distinct districts

### Strategic Plan Themes

### City of Adelaide Strategic Plan 2016–2020 Actions supporting Live Music

CREATIVE	Promote our UNESCO City of Music accreditation to attract more opportunities for new live music venues
	Partner with cultural institutions to increase visitations in the City and Park Lands
	Work with partners to improve the arrival experiences of tourists at Adelaide International Airport and other entry points to the City
	Work in partnership with key stakeholders to attract a winter music festival by June 2018
	Support businesses, community groups and individuals to grow their contribution to the creative, cultural and artistic life of the City
	Attract and support artists and cultural entrepreneurs to develop commercial opportunities
	Promote and showcase multiculturalism and Aboriginal culture and support local organisations to express this heritage
	Provide support to key festivals and organisations to assist them in offering events and activities that attract visitors to the City
SMART	Establish single-point-of-contact case managers to support established businesses to grow and attract sustainable businesses, investment and new corporate headquarters to the City
LIVEABLE	Increase participation by the broadest range of residents in the community life of their neighbourhood

# Role in Live Music

The City of Adelaide plays the following roles in Live Music:

## Leader

The only Australian UNESCO City of Music, the only South Australian council to have a Live Music Action Plan and play a leading role in regulatory reform nationwide

## Service Provider

Provides Acoustic Advisory Services, Business Information Services and a range of Event Facilitation Services

## Regulator

Operates Case Management for Live Music Venues to navigate planning, building and licensing regulations

## Advocate

Plays an active role in live music planning in the City and state, advocating for live music through our UNESCO City of Music status

## Facilitator

Provides funding and sponsorship for live music and facilitates growth in events

## Owner of Asset

Facilitates live music events in the Park Lands and City places and operates Town Hall music program and rehearsal space

The City of Adelaide also works closely with other levels of government:

The Australian Government supports live music through a range of initiatives including Sounds Australia and the Live Music Office, as well as through opportunities supported by the Australia Council for the Arts. The Live Music Office participated in Council's Live Music Summit in 2017.

The South Australian Government and the City of Adelaide work in partnership to support growth in the music industry in three main areas:

1. Celebrating UNESCO Adelaide: City of Music
2. Programs and Partnerships
3. Regulatory Reform

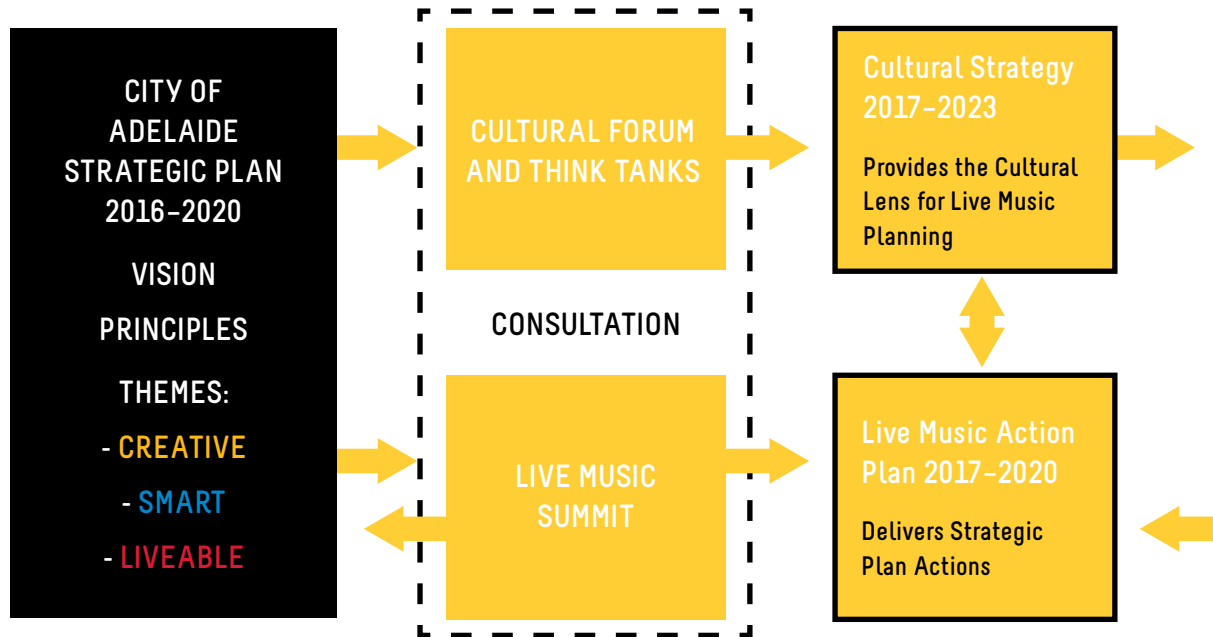
## Evaluation

This Action Plan has been developed and will be delivered through close working relationships with key music partners including members of the Music Industry Council, the State Government Music Development Office, Music SA and the UNESCO City of Music Directorate. The Live Music Action Plan will be reported on annually. The first progress report is due in July 2018 with the final review in 2020/2021.

The deliverables will be monitored, recorded and shared annually. Accompanying examples of activities and collaboration highlights will be provided with each update. Annual Live Music budgets and specific project bids associated with the Live Music Action Plan are included in annual Integrated Business Plans.

Cultural Indicators for the City of Adelaide and an associated measurement regime for cultural vitality will be developed as part of the Cultural Strategy. Measures related to the Live Music Action Plan will be included in this work.

# Live Music Planning Context



## SHARED CULTURAL ASPIRATIONS

1. Adelaide's **CULTURAL IDENTITY** is unique and our creative reputation is renowned
2. Adelaide's **CULTURAL ECONOMY** is robust, sustainable and easy to navigate
3. Adelaide has an engaged, collaborative, knowledgeable and **CONNECTED CULTURAL COMMUNITY**
4. Adelaide is recognised as a **CULTURAL INCUBATOR** where people, enterprises and audiences flourish
5. Adelaide is renowned for its authentic, vibrant and diverse **CULTURAL EXPERIENCES**



# GOAL 1

## THE CITY OF ADELAIDE IS A LEADING GLOBAL CITY OF MUSIC

### CONSULTATION FEEDBACK:

WHAT WILL YOU THANK COUNCIL FOR HAVING ACHIEVED?

'For marketing the 'bleep' out of local musicians and live music'

'For promoting local artists as key assets of the city'

DELIVERABLES	CULTURAL IDENTITY	CULTURAL ECONOMY	CULTURAL CONNECTION	CULTURAL INCUBATOR	CULTURAL EXPERIENCE
1.1 As a member of the Executive leadership promote and celebrate our status as a UNESCO City of Music					
1.1.1 Enable UNESCO City of Music signage across the City, for example through venues and events signage, poster paste-up walls, spaces on public transport, digital billboards and other visible spaces					
1.1.2 Promote Adelaide City of Music at tourist arrival points and visitor information resources	✓	✓	✓	✓	✓
1.1.3 Create opportunities for musicians to be ambassadors for UNESCO City of Music promotion and celebration, particularly Aboriginal and Torres Strait Islander artists					
1.1.4 Support, fund and sponsor UNESCO City of Music events and experiences					
1.2 Seek opportunities to encourage exchange of talent and knowledge and attract music events to the City through our Sister Cities program and by building partnering opportunities in South Australia, nationally and globally, such as presentation of the World Choir Games.	✓		✓		
1.3 Host musicians at Civic receptions and highlight UNESCO City of Music designation through visible branding in the Town Hall and in Council buildings	✓				✓

### Q AND A

#### Q: WHAT IS UNESCO CITY OF MUSIC?

A: UNESCO City of Music is an international accreditation by the UNESCO Creative Cities Network, which awards the title to Cities who demonstrate six variables: music heritage, excellent background in music-making, education, community involvement, regular high profile music events, and international music events. This recognition includes greater Adelaide and the regions of South Australia which we celebrate proudly as the Capital City. There are currently 19 UNESCO Cities of Music worldwide. <http://www.adelaidecityofmusic.com.au/>

**GOAL 2**  
**THE CITY OF ADELAIDE IS ACTIVATED THROUGH MUSIC IN VENUES, PLACES AND SPACES**

**CONSULTATION FEEDBACK:**

WHAT WILL YOU THANK COUNCIL FOR HAVING ACHIEVED?

'Thank you for the music that greets me when I get off the bus in the morning, and calms me down when I miss the bus in the afternoon'

DELIVERABLES	CULTURAL IDENTITY	CULTURAL ECONOMY	CULTURAL CONNECTION	CULTURAL INCUBATOR	CULTURAL EXPERIENCE
2.1 Partner with the local music industry to attract city visitors through ensuring that music is a key component of all major Council-funded events	✓				✓
2.2 Partner with others to create more opportunities for musicians to play in City venues and in the public realm					
2.2.1 Support Umbrella: Winter City Sounds to encourage new audiences to city venues					
2.2.2 Encourage venues to work in partnership with Council and the music industry to create new events, such as Local Buzz seed funding to support city businesses to trial and program more live music					
2.2.3 Enable free busking in City places and at identifiable plug and play locations, examples include Rundle Mall, Gawler Place and Market to Riverbank		✓			✓
2.2.4 Activate the City through innovative community partnerships in new locations such as rooftops, carparks, balconies and other unique spaces, examples include working within the Market District to create new music events in the Chinatown Reinvigoration					
2.2.5 Support lunchtime music events in City venues and in key locations such as Victoria Square/Tarntanyangga, Market to Riverbank laneways, Rundle Mall, Market District, commencing with Rock the Square during the spring and summer event season					
2.3 Maximise opportunities for music to be created and performed in Council buildings					
2.3.1 Expand Town Hall's music program by seeking out new contemporary and unique performance opportunities, utilising the organ and providing a free rehearsal space			✓	✓	✓

**Q AND A**

**Q: WHERE IS THE CITY OF ADELAIDE'S FREE REHEARSAL SPACE?**

A: The Meeting Hall at 25 Pirie Street is available for music rehearsal bookings on Monday nights. Contact Town Hall for more information <http://www.adelaidetownhall.com.au/venue-hire/performing-arts/rooms/meeting-hall>

**GOAL 3** THE CITY OF ADELAIDE IS A MUSIC FRIENDLY CITY THAT ENABLES ITS ROBUST AND DIVERSE MUSIC INDUSTRY TO THRIVE

**CONSULTATION FEEDBACK:**

WHAT WILL YOU THANK COUNCIL FOR HAVING ACHIEVED?

'Thank you for creating an active network / portal between government, industry and musicians to communicate-honestly about reality and build the music scene'

DELIVERABLES	CULTURAL IDENTITY	CULTURAL ECONOMY	CULTURAL CONNECTION	CULTURAL INCUBATOR	CULTURAL EXPERIENCE
3.1 Support live music small to medium enterprises and early career entrepreneurs to start-up and trial new music ventures		✓		✓	
3.2 Provide planning solutions to enable growth in the local live music industry					
3.2.1 Provide single point-of-contact Case Management to live music venues and city businesses to navigate planning, building and licensing regulations and to access information on including live music in their business model					
3.2.2 Explore approaches to land use planning that clarifies Council's approach to noise in particular areas of the City to minimise land use conflict		✓		✓	
3.2.3 Provide noise attenuation support for residents through the Noise Management Program					
3.2.4 Support trials of sound monitoring and other technology in live music venues and public spaces with the aim of encouraging implementation of self-management approaches to noise					
3.3 Streamline application and approvals processes for music festivals and events		✓		✓	✓

**Q AND A**

**Q: WHAT CONTROLS ARE IN PLACE TO MITIGATE RISKS TO EXISTING LIVE MUSIC VENUES WHEN A NEW ADJACENT RESIDENTIAL DEVELOPMENT IS PLANNED?**

**A:** The Agent of Change principle applies in the City through the statutory planning system. This obliges proponents of new housing to attenuate for nearby existing music venues and, likewise, proponents of new music venues to attenuate for nearby existing housing. For information on noise management incentives for city residents in existing buildings go to: <http://www.cityofadelaide.com.au/your-council/funding/noise-management-incentives/>

**GOAL**  
**4 THE CITY OF ADELAIDE IS KNOWN FOR ITS ENTHUSIASTIC, INFORMED AND CULTURALLY DIVERSE MUSIC AUDIENCES**

**CONSULTATION FEEDBACK:**

WHAT WILL YOU THANK COUNCIL FOR HAVING ACHIEVED?

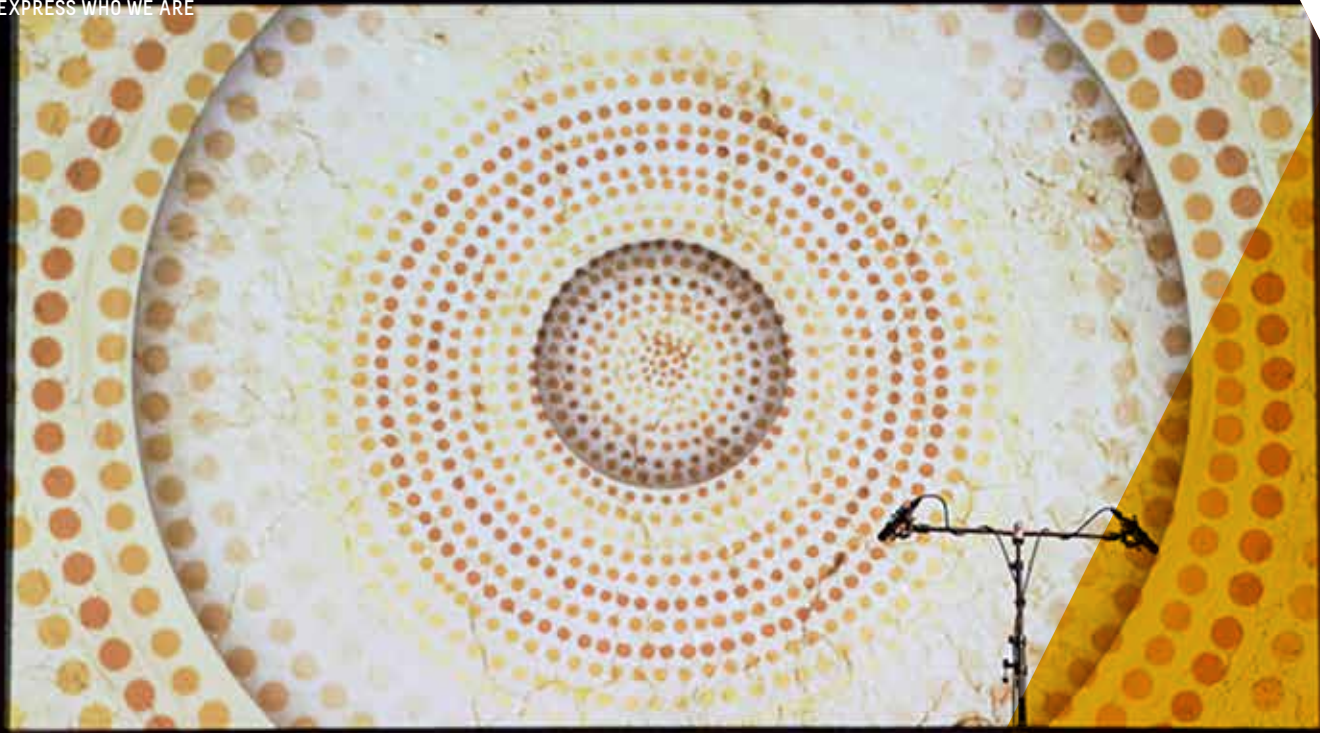
“ Thank you for making live music as natural as breathing to everyone ”

DELIVERABLES		CULTURAL IDENTITY	CULTURAL ECONOMY	CULTURAL CONNECTION	CULTURAL INCUBATOR	CULTURAL EXPERIENCE
4.1	Share City music stories to reach new audiences					
4.1.1	Promote and encourage venues to promote live music experiences that attract local residents including international students and older residents					
4.1.2	Create opportunities for culturally diverse, inclusive and intercultural music experiences and encourage participation by Aboriginal and Torres Strait Islander and diverse audiences in City music events	✓		✓		✓
4.1.3	Work with Smart City partners to develop technologically driven solutions to attract audiences to City music experiences					
4.2	Promote, attract and support growth in winter music events		✓		✓	✓
4.3	Create music engagement and learning opportunities for all					
4.3.1	Provide music residencies and workshops in libraries and community centres that enhance community and individual wellbeing and lifelong learning			✓	✓	

**Q AND A**

**Q: DOES CITY OF ADELAIDE PROVIDE FUNDING FOR LIVE MUSIC EVENTS?**

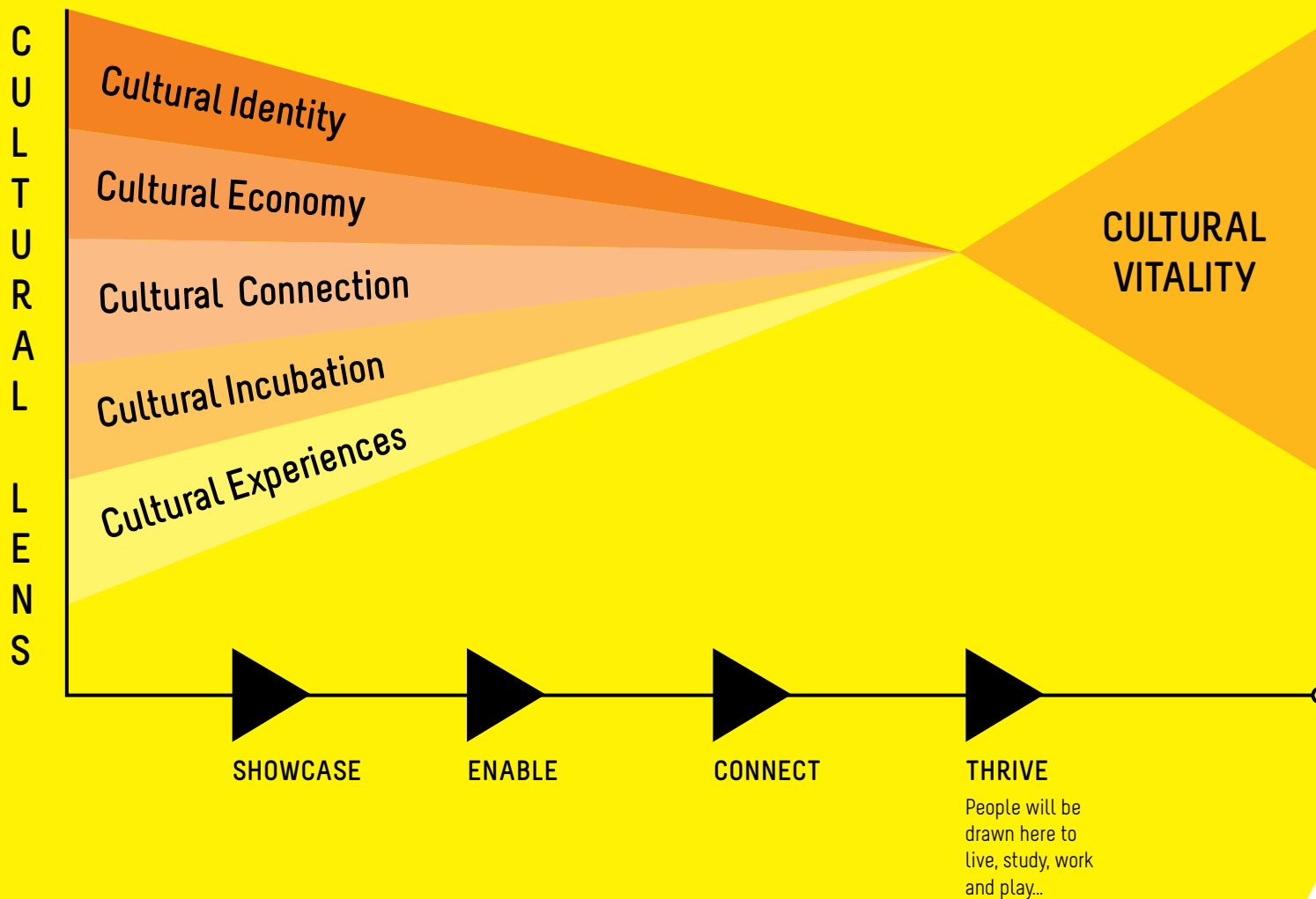
A: City of Adelaide provides Arts and Cultural Grants for music as well as a significant Sponsorship Program for major music events and festivals. In addition other areas of Council, such as Splash Adelaide, provide support for live music. A total of \$1.78m in funding for live music events was provided 2016/17. For more information on Arts and Cultural Grants, Splash Adelaide and our Sponsorship Program go to:  
<http://www.cityofadelaide.com.au/your-council/funding/sponsorship/>  
<http://www.cityofadelaide.com.au/your-council/funding/arts-and-cultural-grants/>  
<http://splashadelaide.com.au/what-is-splash/what-is-splash-adelaide/>



## CULTURE: A LENS THAT INFORMS EVERYTHING WE DO

The City of Adelaide Cultural Strategy 2017-2023 acknowledges positive shifts in how Council will contribute to the cultural vitality of the City. The principal shift in approach will be the application of a cultural lens across Council's business.

The Cultural Lens reflects our shared cultural aspirations. It will be the central mechanism through which we will work to maximise the cultural vitality of the City.





## Acknowledgement

**Artists:** Dreading Oceans, Electric Fields, Jack Buckskin, Lazy Eye Band, Nakatomi, William Barton with the Adelaide Symphony Orchestra, Young Offenders

**Photographers:** Jonathan Kovarch, Lara Merrington Photography, Shane Reid, Trentino



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