

**ITEM 2. KNOWLEDGE EXCHANGE SPONSORSHIP – AUSTRALASIAN PERFORMING RIGHT ASSOCIATION – LIVE MUSIC PROGRAMMING ADVISOR****FILE NO: S123784****SUMMARY**

On 7 April 2014, Council unanimously adopted the *City of Sydney Live Music and Performance Action Plan*.

Section 4.3 of the action plan proposes actions to increase live music and performance programming in City of Sydney venues. Action 4.3.1 specifically commits the City to:

*“Contribute funding to an appropriate sector organisation for the establishment of a Music and Performance Program Coordinator role, subject to future Council resolution, to help venues in the City of Sydney local government area identify and implement live music and performance opportunities.”*

This action arose from feedback that there are many existing businesses including pubs, clubs and restaurants in the City of Sydney Local Government Area (LGA) that do not program live entertainment, despite having the space and the capacity to do so. Previous research conducted by Ernst & Young on behalf of the Australasian Performing Right Association identified the principal reasons given by venue operators for not programming live music as:

- a lack of awareness about the broad range of live entertainment options and how to book acts, and/or an inability to assess what music style or performance type will work for their venue and patrons; and
- fear of the financial implications of programming live music, and/or an inability to meet the costs of fitting out or acoustic treatment of the venue

City staff have been approached by the Live Music Office and Music NSW seeking \$35,000 to establish a Live Music Programming Advisor role under the auspices of Australasian Performing Right Association. The role will be responsible for working with bars, restaurants, and other businesses in the City LGA to help them establish financially sustainable live music and performance within their venue. The role will be trialled as a part-time position over 12 months with a view to developing a best-practice methodology that can be adopted by other local government areas or on a regional basis. The effectiveness of the role in driving increased live music and performance programming will be evaluated at its conclusion. It is likely that the scheme will attract other state and local government funding if the pilot is proven to be successful.

Support for this role helps address a lack of knowledge around how to make venues suitable for performance programming and imparts confidence in how to select and book acts. The proposal has been assessed under the Knowledge Exchange Sponsorship Program. Under this program, the City supports projects that build skills and expertise in business operators and facilitate sharing of knowledge and best practice approaches to its priorities.

It is recommended that the City support the pilot project by providing cash sponsorship of \$35,000.

All figures in this report exclude GST.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve cash sponsorship of \$35,000 (excluding GST) under the Knowledge Exchange Sponsorship Program to Australasian Performing Right Association Limited for the establishment of 12-month pilot Live Music Programming Advisor role; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Australasian Performing Right Association Limited.

**ATTACHMENTS**

Nil.

**BACKGROUND**

1. On 7 April 2014, Council adopted the *City of Sydney Live Music and Performance Action Plan*. Action 4.3.1 of the plan is to 'contribute funding to an appropriate sector organisation for the establishment of a Music and Performance Program Coordinator role, subject to future Council resolution, to help venues in the City of Sydney local government area identify and implement live music and performance opportunities'.
2. This action arose from feedback to the Live Music and Performance Taskforce that many businesses that could program live music as part of their business model do not do so, due to a lack of knowledge about the broad range of performance styles that are available or how to commence a programming process.
3. A key focus of the action plan is supporting capacity building within the live music industry, with a focus on small to medium businesses. As such, projects and initiatives designed to develop more robust industry networks and foster knowledge exchange are, wherever possible, delivered by organisations from within the industry rather than government. By contrast, the Action Plan commits the City to apply the specific skills of government by focusing its resources on more effective regulation, policy reform and funding.
4. Action 4.3.1 of the plan specifies that the City will fund an industry-based organisation to pilot a Live Music Programming Advisor role in order to reflect these aims and to ensure that the project harnesses the extensive networks and experience of a sector organisation.
5. In response to action 4.3.1 of the plan, the City has been approached by the Live Music Office and Music NSW seeking \$35,000 to establish a 12-month pilot live music programming advisor role (part-time) under the auspices of the Australasian Performing Right Association.
6. The primary purpose of this role will be to work with local venues and business owners to provide expertise on the range of programming options, and to help identify live music and performance programming opportunities.
7. The role will provide practical live music programming advice to venues and businesses in areas such as artist selection, fee payments, licensing, audience development, marketing and promotion and managing sound quality.
8. The role will also work with venues that are already programming live music, but need guidance on how to refine their offer or improve their promotion and audience development activities. The project will be undertaken as a 12-month pilot to test demand and develop a methodology that can be replicated in other parts of Australia, including regional areas.
9. The Live Music Office and Music NSW will be partnering to undertake the pilot. The Live Music Office will contribute approximately \$3,000 in value-in-kind, while Music NSW will provide \$2,000 in value-in-kind. The value of the industry networks that these organisations will bring to realise this pilot project has not been quantified.

10. The Live Music Office was established by the Australasian Performing Right Association with funding from the Federal Government to review the impact of policy and regulatory codes on the Australian live music sector. Its scope includes planning, licensing and regulatory matters, as well as cultural, audience and market development strategies. It is a nationally focused organisation based within APRA at their Sydney offices. It is partly tasked with developing industry development methodologies that have potential for broader adoption.
11. Music NSW is a not-for-profit industry association set up to represent, promote and develop the contemporary music industry in the state. They exist to support the creative and economic expansion of the NSW contemporary music industry through advocacy, resource assistance, activating growth of industry infrastructure, delivery of tailored initiatives and provision of advice and referrals.
12. The auspice organisation, Australasian Performing Right Association, license organisations to play, perform, copy, record or make available members' music. It also distributes royalty rights of its members. This covers music that is communicated or performed publicly including on radio, television, online, live gigs in pubs and clubs etc.
13. The Live Music Office, Music NSW and the auspicing organisation, Australasian Performing Right Association, are the primary organisations responsible for supporting the growth of the venue-based live music industry within NSW. Each organisation has an excellent reputation within the industry and, between them, they possess the networks, experience and practical understanding of the live music industry that will be required in order to implement the pilot project.
14. The pilot project will be overseen by a management committee consisting of representatives of the Live Music Office, Music NSW and the City of Sydney.
15. The role will work closely with the City's Strategy Advisor – Live Music and Performance, who is responsible for delivering the City's *Live Music and Performance Action Plan* and for working with the live music and performance community. It is anticipated that by working in partnership, these two roles will be able to provide targeted advice to local business in relation to live music programming, resulting in increased knowledge and capacity amongst local businesses. It will also ensure that advice given to business owners considers regulatory requirements, such as prescribed noise levels and uses permitted within development consents.
16. The proposal was assessed through the City's Knowledge Exchange Program, which supports capacity building activities that enable not-for-profits, social enterprises or business owners to acquire more knowledge, gain market insights and enhance their skills to develop their organisations or business ideas.
17. The program also supports knowledge sharing initiatives such as resources that equip not-for-profits, social enterprises or business owners with skills and expertise to deal with contemporary issues facing their sector.
18. The availability of the Live Music Programming Advisor will be promoted jointly by the partner organisations within local and industry media outlets. The City of Sydney will be acknowledged for supporting the development of this role in all promotion and media channels.

19. Data collection requirements will be agreed as part of the contract negotiation and monitored by the management committee over the 12-month period.
20. The management committee will review the efficacy of the role throughout the pilot and undertake a full evaluation at its completion. Should the pilot project be deemed successful, the management committee will review options for the future sustainability of the role, which may include future funding requests to the City.

## KEY IMPLICATIONS

### Strategic Alignment - Sustainable Sydney 2030

21. *Sustainable Sydney 2030* is a vision for the sustainable development of the city to 2030 and beyond. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. This pilot project is aligned with the following strategic directions and objectives:
  - (a) Direction 5 - A Lively and Engaging City Centre - by encouraging knowledge sharing between and the provision of targeted information, the project aims to increase the level of live music activity occurring within inner-city businesses; and
  - (b) Direction 7 - A Cultural and Creative City – the project aligns with the major strategic objectives of the City's Cultural Policy and Action Plan, including sharing knowledge and supporting sector sustainability.

### Economic

22. The proposal strongly aligns with the City's Economic Development Strategy – a 10-year strategy that aims to strengthen the city economy and support business. It centres on building on existing foundations for success that exist within the city economy, as well as creating opportunities for individuals, businesses and the community.
23. The pilot project aims to increase economic opportunities for small business and increase employment opportunities for local musicians and performers.

## BUDGET IMPLICATIONS

24. Funding of \$35,000 cash (excluding GST) is available in the 2014/15 Research, Strategy and Corporate Planning budget.

## RELEVANT LEGISLATION

25. Section 356 of the Local Government Act 1993.

## CRITICAL DATES / TIME FRAMES

26. The proposal recommends a 12-month pilot project.

27. Organisers of the pilot project request early advice so plans and budgets can be finalised and opportunities to recognise the City's contribution can be optimised.

**PUBLIC CONSULTATION**

28. Public endorsement of the *Live Music and Performance Action Plan* and *Creative City Cultural Policy and Action Plan* indicates general support for increasing the capacity of small business to implement live music and performance programming.

**KIM WOODBURY**

Chief Operating Officer

Hugh Nichols, Strategy Advisor – Live Music and Performance