

ITEM 3. KNOWLEDGE EXCHANGE SPONSORSHIP – MUSIC AUSTRALIA – NATIONAL CONTEMPORARY MUSIC ROUNDTABLE 2016**FILE NO: S122193****SUMMARY**

The City has been approached by Music Australia seeking support for the National Contemporary Music Roundtable, specifically the provision of cash sponsorship and value-in-kind support for the roundtable conference, scheduled for August 2016.

The request for sponsorship has been evaluated against the Knowledge Exchange Sponsorship Program and support is recommended. All sponsorship recipients are required to sign a contract, meet specific performance outcomes, and acquit their sponsorship.

On 7 April 2014, Council unanimously adopted the Live Music and Performance Action Plan. The Action Plan contains a range of actions to support the live music and performance sector in Sydney, focusing heavily on policy and regulatory reform, as well as advocacy, research and industry development projects.

In committing the City to working in support of live music and performance, the Action Plan specifically identifies the need for collaboration between the City of Sydney, industry and other government organisations. It also notes that this collaborative approach must be implemented through local, state-wide and national settings.

In August 2015, Music Australia, a national not-for-profit organisation, held an industry forum at Erskineville Town Hall, bringing together 50 delegates from across the music industry to discuss strategic priorities for industry growth. At the event, the assembled delegates unanimously affirmed a commitment to establishing a National Contemporary Music Roundtable, and agreed to work collaboratively to develop a National Music Business Plan. Music Australia is administering the roundtable and leading the development of its plan in partnership with all national peak bodies and agencies, with advice and support sought from a range of other stakeholders, including the City of Sydney, state government representatives and the Australian Government.

It is anticipated that by June 2016, the roundtable will have developed and endorsed a detailed business plan that will provide the basis for national collaboration and industry development. Following the adoption of the business plan, the roundtable will convene in August 2016 for a conference to discuss progression of the priorities it contains, share information about industry trends and best practice, and begin to undertake advocacy on behalf of industry.

The National Contemporary Music Roundtable project aligns with the Knowledge Exchange Sponsorship Program as it aims to increase business capacity and knowledge through strengthened networks, collaboration and information sharing.

RECOMMENDATION

It is resolved that:

- (A) Council approve cash sponsorship of \$20,618 (excluding GST) and value-in-kind of up to \$5,782 (excluding GST) under the Knowledge Exchange Sponsorship Program to Music Australia for the National Contemporary Music Roundtable conference in 2016; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Music Australia.

ATTACHMENTS

Nil.

BACKGROUND

1. On 7 April 2014, Council unanimously adopted the City of Sydney Live Music and Performance Action Plan. The action plan contains a range of actions to support the live music and performance sector in Sydney.
2. The commitments made within the action plan range in type across internal policy and regulatory reform, advocating to other levels of government, commissioning and producing new industry research and undertaking industry development projects.
3. In undertaking this work and in alignment with the City's value of collaboration, significant efforts have been made by staff to develop and maintain positive relationships with a range of industry and government stakeholders working in support of the music industry locally, within NSW and nationally. These efforts have yielded positive results, however there is a need for more formal mechanisms across all three jurisdictions that ensure the maintenance of relationships, sharing of information and fostering a strategic and collaborative approach to industry growth.
4. Music Australia – an independent non-profit membership organisation that works with the majority of Australian music peak bodies to support the growth of music – is the national peak body for all forms of music.
5. Music Australia is currently a recipient of an Accommodation Grant from the City, with their offices located in Erskineville Town Hall. Since moving into Erskineville Town Hall, Music Australia has been activating the hall with seminars, conferences, and workshops, partnering with city-based activities including Vivid Ideas, Sydney Fringe Festival and the King Street Crawl.
6. In August 2015, Music Australia hosted an industry forum in Erskineville Town Hall that resulted in the formation of the National Contemporary Music Roundtable. This forum brought together 50 delegates from across the music industry to discuss strategic priorities for industry growth. Music Australia is administering the roundtable and leading the development of its plan in partnership with all national peak bodies and agencies, with advice and support sought from a range of other stakeholders, including the City of Sydney, state government representatives and the Australian Government.
7. At the forum, the delegates unanimously affirmed a commitment to develop a National Music Business Plan. This business plan is due to be developed and endorsed by the roundtable's membership by June 2016, and will form the basis for future collaborative work in the industry.
8. The formation of the National Contemporary Music Roundtable project is the first attempt by any music industry organisation to develop a formal mechanism by which relationships between peak bodies and with government can be coordinated at a national level. The project is ambitious due to the significant number of stakeholder organisations participating in the project, as well as the varying interests that these organisations represent.
9. While ambitious, the project is necessary in order to ensure industry is working together and sharing information across interest areas and jurisdictions. Due to significant workloads and the broad scope of the industry, this does not occur naturally.

10. It is also vitally important that the City is able to participate in national conversations concerning the strategic development of the contemporary music industry. While the City's primary area of interest and activity is our local government area, participation in broader conversations will facilitate the fulfilment of commitments in the Live Music and Performance Action Plan, allow the sharing of information with stakeholders, and promote the City's work.
11. The City has been approached by Music Australia seeking support for the National Contemporary Music Roundtable project, specifically the provision of cash and value-in-kind sponsorship of the roundtable conference, scheduled to occur over the two days of 3 and 4 August 2016 in the Barnet Long Room at Customs House. A tentative booking has been made for these dates.
12. The event program will prioritise knowledge sharing and collaborative advocacy, and will include the full roundtable conference and a number of side-forums focusing on specific industry areas.
13. The full roundtable conference will span two days and include keynote addresses, and panel sessions featuring leading music industry identities, artists, senior executives and international speakers via video link. The content of these addresses and panel sessions will cover key developments in the contemporary music industry.
14. Specific areas of focus under consideration for side forums include music education, music research, music policy and music venues. The City has been invited to coordinate the music policy side forum. This aspect of the program will see policy makers and government representatives from around Australia come together to discuss issues specific to government support of the music industry.
15. The conference will conclude with a facilitated discussion between roundtable members, where industry representatives will deliberate and affirm key decisions discussed at the forum.
16. Delegates are expected to include representatives from all Australian music peak bodies and national specialist agencies, artist managers, independent and major record labels, publishers, distribution and media companies, booking agents, promoters, festivals, and licensed venues. Policy makers, educators, arts centres, and government officials are also likely to attend. In total, approximately 100 delegates are expected.
17. The roundtable will be nationally promoted through event partners, the networks of members participating in the event, and the media.
18. Specific sponsorships benefits to the City identified within the proposal include recognition as a Major Sponsor with acknowledgement in all promotional material, national positioning as a partner in a signature music industry event for Sydney, and an invitation to host a side forum specifically tied to the City's priorities.
19. The application has been assessed under the City's Knowledge Exchange Sponsorship Program. The program recognises that for the city to thrive we must support and create an environment that fosters collaboration and learning.
20. The program supports the exchange of ideas and knowledge, the showcasing of local expertise, and encourages dialogue on local and global issues. Under the program, eligible projects can be supported to a maximum of \$40,000 cash and applications can be received ad-hoc, throughout the year.

21. The application has been assessed as contributing to the following program outcomes:
 - (a) adoption and implementation of best practice approaches by organisations and individuals;
 - (b) strong networks where participants share resources and acquire new knowledge and skills;
 - (c) improved capacity in organisations and individuals to develop and maintain sustainable business ventures; and
 - (d) increased recognition of Sydney as an innovative and creative city.
22. The National Contemporary Music Roundtable project aligns with the Knowledge Exchange Sponsorship Program in terms of its focus on increasing business capacity and industry knowledge through strengthened networks, collaboration and information sharing.
23. The requested sponsorship value represents approximately 50 per cent of the event budget, with the remainder coming from ticket sales and other sponsorship.
24. City staff will participate in the Roundtable Organising Group, and consult on program development.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

25. *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 sponsorship is aligned with the following strategic directions and objectives:
 - (a) Direction 6 - Vibrant Local Communities and Economies - A Lively and Engaging City Centre – by encouraging knowledge sharing and collaboration between industry bodies and government, the project aims to increase the viability of the contemporary music industry, which plays a vital role in the City of Sydney local economy.
 - (b) Direction 7 - A Cultural and Creative City – the project aligns with the major strategic objectives of the Creative City Cultural Policy and Action Plan, including sharing knowledge and supporting sector sustainability.

Organisational Impact

26. Sponsorship of the event will require staffing resources. Specifically, the City's Strategy Advisor - Live Music and Performance will be included in the organising committee for the event, and will be required to project manage the policy makers side forum, should it occur.

Economic

27. 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.
28. A central aim of the project is to ensure the viability of the industry, and increase employment opportunities for local musicians and performers, as well as other industry workers.

BUDGET IMPLICATIONS

29. Sufficient funding is available within the Research, Strategy and Corporate Planning draft operational budget for 2016/2017.

CRITICAL DATES / TIME FRAMES

30. In order to ensure sufficient time to plan and promote the event, Music Australia request notification of the outcome of their application as soon as possible.

PUBLIC CONSULTATION

31. Public endorsement of the Live Music and Performance Action Plan and Creative City Cultural Policy and Action Plan indicates general support for increasing the viability of the music industry.

KIM WOODBURY

Chief Operating Officer

Hugh Nichols, Strategy Adviser - Live Music and Performance