

ITEM 5. KNOWLEDGE EXCHANGE SPONSORSHIP - CONTEMPORARY MUSIC ROUNDTABLE - MUSIC AUSTRALIA**FILE NO: S122193****SUMMARY**

The City has been approached by Music Council of Australia Pty. Limited (Music Australia) seeking support for the second Contemporary Music Roundtable conference scheduled for August 2017. Specifically, Music Australia has requested the provision of cash sponsorship and value-in-kind support for the conference. 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 City of Sydney Live Music and Performance Action Plan. The action plan contains 60 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 a range of actions that need to be delivered in collaboration with 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 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 agreed to work collaboratively to develop a National Music Business Plan. A second event was held in August 2016 with support from the City and APRA AMCOS. Among a range of outcomes, at this event the music industry endorsed and released a detailed national plan that forms the basis for national collaboration and industry development.

The 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. Support for the event in 2017 will consist of cash and value-in-kind for the use of the Customs House. The City's support will allow Music Australia to secure the event as part of the national calendar of music industry events, while medium and long term planning is undertaken for the future of the event from 2018 onwards. The event will be held over two days and consist of industry panel discussions, plenary sessions, side forums prompting deeper discussion of key industry challenges, and networking opportunities. The event will be open to the public.

RECOMMENDATION

It is resolved that:

- (A) Council approve cash sponsorship of \$20,000 (excluding GST) and value-in-kind of up to \$5,782 (excluding GST) to the Music Council of Australia Pty. Limited for the 2017 Contemporary Music Roundtable conference under the Knowledge Exchange Sponsorship Program; and

- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the Music Council of Australia Pty. Limited on terms consistent with clause (A).

ATTACHMENTS

Nil.

BACKGROUND

1. On 7 April 2014, Council adopted the City of Sydney Live Music and Performance Action Plan. The action plan contains 60 actions to support the live music and performance sector in Sydney. 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.
2. 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 that ensure the maintenance of relationships and sharing of information, and that foster a strategic and collaborative approach to industry growth.
3. The scope and scale of the City's commitment to live music makes it 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 within the Live Music and Performance Action Plan, allow the sharing of information with stakeholders, and promote the City's work.
4. Music Australia is the national peak body for all forms of music. It is an independent non-profit membership organisation that works with the majority of Australian music peak bodies to support the growth of music in Australia.
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 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 Contemporary Music Roundtable. This forum brought together 50 delegates from across the industry to discuss strategic priorities for industry growth. At the forum, the delegates unanimously affirmed a commitment to develop a National Music Business Plan. This business plan was developed and endorsed by the roundtable's membership at its conference in August 2016, and forms the basis for a range of collaborative projects in the industry.
7. The City provided support for the second Contemporary Music Roundtable conference in August 2016, specifically the provision of \$20,618 in cash and \$5,728 of value-in-kind sponsorship for the 2016 Roundtable conference.
8. This event occurred over two days on 3 and 4 August 2016 in the Barnet Long Room at Customs House. The event program focused on knowledge sharing and collaborative advocacy, and panel sessions featuring leading music industry identities, artists, senior executives and international speakers via video link. The content covered key developments in the contemporary music industry. The 2016 event also included two side-forums focused on live music and music education.

9. Outcomes from the 2016 event included endorsement of the Contemporary Music Business Plan, formation of an ongoing collection of music industry peak bodies named the Contemporary Music Forum, a national working group focused on gender equity challenges in the music industry, a national network of music educators, and the preliminary scoping of Australia's first 'State of the Music Industry' statistical data report.
10. Delegates included 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, licensed venues, policy makers, educators, arts centres, and government officials. In total, approximately 120 delegates attended the 2016 event.
11. Music Australia has approached the City seeking funding of the 2017 event. The organisation is currently undertaking strategic planning to support the event from 2018 onwards, including development of strategies to attract broader government support. The 2017 event will follow a similar format to 2016, taking place over two days and be open to the public.
12. The 2017 event will include panel discussions, side forums focused on specific areas of the industry, plenary sessions, and networking opportunities. Topics to be covered will include live music venues, gender diversity, mental health, data and statistics, and policy making. The content and programming of the event is overseen by an organising group, and developed collaboratively with a range of key industry organisations such as APRA AMCOS, Live Music Office, Australian Music Industry Network and others.
13. Among the sponsorship benefits offered to the City are recognition as a Major Sponsor with acknowledgement in all promotional material, representation on the conference organising committee, and an option to host a side forum specifically tied to the City's priorities.
14. 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.
15. 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 throughout the year.
16. 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.

17. The Contemporary Music Roundtable conference aligns with the Knowledge Exchange Sponsorship Program through its focus on increasing business capacity and industry knowledge through strengthened networks, collaboration and information sharing.
18. The requested sponsorship value is matched by industry sponsorship, with the remainder coming from ticket sales and Music Australia's organisational funds.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

19. 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 economy.
 - (b) Direction 7 - A Cultural and Creative City – the project aligns with the major strategic objectives of the City's Creative City Cultural Policy and Action Plan, including sharing knowledge and supporting sector sustainability.

Organisational Impact

20. 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 a City-run side forum, should one occur.

Economic

21. 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.
22. A central aim of the project is to ensure the viability of the industry, increase employment opportunities for local musicians and performers, as well as industry workers.

BUDGET IMPLICATIONS

23. Sufficient funding is available within the Research, Strategy and Corporate Planning operating budget for 2016/2017 and draft 2017/18 operating budget.

RELEVANT LEGISLATION

24. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

25. 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

26. 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 Advisor – Live Music and Performance