

International Travel - Music Cities Convention, Chengdu

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Summary

The Lord Mayor has been invited to attend and speak at the Music Cities Convention in Chengdu, China, from 9 to 14 April 2019.

Dr Shain Shapiro, Curator and Co-Founder, Music Cities Convention and Managing Director, Sound Diplomacy, has asked the Lord Mayor to speak at a session on the topic of “Music as a tool for economic development”, facilitated by Ms Lisa Gedgudas, Program Administrator, Create Denver, Denver Arts and Venues, City and County of Denver.

The 2019 Music Cities Convention articulates the importance of music and aims to explore the relationship between city planning, strategy, development and the music industry. This is the first time the Music Cities Convention will be held in Asia. In the past, Lafayette, Louisiana, USA, has hosted the convention seven times. The convention has also been held in Melbourne (2018), Memphis, USA, Berlin, Germany (2017), Washington DC, USA (2016), and Brighton, UK (2015).

In 2018, when Councillor Jess Miller and Councillor Robert Kok met with the Mayor of Chengdu, Mr Luo Qiang, he stated that Chengdu is aiming to build itself into an international music city by promoting its ancient musical towns and developing music industry incubators. This will include a centre for music training and education, and a hub for the performing arts, music media and sales of musical instruments. The goal of these measures is to attract international musicians and businesses to the City of Chengdu.

The City of Sydney has strong connections with Chengdu and this invitation offers an important opportunity to promote the City's work in the late night economy and the live music and creative industries, and to strengthen our relationships with Chengdu and other participating cities.

As the Lord Mayor is unable to attend, it is proposed that the City of Sydney be represented by Councillor Jess Scully.

The cost of international flights and local costs for Councillor Scully will be met by the event organiser, Sound Diplomacy, UK.

Recommendation

It is resolved that Council:

- (A) endorse international travel to Chengdu for Councillor Jess Scully; and
- (B) note that Councillor Scully will provide a report to Council after the travel.

Attachments

Attachment A. Invitation to the Music Cities Convention in Chengdu

Background

1. The Lord Mayor has been invited by Sound Diplomacy to attend and speak at the 2019 Music Cities Convention in Chengdu from 9 to 14 April 2019.
2. It is proposed that Councillor Jess Scully attends the convention as the Lord Mayor's representative.
3. Chengdu has been a multicultural music centre since the Tang Dynasty (Seventh to Tenth century).
4. The city is building the Chengdu Music Concert Hall, which will feature an opera venue, two concert halls, a theatre and headquarters for a number of music companies.
5. Sound Diplomacy is a UK-based company, which specialises in integrating music in government and business research and policymaking. They have worked with various cities including London, New York, and Vancouver to develop their music-related policies and programs.
6. The theme of the 2019 Music Cities Convention is "Districts to Countries: Envisioning Global Music Cities".
7. This year there will be 300 to 400 delegates from all over the world who work in a variety of industries including: music, creative, government, real estate, academia, events, the non-government organisation sector, tourism, health and wellbeing, business, research, and many more.
8. The event is co-hosted by leading music industry companies in Chengdu including YINCHENG Cultural Development Co. Ltd, Sichuan Province Song and Dance Theatre Co. Ltd, and the New Road Chamber of Commerce in Sichuan Province.
9. In 2018, Councillor Jess Miller and Councillor Robert Kok led a City of Sydney delegation to the Chengdu Global Innovation and Entrepreneurship Fair and met with the Mayor of Chengdu, Mr Luo Qiang.
10. In 2017, Mayor Luo visited Sydney and signed a Memorandum of Understanding with the City to further the relationship between Chengdu and Sydney.
11. In 2012, Chengdu sent a delegation with approximately 200 performers, artists and support staff to participate in the City's Chinese New Year Festival. A Memorandum of Understanding (MOU) was signed between the two cities to recognise the relationship and further opportunities for cooperation.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

12. 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 report is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City -
 - (i) The City will remain Australia's most significant global city; home to globally-oriented people, jobs and businesses, and an international gateway with world-class tourism attractions and sustained investment in cultural infrastructure, icons, amenities and public spaces.
 - (ii) The City is committed to being part of global networks and an active participant in global knowledge exchange, because Sydney's global connections are an essential component of our past, present and future.
 - (iii) The City's global orientation and connection will lead to local opportunities and benefits.
13. Participation in the delegation will assist with the City's goals of supporting music industries, which includes leveraging our international relationships to strengthen knowledge and investment exchange.

Budget Implications

14. The costs of international flights for Councillor Scully between Sydney and Chengdu, and all local costs in Chengdu, will be met by the Music Cities Convention.
15. It is proposed that the cost of any incidentals be met by the City at an estimated maximum cost of \$1,000.
16. Funds are available within existing operational budgets.

Critical Dates / Time Frames

17. The Music Cities Convention will be from 10 to 13 April 2019.
18. Councillor Scully's travel dates will be from 9 to 14 April 2019, subject to the availability of flights.

MONICA BARONE

Chief Executive Officer