

Attachment A

**Report on International Travel –
Music Cities Convention, Chengdu**

Report on International Travel – Music Cities Convention in Chengdu: Councillor Jess Scully

1. Executive Summary

On 11 March 2019, Council endorsed me to represent the Lord Mayor at the Music Cities Convention to be held in Chengdu from 9 to 14 April 2019.



COUNCILLOR SCULLY WITH DEPUTY CHAIR TAN, WITH HER COLLEAGUES FROM CHONGQING GOVERNMENT, AND CONSUL GENERAL MR LIM.

The convention's theme was "Districts to Countries: Envisioning Global Music Cities", which looked at how global cities develop and support local music industries. I was also able to share insights from the City's Live Music and Performance Action Plan.

On my first morning I had a half-day visit to the city of Chongqing, which has a strong relationship with Sydney. I visited Chongqing's creative industry precinct called TESTBED2, the Mountain City redevelopment project and the Dimensions Art Centre.

The Australian Consulate General in Chengdu, Mr Christopher Lim, accompanied me to a Courtesy Call with Ms Tan Jialing, the Deputy Chair, the Consultative Committee of Chongqing People's Government.

At the Music Cities Convention, Dr Shain Shapiro, Curator and Co-Founder of the convention and Managing Director, Sound Diplomacy, welcomed the 100 international and around 200 Chinese delegates. Delegates from New York (USA), London (UK), Bologna (Italy), Chengdu and Beijing (China) presented case studies about their local music industries.



CLR SCULLY INTERVIEW WITH CHENGDU TV

During the trip, I was interviewed on Chengdu TV's *The Meeting Room* program.

On 12 April I participated as a speaker in the session "Music as a tool for economic development", facilitated by Ms Lisa Gedgaudas, Program Administrator, Create Denver (USA). We discussed the importance of music and how to take advantage of music's capacity to be a key economic driver.

Afterwards, I had a media call with local Chengdu media who were pleased that Sydney was represented at the convention.

On my last day in Chengdu, 13 April, I visited the Tai Koo Li District – a vibrant redevelopment project that combines modern retail stores and historic buildings – and the Fang Suo Commune. The commune is an all-in-one venue selling books, food, drinks, clothes and homewares. It recently won the Bookstore of The Year in the London Book Fair International Excellence Awards.

2. Chongqing



CLR SCULLY WITH MR CHEN YIZHONG, THE CO-FOUNDER AND VICE GENERAL MANAGER OF TESTBED2, AND LOCAL GOVERNMENT REPRESENTATIVES FROM

Chongqing is one of the four municipalities directly overseen by the China Central Government. With a population of 33.9 million people across 82.4 square kilometres, it has a reputation for innovation and for welcoming private enterprise. It has more than 4,300 new technology-based enterprises. It is also a green city with extensive tree cover. I was impressed by Chongqing's unique landscape.

The City is providing exciting support for young artists and creative industries. My first visit was to the TESTBED2, a cultural and creative park located on a hill in the Yuzhong District. The co-founder and Vice General Manager, Mr Chen Yizhong, explained the history of the area. Pre-Liberation warehouses, previously operating as a printing facility have been transformed into diverse spaces for retail, restaurants, cafes, artist and maker spaces, exhibitions and more.

Walking through Mountain City Lane, I saw the old local residential areas and the government's large scale redevelopment projects. Mr Yu Jun, Chief Planner, Chongqing Urban Planning and Natural Resource Bureau, shared his experiences and the challenges of redeveloping this old laneway. The Lane is now a tourism attraction with traditional Chongqing hotpot restaurants, creative shops, teahouses, and free art galleries.

During our courtesy call, Vice Chair Tan Jialin noted the long-term relationship with Sydney and that last year, Councillor Jess Miller and Councillor Robert Kok visited Chongqing. The Australian Consul General in Chengdu, Mr Christopher Lim commended the City of Sydney's active collaboration with Chongqing and stated that this was an essential element supporting regional and bilateral relationships between Australia and China.



CLR SCULLY WITH MR YU JUN, CHIEF PLANNER, AND MR JIN RUI, TOWN PLANNER, CHONGQING URBAN PLANNING AND NATURAL RESOURCE BUREAU



CLR SCULLY WITH MS LUONA ZHANG AND HER COLLEAGUE

The Dimensions Art Centre is a non-profit incubator for independent artists and designers to start their career. In particular, it focuses on artists from lower social economic areas to support their development.

The Director of the Centre, Ms Zhang Luona, provided a short briefing and expressed their interest in hosting Sydney young artists, in-residence.

3. Music Cities Convention, Chengdu

In 2018, when Councillor Jess Miller and Councillor Robert Kok had a courtesy call with Mayor Luo Qiang, he stated that Chengdu was aiming to become an international music city by promoting its ancient musical towns and developing music industry incubators. As the first Asian city to host the Music Cities Convention, Chengdu is on the way to achieving this goal.

The first day of the convention was a window to learn about music industries in other cities/countries. These included:

- **Bologna, Italy** – Ms Marilena Pillati, the Deputy Mayor, highlighted how Bologna, with one of the oldest universities in Europe, was integrating traditional music with high-profile institutions, street performers and innovative music projects that incorporate international and education components.
- **Chengdu, China** – The Director General of Chengdu Culture, Radio and TV, Press and Publication Bureau, Ms Duoyang Namu, re-stated Mayor Luo's determination to develop Chengdu as an international music city, building on its recognition as UNESCO's first City of Gastronomy in Asia.
- **Germany** – Dr Christoph Wirtz, the Secretary-General, Interkulture, Gemany, introduced delegates to the World Choir Games, the world's largest choir competition with participation by non-professional choirs.
- **United Kingdom** – Lord Clement Jones, Chair of The House of Lords Music in Society Inquiry focused on music's role in public health.

Other cities, including Beijing, New York (USA), Genoa (Italy), Sarawak (Malaysia), and Kingston (Jamaica), also shared their strategies and stories.

The second day commenced with My Music Cities series presentations from Melbourne and Seoul (Korea), two cultural hubs facing similar opportunities and challenges.

Delegates also discussed the importance of and ways to achieve effective music education and to engage young people in music including:

- The Night Mayor of Groningen (Netherlands), Mr Merlijn Poolman, and other global Night Mayors shared their experiences promoting their night economies via music.
- Mr Craig Ray, Director of Visit Mississippi, USA explored models to develop and grow Music Tourism, which has already achieved great success.
- Mr Tang Xiaoming, the Founding Partner of WE Capital (China) gave delegates a glimpse into the Chinese music industry and its investment environment.



CLR SCULLY IN HER SPEAKING SESSION

I presented at a session with representatives, music development officers, and event organisers including Mr Huw Thomas, Leader Cardiff Council (Wales), Ms Bonnie Dalton, General Manager, Victorian Music Development Office (Melbourne), and Mr Aaron Bethune, Music Industry Consultant (Canada). The session was moderated by Ms Lisa Gedgudas, Program Administrator, Create Denver, Denver Arts and Venues (USA).

At the Convention's closing session, we discussed how encouraging active participation in a city's music culture and supporting nightlife can be as effective as traditional strategies when it comes to economic growth and development in cities. While not without challenges, particularly when it comes to the competition for space and frictions between residential amenity and commercial vibrancy, cities are sharing knowledge and building the cultural infrastructure required to ensure the social and economic benefits of the music ecology can continue to enhance place and enrich city life.

Chengdu local media welcomed Sydney's participation and asked questions specifically about collaboration in music industries and related areas between the two cities.

Chengdu TV's *The Meeting Room* presented a 10-minute exclusive program of my interview, which was a great opportunity to introduce and promote Sydney's creative industries and music industries to the Chengdu audience. To watch the full program please visit: <https://url.cn/5FTmbSZ>.



CLR SCULLY IN MEDIA CALL WITH CHENGDU MEDIA

Kandu News focused on my views on the power of late-night economy and how Sydney can learn from Chengdu's thriving nightlife. The story can be found via the link:

<http://www.cditv.cn/mobnews/1171/1411892.html>

Tian Tian Express also had a story on their Wechat platform:

<https://kuaibao.qq.com/s/20190413A09XLK00?refer=spider>