ACKNOWLEDGEMENT OF COUNTRY

City of Adelaide tampinthi, ngadlu Kaurna yartangka panpapan-palyarninthi (inparinthi). Kaurna miyurna yaitya mathanya Wama Tarntanyaku.

Parnaku yailtya, parnaku tapa purruna, parnaku yarta ngadlu tampinthi. Yalaka Kaurna miyurna itu yailtya, tapa purruna, yarta kuma puru martinthi, puru wari-apinthi, puru tangka martulayinthi.

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City of Adelaide acknowledges the traditional country of the Kaurna people of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land.

We acknowledge that they are of continuing importance to the Kaurna people living today.
The City of Adelaide has a diverse and rich music heritage which was internationally recognised in December 2015 when Adelaide was designated a City of Music by the UNESCO Creative Cities Network.

This recognition highlights Adelaide as a city of excellence for music making, education, community involvement and events. This is built on our world-class live music venues, artists, and the wider music industry.

Music is one of humanity’s most powerful forms of expression, and creative industries are an important part of our cultural identity as well as our economy. We recognise the energy of live music in the City and we want to support its growth.

Through our Strategic Plan, Cultural Strategy and this Live Music Action Plan, the City of Adelaide is demonstrating its commitment to supporting a thriving local music industry.

In partnership with the State Government, industry, not-for-profit organisations and artists, the Live Music Action Plan will build a strong foundation for the evolution of local music creation in Adelaide.

Through this plan we will nurture and incubate our home grown talent and share our music stories with the world.

Martin Haese
Lord Mayor
INTRODUCTION

The City of Adelaide will continue to strengthen partnerships with music makers, the music industry, events and festivals which showcase music, and the organisations that support music expression. This plan has been developed in alignment with the City of Adelaide Strategic Plan and Cultural Strategy and with community engagement through culture and live music forums and consultation.

On March 8, 2017, the City of Adelaide held its first Live Music Summit, to coincide with a visit by other global UNESCO Cities of Music. A panel of international, national and local experts discussed the role of music in sustainable city development, and workshops followed to provide greater detail on the role of Council. Summit participants represented State Government, the Adelaide music industry, the UNESCO Adelaide City of Music Directorate and Committee, international Cities of Music, City of Melbourne and the national Live Music Office. An independent report of the Live Music Summit can be found on the City of Adelaide website.

Four goals for live music planning emerged through consultation for inclusion in this Plan:

1. The City of Adelaide is a leading global City of Music
2. The City of Adelaide is activated through music in our places and spaces
3. The City of Adelaide is a music friendly city that nurtures its robust and diverse music industry
4. The City of Adelaide is known for enthusiastic, knowledgeable and engaged music audiences

This Plan recognises the various roles Council plays in supporting and celebrating our City of Music status.

CITYOFADELAIDE.COM.AU
Strategic Context

This Live Music Action Plan aligns with the City of Adelaide 2016−2020 Strategic Plans vision to be a welcoming and dynamic city full of rich and diverse experiences. It is further informed by the Cultural Strategy 2017−2023 which delivers the creative imperative to be a multicultural City with a passion to create authentic and internationally renowned experiences.

Principles

The City of Adelaide Strategic Plan principles are reflected in the delivery of the Live Music Action Plan:

- Iconic and celebrated
- Inclusive
- Diverse
- Resilient
- Affordable
- Distinct districts

<table>
<thead>
<tr>
<th>Strategic Plan Themes</th>
<th>City of Adelaide Strategic Plan 2016−2020 Actions supporting Live Music</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CREATIVE</strong></td>
<td>Promote our UNESCO City of Music accreditation to attract more opportunities for new live music venues</td>
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<td></td>
<td>Partner with cultural institutions to increase visitations in the City and Park Lands</td>
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<td>Work with partners to improve the arrival experiences of tourists at Adelaide International Airport and other entry points to the City</td>
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<td>Work in partnership with key stakeholders to attract a winter music festival by June 2018</td>
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<td>Support businesses, community groups and individuals to grow their contribution to the creative, cultural and artistic life of the City</td>
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<td></td>
<td>Attract and support artists and cultural entrepreneurs to develop commercial opportunities</td>
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<td>Promote and showcase multiculturalism and Aboriginal culture and support local organisations to express this heritage</td>
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<td></td>
<td>Provide support to key festivals and organisations to assist them in offering events and activities that attract visitors to the City</td>
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<tr>
<td><strong>SMART</strong></td>
<td>Establish single-point-of-contact case managers to support established businesses to grow and attract sustainable businesses, investment and new corporate headquarters to the City</td>
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<tr>
<td><strong>LIVEABLE</strong></td>
<td>Increase participation by the broadest range of residents in the community life of their neighbourhood</td>
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Role in Live Music

The City of Adelaide plays the following roles in Live Music:

**Leader**
The only Australian UNESCO City of Music, the only South Australian council to have a Live Music Action Plan and play a leading role in regulatory reform nationwide

**Service Provider**
Provides Acoustic Advisory Services, Business Information Services and a range of Event Facilitation Services

**Regulator**
Operates Case Management for Live Music Venues to navigate planning, building and licensing regulations

**Advocate**
Plays an active role in live music planning in the City and state, advocating for live music through our UNESCO City of Music status

**Facilitator**
Provides funding and sponsorship for live music and facilitates growth in events

**Owner of Asset**
Facilitates live music events in the Park Lands and City places and operates Town Hall music program and rehearsal space

The City of Adelaide also works closely with other levels of government:
The Australian Government supports live music through a range of initiatives including Sounds Australia and the Live Music Office, as well as through opportunities supported by the Australia Council for the Arts. The Live Music Office participated in Council’s Live Music Summit in 2017.

The South Australian Government and the City of Adelaide work in partnership to support growth in the music industry in three main areas:

1. Celebrating UNESCO Adelaide: City of Music
2. Programs and Partnerships
3. Regulatory Reform

Evaluation

This Action Plan has been developed and will be delivered through close working relationships with key music partners including members of the Music Industry Council, the State Government Music Development Office, Music SA and the UNESCO City of Music Directorate. The Live Music Action Plan will be reported on annually. The first progress report is due in July 2018 with the final review in 2020/2021.

The deliverables will be monitored, recorded and shared annually. Accompanying examples of activities and collaboration highlights will be provided with each update. Annual Live Music budgets and specific project bids associated with the Live Music Action Plan are included in annual Integrated Business Plans.

Cultural Indicators for the City of Adelaide and an associated measurement regime for cultural vitality will be developed as part of the Cultural Strategy. Measures related to the Live Music Action Plan will be included in this work.
Live Music Planning Context

City of Adelaide Strategic Plan 2016–2020

Vision Principles
- Creative
- Smart
- Liveable

Cultural Strategy 2017–2023
Provides the Cultural Lens for Live Music Planning

Live Music Action Plan 2017–2020
Delivers Strategic Plan Actions

Cultural Forum and Think Tanks
Consultation

Live Music Summit

Shared Cultural Aspirations
1. Adelaide’s Cultural Identity is unique and our creative reputation is renowned
2. Adelaide’s Cultural Economy is robust, sustainable and easy to navigate
3. Adelaide has an engaged, collaborative, knowledgeable and Connected Cultural Community
4. Adelaide is recognised as a Cultural Incubator where people, enterprises and audiences flourish
5. Adelaide is renowned for its authentic, vibrant and diverse Cultural Experiences
THE CITY OF ADELAIDE IS A LEADING GLOBAL CITY OF MUSIC

Q AND A

Q: WHAT IS UNESCO CITY OF MUSIC?

A: UNESCO City of Music is an international accreditation by the UNESCO Creative Cities Network, which awards the title to Cities who demonstrate six variables: music heritage, excellent background in music-making, education, community involvement, regular high profile music events, and international music events. This recognition includes greater Adelaide and the regions of South Australia which we celebrate proudly as the Capital City. There are currently 19 UNESCO Cities of Music worldwide. http://www.adelaidecityofmusic.com.au/

<table>
<thead>
<tr>
<th>DELIVERABLES</th>
<th>CULTURAL IDENTITY</th>
<th>CULTURAL ECONOMY</th>
<th>CULTURAL CONNECTION</th>
<th>CULTURAL INCUBATOR</th>
<th>CULTURAL EXPERIENCE</th>
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<tbody>
<tr>
<td>1.1 As a member of the Executive leadership promote and celebrate our status as a UNESCO City of Music</td>
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<td>1.1.1 Enable UNESCO City of Music signage across the City, for example through venues and events signage, poster paste-up walls, spaces on public transport, digital billboards and other visible spaces</td>
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<td>1.1.2 Promote Adelaide City of Music at tourist arrival points and visitor information resources</td>
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<td>✔</td>
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<tr>
<td>1.1.3 Create opportunities for musicians to be ambassadors for UNESCO City of Music promotion and celebration, particularly Aboriginal and Torres Strait Islander artists</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>1.1.4 Support, fund and sponsor UNESCO City of Music events and experiences</td>
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<td>1.2 Seek opportunities to encourage exchange of talent and knowledge and attract music events to the City through our Sister Cities program and by building partnering opportunities in South Australia, nationally and globally, such as presentation of the World Choir Games.</td>
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<td>1.3 Host musicians at Civic receptions and highlight UNESCO City of Music designation through visible branding in the Town Hall and in Council buildings</td>
<td>✔</td>
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CONSULTATION FEEDBACK:

WHAT WILL YOU THANK COUNCIL FOR HAVING ACHIEVED?

‘For marketing the ‘bleep’ out of local musicians and live music’

‘For promoting local artists as key assets of the city’
### DELIVERABLES

| 2.1 | Partner with the local music industry to attract city visitors through ensuring that music is a key component of all major Council-funded events | ✔️ | ☐ | ☒ |
| 2.2 | Partner with others to create more opportunities for musicians to play in City venues and in the public realm | ☐ | ☒ | ☒ |
| 2.2.1 | Support Umbrella: Winter City Sounds to encourage new audiences to city venues | ☐ | ☒ | ☒ |
| 2.2.2 | Encourage venues to work in partnership with Council and the music industry to create new events, such as Local Buzz seed funding to support city businesses to trial and program more live music | ☐ | ☒ | ☒ |
| 2.2.3 | Enable free busking in City places and at identifiable plug and play locations, examples include Rundle Mall, Gawler Place and Market to Riverbank | ☐ | ☒ | ☒ |
| 2.2.4 | Activate the City through innovative community partnerships in new locations such as rooftops, carparks, balconies and other unique spaces, examples include working within the Market District to create new music events in the Chinatown Reinvigoration | ☐ | ☒ | ☒ |
| 2.2.5 | Support lunchtime music events in City venues and in key locations such as Victoria Square/Tarnanyangga, Market to Riverbank laneways, Rundle Mall, Market District, commencing with Rock the Square during the spring and summer event season | ☐ | ☒ | ☒ |
| 2.3 | Maximise opportunities for music to be created and performed in Council buildings | ☐ | ☒ | ☒ | ☒ |
| 2.3.1 | Expand Town Hall’s music program by seeking out new contemporary and unique performance opportunities, utilising the organ and providing a free rehearsal space | ☐ | ☒ | ☒ | ☒ |

### Q AND A

**Q:** WHERE IS THE CITY OF ADELAIDE’S FREE REHEARSAL SPACE?

Q AND A

Q: WHAT CONTROLS ARE IN PLACE TO MITIGATE RISKS TO EXISTING LIVE MUSIC VENUES WHEN A NEW ADJACENT RESIDENTIAL DEVELOPMENT IS PLANNED?

A: The Agent of Change principle applies in the City through the statutory planning system. This obliges proponents of new housing to attenuate for nearby existing music venues and, likewise, proponents of new music venues to attenuate for nearby existing housing. For information on noise management incentives for city residents in existing buildings go to: http://www.cityofadelaide.com.au/your-council/funding/noise-management-incentives/
Q: DOES CITY OF ADELAIDE PROVIDE FUNDING FOR LIVE MUSIC EVENTS?

A: City of Adelaide provides Arts and Cultural Grants for music as well as a significant Sponsorship Program for major music events and festivals. In addition, other areas of Council, such as Splash Adelaide, provide support for live music. A total of $1.78m in funding for live music events was provided 2016/17. For more information on Arts and Cultural Grants, Splash Adelaide and our Sponsorship Program go to:

CULTURE: A LENS THAT INFORMS EVERYTHING WE DO

The City of Adelaide Cultural Strategy 2017-2023 acknowledges positive shifts in how Council will contribute to the cultural vitality of the City. The principal shift in approach will be the application of a cultural lens across Council’s business.

The Cultural Lens reflects our shared cultural aspirations. It will be the central mechanism through which we will work to maximise the cultural vitality of the City.

---

Cultural Identity
Cultural Economy
Cultural Connection
Cultural Incubation
Cultural Experiences

CULTURAL VITALITY

SHOWCASE
ENABLE
CONNECT
THRIVE

People will be drawn here to live, study, work and play..
Acknowledgement

**Artists:** Dreading Oceans, Electric Fields, Jack Buckskin, Lazy Eye Band, Nakatomi, William Barton with the Adelaide Symphony Orchestra, Young Offenders

**Photographers:** Jonathan Kovarch, Lara Merrington Photography, Shane Reid, Trentino