

**PRIORITIES
FOR THE
VICTORIAN
MUSIC
SECTOR**

**JUNE
2018**

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MESSAGE FROM THE CEO

At the recent global *Music Cities Convention - Melbourne*, 350 experts from government, the music industry and academia, including dozens of speakers from around the world, converged in Melbourne to share ideas about how cities could better support music.

Melbourne was chosen to host the first Music Cities Convention in the Southern Hemisphere because it is considered a leading global music city.

Locals had a spring in their step because Music Victoria had days earlier launched the second Melbourne Live Music Census, which revealed that in 2017 Greater Melbourne was home to 463 regular live music venues – the highest number per capita in the world. This wasn't just good news for artists and music lovers; this live music activity created 18,331 annual part time and full time jobs in 2017.

And we beamed with pride as we walked visiting delegates through the new Australian Music Vault – a state of the art exhibition space at Arts Centre Melbourne which finally allows us to showcase our rich music history to young and old.

Later this year the state contemporary music awards, The Age Music Victoria Awards, will move from 12 years of sticky carpeted venues to the majestic Melbourne Recital Centre for the first time. And next year the music industry will move into its new home, the Music Market, at Collingwood Arts Precinct.

And it's not just Melbourne that is booming. Down the road, City of Greater Geelong has produced a live music action plan (the Geelong LiveMAP), to work collaboratively with the industry for mutual outcomes, Kardinia Park is developing a live music program, and it was revealed that 1200 jobs and \$500 million has been generated in the Geelong region through creative industries investment in just two years.

Clearly, the contemporary music industry has come a long way since a galvanised music industry challenged liquor licensing laws which threatened our live music venues in 2010. But there is still plenty of work to be done.

The 2017 Census revealed that while live music activity is robust, artist incomes haven't increased in 30 years, resulting in a strain on finances, standard of living, and mental health. While one thousand music industry students are graduating from courses every year, there are still no clear pathways to enter the music industry. There is also a lack of opportunities for young people to experience live music, particularly in the outer suburbs and regional areas, which could lead to the music industry losing a generation of future live music fans.

Over the next four years, the Victorian music industry must work smarter through investment, upskilling, and capitalising on technological and innovation developments. It should build on its burgeoning global reputation to develop new markets and opportunities, and bring the best thinkers and businesses to Victoria to assist export-ready acts to take the next step in their careers. This paper makes 16 recommendations that address these opportunities and weaknesses.

We hope that you will consider supporting these recommendations, and I would be very happy to discuss them in further detail.

Yours sincerely



Patrick Donovan - CEO, Music Victoria
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MUSIC
VICTORIA

OVERVIEW

STRATEGIES

This document proposes four strategies to secure cultural, social and economic benefits delivered by the Victorian music sector. They are to:

DEVELOP THE CAPACITY OF VICTORIA'S MUSIC SECTOR AND SUPPORT ITS INNOVATIVE MICRO TO MEDIUM BUSINESSES

1. ACTION: Include the music sector in the Victorian Government's Investment Attraction program to attract major music and other creative businesses to invest in Victoria.
2. ACTION: Support music industry business and professional development programs through continuing funding for successful programs via the Victorian Government's contemporary music package.
3. ACTION: Undertake an Audience Development Strategy to develop audiences for Victorian music.
4. ACTION: Help Victorian artists and businesses to develop international markets for their work, by delivering a range of export initiatives and targeted financial assistance.
5. ACTION: Initiate a paid internship program in prominent Victorian music businesses for tertiary students and graduates from disadvantaged and diverse backgrounds.
6. ACTION: Enhanced funding to enable Music Victoria to support and represent a growing music sector.

GROW VICTORIA'S LIVE MUSIC SECTOR AND BUILD THE SUSTAINABILITY OF OUR MUSIC VENUES

7. ACTION: Establish a State-wide 10 Year Victorian Live Music Strategy to grow live music.
8. ACTION: A guarantee from government of no 'lock outs' for Victorian music venues.
9. ACTION: Complete EPA Victoria's review of SEPP N-2 noise regulations by 1 July 2019, adopting the music industry's recommendations to ensure harmony between the live music sector and Victoria's growing population.
10. ACTION: A program of matched grants for Victoria's music venues to update facilities and equipment.

HELP VICTORIA'S MUSIC ARTISTS TO ACHIEVE SUSTAINABLE AND SUCCESSFUL CAREERS

11. ACTION: Support Victorian artists with small business skills and training.
12. ACTION: Provide a stand-alone music grant program for artists and organisations.
13. ACTION: Support measures to improve the health of musicians and music professionals.

ENABLE ALL VICTORIAN COMMUNITIES AND VISITORS TO HAVE ACCESS TO OUR UNIQUE MUSIC CULTURE

14. ACTION: Provide skills and mentoring for young women and GNC people in music technology and production.
15. ACTION: Provide a tourism strategy to promote Victoria as a creative state, and Melbourne as a music city.
16. ACTION: Activate Melbourne to bring the city alive with music during times of peak tourism and major events.

INTRO

MUSIC VICTORIA

Music has long been a centrepiece of social and cultural life in Victoria. Our music culture is dynamic, diverse and vibrant and contributes to good quality of life and a sense of community, meaning and attachment to place.¹

Melbourne, the 'most liveable city in the world' is renowned as a global music city and remains Australia's premiere live music market. In fact, Melbourne has more live music venues per capita of any city in the world.²

Over the past four years, the Victorian Government's music sector initiatives have achieved significant outcomes that place us as one of the world's great live music cities. Now we must capitalise on our positive international reputation and opportunities in new markets to become smarter, increase the value and appreciation of music by the wider community and ensure music is recognised and supported in policy strategies.

Victoria's creative industries make up eight per cent of the economy, contributing almost \$23 billion and 220,000 jobs.³

The music sector is largely self-sustaining in the free market. It is a resourceful, independent sector of talented artists, creative small businesses, and entrepreneurs. 99 percent of music and performing arts businesses have an annual turnover of less than \$2 million, and 88 percent are micro businesses turning over under \$200,000 per annum.⁴

The Melbourne Live Music Census 2017 showed that there were 17.5 million patron visits to live music performances in Greater Melbourne in the year, generating \$1.42 billion in box office revenue and consumer spending directly associated with attendance at gigs.⁵

Our live scene provided musicians with 1,041,000 performance opportunities for musicians and DJs as part of 73,605 advertised gigs at 553 live music venues. It was estimated that these live performances created 18,331 part-time jobs for musicians, DJs, venue staff, production staff and security personnel in 2017.

The survey also identified issues which need to be addressed for live music to continue to thrive. 67% of music venues have had issues with noise restrictions and 47% have had issues with property development - 45% have had strong/extreme impact with these issues. Most want a better working relationship with local government to address these issues.

Of the 495 musicians who responded to the survey, 69% reported that their earnings from music does not cover the cost of their artistic practice. 70% supplement their income with employment outside the music industry.

In fact, if we look into this issue more closely, we can see that many Victorian artists' livelihoods are in crisis. 51.1% of performing artists and musicians earn below \$20,000 annual income from their work within the entertainment industry, and 37% of performing artists and musicians earned less than \$20,000 outside of the entertainment industry.

1 University of Tasmania, 'The Economic and Cultural Value of Live Music in Australia', 2014.

2 Music Victoria, 'Melbourne Live Music Census', 2017.

3 Boston Consulting Group, 'Victoria's Creative and Cultural Economy', April 2015.

4 Creative Industries Innovation Centre, 'Valuing Australia's Creative Industries Report, 2013.

5 Music Victoria, above n 2.

MUSIC VICTORIA

Approximately 65% of musicians have a combined income under the average weekly wage.⁶

The Victorian music sector is currently facing at least three significant challenges to its future success:

Challenge 1: A majority of Victoria's music artists are finding it increasingly difficult to maintain a sustainable music career, with their twin income pillars of live music and recorded music both being eroded in recent years, along with increasingly unaffordable living, rehearsal and recording spaces

Challenge 2: The Victorian music sector has moved to a model of creative services micro-businesses and independent artists, following massive changes driven by international media and music technologies. Business skills and innovation, a supportive local community, and international networks are needed to unlock great opportunities

Challenge 3: Although Victoria's music venues provide a foundation for our unique music culture, their viability is under threat from gentrification, regulation and noise issues

By supporting the recommendations set out in this document, Victorian Government investment will provide wide-reaching social, cultural and economic benefits, including:

- Employment, with new jobs in live music and music services, including high levels of youth employment
- Education for young Victorians, including supported pathways from education into the workforce
- Increased numbers of micro and small businesses operating in the creative sector
- Creative and intellectual capital harnessed, with low input and distribution costs
- Contribution to Victoria's trade through exports, tourism and royalties
- Growth in productivity, with music outperforming other industries such as retail.
- Innovative solutions and technologies developed for Victorian businesses
- A regional competitive advantage with music as a key tourism attractor
- Increased numbers of music performances and events
- Positive recreation and entertainment value contributing to quality of life
- Strengthened social capital and improved well-being
- Enhanced brand building of Victoria as a creative state, and Melbourne as a music city
- Enhanced creativity and artistic expression for audiences, communities and musicians

⁶ Victoria University, 'Working in the Australian Entertainment Industry: Final Report', 2016.

MUSIC VICTORIA

A wide-reaching cross-section of the Victorian community will receive benefit:

- 112,345 people aged 15 years and above in Victoria who are estimated by the Australian Bureau of Statistics to 'work' as live music performers (based on 19.4 per 1,000 persons)⁷
- The 2.89 million Victorians who attend live music activities each year (more than half of all Australians attended live music annually)⁸
- 19,140 songwriter members of APRA AMCOS who live in Victoria
- 18,331 annual part-time job holders in the live music sector as well as recorded industry and creative services businesses
- 553 live music venues in Melbourne and 197 in regional communities⁹
- 1,000 post-secondary students graduating each year from music business, performance and technical courses
- 200+ Victorian artist managers, including Association of Artist Managers members
- 100+ Victorian record labels, including Australian Independent Record Labels Association and ARIA members
- A wide community of music industry professionals and participants, including 1,508 who are members of Music Victoria and more than 20,000 subscribers to community radio (including RRR 102.7FM and PBS 106.7FM)

Music Victoria has consulted widely with artists and industry to present recommendations to the Victorian Government to enable the Victorian music sector to grow and to achieve great social, cultural and economic benefits for our community.

Key ideas were shaped in workshops conducted with the Music Victoria Artists' and Women's Advisory Panels, music venues owners, music sector and business leaders, and individual consultations with key industry representatives and stakeholders. Music Cities Convention - Melbourne hosted discussions with local and international experts looking at how to maximise the social, cultural and economic contributions made by the music sector.

Feedback identified specific priorities for supporting Victoria's musicians and strengthening our live music sector. It also highlighted the importance of continuing the skills and sector development initiatives that have been of great benefit to the industry over the past four years. There was strong agreement of the urgent need to tackle inclusion and diversity within the sector, and to prioritise health and wellbeing issues.

⁷ Australian Bureau of Statistics (ABS) 2007, 'Attendance at Selected Cultural Venues and Events 2005-06', Cat No. 4114.0.

⁸ Australia Council for the Arts, 'Connecting Australians: The National Arts Participation Survey', 2017.

⁹ Music Victoria, 'Regional Victoria Live Music Census', 2013.

PRIORITIES

STRATEGY: DEVELOP THE CAPACITY OF VICTORIA'S MUSIC SECTOR AND SUPPORT ITS INNOVATIVE SMALL BUSINESSES

SERVICE NEEDS:

- Deliver skills and professional development to strengthen the robustness of the Victorian music sector and provide pathways to employment and business development.
- Provide development opportunities here in Victoria, so artists and music professionals don't have to undertake expensive travel outside of Victoria to attend events like BIGSOUND (QLD) or SXSW (Austin, TX).
- Increase international music market share for Victorian artists and businesses.
- Victoria lacks a deep pool of professional artist managers to represent Victorian artists accessing global markets. Skilled artist managers are crucial to the success of Victorian artists' careers.
- Build on the strength of Victoria's live music scenes to develop new audience segments for Victorian music. Involve more Victorians in the positive culture of music, contributing to quality of life and well-being.
- Strengthen the ecosystem of the music industry by encouraging community, celebration and sharing of knowledge, creating conditions for growth.

1. ACTION: Include the music sector in the Victorian Government's Investment Attraction program to attract major music and other creative businesses to invest in Victoria.

With the rise of new international music and media conglomerates, the time is ripe to attract high profile corporates and brands to set up operations and invest in Victoria. Victoria provides great advantages for music businesses, with a strong local market, nimble service businesses and good access to nearby Asian markets. However, the majority of corporate head offices in the music sector are still based in Sydney.

This investment will generate significant benefits for the state in terms of jobs, capital expenditure and exports. The creative industries have been identified as priority sector for Victoria's economic growth. The music industry in Victoria provides a sound business environment. Victoria has over 1,000 music business, technical and creative students graduating to the workforce each year.

2. ACTION: Support music industry business and professional development programs through continuing funding for successful programs of the Victorian Government's contemporary music package.

2.1 Continue mentoring and business coaching programs including Music Industry Pathways mentoring, Victorian Music Crawl, International Fellowships and Live Music Professionals business coaching.

2.2 Enhanced support for a major annual music industry professional development summit and showcase festival to be held in winter.

2.3 Continue to fund the Victorian Music Development Office to support businesses, grow audiences, and propel Victorian artists and music businesses into new markets in Australia and abroad.

2.4 Prioritise a First Nations industry program to expand artistic and professional development, training and employment opportunities and foster sector leadership.

2.5 Gather data on the economic impact of the wider Victorian music sector through a major research project as identified by the upcoming benchmarking audit.

2.6 Prioritise professional development and business skills training for artist managers to benefit Victorian artists' careers. Support places for Victorian managers in the successful AAM Co-Pilot mentoring program.

In the past year, Music Industry Pathways mentoring supported 67 emerging artists and off-stage workers. 28% received employment in the creative industries including Our Golden Friend, RRR 102.7FM, Sony Music Australia and Native Tongue Publishing. 10% used the program to start operating their own creative businesses like Acorn Music Group, an artist and event marketing and publicity business. 21 releases by the 25 artist participants achieved 3,988,660 streams on Spotify.

3. ACTION: Undertake an Audience Development Strategy to develop audiences for Victorian music.

3.1 Develop practical and strategic ways to increase the participation of young people in music, including engaging the international student audience in live music, and focussing the FReeZA program on youth music activities.

3.2 Seek to increase year-round audiences for live music for regional venues.

3.3 Nurture a music scene that involves diverse audiences through musical expression that is relevant for them.

"Lots of kids ... if you're investing in all-ages shows, they develop a relationship with venues, they develop a relationship with artists, and then they know: 'I want to support my local scene.' They want to go to smaller venues; they don't just want to go to arena shows or festivals".¹⁰

4. ACTION: Help Victorian artists and businesses to develop international markets for their work, by delivering a range of export initiatives and targeted financial assistance.

4.1 Support the work of SOUNDS AUSTRALIA to advance Victorian music internationally through market place activations, business meeting programs and digital music campaigns.

4.2 Provide quick response export grants, Export Fellowships, inbound trade programs and trade missions, and other emerging market programs.

¹⁰ The Guardian, www.theguardian.com/cities/2018/apr/10/australia-all-ages-music-venues-brisbane-rock.

5. ACTION: Initiate a paid internship program in prominent Victorian music businesses for tertiary students and graduates, including from disadvantaged and diverse backgrounds.

5.1 Develop best-practice guidelines and resources for creative businesses wishing to offer internships.

6. ACTION: Enhanced funding to enable Music Victoria to support and represent a growing music sector.

STRATEGY: GROW VICTORIA'S LIVE MUSIC SECTOR AND BUILD THE SUSTAINABILITY OF OUR MUSIC VENUES

Victorians place high value on the social benefits experienced from attending live music performances, believe that it improves their quality of life.¹¹ It's in our blood. There are more attendances for live music performances than spectators at all major sporting code activities combined each year in Victoria.¹²

SERVICE NEEDS:

- Provide support for Victoria's music venues to be better able to navigate business pressures and gentrification, regulation and noise.
- Enhance live music's competitive advantage as a key visitation attractor in regional Victoria.¹³
- Embrace the positive culture created by live music in the night time economy and providing regulatory conditions for live music to thrive.
- Many established small music venues located in older buildings have difficulty in providing disabled access and have difficulties funding larger capital works.
- Empower local governments' role in supporting their local music communities. Expand the supply of creative spaces in under-served areas and address affordability.¹⁴
- Many suburban and regional venues lack the knowledge and skills required to host contemporary music and attract audiences.

11 Deloitte Access Economics, 'The Economic, social and cultural contribution of venue based live music in Victoria', 2011.

12 Music Victoria, above n 4.

13 Tourism Research Australia, 'Impact of Regional Events' (Report by GfK Australia), 2014.

14 Boston Consulting Group, 'Melbourne as a Global Cultural Destination', 2017.

7. ACTION: Establish a State-wide 10 Year Live Music Strategy to grow live music.

Our live music sector has achieved so much for the economy and quality of life over the past four years. With Melbourne's population expected to reach 8 million by 2020 and Victoria the fastest growing state in Australia, participation in live music is poised to grow exponentially. Live music is concentrated in the inner city, and thousands of potential venues Victoria-wide don't have the expertise to run live music events.

7.1 Consolidate the Victorian Live Music Roundtable to deliver a whole-of-government partnership with the music industry. Resolve regulatory issues like SEPP N-2, provide education and contribute to issues related to live music in planning Victoria's night time economy.

There are currently 1,590 development projects containing 145,694 dwellings in Greater Melbourne¹⁵ and there is obviously great potential for ongoing conflict for some of our 553 live music venues. The principle of Agent of Change protection is not widely understood in local planning and development spheres, as evidenced in recent planning cases, including that adjacent to the Howler music venue in Brunswick.

7.2 Provide a Regional Live Music Plan

Research has shown that live music rates alongside food and wine activities as the most popular experience for regional visitors, and that most were likely to return to the destination in the future. The music industry will work closely with Municipal Association of Victoria, the Australian Hotels

Association, Regional Arts Victoria and other agencies to increase live music opportunities across the state.

7.3 Support local government agencies to stimulate local music industries and develop local music plans, deliver training and support local venues. Provide matched funding to activate spaces for live music in under-served areas, including rehearsal and recording facilities for young musicians.

Even though local governments have planning responsibilities for licensed premises, and may provide funding for arts-related programs or provide promotional initiatives, they lack the resources and expertise to support their local music communities.

In 2016, 1,400 local government candidates indicated their willingness to be involved in undertaking local music audits of their municipalities, with many also committing to introducing a live music strategy.¹⁶

8. ACTION: A guarantee from government of no 'lock outs' for Victorian music venues.

9. ACTION: Complete EPA Victoria's review of SEPP N-2 noise regulations by 1 July 2019, adopting the music industry's recommendations to ensure harmony between the live music sector and Victoria's growing population.

10. ACTION: Establish a program of matched grants for Victoria's music venues to update facilities to be accessible for people of all abilities, and for projects to help venues manage sound and enhance patron safety.

Many of our music venues are in very old buildings and need to be upgraded to provide for disabled access, safety for patrons and best practice audio production.

¹⁵ Alastair Taylor, www.urban.com.au/development/2018/05/19/stocktake-1590-melbourne-projects-project-database, 2018.

¹⁶ Music Victoria, 'Local Government Candidates Survey', 2016.

STRATEGY: HELP VICTORIA'S MUSIC ARTISTS TO ACHIEVE SUSTAINABLE AND SUCCESSFUL CAREERS

Only 14% of performing artists have permanent salary or wages, compared to 58% of the general public. Approximately 65% of performing artists and musicians report an income under the average wage and more than half earn below \$20,000 per annum from their creative work within the entertainment industry.¹⁷

SERVICE NEEDS

- Strengthen industry skills including self-employability, negotiation skills, use of technology and digital marketing
- Targeted assistance from government through funding investment, regulatory reform and skills programs to stimulate industry activity and international competitiveness.
- Support measures to improve the health of musicians and music professionals

11. ACTION: Support Victorian artists with small businesses skills and training.

11.1 Provide a program to support the reskilling of established and mid-career Victorian artists who are facing disadvantage through a bursary/scholarship program for post-secondary education.

11.2 Provide business coaching to established Victorian artists through the Live Music Professionals program.

11.3 Provide mentoring for emerging artists and music industry through Music Industry Pathways programs.

11.4 Support a creative careers, education and jobs expo to provide advice and resources for younger people aiming to enter the music industry.

12. ACTION: Provide a stand-alone music grant program for artists and organisations.

12.1 Continue comprehensive stand-alone grants funding program for the contemporary music sector's artists and organisations.

12.2 Provide collaborations grants for artists and labels to collaborate on a creative project with acclaimed touring international artists spending a week in Victoria on tour, increasing artistic practice, global networks and new audiences.

¹⁷ Victoria University, above n 5.

13. ACTION: Support measures to improve the health of musicians, professionals and fans.

13.1 Contribute funding for Support Act Ltd to provide direct support services in Victoria including a mental health hotline services for artists and industry

13.2 Support the safety of the night-time economy, including following recommendations of the Pilot Program to Reduce Sexual Assault and Harassment in Licensed Premises

Musicians are 5 times more likely to suffer from depression and 10 times more likely to show symptoms of anxiety.¹⁸ 40% of musicians have experienced physical and /or mental health issues associated with music but most usually self-manage the issue. 46% reported their hearing as “affected” though 48% do not protect their hearing.¹⁹

STRATEGY: ENABLE ALL VICTORIAN COMMUNITIES AND VISITORS TO HAVE ACCESS TO OUR UNIQUE MUSIC CULTURE

SERVICE NEEDS:

- Consolidate on Melbourne’s unique position as a world class leader in music to strengthen community identity and engagement, inspiration and diversity.
- Provide inspirational music experiences being sought by tourists.
- Women are not being equipped with music technology skills in the same numbers as men, with low numbers of women enrolling in music technology courses in higher education.²⁰
- Improve access to participation and employment within the music sector to ensure that it reflects the diversity of our population, as it is currently uneven and inequitable.²¹ Address access and inclusion in the music sector workforce.

18 Victoria University, above n 5.

19 Music Victoria, above n 4.

20 Strong and Cannizzo (RMIT), ‘Australian Women Screen Composers: Career Barriers and Pathways’, 2017.

21 Creative Victoria, ‘Creative State’, 2016.

14. ACTION: Provide skills and mentoring for young women and GNC people in music technology and production.

Women are not being equipped with music technology skills in the same numbers as men, with low numbers of women enrolling in music technology courses in higher education.²² Internationally, women make up only 5 percent of the audio engineering industry,²³ and only 7% of users of popular production software Ableton Live identified as women.²⁴

15. ACTION: Provide a tourism strategy to promote Victoria as a creative state, and Melbourne as a music city.

Promoting the international standing of Melbourne as a great city of music delivers on Action 29 of Creative State that aims to position Melbourne as a global cultural destination.

15.1 Partner with Visit Victoria in developing a Music Consumer Strategy to research in-demand markets for Victorian music and drivers for music tourism to attract more visitors to Victoria, including marketing campaigns in niche markets (including in-flight magazines), with a focus on events during winter months to align with Visit Victoria's winter visitation strategy.

15.2 Victorian Government support of Visit Victoria to partner with Tourism Australia for Australia House music activations at key global music events such as Austin's South by Southwest Conference and other Tourism Australia international activity.

16. ACTION: Activate Melbourne to bring the city alive with music during times of peak tourism and major events.

16.1 A program of boutique live music events that activate high profile sites like Flinders Street Station, Melbourne Airport, laneways, trams and creative spaces like Melbourne Recital Centre and Arts Centre Melbourne with exciting contemporary music offerings.

16.2 The Australian Music Vault has been a huge success in educating people about the value of music and driving audience participation. The Victoria music industry supports the Arts Centre's proposal to find a permanent home and will partner on programming for all-ages concerts and talks to encourage visitation.

22 Strong and Cannizzo (RMIT), above n 19.

23 Cooper, Coles and Hanna-Osborne (University of Sydney), 'Skipping A Beat: Assessing the state of gender equality in the Australian music industry', 2017.

24 <http://sonicbloom.net/en/why-not-more-women-make-electronic-music-and-how-this-could-change/>.

CONCLUSION

CONCLUSION

In this document, we have highlighted a number of challenges we face to ensure that communities right across Victoria are able to celebrate their stories through music, our talented artists are able to maintain sustainable careers, our music venues are able to thrive and our music businesses can build the skills and connections they need to reach out to the world.

We recommend 16 actions that represent an investment in the music sector to deliver a long term economic dividend to Victoria, providing job creation, increasing tourism, driving innovation and skills and increasing export earnings.

Victoria is fortunate to have a rich and diverse music culture that enjoys such wide participation by the community, providing creative expression, social inclusion and contributing to liveability. Half of us attended live music this year and almost all Victorians listen to music every day.

The Live Music Accord, the introduction of the 'Agent of Change' principle, the Victorian Live Music Roundtable, and a significant investment in the capacity of the industry and its artists through the Victorian Government's contemporary music package have all assisted to build this capacity in the sector.

The Victorian music industry has now weathered the upheaval in international music business models to reconfigure itself as a clever, enterprising industry of small service businesses and entrepreneurs, offering innovative services and products. It is ready to further realise its potential.

Music Victoria - June 2018