

MUSIC **VICTORIA**

Annual Report
2014-2015

ANNUAL GENERAL MEETING 2015

Date: Tuesday 20 October

Time: 6:30 – 8:00pm

Venue: The Unknown Union

1000 Pound Bend (Upstairs), 361 Little Lonsdale St, Melbourne VIC 3000

Chair: Ashley Admiraal

Agenda:

1. Chair's welcome
2. Apologies
3. Minutes of previous AGM
4. Business arising from the minutes
5. Chair's report
6. CEO's report
7. Treasurer's report
8. Amendment to Rules of the Association
9. Election of committee members & amendment to Rules of Association
 - a. nominees invited to make short presentation to Board and voting members
 - b. Votes counted, successful
10. Questions and informal discussion
11. Close of meeting

MUSIC VICTORIA STATEMENT OF PURPOSE



Contemporary Music Victoria exists to support the growth, participation and development of the Victorian contemporary music industry.

As peak body for the Victorian contemporary music industry, Contemporary Music Victoria Inc.

- a. is the point of contact for Victorians to engage with and participate in the contemporary music industry and related activities.
- b. provides advocacy on behalf of contemporary music within the music industry, the wider community and government
- c. provides an industry development role through provision of programs and services and the creation of a knowledge hub
- d. provides activities to encourage celebration and promotion of contemporary Victorian music and to create a supportive cultural community
- e. represents Victorian contemporary music interests at the local, national and international levels and participation of Victorian interests in national projects and other activities.
- f. is a relevant and strong organisation focused on good governance and community participation
- g. engages and fosters strong partnerships between the music industry, government and the community
- h. aims to work from an understanding of not replicating services that are provided elsewhere
- i. is broadly inclusive of the entire contemporary music industry: all music genres, industry sectors and professions as well as being accessible for metropolitan and regional Victoria.
- j. aims be valuable to music makers in its activities whenever possible
- k. provides for the support and fellowship of its members.

MUSIC VICTORIA MINUTES 2014



Minutes: 30 October 2014

Meeting: Bakehouse Studios, 6pm

1. CHAIR'S WELCOME

Andrew Fuller welcomed everyone to the AGM.

2. PRESENT & APOLOGIES

Present: Andrew Fuller, Patrick Donovan, Cassandra Pace, Ashley Admiraal, Jon Perring, Moira McKenzie, Barry Williams.

Apologies: Vanessa Bassili, Matt Topfer, Leigh Treweek, Michael Parisi, Catherine French, Adrian Jackson, Kirsty Rivers, Bruce Milne.

3. CONFIRMATION OF MINUTES OF AGM 2013

Minutes of 22 October 2013 meeting accepted.

Nom: Andrew Fuller

Seconded: Ashley Admiraal

4. MATTERS ARISING FROM MINUTES OF AGM 2013

N/A

5. CHAIR'S REPORT

Andrew Fuller spoke to his report and advised of the following:

- Music Victoria pleased to see the introduction of Agent of Change and de-regulation of All Ages gigs this year;
- In March this year Music Victoria released its Positions and Priorities Paper;
- The Victorian State Election State Report Card is on Music Victoria Website;

- The Age Music Victorian Awards are coming up in November and the recently held Genre Awards were successful;
- Another successful Leaps and Bounds Music Festival was auspiced by Music Victoria this year;
- Thanks to Patrick Donovan and Rebekah Duke for all their hard work this year;
- Thanks also to Belinda Collins for her work on sponsorships and promo with Music Victoria this year;
- Thanks to Jon Perring for all his contributions to Music Victoria. Jon is stepping down this year and he has been a major contributor to Music Victoria during his time on the Board;
- Thanks to Ashley Admiraal and Cassandra Pace for their great work on the Music Victoria Positions and Priorities Paper;
- Thanks Maria Amato and Leigh Treweek for all their contributions to Music Victoria this year, both a stepping down from the Board;
- Thanks also to Matt Topfer for his assistance with sponsorships and design, Barry Williams for stepping in as Music Victoria Treasurer, Vanessa Bassili and Moira McKenzie.

6. CEO'S REPORT

See Patrick Donovan's Report.

Patrick advised:

- The Age Music Victoria Awards 2014 are already a big success selling out in 2 days;
- This year Music Victoria is pleased to see the introduction of Agent of Change and the de-regulation of All Ages gigs;
- The Coalition Government has ticked off almost all points from Music Victoria's previous White Paper;

- The Regional Live Music Census which was instigated by Dobe Newton resulted in the Regional Live Music Action Plan, which was launched in September;
- Music Victoria worked closely with Leaps & Bounds Music Festival and City of Yarra again this year;
- City of Yarra are now making acoustic grants available to venues;
- Music Victoria Professional development are continuing to be successful, with 15 workshops held over the last year;
- Music Victoria is presenting 5 panels at Face The Music 2014 on 14 & 15 November 2014;
- Voting for The Age Music Victoria Awards is now open on The Age website;
- The AirPlay project, music at Melbourne Airport is on again this year and Music Victoria is pleased to have a commitment from Melbourne Airport to fund gigs at the Airport throughout the coming year;
- Thanks for Leigh Treweek at TheMusic for licensing Music Victoria the gig guide for the Melbourne Music City app. Download the app now!!

7. TREASURER'S REPORT

Barry Williams advised of the following:

- Farewell to Lauri and thanks for all her help with Music Victoria's bookkeeping over the years;
- The election results are likely to determine how Music Victoria will be funded in the future;
- All Music Victoria accounts have been audited and on display for any Music Victoria Member who wishes to see them.

Treasurer's Report

Moved: Andrew Fuller

Sec: Ashley Admiraal

8. ELECTION OF 3 COMMITTEE MEMBERS

The following nominees addressed the room regarding election:

- Alastair Burns;
- Harley Evans;
- Justin Rudge;
- Tim Northeast.

9. SHORT BREAK WHILE VOTES ARE COUNTED, SUCCESSFUL CANDIDATES ANNOUNCED

Darren Sanicki - Returning Officer announced the following successful candidates:

- Tim Northeast
- Barry Williams
- Justin Rudge

10. QUESTIONS AND INFORMAL DISCUSSION

N/A

11. CLOSE OF MEETING & NEXT MEETING

7.20pm

*** Attached:

- List of Music Victoria Members attending the AGM
- Financial Statements submitted to Members
- Certificate Signed by 2 CoM Members (Barry Williams and Andrew Fuller)
- Audited accounts and auditor's report accompanying financial statements

*** Proxy forms for AGM are available for inspection at the Music Victoria Offices upon request.

REPORT FROM THE PRESIDENT 2015



The 2014-15 Contemporary Music Victoria Inc. Committee of Management (the Board) has provided strong stewardship for Music Victoria and has overseen a substantial process of reform to the organisation.

Music Works

November 2014 saw the election of the Andrew's Government in Victoria and the adoption of the Victorian Government's \$22.2 million Music Works policy and package. This followed substantial lobbying both publicly and behind the scenes by Music Victoria to place contemporary music and the interests of our community and industry as an issue of state significance. An important part of this was the earlier preparation of a music industry 'white paper' which outlined 18 areas and associated recommendations for a future Victorian Government to engage upon. This formed the basis of Music Victoria's web based 'score card' against which the music policies of the competing parties were monitored and assessed.

Business Plan

With the Music Works policy in play, and the written promise from the now Minister for Creative Industries, Martin Foley, that 'Labor will continue to support ... Music Victoria to take a leadership role', the Board saw the need and opportunity for Music Victoria to reform into a more administratively mature organisation.

The first step was the preparation and adoption of a new 3 year strategic business plan. The Board and CEO convened for a full day planning session under the facilitation of member and volunteer Mr Rod McLellan, Director of Infrastructure at Major Projects Victoria.

The Business and Strategic Plan 2015-16 to 2017-18 affirms 54 actions under three strategic objectives:

1. **Represent:** *Strengthen Music Victoria's position as a legitimate and respected peak body representing the Victorian contemporary music industry to ensure a strong voice on local, state and national issues.*
2. **Support:** *Deliver targeted industry development activities and services to support a strong and healthy contemporary music industry.*
3. **Sustainable organisation:** *Build a more sustainable organisation with appropriate governance and funding and organisational development strategies to facilitate the achievement of strategic objectives 1 and 2.*

The Business and Strategic Plan is structured around sub-objectives with associated activities and assigns key performance indicators, timelines and persons responsible for carrying out the actions.

Organisation Structure and Staff

Concurrently with the planning and preparation of the new Business and Strategic Plan, the Board prepared and adopted a new organisational structure which saw the establishment of the new roles of Operations / Program Manager and Operations Administrator. These roles, along with the position of Business Development Manager were filled following a competitive process in which over 200 applications were received.

Music Victoria's current staff and key contractors are as follows:

- Chief Executive Officer Mr Patrick Donovan
- Operations / Program Manager Mr Nick Cooper
- Operations Administrator Ms Chloe Turner
- Business Development Consultant Ms Belinda Collins
- Accountant Ms Katrina McBeath

As well as being the Operations / Program Manager, Nick Cooper is a currently certified Australian legal practitioner (corporate lawyer) and provides in-house legal counsel to the organisation.

Through the recruitment process, we adopted a new set of staff contracts and performance review documents and procedures, and did so with the support of

human resources management specialists, GoldSeal Practice Management Pty Ltd, which provided its service *pro-bono*.

Office move

April 2015 saw the organisation move from a small office in the Brunswick Town Hall, where we had been housed since our inception, to a larger office at Level 1, 49 Tope Street South Melbourne, capable of hosting an expanded staff and operational activities.

Governance Policies

The year also saw the adoption by the Board of the following policies:

- Conflict of interest – to establish procedures for Board members with an interest in matters of consideration before the Board
- Budget and Financial Management – which established procedures and responsibilities for budget establishment and financial delegations.
- Occupational Health and Safety – and associated plan for the proper health and safety of the office, staff, visitors and volunteers.

In June 2015, Music Victoria invited WorkSafe to conduct a safety review of our premises. WorkSafe provided a report and recommendations which are progressively being acted on. No significantly adverse findings were made.

So What?

Collectively, these back of house reforms, new staff, and newly developed systems and processes, have built the organisation into a more professional outfit, and if needed, have provided a platform for potential further expansion.

Most importantly however, the reform process has strengthened Music Victoria's capacity to deliver more and higher quality services for its members and for the wider music community and industry.

The 2014-15 Committee of Management

Providing oversight responsibility for Music Victoria, the Board has met on 10 occasions. Particulars of the 2014-15 Committee of Management including board meeting attendance, is included in the table below.

To assist the proper management of the organisation and in accordance with the Rules of Association, the Board established 'sub-committees' to provide more direct oversight on specific matters, and to bring considered recommendations to the full Board. The sub-committees and membership are also outlined in the table below.

A standing message appears on the agenda of all the Board meetings and is provided here as a demonstration of the approach the Committee of Management takes to its deliberations and decisions:

The committee members and officers of Music Victoria have acknowledged the following committee members' and officers' duties.

As a committee member or officer of Music Victoria, you have duties under the Associations Incorporation Reform Act 2012 and general law. The main duties are:

- *to act honestly and in good faith;*
- *to act in the best interests of Music Victoria;*
- *to exercise powers as a committee member or officer with reasonable care and due diligence;*
- *to make sure that Music Victoria can pay its debts on time;*
- *not to use any information obtained in one's capacity as a committee member or officer to gain, directly or indirectly, an advantage for oneself (including any financial benefit) or for any other person, or to harm Music Victoria; and*
- *to avoid a conflict of interests.*

Essentials of the 2014-15 Committee of Management

Name	Office and term	Sub-Committees	Meetings attended*
Ashley Admiraal	President (Chair) Elected 2013 to 2015	Budget and Finance	10 of 10
Cassandra Pace	Vice President Elected 2013 to 2015	Women's Affairs; Strategic Plan	8 of 10
Barry Williams	Treasurer Elected 2014 to 2016	Budget and Finance; Employee	9 of 10
Moira McKenzie	Secretary Elected 2013 to 2015	Women's Affairs; Leaps n Bounds Festival	10 of 10
Andrew Fuller	Elected 2013 to 2015	Membership and brand development	8 of 10
Tim Northeast	Elected 2014 to 2016	Employee; Leaps n Bounds Festival	8 of 10
Justin Rudge	Elected 2014 to 2016	Awards; National Affairs; Strategic Plan	9 of 10
Harley Evans	Appointed 11 months to 2015	Employee; Membership and Brand Development	3 of 9
Michael Parisi	Appointed 11 months to 2015	Awards; National Affairs; Leaps n Bounds Festival	7 of 9
Ian James	Appointed 8 months to 2015		5 of 7

* The Committee of Management convened on 10 occasions. Harley Evans and Michael Parisi were appointed to the Committee for a maximum of 9 meetings, while Ian James' tenure commenced in March 2015 for he was invited at the meeting of 16 February 2015 for a maximum of 7 meetings.

Final note of thanks

The 2014-15 Committee of Management has given of its time on a volunteer basis in service to the organisation and its members, and collectively amounting to many, many hundreds of hours of service.

I thank all members of the Committee for their service.

Particular appreciation is given to those standing down from the Committee in 2015:

- Michal Parisi – appointed to the Committee in 2014
- Moira McKenzie – Music Victoria Secretary for the last two years
- Andrew Fuller – for five years service, including three as Secretary and one as President.

Ashley Admiraal

President

20 October 2015

Dear Music Victoria members,

Music Victoria currently has 877 members - the largest number of any state or territory peak body in the country. This includes 129 bands, Platinum and Gold Partners, venues, small and micro businesses and music fans. We exist to support you, so thank for getting behind us over the last year and helping us expand to a larger office with 3.5 staff so we can better serve the industry.

The Age Music Victoria Awards

The Age Music Victoria Awards (TAMVA) and The Age Music Victoria Genre Awards held at 170 Russell on 19 November 2014, which recognised the achievements of 24 artists, venues and festivals, attracted approximately 75,000 votes, hosted 1,500 guests, performers and music fans and secured 25 sponsors. Daddy Cool and Ed Nimmervoll were inducted into The Age Music Victoria Hall of Fame (and featured in an exhibition at the Arts Centre Melbourne), while the awards also paid tribute to the late Jim Keays.

This year, we have separated the Hall of Fame component and the annual awards event. Next month we induct 10 Victorian legends at a concert at the Palais Theatre headlined by John Farnham, while the EG Allstars with guest singers, Courtney Barnett, Harts and Marlon Williams headline the combined public and genre awards, to again be held at 170 Russell.

Funding

During the last financial year, Music Victoria received \$250,000 in annual core funding from the previous State Government (\$150,000 from Liquor Licensing, \$100,000 from Arts Victoria); \$50,000 from Australia Council for the Arts and

\$20,000 from APRA AMCOS, as well as \$60,000 cash sponsorship for the Awards. We also received a commitment of 6 month bridging funding of \$125,000 from the current Labor Government which was received within the current financial year.

Marketing

Business Development Consultant The Social Crew/Belinda Collins produced a marketing plan and oversaw the website and branding overhaul. Improved membership services led to a higher retention of, and increase in, membership overall.

Member communications and processes were also updated, which led to an increase in monthly newsletter distribution to 2800 subscribers, an increase in Facebook likes from 5640 to 6557; Twitter followers up from approximately 8500 to 9600; and an Instagram followers increase of 100% to over 700.

State Advocacy

I represented the music industry on the Liquor Control Advisory Panel (LCAC) which resulted in a lifting of the late license night freeze for small venues, and extensions of trading hours for venues on culturally significant nights. I continue to work on the Live Music Roundtable, the Alcohol Harm Minimalisation Sub-Committee, sit on the Attenuation Grants selection panel; the Sexual Harassment and Assault in Live Music Venues Taskforce and the EPA's External Reference Group to review SEPP N-2 standards.

National

I became Chair of the Australian Music Industry Network in September 2014 and oversaw the organisation's rebrand and the CONTROL managers program, and negotiated the preferred travel agent supplier deal with Travel Beyond Group, which set up online booking portals for members to save on airfares, accommodation and travel. 200 members have signed up to use the portal.

I held meetings with the Federal Arts Minister and Shadow Arts Minister, and I convened Music Australia's Market Development and Promotion Working Group for the National Contemporary Music Business Development Plan.

International

I was invited to attend Canadian Music Week in Toronto as a delegate and panellist to discuss Melbourne as a great Music City. I was also invited to deliver a power point presentation at the inaugural Music Cities Convention in Brighton, UK, and moderated a panel on tips for European bands touring Australia. I attended a number of meetings with key international industry, including representatives from South America.

Local Council

We worked with City of Yarra on the Leaps and Bounds Music Festival, including delivery of a grant funding panel (which the Creative Industries Minister attended to launch the Music Works grants package), an export panel and a venues day which included a discussion with APRA AMCOS about licensing fees collection, an acoustic attenuation masterclass, details of a \$25,000 attenuation grant program and updates on live music reform.

I was member of City of Melbourne Music Strategy Committee to advise the council on policy and events including Melbourne Music Week and the *We Can Get Together Music Symposium*. We helped settle disputes between venues and resident neighbours in City of Yarra and City of Stonnington. Worked on new City of Yarra venues protocol, and advised City of Darebin on its new live music strategy.

Professional Development

Music Victoria curated or ran over 20 professional development panels, workshops and meetings around the state on a range of topics, and continued to partner with Face the Music and AWME conferences.

Regional

The team presented workshops in Echuca, Wangaratta, Geelong, and Ballarat. Worked with Ballarat, Geelong and Mornington councils on developing live music strategies and produced a *Regional Action Plan*. We presented two regional awards as part of The Age Music Victoria Awards; attended meetings with VAPAC to stimulate the regional touring circuit; and initiated conversations with Triple J Unearthed about partnering on regional workshops.

AirPlay!

We ran the AirPlay! project throughout the year, featuring local bands playing at Melbourne Airport, culminating in Victorian bands (including TAMVA winners Charles Jenkins and Cookin' on Three Burners) playing on three stages during Melbourne Music Week. Also handed out postcards and stocked them at Melbourne Airport during AirPlay!. Music Victoria applied for a Creative Victoria grant to fund the project in November 2015.

Women's Music Industry Advisory Panel

320 women were surveyed in the Women in the Victorian Contemporary Music Industry survey in April 2015. Board member Cassandra Pace wrote a report on the findings and in a fortnight will chair the first Music Victoria Women's Advisory panel meeting to advise the Board on new strategies.

Regards, Patrick Donovan - CEO, Music Victoria.



Introduction

On behalf of the Music Victoria Committee of Management, it is my pleasure to present to you the treasurer's report for the financial year ended 30 June 2015.

It will be no surprise to any of us that the last financial year had its challenges with the pending state election and the change of government, with much of our funding coming from various government departments after consistent lobbying from our CEO. As has been the case in previous years, we were able to deliver another surplus with an increase in income of some 17%. Expenditure, even though over budget because of our administration restructure and office relocation, was well managed. The results have been independently audited and details of the audit are included within this annual report.

Balance Sheet

The equity position from the financial year ending 30 June 2014 has been maintained through 2015 at approximately \$330,000. This result is supported by fixed term deposits of \$100,000 and cash on hand in various operating accounts of some \$287,000 which is sufficient to cover operational requirements for the coming year.

Surplus/Deficit

For the financial year ended 30 June 2015, Music Victoria generated a surplus of \$61,352 against a budgeted surplus of \$103,000, this result though not to budget is in keeping with our 'not for profit' status.

Total revenue for the year was \$530,176 against a budget of \$520,000 with the result being 30% above the previous year.

Total expenses for the year were \$468,824, this was a 14% increase on the budgeted expenses for the year primarily being attributable to our administration restructure and office relocation to South Melbourne.

General Comments for the Year Ahead

Our board made a conscious decision in February 2015 to expand our administrative resources with a new organisational structure which saw the establishment of the new roles of Operations / Program Manager and Operations Administrator to ensure our organisation could be integral in working with Creative Victoria in assisting in the delivery of the Music Works package. These decisions have substantially increased our expense base, consequently our 2015-16 budget position could result in a deficit if we are unsuccessful in obtaining the required grant income to meet our Strategic and Business Plan.

In closing, I would like to thank Katrina McBeath for so quickly picking up our systems and procedures after her appointment in April 2015, and the support Chloe Turner has offered in assisting Katrina to meet our Board's reporting schedule.

Barry Williams

Treasurer, Music Victoria

AMENDMENTS TO THE RULES OF ASSOCIATION 2015 ANNUAL GENERAL MEETING



Below is a summary of the proposed amendments to the Rules of Association of Contemporary Music Victoria Inc. (the Rules). In accordance with the Rules and the *Associations Incorporation Reform Act 2012* (Vic), the Rules must not be altered except in accordance with the Act. Therefore any change to the Rules must be passed by special resolution, and we ask that you indicate your approval of the proposed changes by ticking the box on the voting form provided. The proposed changes are those underlined or ~~struckout~~ only.

5. Membership, Entry Fee and Annual Subscriptions

- 5.5. As soon as practicable after the receipt of an application, the Secretary must ~~refer~~ ensure that the application is referred to the Committee and:
- a. The Committee must determine whether to approve or reject an application for membership in its absolute discretion, without being obliged to provide reasons;
 - b. A person or Corporation whose application for membership is refused by the Committee may apply to the next Committee Meeting to have the application reconsidered.

For the avoidance of doubt, the Committee may approve or reject an application for membership in accordance with Rule 28.4.

- 5.6. If the Committee approves an application for membership, the Secretary must, ensure that, as soon as practicable:
- a. ~~notify~~ the applicant is notified in writing of their approval; and
 - b. ~~request that~~ payment is requested within 28 days after receipt of the notification of the sum payable under these Rules as the entrance fee and the first year's annual subscription.

- 5.7. The Secretary must, within 28 days after receipt of the applicant's subscription, ~~enter the~~ ensure that the applicant's name is entered in the register of Members.

28. Meetings of the Committee

- 28.4 The Committee may, by resolution at a Committee Meeting, elect to make certain decisions by email provided that all Committee Members are copied into such emails, and provided that such decisions are ratified by the Committee at the next Committee Meeting.

2. Amounts Entry Fee and Annual Subscriptions

The Amounts determined by the Committee are as follows:

- 2.1. The Entrance Fee is \$0
- 2.2. The Annual Subscription rates are:
- a. ~~\$30~~ \$33 - Individual member
 - b. ~~\$20~~ \$22 - Concession individual member
 - c. ~~\$60~~ \$66 – band membership/NFP
 - d. \$150 Small business (fewer than 15 employees)
 - e. \$330 Venue Partner
 - f. \$550 Gold Partner
 - g. \$990 Platinum Partner
~~\$300 Corporate member (15 or more employees)~~

Cassandra Pace

Cassandra Pace is passionate about enabling culture creators and brings a decade of public policy experience to her volunteer roles in the music industry. Cassandra was an early member and volunteer of Music Victoria before joining the Board in October 2013. She has demonstrated the ability to use her policy skills and government experience to help Music Victoria achieve its objectives. Cassandra has played a key role in drafting policy documents for Music Victoria including:

- ‘The Case for Regulatory Reform’ position paper presented to the Victorian Government in November 2012
- A proposal for a state based variation to the Building Code of Australia to ensure live music venues are subject to lower levels of red tape
- ‘Position and Priorities’ paper that presented 19 recommendations to the Victorian Government in March 2014.

Most recently Cassandra led a research project to better understand the barriers women face to their participation and career development in the Victorian music industry. The survey results were presented in the ‘Women in the Victorian Contemporary Music Industry’ paper, which was publicly released in September 2015. Cassandra looks forward to continuing to contribute to the achievement of Music Victoria’s goals and delivery on its business plan.

Catherine McGauran

My diverse range of skills and involvement in the music industry in Victoria makes me a strong candidate for the board. I co-host the Breakfast Spread on PBS FM which requires me to keep up to date with what's happening in the industry and around Melbourne, and I play in a band myself. My knowledge and involvement with music in regional areas is significant because I have good connections around the state and a solid understanding of the issues faced in these areas. When I lived in Gippsland I volunteered with the Lyrebird Arts Council in Meeniyan, and have been

the MC of the Beechworth Music Festival since its inception last year. I also helped Music Victoria apply for funding to get the Geelong Regional Music Strategy up.

Professionally I have a background in law and journalism meaning that I am used to making decisions based on evidence before me, i.e. as impartially as possible. Aside from PBS I work at The Council to Homeless Persons, the peak body for the housing/homelessness sector in Victoria which is useful because I have an excellent understanding of how peak bodies work and what their role is within an industry.

Chrissie Vincent

Chrissie started her career in the music industry in 1981 at Festival Records in Sydney, with over 34 years experience in the music and entertainment industry, Chrissie has worked with some of the biggest names in music, both in Australia and internationally (based in Los Angeles for 5 years at Virgin Records Worldwide) including the Rolling Stones, Lenny Kravitz, David Bowie, Sex Pistols, Smashing Pumpkins, Rod Stewart and Australian artists and bands such as The Living End, Pete Murray, Don Walker, Jeff Lang, Tim Rogers, Tex Perkins - the list is endless. Over the years, Chrissie has worked in various capacities including publicity, artist management, TV production, record promotion, radio promotion and music television @ MTV in Australia and the US. In 1999 she took the opportunity to branch out on her own as an independent publicist establishing Chrissie Vincent Publicity & Management.

Over the past 15 years, Chrissie has worked on successful publicity campaigns for events such as Falls Festival, St Kilda Festival, St Kilda Film Festival, Pyramid Rock Festival, Boogie Festival, the Australasian Worldwide Music Expo and CD and National Tour Campaigns for both local and international touring artists.

In January 2015, Chrissie accepted the position of Associate Head of Entertainment Management at Collarts (Australian Collage of the Arts) where she is overseeing the Entertainment Management Department and redesigning the course for reaccreditation in 2017.

Chrissie is currently completing a Masters Degree in International Music Business.

Ian James

Ian James has been the Managing Director of Mushroom Music Publishing for the past 29 years. Mushroom Music Publishing is the most successful independent music publisher in Australia and represents many of the most prominent songwriters in Australia and New Zealand. He is also the Deputy Chairman of Australasian Performing Right Association (APRA) and Chairman of the Australasian Mechanical Copyright Owners Society (AMCOS). In 2014 he was appointed as the Adjunct Professor at the Victoria University College of Business. Prior to joining Mushroom Music, he was at APRA for 10 years, managing the Licensing Department and the Southern Region office. He has a Bachelor of Commerce (Applied Psychology) from the University of New South Wales.

Jay Pitrola

I Jay Pitrola believe that I am a suitable board candidate as:

I am an active Music Entrepreneur and an established Music Producer, having many major releases, as well as endorsed by:

The BBC (TV and Radio)

Roland Music Australia

Music commissions - The Wiggles

Have had my music played on the opening and closing London Olympics ceremony.

I have more than 14 years of Music experience within the UK music market and believe I possess the skills to help creating a more multicultural Music Scene in Melbourne and would like to be involved in the strategic planning of how this can be made possible.

I look forward your decision and hope that I may be considered a suitable candidate.

Please see my credible sources below under my pseudonym

"Raas Masters"

<http://www.soundcloud.com/raasmasters>

<http://www.raasmasters.com.au>

<http://www.facebook.com/raas.masters>

<http://www.twitter.com/raasmasters>

[Click for Raas Masters Official BBC Page](#)

Kaye Blum

Kaye has extensive marketing and communications experience as a copywriter, content creator and creative director in leading advertising, marketing and digital agencies; and as a freelance consultant.

Her diverse experience also includes journalism (music, film/TV); film & television; and teaching (corporate writing).

Kaye's copywriting career took her to Sydney, then to London where she lived for nearly seven years. She returned to her hometown, Melbourne, for the music – because it's one of the greatest music cities in the world.

She believes this passionately enough to start a Change.org campaign with James Young (who mentioned the idea at Face The Music 2014) to persuade the Premier to change Victoria's licence plate slogan to "Victoria – the live music state".

Kaye's passion for music has taken her to some of the world's major festivals and conferences like SxSW in Austin and Way Out West in Sweden; and most Australian events.

She returned to writing about music a few years ago and is now creating her own digital publication (on live music), establishing the St Kilda Summer Jazz festival, and developing training programs to help musicians market themselves.

Kaye's marketing skills can help promote Music Victoria's mission and grow membership numbers.

Matthew Kennedy

- CEO of Tennis Victoria since 2011
 - now a \$5million business with 38 employees
 - 900 member clubs/associations and 168,000 registered participants
 - significant governance reforms and a new affiliation model

- Previously worked for the International Cricket Council for a decade and was its Global Development Manager, first based out of London and then later Dubai
 - 94 Associate and Affiliate member countries of the ICC (i.e. outside of the 10 Test nations)
 - oversaw 5 Regional offices in the Americas, Africa, Asia, East Asia - Pacific & Europe
 - responsible portfolios included governance and strategy, country funding, participation development, High Performance, the establishment of the Global Cricket Academy, international tournaments & qualifier pathways to World Cups, and the merger of IWCC and ICC and subsequent progression of international women's cricket
 - travelled to over 45 countries working together with a diverse range of governments and organisations
- Began career in 1993 at the Victorian Cricket Association, finishing 7 years there as its Community Cricket Manager
- Bachelor of Business in Sport Management (Deakin 1992), Graduate Diploma in Sports Law (Melbourne 2008)
- Very keen to contribute to Music Victoria if it was felt that his skills, experiences and perspectives could add value.

Michelle Nicol

Michelle Nicol is a business and digital marketing strategist and has 15 years experience in media and communications. Since 2006, Michelle has worked as a senior business strategist and consultant, specialising in digital marketing and PR for the entertainment, hospitality, retail and destination marketing sectors. The Co-Founder and Content Marketing Director of two start-up technology companies, she possesses sound knowledge of the development and funding stages of start-ups and the technology economy.

Michelle has a strong interest and network in the Victorian music scene and was instrumental in leading the initiatives resulting in the renaming of Rowland S. Howard Lane to honour the contribution of musicians to our culture, and has been a promoter, tour manager and publicist for Australian and international artists.

Recently she has been closely involved with senior levels of local and State Government in the strategic development of local precincts and urban renewal project and events including Pride March Victoria, World AIDS Conference and St Kilda Festival. As a consultant she reports to a number of boards and committees including St Kilda Tourism, Fitzroy Street Precinct and non-profits such as the Jewish Taskforce Against Family Violence and The Hunger Project. She has also successfully delivered state and federal Government-funded projects in Australia for both (major) sides of Government.

Nisha Richardson

I'm originally from Perth and worked as a corporate lawyer for three years before I took a leap and moved to Melbourne to work full time in the music industry in touring and events. I've maintained my practising certificate and provide in-house legal advice and negotiate and prepare contracts in my current role as well as booking and coordinating national concert tours. I served on a number of committees during my studies and whilst working in private practice, including working with a Western Australian children's charity and the UWA Student Guild. As a result, I am familiar with board and committee practices and procedures. I believe I can offer the usual professional qualities expected of a board member (time management, strong communication skills, ability to multi task, prioritise and work in a team) but importantly, I have a unique combination of professional legal skills as well as first hand experience in live events and touring. I am relatively new to Melbourne which I believe will also be a benefit to the Management Committee, as I will bring a fresh perspective and am enthusiastic to become more involved in the Melbourne scene. I am a motivated person and am eager to contribute to the music, and more broadly, the arts community by serving on the Management Committee of Music Victoria.

Rosie Dwyer

Rosie has over 15 years' experience working in the music & performing arts industry. Rosie's journey started in the Northern Territory, creating live music, touring and Festival opportunities for young artists. This included producing major events for the Northern Territory Government, all-ages & youth events, and opportunities for remote Indigenous performers. Additionally Rosie was instrumental in opening up the Alice Springs branch of MusicNT, the peak music body for original music in the Northern Territory, providing advocacy, skills development, marketing and touring opportunities, as well as running a major contemporary music festival.

Since relocating to Victoria Rosie has worked with band management organisations, booking agencies and record labels, as well as on major music & arts festivals.

Rosie is currently working with Regional Arts Victoria as the Touring Program Coordinator. The Touring Program coordinates and facilitates touring performing arts throughout Australia, providing regional audiences with access to high quality cultural experiences and Victorian artists with opportunities to reach these audiences. Rosie is also developing a halls touring program, Connecting Places, facilitating a network of regional arts organisations to participate in touring professional work.

Sarah Blaby

Sarah Blaby is a 38 year old musician, DJ, venue booker, promoter and more recently a sales manager.

After 5 years at Shock Records in the 90s, Sarah moved on for an 8 year stint working for Camillo Ippoliti as the entertainment manager of Revolver Upstairs, Cookie and The Toff in Town. It was the era of the Melbourne 2am Lockout and the banning of smoking in venues which were major times of change for live music venues and nightclubs - particularly Southside as they were also coping with large-scale gentrification and the north migration of the music industry.

Sarah played guitar in Porcelain and Remake Remodel for over 10 years, and US/Aus band Origami, plus a stint in the 90s in Hecate and Sheraw at the now legendary Easey St 'Rock n Roll High school'. She's played alongside Le Tigre, Le

Butcherettes, Dinosaur Jr, The Coolies, Scream Club, MEN and pretty much every Melbourne band you can think of. Plus, she's toured all over Australia, Europe, Japan and USA, played the Big Day Out, Ladyfest Colorado, North by North East conference (NXNE Toronto) and represented Revolver at South by South West.

For the last 4 and a half years Sarah has been the Sponsorship and Promotions Manager for PBS 106.7FM working alongside all major venues, events, festivals, councils, touring agents and promoters in Victoria. That is 20 years in Melbourne's music industry and counting!

Shaun Adams

Getting his start as a sound engineer and tour managing acts around the country, Shaun moved into booking and promoting tours in Victorian regional areas before taking on the role of programming and marketing one of Australia's best regional venues, Karova Lounge. Shaun has been a promoter rep on regional events with acts including Powderfinger, Silverchair and John Butler Trio. He was also involved in Straight to You – triple j's Tribute to Nick Cave and has worked for festivals such as Meredith Music Festival and Falls Festival.

For the past two years, Shaun booked the Prince Bandroom in St Kilda and is now in management with The Smith Street Band and The Bennies.

Shaun is also a driving force behind the Ballarat Live Music Advisory Committee, which is developing the Ballarat Live Music Strategic Plan.