

June 2018

| Music Victoria Live Music Action Plan | |
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| STATEMENT | <p>Melbourne is, per capita, the live music capital of the world, with 553 regular venues, while Victoria boasts 197 regional venues. The state also hosts 350 festivals with live music.</p> <p>Live music is one of the main income streams for musicians. Musicians need not just local venues but regional, interstate and international touring paths to sustain and grow careers.</p> <p>Music Victoria will continue to work with venues, musicians, fans, government and government agencies and bodies to survey industry needs, advocate for reform, and advice, mentor and educate the industry to grow the live music sector.</p> |
| CURRENT INITIATIVES | <ul style="list-style-type: none"> • Live Music Professional program • Celebrating and promote the best venues through the Age Music Victoria Awards • Producing Victorian music industry Government White Paper asking for backline grants for venues • Partnering with Visit Victoria to better promote the Victorian live music sector • SEPP N2 external reference committee membership and liaising feedback session with acoustic expert Marcel Kok • Partnering with Creative Victoria and Municipal Association of Victoria on Live Music Action Plan Templates • Liaising with the National Live Music office including current review into industry issues • Overseeing the Agent of Change report with Good Music Neighbours • Updating Live Music Best Practice Guide as needed |
| MEASUREMENT | |

