

Regional and Outer Suburban Action Plan	
STATEMENT	<p>Music Victoria believes that vibrant regional and outer suburban contemporary live music scenes are vital, not just for regional musicians and music businesses but also their entire communities. Healthy music communities across the state of Victoria provide touring opportunities for artists from around regional and metropolitan Victoria, Australia and the world to build loyal audiences and generate income. Live music stimulates local economies and pride in local talent and culture, and provides a pathway to sustainable and rewarding careers for many Victorians.</p>
CURRENT INITIATIVE	<ul style="list-style-type: none"> • Regular workshops hosted in regional Victoria (minimum four per year, average attendance 20) • Partnering with Municipal Association of Victoria in developing regional live music templates for councils across the state • Live Music Professionals program (a coaching program for Victorian independent promoters, venue owners, bookers or venue managers) open to all Victorians and aims to have a minimum 50% split of regional/outer suburban participants annually. • Most the Live Music professionals summits in regional Victoria (Ballarat planned for this August) • Music Victoria has been active in assisting with the writing of Music Action Plans in Mornington, Ballarat and Geelong (in progress). • The Age Music Victoria Awards celebrate the best regional artists and venues. • Establish new regional panel to choose the most deserved winners of the best Regional Venues and Artist Awards. • Seeking partnership with Bendigo Bank to sponsor regional awards • Good Music Neighbours presents multiple regional workshop sessions and advocates for regional and outer suburban venues to apply for funding. • Music Victoria website hosts a Regional series of pages on its website including a Regional Touring FAQ and a Regional Resources page. • Monthly column, <i>This State We're In</i>, for Forte Magazine on regional music, industry news and highlighting some of our favourite regional members.
ACTIONS	<p>Introduce new regional prizes for regional members, including the Open Live Prize, won by Castlemaine's Bridge Hotel, to film a live show.</p> <p>Increase Music Victoria membership by:</p> <ul style="list-style-type: none"> - 10% in regional (non-metro) Victoria; and - 5% in Melbourne's outer suburbs <p>annually once benchmark in 2016 is established (outer suburbs is defined by the 10 interface Local Government Authorities - http://creative.vic.gov.au/glossary/regional-Victoria)</p>
MEASUREMENT	<p>Number of regional and out suburban members as of June 30 2017 is:</p> <p>REGIONAL - 204 of 1479</p> <p>OUTER SUBURBAN - 223 of 1479</p>