WE’RE GROWING
1200 members in 2016
300 members in 2011

WE REPRESENT CONTEMPORARY MUSIC
OUR MEMBERS
900 individuals | 150 bands
100 corporate partners | 30 venues

30,000 ONLINE REACH
facebook | twitter | youtube | e-news | instagram

WE CELEBRATE VICTORIAN MUSIC
7 awards ceremonies since 2013
89 artists, venues and festivals have received awards
230,000 public votes
23 artists and industry have been inducted into The Age Music Victoria Hall of Fame

WE SUPPORT VENUES
Instrumental in implementing world-first AGENT OF CHANGE principle
Released the Australian first LIVE MUSIC BEST PRACTICE GUIDELINES
Helped deliver $500,000 in sound management grants

WE EDUCATE AND INFORM
We’ve hosted 90+ panels and masterclasses...
and had over 4,000 attendees at our professional development workshops

WE PARTNER WITH INDUSTRY & GOVERNMENT
Creative Victoria | Australia Council for the Arts
Cities of Melbourne, Yarra, Ballarat, Geelong, Mornington
APRA AMCOS | AMIN | The Push | Support Act | Regional Arts Victoria
Multicultural Arts Victoria | Visit Victoria | Collarts | Arts Industry Council of Victoria
Songlines Aboriginal Music | Live at Your Local | Community Radio | Goldseal

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MUSIC VICTORIA’S MISSION:
TO CHAMPION VICTORIAN MUSIC

1 REPRESENT
2 SUPPORT
3 BE A SUSTAINABLE ORGANISATION

VICTORIA ♥’S LIVE MUSIC
14.4 million patrons attend 62,000 live music gigs each year
- more attendances than the AFL


Outside Melbourne we have 201 live music venues and 350 festivals with live music

SMALL VENUES ARE THE HEART OF THE LIVE MUSIC INDUSTRY
- Music in the City of Melbourne alone is worth $25 million per year with 3500 employees
- For every $1 spent on live music $3 is returned in value

ECONOMIC IMPACT IN VICTORIA
$1.04 billion spent on live music
116,000 annual FTE jobs
$22.2 million STATE GOVT investment through Music Works program

VICTORIANS ARE PASSIONATE
SLAM (Save Live Australia’s Music) rally
- Victorians love live music so much that in 2010, 20,000 people marched in Australia’s largest cultural rally successfully protesting and repealing laws that adversely impacted the live music sector.