

MUSIC VICTORIA

**Annual Report
2015-2016**



ANNUAL GENERAL MEETING 2016

Date: Tuesday 6 December 2016

Time: 6:30 – 8:00pm

Venue: The Unknown Union

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

Chair: Tim Northeast

Agenda:

1. Chair's welcome
2. Apologies
3. Minutes of previous meeting
4. Business arising from the minutes
5. Chair's report
6. CEO's report
7. Treasurer's report
8. Election of committee members
 - nominees invited to make short presentation to Board and voting members
9. 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 community: 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 2015

Minutes: 20 October 2015

Meeting: The Unknown Union, 1000 Pound Bend, 361 Little Lonsdale Street, Melbourne

Time: 6.30pm

1. CHAIR'S WELCOME

AA welcomed everyone to the AGM and set out Agenda for the meeting and ran through the Statement of Purpose of Music Victoria.

2. PRESENT & APOLOGIES

Present: Andrew Fuller, Patrick Donovan, Cassandra Pace, Ashley Admiraal, Moira McKenzie, Barry Williams, Michael Parisi, Justin Rudge, Tim Northeast.

Apologies: Harley Evans and Rosie Dwyer.

3. CONFIRMATION OF MINUTES OF AGM 2013

Minutes of 30 October 2014 meeting accepted.

Nom: AA

Seconded: JR

4. MATTERS ARISING FROM MINUTES OF AGM 2014

N/A

5. CHAIR'S REPORT

AA spoke to his report and advised of the following:

- Key theme for the CoM this year was of engagement in the Music Works Package
- COM convened and agreed upon a new 3 year business plan and prepared a new organisation structure
- MV appointed Nick Cooper and Chloe Turner in new roles and contractors Belinda Collins and Katrina McBeath
- Gold Seal provided pro-bono assistance with MV's employment contracts
- MV moved into a new office at Tope St, South Melbourne
- Various members of the COM formed Sub-committees to oversee specific MV programs and projects
- AA thanked each CoM member individually

6. CEO'S REPORT

See PD's Report.

Patrick advised:

- PD thanked the COM, staff, Holly Pereira and Jerome and Amelia for helping out with the AGM
- Bakehouse have assisted with artwork on the wall at the new office to be launch shortly
- MV has separated the Awards this year with Billboard (Genre and Public Awards) and Palais (Hall of Fame Awards)
- Arts Centre has partnered with Awards showing exhibitions to celebrate inductees
- PD advised that MV has received funding from the Government, Australia Council and APRA this year
- Belinda Collins has been bought in as Business Development, and has helped overhaul the website
- This year saw the lifting of late night licence freeze for small venues and 'Jon Perring' Clause for venues to stay open later on culturally significant nights
- The MV Women's Advisory Panel and the Sexual Harassment Panel has been established
- SEPP N2 review
- PD has been the Chair of AMIN
- City of Melbourne setting up its own music cities to be launched in Melbourne Music Week this year
- MV assisted with Leaps and Bounds Music Festival and the City of Darebin new music strategy
- MV delivered a range of Professional Development workshops/programs this year
- MV has been working on the Regional Action Plan and Regional Touring Circuit
- AirPlay continues this year during Melbourne Music Week
- Travel Beyond Member benefits portal on MV website including travel, common, car hire discounts.

7. TREASURER'S REPORT

See Treasurer's Report.

Barry Williams advised of the following:

- MV has an accumulated surplus of around \$330K and revenue around \$.5 million in revenue
- MV has invested in new staff and office this year
- MV is currently budgeting for expenses and waiting on confirmation of future funding.

Treasurer's Report

Moved: MM

Sec: MP

8. AMENDMENT TO RULES

See Annual Report for proposed track changes of the proposed changes.

AA explained the proposed changes to the Rules:

1. Process for new members to be admitted
2. Email correspondence (Policy to accompany this change to the Rules)
3. New membership pricing.

9. ELECTION OF 4 COMMITTEE MEMBERS

The following nominees addressed the room regarding election:

- Cassandra Pace
- Cat McGauren
- Chrissie Vincent
- Ian James
- Jay Pitrola
- Kaye Blume
- Matthew Kennedy
- Michelle Nicol
- Nisha Richardson
- Justin spoke to Rosie Dwyer
- Sarah Blaby
- Shaun Adams

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

Darren Sanicki - Returning Officer announced the following successful candidates:

- Cassandra Pace
- Michelle Nicol
- Chrissie Vincent
- Sarah Blaby

11. QUESTIONS AND INFORMAL DISCUSSION

N/A

12. CLOSE OF MEETING & NEXT MEETING

8.30 pm

*** Attached:

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

- Confirmation email from Darren Sanicki that the vote for the amendment to the Rules was passed by more than 3 quarters of members present as required by Special Resolution Rules.

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



CHAIRS REPORT 2016

The 2015 – 2016 Committee of Management is comprised of 7 elected members and 3 appointed members. The Committee met on ten occasions throughout the last twelve months and has successfully implemented and refined the Business and Strategic Plan first established by the previous board in early 2015.

The plan focuses on 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.*

Music Victoria is a strong voice and getting stronger. Over the last twelve months, Music Victoria has increased by its membership by 30%. Our members are comprised of:

900 individuals

150 bands

100 corporate partners

30 venues

Music Victoria has continued to expand its online community and now has a reach of over 30000 people.

2. **Support:** *Deliver targeted industry development activities and services to support a strong and healthy contemporary music industry.*

2016 saw the continued roll out of the Andrews Government \$22m Music Works package. Music Victoria was chosen to manage the Good Music Neighbours grant program which was developed to help live music venues manage noise issues and the Live Music Professionals program which will help upskill live music workers across the state.

Music Victoria hosted over 35 panels and masterclasses and has continued to develop its "best practise guides" for industry professionals.

Music Victoria has also continued to develop strong working relationships with the State Government and local councils.

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.*

A major achievement for the organisation this year was to sign off on a three-year funding arrangement with Creative Victoria. The three-year deal provides operational security to the organisation in the short term and will enable Music Victoria to focus on



providing better outcomes for members. We are grateful to the Andrews Government for its ongoing support of Music Victoria and contemporary music in general.

Our other major sources of funding are via the Australia Council and APRA and we thank both organisations for their ongoing support.

Thanks to our supporters and members, Music Victoria is in a solid financial position at the end of 2016.

Organisational Structure

Current Staff:

CEO. – Mr Patrick Donovan

Operations / Program Manager – Mr. Nick Cooper

Operations / Marketing Administrator – Ms Chloe Turner

Accountant – Ms Katrina McBeath

Good Music Neighbours – Industry Liaison – Shaun Adams

Live Music Professionals Project Manager – Sarah Deborre

Program / Marketing Assistant – Alyse Newman

All staff have had their contracts and performance reviewed in the last twelve months. We thank HR specialists Gold Seal Practise Management Pty Ltd. for their continued pro bono support.

Committee of Management 2015-16:

I would like to personally thank all members of the Committee of Management for their contributions throughout the last twelve months. The Committee members provide their services on a voluntary basis and their hard work and dedication is vital to the ongoing success of Music Victoria.

There are a number of Committee members whose terms are finishing at this AGM.

Thank-you to Cassandra Pace who is standing down as a committee member. Cassie has been a Board member since 2013 and prior to that Cassie volunteered her services and played a key role in drafting a number of key policy documents submitted to Government. Cassie has held the position of Vice President for the last two years and has been strong supporter of women's issues. This year Cassie also sat on the Women and Gender Diversity subcommittee as well as the Business/Strategic subcommittee.

Thank you to Justin Rudge and Barry Williams who have completed their two-year terms on the Committee of Management.

- As chair of the Awards Subcommittee throughout 2016 Justin Rudge has overseen our most successful awards to date. Justin has brought his extensive experience as musician, booker and promoter to the board and was also a member of the National/International affairs Subcommittee.
- Barry Williams continued in his role as Treasurer throughout 2016 delivering well prepared financial statements and associated reports. Also on the Finance and

Employee Subcommittees and with a strong corporate background, Barry has been a solid contributor to the board.

- Both Justin and Barry are seeking re-election.

Thank you to Matt Kennedy, Cat McGauran and Ian James who were appointees to the Committee of Management.

- Matt Kennedy has chaired the Strategy /Business Subcommittee as well as being a member of the Finance and Employee Subcommittees. Matt has helped shape improvements to our governance practises and his connections and experience in dealing with Government has been very beneficial.
- Cat McGauran has held the role of Secretary and has been a strong support to myself and the Committee in that role. Cat was also a strong contributor to the Business/Strategy Subcommittee.
- Ian James has been the chair of the National/International affairs Subcommittee as well as being a member of the Awards Subcommittee. Ian has successfully brought his extensive experience and industry wide connections to both roles.

Thank you to Michelle Nichols, Sarah Blaby and Chrissie Vincent, all of whom are continuing on in 2017 in their second year as members of the Committee.

- Michelle Nichols has chaired the Women and Gender Diversity subcommittee as well as being a member of the Business/Strategy Subcommittee and Sponsorship /Marketing Subcommittee.
- Sarah Blaby has chaired the Sponsorship /Marketing Subcommittee as well as being a member of the Women and Gender Diversity subcommittee and Awards Subcommittee.
- Chrissie Vincent has been a member of the National/International affairs subcommittee, the Awards Subcommittee and the Sponsorship /Marketing Subcommittee.

Name	Office and Term	Sub Committees	Meetings Attended
Tim Northeast	President (chair)	Employee (chair)	10 of 10
	Elected 2014 - 2016	Finance	
Cassandra Pace	Vice President	Womens & Gender Div	10 of 10
	Elected 2015 - 2017	Bus /Strat Planning	
	Resigning at AGM		
Barry Williams	Treasurer	Finance (chair)	9 of 10
	Elected 2014 - 2016	Employee	
Cat McGauran	Secretary	Bus /Strat Planning	6 of 10
	Appointed - Dec 2015		
Justin Rudge	Elected 2014 - 2016	Nat & l'national affairs	6 of 10
		Awards (chair)	

Michelle Nichols	Elected 2015 - 2017	Womens & Gender Div (chair)	8 of 10
		Bus /Strat Planning	
		Sponsorship/marketing	
Chrissy Vincent	Elected 2015 - 2017	Nat & l'national affairs	8 of 10
		Awards	
		Sponsorship/marketing	
Sara Blaby	Elected 2015 - 2017	Womens & Gender Div	9 of 10
		Awards	
		Sponsorship/marketing (chair)	
Ian James	Appointed - Dec 2015	Nat & l'national affairs (chair)	6 of 10
		Awards	
Matt Kennedy	Appointed - Feb 2016	Employee	8 of 9
		Finance	
		Bus /Strat Planning (chair)	

Note of thanks

Thanks to CEO Paddy Donovan, program manager Nick Copper, Chloe Turner and the rest of the team for their hard work over the last twelve months. Music Victoria is an organisation that punches well above its weight and it is no doubt a reflection of the hard work and dedication delivered by Patrick and his team.

And finally, thank you to the members and supporters of Music Victoria for your ongoing support. On behalf of the Committee of management I wish you all a merry Christmas and happy new year.

Tim Northeast

President 2015 – 2016



ANNUAL MUSIC VICTORIA CEO REPORT 2016

Introduction

2016 was an exciting year of significant consolidation and growth for Music Victoria and the Victorian music community.

Many of the plans that Music Victoria, its staff and Committees of Management have been working on for years came to fruition. Music Victoria continued to grow its footprint across the state, and reputation globally. Membership increased 30 per cent to 1137, and all social media channels are up between 33 and 326 per cent.

It secured three year core funding from the state government via Creative Victoria, three year funding from the Australia Council for the Arts, and three year sponsorship from key stakeholders and partners for The Age Music Victoria Awards for the next two events to 2018.

Music Victoria added three new staff to its team - Shaun Adams managing the Good Music Neighbours live music venue sound management grant project; Sarah Deborre more recently being engaged as project co-coordinator of the Live Music Professionals program (both roles part of the state government's Music Works initiative), and Alyse Newman being contracted to support Sarah in her role, as well as Music Victoria generally in its PR, social media and marketing.

Membership discounts, attendances at events and workshops and partnerships all grew in 2016. Music Victoria is now recognised by and has the financial support of key local government/councils, with City of Melbourne, City of Ballarat, and City of Yarra coming on board as official partners. This is testament to the work done by Music Victoria in engaging with, supporting and advising local government in relation to contemporary music.

Boards and Committees

Our three full time staff sit on a dozen boards and committees to ensure Victorian music is well represented at the negotiation table, including the Liquor Control Advisory Committee, the Sexual Harassment and Assault Taskforce, the National Women's Music Committee, the Central Geelong Live Music Steering Committee, the Arts Industry Advisory Council, the Australian Music Industry Network, and the Victorian Skills Commissioner's Industry Advisory Group.

Music Victoria also established the Victorian Artists' Advisory Panel to complement our Regional Music Industry Advisory Panel and Women's Music Industry Advisory Panel. These specialist groups will be vital in helping inform and advise the organisation and representing the music community.

Gender Diversity

See below for our Gender Diversity Report.



Professional Development

Across the state, Music Victoria was involved in more than 35 professional development sessions – from panels, masterclasses, workshops and networking events - from October 2015 to December 2016. Topics included regional touring, musician's health (including hearing health), music exports, confidence and visibility, small business and financial skills and grant funding. It was once again a partner in *Face the Music*, the state's key industry conference, and *Melbourne Music Week*, and it was great to see these events, plus *The Age Music Victoria Awards*, align over ten days in the CBD in November.

The Age Music Victoria Awards

Music Victoria changed the structure of this year's event, making the awards ceremony an invite only event to nominees, judges, and partners, and branding the public ticketed concert to 400 fans for an event called *The After Party*, which focused on the best contemporary music, artists, venues and festivals of the year, and was headlined by a more current band, rather than a heritage/legacy act.

The move was a great success, with 800 industry cheering the genre and public awards (voted for by 46,000 people) winners and this year's inductee, co-radio partner and much loved community radio station 102.7FM Three Triple R, celebrated with a heartfelt video tribute and speeches. Five dollars from every ticket sold was donated to Support Act, bringing the event's contribution to the music industry charity to over \$50,000 over its 11 years.

After the awards, the fans joined the industry as one Victorian music community to celebrate performances by some of the hottest acts in the country, including Camp Cope, Tash Sultana and Alex Lahey, before Melbourne Ska Orchestra finished with a brilliant and classy 45 minute party set which included a tribute to Music Victoria. A peak body was cool for four minutes! Music Victoria is looking at possibly expanding the event next year to invite more industry and attract a bigger audience of music lovers.

State

It made a number of submissions to the State Government's Creative State strategy around music, tourism and international touring, and I was interviewed by the Boston Consulting Group about Victorian music's branding and reputation overseas.

Council Elections Survey

Music Victoria once again surveyed around 2000 local government election candidates across 79 electorates to connect potential councillors with music loving communities state-wide and inform voters. 77% of respondent council candidates said they would undertake a music audit of their local music community, while 85% said they supported a music strategy in their municipality. Music Victoria will be following up with elected candidates in 2017 and offering support to help them conduct audits and strategies for their local communities and electorates.



Live Music monitoring

The Agent of Change planning provision was tested in the Victorian Civil and Administrative Tribunal recently, and VCAT found in favour of Northcote venue Open Studio, setting an important precedent in favour of venues over new residential developers in interpreting relevant planning law. It continues to monitor the practical implications of Agent of Change principle to Victorian venues, and assists when needed. I also sit on the Environmental Protection Agency Victoria's SEPP N-2 Reference Group to advise on the review of the noise standards in relation to live music and entertainment noise.

Buskers

Music Victoria made a submission to the City of Melbourne in support of buskers to be able to continue to play amplified music in Swanston Street. Busking provides a vital performance and commercial outlet for emerging and established artists and is part of Melbourne's cultural DNA. It was the university of some of Victoria's best emerging artists, including the Pierce Brothers and Tash Sultana.

National issues

As chair of the Australian Music Industry Network (AMIN), I was a member of the National Contemporary Music Roundtable, which contributed to the National Contemporary Music Plan, endorsed by 14 peak bodies and associations. I had a number of meetings with federal political advisors and shadow ministers, and I chaired the first meeting for the National Contemporary Music Plan during Melbourne Music Week. Music Victoria successfully helped lobby the Australian federal government to increase its funding of Sounds Australia, our peak music export and marketing initiative.

AMIN ran the inaugural *I Love Live Music 60 Second Film Competition*, as well as the Control program and the world record attempt on the steps of the State Library for the most people wearing an Australian band t-shirt.

Future priorities

In 2017, Music Victoria is not going to rest on its laurels. It will contract a publicist to assist it with its annual membership drive and communications strategy to help reach a wider audience on the benefits of membership and profiling important issues for the industry. It will celebrate and promote its successes and key initiatives to drive membership and partnerships, influence key organisations and government and increase the reputation of Victorian music as being the Live Music State.

It has been invited by the state Department of Treasury and Finance to pitch some project ideas for next year's budget, and it is conducting a brainstorming session with key industry this week to flesh out and present the best ideas.

It will begin and develop partnerships with Arts Centre Melbourne, Bastion Collective and Arts Access Victoria to help people who are disadvantaged, including people with a disability, attend more shows, and will continue to work with Multicultural Arts Victoria,



Regional Arts Victoria and Songlines Aboriginal Music and the state and federal governments to promote diversity in music.

Music Victoria will continue to work with Visit Victoria and Boston Consulting Group to let the world know what an incredibly dynamic and diverse music community we live and work in.

Victoria's reputation continues to grow around the country, and globally. Last week I was invited to speak at Electronic Music Conference in Sydney on a night time economies panel alongside the 'Night Mayor' of Amsterdam, Mirik Milan. By the time I had finished speaking, people were queuing up to learn about our 10 point plan to save and preserve music venues, and the Night Mayor was organising a delegation to visit Victoria to see how our world live music best practice supports a thriving music ecology.

Music Victoria wants Melbourne to be known as the Live Music Capital of the World in the next three years, while helping stimulate the regional touring circuit to full capacity. Your memberships, support and involvement will help us turn this dream into a reality.

I am looking forward to a huge 2017 and beyond.

Yours sincerely,

A handwritten signature in black ink, which appears to read "Patrick Donovan". The signature is written in a cursive, flowing style.

CEO, Music Victoria



GENDER DIVERSITY REPORT 2016

In 2016 Music Victoria introduced its Gender Diversity Policy:

Music Victoria is committed to supporting, promoting and celebrating gender diversity in music. As part of this commitment Music Victoria will ensure participation of at least 40% women and 40% men* across its activities, where practicable. Music Victoria will publish annual results to track progress against its gender diversity target.*

** Music Victoria acknowledges that gender is a diverse spectrum and when referring to women and men it includes those who identify as female and male, and those who are gender non-conforming.*

Below is the first report of our work on diversifying the Victorian Contemporary Music Industry through our events.

EVENT	GENDER RATIO (F:M)
Committee of Management (CoM) 2016	50:50 = 50% female
CoM sub-committees:	
National and international affairs	1:2 = 33% female
Employee	0:3 = 0% female
Women's affairs gender diversity	3:1 = 75% female
Business and strategic planning	3:1 = 75% female
Finance	0:3 = 0% female
Awards	2:2 = 50% female
Sponsorship & marketing	3:0 = 100% female
Industry Advisory Panels:	
Musicians	7:7 = 50% female
The Age Music Victoria Awards Judging Panels:	
Public	19:22 = 46% female
Genre	23:31 = 43% female
Artist line up at Music Victoria run events:	
The Age Music Victoria Awards	8:9 = 47% female + Melbourne Ska Orchestra 10:27 = 27% female
Professional development panels run by Music Victoria:	
Professional Development Workshops 2016: panellists / hosts / facilitators etc.	27:30 = 47% female
Other	
Nominees in The Age Music Victoria Awards *decided by our judging panels and not a part of the target	Publicly voted: 18:64 = 22% female Industry selected: 29:155 = 16% female
Winners in The Age Music Victoria Awards *decided by our judging panels and the public not a part of the target	Publicly voted: 5:14 = 26% female Industry selected: 8:39 = 17% female

TREASURERS REPORT 2015-16 FINANCIAL YEAR



Introduction

It has been an interesting year in terms of our relationship and funding with Creative Victoria, after receiving temporary funding on a six monthly basis for the financial year 2016, we are delighted to announce (after much discussion with our CEO) that we have executed contract for the next three years granting us a fixed funding amount per year, which guarantee's our position as a going concern. We have also been able to secure the management of two projects on behalf of Creative Victoria, the previously announced Good Music Neighbours and the yet to be announced Music Industry Development Program, the involvement in these programs continues our strive to be involved in the delivery of Music Works Package. During 2015 our board decided to expand the capacity of the Music Victoria through additional staffing and a more functional office space, these two initiatives has restricted our ability to deliver significant surpluses as our revenue base is relatively constant. The board's position is to balance revenue to expenses and deliver a higher level of service to our membership base.

The current year Profit & Loss is distorted by the holding of our one in ten year event The Hall Of Fame Concert which contributed to a significant increase in other revenue and expenses, as evident from our financials our grant income was also down by \$53,000 from the previous year, with prudent management of expenses we again recorded a small surplus of \$154.00. The current year financials have again been independently audited by the Banks Group are available for your inspection here tonight.

Balance Sheet

The equity position for the financial year ending 30th of June 2015 has been maintained again in 2016 at around \$330,000 retained earnings. Our cash position remains strong with a large proportion of our funds on fixed deposit and sufficient liquid funds to meet our monthly operating expenses. Our receivables are predominately owing from Creative Victoria, it should be noted that the Other Financial Liabilities is predominately income received in advance not yet brought to account.

Surplus/Deficit

Our very modest surplus was achieved against a budget forecast of a deficit of \$5000 which is a pleasing result considering the uncertainty through the year of our ongoing Government funding. As previously mentioned we are now operating with significantly higher expense base than in previous years and it is a constant of the Board to maintain vigilant control over expenses to match our revenue targets.

The Year Ahead

The Finance Sub Committee prior to the end of each financial year meets to cast the following year's budget, for this financial year in line with our now guaranteed grants income we have budgeted for another modest surplus. As part of the committee's focus we have increased expenditure in our program area's to continue to expand our services to our members as well as increase our membership numbers across all categories in line with our long term target of attracting around 2000 members state wide.



In closing I would like to thank Katrina McBeath for her continued support in managing the financial administration of Music Victoria and Chloe Turner for her assistance in Katrina's absence.



MUSIC VICTORIA BOARD NOMINATIONS 2016

Jeremy Gronow

Jeremy Gronow has more than 25 years' experience in media, PR and communications. Jeremy cut his teeth in the seedy world of rock and roll before moving on to the even seedier worlds of journalism and politics at a State and Local Government level. As a singer, songwriter and guitarist Jeremy has also been playing bands for more than three decades. Outside of music, Jeremy's background and experience offers:

- A strong understanding of how government works
- Marketing and branding experience
- Experience in fundraising and positioning not for profits in a competitive environment, and,
- A strong desire to represent Music Victoria's membership as a long term member himself.

If elected, Jeremy would focus on building Music Victoria's membership and finding new funding sources to ensure its long term financial sustainability. He also would continue the current board and management's sterling work in strengthening the viability of the sector, providing increased career opportunities for industry workers, developing partnership arrangements, positioning Melbourne as a global music city, and, supporting Victorian musicians.

Tracee Hutchison

Dear Music Victoria Members,

Please accept this supporting statement for my nomination for Music Victoria's Management Committee.

I am a highly regarded and widely networked media and arts industry professional with a thirty-year career as broadcaster, journalist, TV producer, Program Director/Radio programmer, Commissioning Editor, Arts/Media Executive, Author and Educator.

I bring a suite of skills to this role including Communications, Media Strategy, Executive Management, Stakeholder Engagement, Project Management, NFP Fundraising & Governance expertise, Cross-Cultural & Social Justice Advocacy, Curriculum Development and Mentoring, in addition to extensive networks and experience within the Australian music industry over several decades.

My wide-ranging national and international media career includes high profile on-air roles at 3RRR, Triple J, (where I launched the national network), ABC Radio (national, metro & regional) and Radio Australia, on television as co-host of 'DIG TV' (with James Reyne), '7:30 Report' reporter/producer and ABC TV Arts programs, and as Talent Producer of 'nomad', the program that discovered 'silverchair' in a national demo competition.

I am a former CEO of the Human Rights Arts & Film Festival and was part of the Board and Executive Management (as Program Director) at 3RRR during the studio relocation, fundraising and purchase of the current purpose-built studios in East Brunswick.

I am currently Head of Journalism at the Australian College of Arts and serve on a number of Advisory Committees/Panels consulting to community radio, Arts-based organisations and



local government.

I split my time between the city and the Mornington Peninsula, where I present a weekly community radio program, and am particularly passionate about support for regional musicians/arts through localised initiatives and engagement, access & diversity for CALD performers and gender equity.

Cat McGauran

Cat's diverse range of skills and involvement in the music industry in Victoria makes her a strong candidate for the board. Cat co-host's the Breakfast Spread on PBS FM which requires her to keep up to date with what's happening in the industry and around Melbourne and she plays in a band. Her knowledge and involvement with music in regional areas is significant because she has good connections around the state and a solid understanding of the issues faced in these areas. When living in Gippsland she volunteered with the Lyrebird Arts Council in Meeniyar, and has been the MC of the Beechworth Music Festival since its inception last year. Cat also helped Music Victoria apply for funding to get the Geelong Regional Music Strategy up.

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

Tim Northeast

Tim has been involved in live music venue management for over 25 years and is currently a member of the Victorian Music Council and the Live Music Roundtable.

Originally from Warrnambool in country Victoria, Tim completed a Bachelor of Commerce from Melbourne University and gained experience in corporate banking and retail before moving into venue management. Tim has been Managing Director and co-owner of The Corner since 1995 and is also co-owner of the Northcote Social Club, Newtown Social Club and The National Hotel.

Tim is also a director of Ticketscout Pty Ltd which is a boutique ticketing service focused on independent live music venues and events.

With experience in financial management, innovation and managing cultural change, Tim is keen to help reinvigorate live music in country Victoria and promote musicians rights.

Justin Rudge

Justin Rudge is the creator of Public Bookings and is a founding member of the team behind Leaps and Bounds Music Festival in the City of Yarra. Working closely with the team at Music Victoria that auspice the festival, the Leaps and Bounds Music Festival has grown in 2 years into one of the premier festivals in Melbourne's music calendar with over 300 performances over 30+ venues in 16 days. With a long history of commitment to the Melbourne music scene, Justin first began artist booking and management at The Standard Hotel in Fitzroy over 10 years ago. From there Justin has built a reputation for guiding local talent and has developed a significant roster of quality artists including Chris Russell's



Chicken Walk, Dallas Crane, Charles Jenkins & The Zhivagos, Ron S Peno & The Superstitions, Ruby Boots, Three Kings and many more. Under the banner of Public Bookings, Justin offers a full service and support arrangement from booking local shows to major festivals, recording, planning, tour logistics and management and everything in between. A recording engineer, session musician and performer in his own right, Justin has also completed two 35+ date tours of Europe with Dirty York in the last two years, and is currently playing weekly gigs with country outfit The Bakersfield Glee Club.

Barry Williams

Barry Williams is now after a 35 year career in the Motor Industry happily retired. Graduating from Bendigo College with an accounting degree in 1997 he moved to Melbourne in 1978 to take a position with Penfold Motors as accountant. During his 35 year career with the company he successfully became a partner of the business. During his time within the motor industry he served on many industry advisory committees and boards. He culminated his career by becoming Managing Director of the company. With Barry's direction Penfold Motors was regarded as a generous corporate citizen and actively supported many local community activities, many of those involving the music industry, including long term associations with PBS FM and QMF music festival. Barry has extensive management skills in marketing finance digital strategies team building strategic planning and corporate governance. He was appointed to the Music Victoria Board in 2013 and has been an active contributor, for the last four months he has held the position as treasurer. His enthusiasm for the vision of Music Victoria is the compelling reason why he decided to stand again for election for the coming year.