

MUSIC VICTORIA

ANNUAL REPORT

2018

Including Music Victoria's strategic summary
and other documents with 2018 updates.

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▶▶ DETAILS OF 2018 AGM

The Annual General Meeting of Contemporary Music Victoria Inc. ('Music Victoria') will be held upstairs at the **Corner Hotel, 57 Swan Street, Richmond, Victoria, 3121 from 6:00pm sharp, Tuesday 4 December 2018** (doors from 5.30pm).

All **current financial members** of Music Victoria are welcome and encouraged to attend. If your membership has lapsed, you must **renew by 5.00pm on Friday 23 November 2018** if you wish to attend or vote at the AGM. New member applications are to be received **by 5.00pm on Friday 23 November 2018**.

Members of Music Victoria who are approved financial members at the time of the AGM are eligible to vote in the election of members to the Board of Directors. Note there is one vote per membership (e.g. one vote per individual membership, and one vote if you have a band, small business, non-profit, venue, gold or platinum membership).

Members will be able to vote on the election of three (3) Directors to the Board.

Music Victoria annual reports and a copy of the organisation's Rules of Association will be circulated to members and published on the Music Victoria website in advance of the AGM.



Becoming a Music Victoria Board Member:

- > Be a current financial member of Music Victoria by the required date
- > Complete a form with the signatures of two other Music Victoria members (download here)
- > Include a short biography (100-200 words)
- > Deadline for receipt of nominations is **5.00pm on Monday 19 November 2018**
- > Nominees are invited to deliver a short (2 minute) presentation to members at the AGM prior to members in attendance voting

If you are unable to attend the AGM, however still wish to vote, current financial members are entitled to appoint a proxy to attend and vote on their behalf at the AGM. A proxy form is available for download here and **must be submitted by 5.00pm on Sunday 2 December 2018.**

TIMELINE

Friday 9 November 2018: Notice to Members of AGM to be sent to all MV members and subscribers, including info on how to nominate for election to the MV Board, and voting eligibility

Monday 19 November 2018: deadline for receipt of nominations of Board member candidates – to be received by MV/Secretary by 5.00pm Monday 19 November 2018

Friday 23 November 2018: deadline for receipt of new membership applications (to be eligible to vote at AGM) – to be received by MV by 5.00pm

Tuesday 27 November 2018: MV to send out list of candidates with bios to MV members and post on MV website with 2018 Annual Report

Sunday 2 December 2018: deadline for receipt of nominations of proxies to vote at AGM – to be received by MV/Secretary by 5.00pm (noting MV office hours are Mon-Fri 9.30am to 5.30pm)

Tuesday 4 December 2018: Annual General Meeting held upstairs at the Corner Hotel, 57 Swan St, Richmond VIC 3121 - 5.30pm arrival for a 6pm start (AGM from 6-7.15pm)

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 Board Members
- nominees invited to make short presentation to all Music Victoria members in attendance
9. Votes counted, elected Board Members announced
10. Questions/informal discussion
11. Close of meeting

▶▶▶ MINUTES OF 2017 AGM

MUSIC VICTORIA AGM 2017 - Tuesday 7 December 2017

MINUTED: Tracee Hutchison (A/Secretary)

Board Members Present:

Tim Northeast, Tracee Hutchison, Matt Kennedy, Jeremy Gronow, Michelle Nicol, Barry Williams, Ian James, Sarah Blaby, Chelsea Wilson, Richard Moffat

Meeting called to order at: 6:40pm by Michelle Nicol (Dep Chair, in lieu of TN lateness)

Agenda:

1. Chair's Welcome incl acknowledgement of country (MN as TN was running late)

2. Apologies: None

3. Accept minutes of previous meeting.
Proposed: TN, Second: MN

4. Business Arising: None arising

5. Chair's Report - Tim Northeast delivered his report

Big year for MV Membership over 15,000 members & online reach over 30,000

Wish everyone on the Board up for re-election good luck

Thanks to Patrick & MV team for a great year

Accepted: Proposed - TH, Seconded - MN

6. CEO's Report - Patrick Donovan delivered his report

Acknowledgement of achievements and thanks to organisational/office staff

Accepted: Proposed - TN, Seconded - MN

7. Treasurers Report - Barry Williams delivered his report

Accepted: Proposed - TN, Seconded - MN

8. Women's Advisory Panel (WAP) Report – Tracee Hutchison delivered her report

9. Artist Advisory (AAP) Report – Chelsea Wilson delivered her report

10. Vote taken to pass Special Resolution amending Rules of Association and election of Members to Board

Nominees make presentations:

Board members:

SB, JG, IJ, MK, MN, CW

Chris O'Neill

Chrissie Vincent (Al Parkinson on her behalf)

11. Election of Members to Committee of Management

Votes counted & results announced by Darren Sanicki as Returning Officer

Special resolution: PASSED UNANIMOUSLY

The following Directors elected to the Board for a two-year term:

- 1. Sarah Blaby**
- 2. Michelle Nicol**
- 3. Chelsea Wilson**
- 4. Chris O'Neill**

12. Chair congratulated newly elected Board members and thanked outgoing Board members and nominees.

Meeting concluded at 7.45pm

CHAIR'S REPORT

TIM NORTHEAST



Overview

2018 has been another busy and very successful year for Music Victoria.

After working through a revision of our current Strategic Plan in February, the Board, management and staff have continued to strive to deliver on our ongoing commitment to providing sustainable support and advocacy to the Victorian contemporary music community.

Memberships are up against 2017 across all sectors of our membership base and of note is that we now have nearly 400 bands registered as members, which is an outstanding achievement. Our social media reach has grown considerably this year to over 38,000 subscribers/followers and Music Victoria continues to be a relevant and important voice in the community at large.

Victorian Music Development Office

2018 saw the roll out of the biggest program Music Victoria has ever taken on, the Victorian Music Development Office (VMDO). With a budget of \$1.9m, the VMDO is a key component of the Andrews Government's Music Works

package and has a focus on both local and international economic outcomes for the local music industry as well as having a First Peoples desk and support officer. Music Victoria has been appointed to take on the management and governance of the program and we welcome VMDO General Manager Bonnie Dalton and her team Katie Stewart, Neil Morris and Sianne van Abkoude to the Music Victoria office.

I would like to thank Minister for Creative Industries The Hon. Martin Foley and the team at Creative Victoria for their help and ongoing support in bringing the VMDO program to fruition and in particular Kirsty Rivers from Creative Victoria for her ongoing role on the VMDO Steering Committee.

Highlights

Of course Music Victoria has also been busy across in many other activities throughout the year.

The third Victorian Music Crawl held in February 2018 was a huge success as this year the 'Crawl' travelled through southwest Victoria to Geelong. Curated and delivered by Music Victoria, again as part of Music Works, the 'Crawl' brought together regional musicians, promoters, venues, media and councils and has led to many significant financial outcomes.

Music Victoria partnered with Creative Victoria to deliver the Music Cities Convention - Melbourne in April 2018 which brought over 300 delegates from around the world to Melbourne to expand the conversation about developing sustainable music cities.

Music Victoria was a partner in the delivery of the Melbourne Live Music Census 2017, with RMIT University, Collarts, and the Cities of Melbourne, Yarra and Port Philip. The report showed that Greater Melbourne is truly the live music capital of the world with over 460 regular music venues. The broader results of the census also confirm that ongoing government and private sector investment in the music industry continues to pay dividends as we have a healthy local industry which is the envy of the world.

Music Victoria delivered a White Paper - Priorities for the Victorian Music Sector to the Victorian Government and major political parties, setting out an investment plan for the future.

Board of Directors

The Board is made up of a hardworking and enthusiastic group of volunteers who share a passion for the Victorian music scene and I would like to thank all the members of the Board who have served throughout 2017-2018. Their dedication and commitment to the task at hand has been very much appreciated by me.

Tracee Hutchison and Michelle Nicol both resigned from the Board in July 2018 and I would like to acknowledge and thank Tracee and Michelle for the hard work during their time on the Board.

As a result of the resignations the Board conducted a successful recruiting campaign and was pleased to appoint Cath Haridy to the Board in October 2018.

Music Victoria Board of Directors – Meeting Attendance 2017 - 2018

Name	Office and Term	Sub Committee Advisory panel	Board Meetings Attended
Tim Northeast	Chair Elected 2016 - 2018	Operations (Chair)	11 of 11
Chelsea Wilson	Deputy Chair Elected 2016 - 2019	Operations Artists Advisory Panel (Chair)	10 of 11
Barry Williams	Treasurer Elected 2016 - 2018	Operations	9 of 11
Jeremy Gronow	Secretary Appointed - 2018	Communications	8 of 10
Sarah Blaby	Elected 2017 - 2019	Communications (Chair) Women's Advisory Panel (Chair)	10 of 11
Matthew Kennedy	Appointed - 2017	Operations	9 of 10
Chris O'Neill	Elected 2017 - 2019	Communications VMDO Steering C'tee (Chair)	10 of 11
Cath Haridy	Appointed Oct 2018	Communications	2 of 2

▶▶ CHIEF EXECUTIVE OFFICER'S REPORT

PATRICK DONOVAN



Introduction:

Music Victoria expanded its capacity and project delivery for the Victorian music industry in 2018. It now has nine staff representing and supporting the industry and delivering projects including our Professional Development Program, The Age Music Victoria Awards, the Victorian Music Development Office (VMDO) and the Live Music Professionals coaching program on behalf of Creative Victoria, the soon to be launched women's leadership program for the Victorian Government's Office of Women, as well as ongoing advocacy for our members and industry.

Events and projects highlights include:

- The delivery of the internationally renowned Music Cities Convention - Melbourne with Creative Victoria to 330 people from around the world to determine the best ways cities can support music ecosystems. We followed up with the Victorian Night Time Economy Summit, held during Melbourne Music Week in November 2018, which brought together councils, government and music businesses to discuss the most efficient methods to collaborate for mutual

benefits. Acclaimed music academic, Dr Shane Homan, is delivering a report from the event, using global best practice to try and solve local problems

- Expanding our support for small music businesses, First Peoples artists and under represented artists with the new Victorian Music Development Office
- Partnering with academics Dobe Newton and Rosa Coyle-Hayward from RMIT University, and the Australian Collage of the Arts (Collarts) and inner city councils to publish the Melbourne Live Music Census 2017, which revealed that Greater Melbourne boasts 463 regular live music venues (and 553 occasional venues), making Melbourne - per capita - the live music capital of the world. We thank the project leaders and all of the students who participated in this important project, which helped put Melbourne on the world map, and assists us in our advocacy for the sector
- Partnering with the Municipal Association of Victoria and Creative Victoria in developing and hosting the Local Government Live Music Toolkit, which assists councils in providing holistic support for their local communities. You can find it on our website
- Participating in the rollout of Sexual Harassment Taskforce Pilot to train venue staff and promote safe spaces.
- Designing and launching the new Women's Leadership Program, which will be launched in December, to provide professional development support for female music professionals.
- Submitting reports and presenting at the NSW and Federal Parliamentary Inquiries into music

- Addressing ongoing issues with the live music industry and liquor licensing sector through our membership on the Victorian Government's Live Music Roundtable and Liquor Control Advisory Council
- Representing the live music sector and engaging with the Environmental Protection Agency Victoria in its review of sound measures and advocating for better support of live music venues
- Supported the celebration of heritage music through membership on and advisory to the Australian Music Vault Advisory Committee

Under our support goal, we advocated in the following key areas:

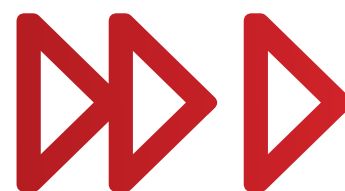
- Consulting key stakeholders at the start of the year to determine the industry's current strength and weaknesses, and built the case for more targeted support from Government over the next four years. We presented recommendations in the White Paper Priorities for the Victorian Music Sector 2018 which we presented to four political parties, urging them work holistically across government to invest in the contemporary music sector
- Partnering in surveys with the Media and Entertainment Alliance of Australia on surveying musicians on pay rates
- Helping lobby for a new Music TV show to be produced on ABC TV
- Facilitated meetings between venues and APRA/AMCOS and PPCA on their new OneMusic licence scheme
- Engaged in Melbourne City Councils Busking Guidelines Review

Staffing:

Existing staff members were promoted this year in an organisational restructure, with Nick Cooper becoming General Manager, Laura Imbruglia becoming Project/Marketing Manager and Awards Producer, and Al Parkinson being elevated to Professional Development and Memberships Manager. Live Music Professionals Project Manager Sarah Deborre took on the role as Project Manager of the new women's leadership program, and Shaun Adams finished up his role as Good Music Neighbours - Industry Liaison. Music Victoria also welcomed new staff members to run the VMDO - General Manager - Bonnie Dalton (who was also Professional Conference Organiser for the Music Cities Convention - Melbourne), Music Business Manager - Katie Stewart, and Music Business Manager - First Peoples, Neil Morris. Sianne van Abkoude joined us as Office Administrator for Music Victoria and the VMDO.

We thank them for all of their hard work this year and their commitment to improving and supporting the Victorian music community.

We also thank our key funding partners, including Creative Victoria, the Australia Council for the Arts, APRA AMCOS, our Board of volunteer Directors, partners and all of our members and volunteers for helping us support the Victorian music sector.



▶▶ CHIEF EXECUTIVE OFFICER'S REPORT ..CONT

Key Achievements:

- Launched the Melbourne Live Music Census 2017 which showed Melbourne is the live music capital of the world
- Hosted the international renowned Music Cities Convention – Melbourne to 330 people from around the world
- Hosted the Night Time Economy Summit during Melbourne Music Week in November 2018
- Prepared and presented White Paper - Priorities for the Victorian Music Sector to the Victorian Government to all political parties
- Hosted the Municipal Association of Victoria Live Music Toolkit on Music Victoria website
- Partnered in the rollout of Sexual Harassment Taskforce Pilot
- Launched the Victorian Music Development Office (VMDO)
- Prepare the new women in leadership program for launch
- Curated, presented, hosted or partnered in over 30 professional development work shops, masterclasses or networking events with approximately 1,100 attendees
- 23 matched funding grants to Victorian live music venues - 19 from metropolitan areas, and 4 from regional and outer suburban areas grants as part of the Good Music Neighbours and Acoustic Assessment programs, under the Victorian Government's Music Works initiative
- 27 awards handed out at the 13th annual The Age Music Victoria Awards
- 20 promoters and live music venue representatives participated in the Live Music Professionals program
- Secured new partnerships including the Melbourne Recital Centre as host of the 2018 Awards, Bendigo Bank, The Archie Roach Foundation, and the Community Support Fund
- Secured \$26,000 in new cash prizes for Awards winners
- Inducted Molly Meldrum and Chrissy Amphlett into The Age Music Victoria Awards Hall of Fame
- Website visits: almost 300,000 (over 40% increase)
- Hosted 34 Spotify playlists with 506 followers
- Dozens new discounts for members



10:40-11:20AM

PANEL 1 The Impact of Cultural Policy on Music Cities Policies



Dr. Shona Herman PhD (Moderator),
Associate Professor, Research,
Contemporary Music, Maastricht University



Dr. Will Straw PhD, Professor of Urban
Media Studies, McGill University Montreal
@willstraw



Dr. Joanna Baker PhD, Senior Lecturer
in Journalism, Monash University
@joannabaker



Kim-Marie Spence, PhD Scholar,
Oxford School of Public Policy & former
head of Creative Industries, Bernice
@kimmariespence



Bree Trevena,
Research Manager, Arts Australia
@breetrevena

<https://www.musiccities.org.au/panel1> @MusicCitiesUK @PulsarCreativeMedia



▶▶ TREASURER'S REPORT - 2017-18 FINANCIAL YEAR

BARRY WILLIAMS



Overview of 17-18 Financial Performance

Each year since I have been Treasurer I have commented on how busy a year we have had, and last financial year was no exception. We had the staging of the Music Cities Convention – Melbourne in April, and the huge announcement that Creative Victoria had chosen Music Victoria to deliver the Victorian Music Development Office. As a board we spent six months in discussion with Creative Victoria on how the program would be structured funded and managed, and it has taken a further six months since May to staff and resource the program. Thanks to Bonnie Dalton, who was chosen as General Manager to implement and deliver the package and lead the team.

It will not slow down in the 2019 year as we work with Creative Victoria on our move to Collingwood as one of the tenants of the Music Market at the Collingwood Arts Precinct.

Moving on to the 2017-18 financials, again it was pleasing to increase our membership revenue. It didn't quite match the spectacular increase of \$30,000 last year, however we had an increase of \$6,000 to \$82,000 in membership revenue. The increase in revenue in our accounts this year can be attributed to the Music Cities Convention - Melbourne (\$129,000), and a full year of the Good Music Neighbours and Live Music Professionals programs. As you would appreciate with the addition of these programs our expenses increased accordingly, with our wages and salary expenses increasing during 2017-18 by nearly \$50,000. The Board made a conscious decision to add additional administration support with the addition of a part time assistant, which is primarily why we are recording a deficit for this year. This was flagged in last year's Treasurer's report. Again, our financials have been audited by Banks Group, with no material outcomes to report (the Financial Statements are appended to the 2018 AGM report to members).

Balance Sheet

Our cash position is strong as a consequence of receiving part of our VMDO funding in the 2017-18 year, and this is also reflected in the increase in the Other Financial Liabilities as it is treated as income in advance. The same is reflected in the Trade and Other Receivables being prepayments for the VMDO. The Board made a decision that the VMDO accounting treatment would start on 1 July 2018, therefore there is no impact on the Profit and Loss Statement for the 2017-18 Financial Year.

Budget Position 2017-18

Again, when we set our budget for the coming year we were conscious of being a non-for-profit, therefor our projection for the 2018-19 financial year is a breakeven position. Our budgeting process was made difficult, as Australian Council grant funding concluded in June 2018, and we could not apply for the next round of grants until October 2018, to apply from 1 January 2019. confident this will be a one off as we continue to increase our revenue base into the future as we expand the scope of the programs we deliver.

The Year Ahead

As mentioned in my introduction, 2018-19 will again be another full year of activity. I would like to thank part time accountant/bookkeeper Katrina McBeath for her contribution to the financial management of Music Victoria during her time with the organisation. Katrina chose to change course earlier this year and has taken up a full time position elsewhere. Rather than replace Katrina, the Board decided to outsource our accounting functions to White Sky accountants, and in doing so we also decided to change our accounting software from MYOB to Xero. I would like to thank the White Sky team for the seamless transition to Xero.



▶▶▶ ABOUT US

Contemporary Music Victoria Inc. (Music Victoria) is an independent, not-for-profit incorporated association and the state peak body for contemporary music.

It represents musicians, venues, music businesses and professionals, and music lovers across the contemporary Victorian music community. Music Victoria provides advocacy on behalf of the music sector, actively supports the development of the Victorian music community, and celebrates and promotes Victorian music.

The organisation is governed by a volunteer Board of Directors comprising seven members elected by members of Music Victoria, and up to three members appointed by the Board. Music Victoria operates under its Rules of Association, updated on 9 October 2018.





OUR VISION

The potential for Victoria music will be realised nationally and internationally.

OUR MISSION

To create value and improved economic outcomes for Victorian musicians and music businesses.

OUR VALUE PROPOSITION

For musicians:

- > Access to broader networks and connection to music industry opportunities locally and internationally.
- > Support to transform their capability to take advantage of such opportunities.
- > Access to expert advice and support for improved health and economic outcomes.
- > Advocacy for recognition that music is one of the state's most valuable assets.
- > Access to discounts for important services such as travel and equipment.

For audiences:

- > A diverse and accessible contemporary music scene that provides compelling entertainment all year round.
- > Opportunity to live in a city and state with a national and international reputation for being the music capital of Australia.

For service and infrastructure providers:

- > Connections and advice for attracting quality content.
- > Advocacy regarding government policy and legislation that impacts the service and infrastructure aspects of the music industry.

For government:

- > Independent representative and expert advice on the music industry to guide development of relevant and high-impact policy and legislation.
- > Expert advice on developing a thriving creative economy.
- > Awareness of sector opportunities and issues and support for effective and timely response.
- > A trusted and reliable project partner.

For non-practitioner members:

- > Opportunity to support the growth of a vibrant Victorian music industry and creative economy. For partners and sponsors
- > Opportunity to provide targeted products and services to musicians, music business and audiences that increase reputation and sales.

For media:

- > Access to diverse and compelling stories that have high appeal for audiences.

STRATEGIC GOALS, OBJECTIVES AND KPIS

Goal 1: Support the growth of a vibrant music industry and creative economy in Victoria

	OBJECTIVE	KPI
1	Create opportunities for contemporary music performance and promotion in metropolitan and regional Victoria, national and international venues.	<ul style="list-style-type: none"> > Strategy, action plans and programs developed and implemented for metropolitan, national and international opportunities. > Regional strategy, action plans and programs developed and implemented.
2	Directly or in partnership, deliver professional development for musicians and music business owners, operators and staff, in metropolitan and regional Victoria.	<ul style="list-style-type: none"> > Professional development strategy, action plans and programs developed and implemented. > At least 75% of expected attendance at Music Victoria hosted advisory and information sessions.
3	Directly or in partnership, deliver business development for music businesses in metropolitan and regional Victoria to develop growth opportunities for employment, businesses and the economy.	<ul style="list-style-type: none"> > Business development strategy, action plans and programs endorsed and implemented.
4	Continue to offer a contemporary membership model that creates value for members.	<ul style="list-style-type: none"> > Measure membership satisfaction, specifically against expected and received value. > Improve measurement processes to allow better data capture on benefits uptake. > Develop and implement a campaign to convert potential members to increase membership by 10% (campaign to be based on an effective digital engagement strategy).
5	Continue to celebrate and promote Victorian music and the Victorian music industry.	<ul style="list-style-type: none"> > Continue to host a major industry awards event. > Continue to develop and implement a mainstream PR strategy for the awards, monitor annual improvements.
6	Develop Victorian, national and international music audiences.	<ul style="list-style-type: none"> > Invest in effective music industry development strategies.

Goal 2: Provide leadership and a representative voice

	OBJECTIVE	KPI
7	Music Victoria to be a primary source of trusted industry advice and leadership.	<ul style="list-style-type: none"> > Board and CEO invited to speak at state, national or international industry events – four per year. > Major report released on industry or creative economy. > Interviews with state, national and international media published or broadcast.
8	Represent the industry and effectively engage on matters relating to Music Victoria's strategic objectives at local, state, national and international levels.	<ul style="list-style-type: none"> > Active membership on all relevant key local and national strategic bodies, including: <ul style="list-style-type: none"> - at least one working group or sub-committee role for each - attend at least 80% of each standard meeting.
9	Advise and influence government policy where it affects the Victorian music industry and creative economy.	<ul style="list-style-type: none"> > Regular meetings with the relevant state and federal government Ministers (State Govt. at least three per year). > Positive written responses received from relevant Ministers and state government bodies such as Creative Victoria. > Facilitate engagement and networks between music industry and government. > Actively lobby relevant government ministers and Members of Parliament to inform relevant policy and legislative reform.
10	Continue to demonstrate and promote diversity, inclusiveness, health and wellbeing.	<ul style="list-style-type: none"> > Aim to achieve gender equality and diversity balance on the Music Victoria Board, advisory panels and organisational staffing. > Aim to apply gender equity and diversity to all Music Victoria activities. > Conduct an annual survey on musician health – physical and mental.



Goal 3: Be an effective and sustainable organisation

	OBJECTIVE	KPI
11	Ensure Board members and staff have access to relevant and effective professional development.	<ul style="list-style-type: none"> > All staff have attended at least one relevant, targeted professional development or coaching session within the next year.
12	Practice a high-standard of governance.	<ul style="list-style-type: none"> > Identify and meet all compliance requirements. > Strategic plan set and reviewed annually against performance. > Create a Board succession plan. > Conduct an annual review of sub-committees – purpose, effectiveness. > Board helps the organisation engage effectively with stakeholders. > Board sets the tone for ethical and responsible decision-making.
13	Ensure a sustainable and resilient funding base is established.	<ul style="list-style-type: none"> > Continue to meet the terms of the funding agreements in place with Creative Victoria. > Commitment is secured from each major political party (with potential to form government) to maintain current funding arrangements. > Review current funding model and investigate relevant opportunities from global best practice and sustainability options. > Secure a minimum of \$400,000 annual revenue, with a minimum increase to cover wage rises and CPI. > Investigate and pursue additional funding opportunities. > Board helps the organisation engage effectively with stakeholders.
14	The organisation is managed in a fair, equitable and accountable manner meeting high contemporary standards.	<ul style="list-style-type: none"> > Board and staff satisfaction surveys rank the organisation highly.

▶▶ MUSIC VICTORIA STAFF



PATRICK DONOVAN

CEO

Patrick Donovan was appointed CEO of Music Victoria, the peak body for contemporary music,

in 2010. This followed a 15 year career at The Age newspaper where he was chief music writer for 12 years; wrote the local Sticky Carpet music column; and interviewed artists from Nick Cave to Bob Dylan, Patti Smith, David Bowie and Lou Reed. In his time at the Age, he founded and ran The EG Awards and started the campaign to name a street in honour of AC/DC which led to AC/DC Lane. He tour managed Iggy Pop in 1998, played in a band, and DJed. He is currently a member of the Victorian Live Music Roundtable, the Liquor Control Advisory Council and this year was made an adjunct professor of RMIT's Bachelor of Arts (Music Business) Course. As a passionate advocate of Victorian music, he provides regular expert commentary to the media and has spoken at numerous international conferences.



NICK COOPER

General Manager

Nick has been an active and passionate member of Music Victoria almost since its inception. A dedicated musician

from a very young age, he has been heavily involved in the Melbourne, Victorian and Australian music scenes for many years. Nick has managed bands and tours, played locally and internationally as a live and recording musician, and worked at some of Victoria's iconic music festivals. After a brief career as a pilot in the

Army, and as a commercial/litigation lawyer for 5 years, Nick is now part of the furniture at Music Victoria. With a particular interest in the live and regional music sectors, Nick's mission is to advocate for artists, industry professionals and punters alike, and keep Victorian contemporary music on the world map.



BONNIE DALTON

General Manager - VMDO

Bonnie Dalton is the General Manager of the brand new Victorian Music Development Office,

where she will be responsible for working with artists and the businesses that support them, to foster sustainable music industry careers and partnering with music organisations and businesses. Prior to the VMDO, Bonnie worked predominantly as an artist manager but also across events, production, and programming. A recipient of the Lighthouse Award for management, she has previously worked with Little Red, The Vasco Era and more recently Ali Barter and Oscar Dawson. She was the producer of the Melbourne St Jerome's Laneway Festival for ten years, worked in senior management at Falls Festival and has programmed line-ups at a range of festivals and events from Low Light, Queenscliff to Melbourne's House of Vans.





KATIE STEWART

Music Business Manager

Katie Stewart started with Lunatic Entertainment in 2007, after hearing MD Danny

Rogers give a guest lecture in one of her university subjects. She quickly progressed to be General Manager of both Lunatic Entertainment and St. Jerome's Laneway Festival, her last role before she started with us here at the VMDO as Music Business Manager in October 2018.

Katie's role at Laneway Festival has evolved from managing the local Melbourne volunteers in 2008, to General Manager of the Festival. Laneway Festival 2018 was Katie's fifth year as GM. The role involved overseeing all festival departments and reporting directly to the four festival directors. The Lunatic Entertainment management roster that Katie worked with included Gotye, The Temper Trap, CHVRCHES, Mansionair, D.D. Dumbo and Dreller. Katie's strengths lie in live music and touring – having advanced many international tours for the management roster and Tour Managing/Assistant Tour Managing across Australia, Asia, Europe and North America. Katie also helped deliver various Laneway Presents artist international offers and tour budgets.



NEIL MORRIS

Music Business Manager – First Peoples - VMDO

Neil Morris is a Yorta Yorta man, born and raised on Yorta Yorta country around the

towns of Shepparton and Mooroopna. He has a very powerful connection to the landscape and his culture. It is central to his being and how he functions in this world and led him to return to Shepparton in 2010 after a number of years away,

and to start working on projects, on country and with fellow Yorta Yorta peoples. A musician, who performs as DRMGNOW, Neil regularly performs across a range of venues and festivals, and has just been announced on the line up for Golden Plains next March. Neil also hosts an incredible program on Triple R called Still Here which showcases some of the best indigenous music on the airwaves, it's on at 1pm Sundays. It is a strong passion of Neil's to provide a platform for non-Indigenous people to be exposed to Indigenous culture, and also have an appreciation of this fostered. He has actively pursued this endeavour and has been involved in this through work with organisations like Multicultural Arts Victoria, SheppARTon Festival and others.



LAURA IMBRUGLIA

Project/Marketing Manager, Awards Producer

Previously most well-known as a musician (with 3

albums and countless tours under her belt), in recent years, Laura has been at the helm of the beloved variety web series "Amateur Hour". She's appeared on panels across Melbourne to offer advice on crowdfunding and grant writing, and is passionate about empowering, educating and galvanising musicians.

Laura has also been known to DJ and host music trivia around Melbourne, and hosts the occasional pop up radio show "Word Nerds" on 3RRR. She's still making music too (naturally).



AL PARKINSON

Professional Development / Membership Manager

Al surrounds herself with as much music-related business as possible

and has worn a number of hats in the Melbourne music community. She performs her own music regularly, has curated boutique events such as Sofar Sounds, worked in community radio, tour managed, is a mentor for The Push and worked at creative industries college Collarts for three years.

Al is always advocating for the Victorian music industry and is proud to be working at Music Victoria as the Office & Membership Coordinator.



SIANNE VAN ABKOUDE

Office Administrator, Music Victoria and VMDO

Sianne is an Alice Springs export (with a few years in Adelaide

between then and now). An avid member of the Australian music community, and a new member of the Melbourne one, Sianne is excited to be contributing to both the Music Victoria and VMDO teams as Office Administrator. She is an illustrator, designer, DIY enthusiast and a current Music Industry Pathways mentee at The Push. You can generally find her persisting with her passion-project - live gig and video series, Extended Family or laying groundwork with the rest of the team at Girls Rock! Adelaide.



SARAH DEBORRE

Live Music Professionals and Women's Leadership Program - Project Manager

At Music Victoria

Sarah manages Live Music Professionals, a coaching program supporting independent live promoters and music venues across Victoria. Sarah has had a long involvement in Melbourne music and has worked and presented programs at PBS FM, worked in music distribution and spent three years running the FReeZACentral program at The Push. Sarah has also spent time as a music writer, has actively run numerous benefit gigs and dappled in music television.

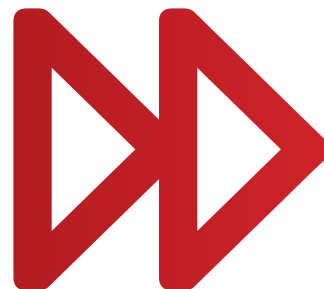




▶▶ MUSIC VICTORIA ADVOCACY

Music Victoria representatives are part of/partners in:

AIR Fellowships Advisory Committee
APRA Songhubs Advisory Committee
Arts Industry Council of Victoria
Arts Wellbeing Collective
Australian Music Industry Network
Bandmates Victoria Steering Group
Box Hill Institute Course Advisory Committee
City of Melbourne Music Strategy Committee
Collarts Course Advisory Committee
Liquor Control Advisory Council
Music Passport Advisory Committee
RMIT Program Advisory Committee
Victorian Live Music Roundtable
Victorian Skills Commissioner – Industry Advisory Group



▶▶ MUSIC VICTORIA BOARD MEMBERS



**TIM
NORTHEAST**

Chair

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. He has been Managing Director and co-owner of The Corner since 1995 and is co-owner of the Northcote Social Club, Newtown Social Club and The National Hotel. Tim is also a director of Ticketscout Pty Ltd, a boutique ticketing service focused on independent live music venues and events.



**CHELSEA
WILSON**

Deputy Chair

Chelsea Wilson is a Melbourne based vocalist, broadcaster, DJ and producer with over 12 years music

industry experience. Her debut soul-inspired album 'I Hope You'll Be Very Unhappy Without Me' was lauded #2 Album of the Year on ABC Radio National and nominated for Best Soul album at the Age Music Victoria Awards 2014, leading to performances including Glastonbury Festival UK and the headline spot on the Arts Centre stage at the Australasian World Music Expo. Her behind the scenes roles have included Concert and Events Licensing Representative at APRA|AMCOS and Music Manager at PBS 106.7FM. Currently Chelsea is the Artistic Director of Stonnington Jazz Festival and Music Programmer of Brunswick Music Festival, and she produces and presents radio programs 'Jazz Got Soul' (PBS) and 'The Australian Soul Sessions' (Mi-Soul London).



**BARRY
WILLIAMS**

Treasurer

Barry 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. He was appointed to the Music Victoria Board in 2013 and has been an active and enthusiastic contributor.



**JEREMY
GRONOW**

Secretary

Jeremy has more than 25 years' experience in journalism, media management, public relations and

communications for state and local government. In this time he specialised in construction project communications for more than 30 diverse projects such as the AAMI Park Stadium, the Melbourne Park Redevelopment, the Flinders Street Station Design Competition and the Melbourne Recital Centre. Jeremy has also been playing bands for more than three decades as a singer, songwriter and guitarist. Outside of work, Jeremy volunteers as member of the Music Victoria board and provides pro-bono communications advice to organisations such as the board of the Victorian Pride Centre and Joy FM.



SARAH BLABY

Sarah is a 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. She 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 has 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. Sarah is now the Sponsorship and Promotions Manager for PBS 106.7FM.



MATTHEW KENNEDY

Matthew has worked within not-for-profit business management and development, across all of local,

state, national and international levels, for more than 20 years. Since 2011 has been the Chief Executive Officer of Tennis Victoria, which has 38 staff and about 900 member clubs, centers and associations. He 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, responsible for supporting 94 non-Test cricket nations.



CHRIS O'NEILL

Artist, advocate and industry stalwart Chris O'Neill has been committed to music for more than a decade. While he graduated from QUT

with a Bachelor of Music, it's been his work on and off the stage that had built his profile and reputation.

Chris makes a daily contribution to supporting songwriters through his role at APRA AMCOS as National Manager - Writer Services, where he regularly engages with industry organisations around the country, whilst rolling out the APRA AMCOS national events program and managing the APRA AMCOS grants program.

An acclaimed drummer, Chris has written and performed with artists from just about every genre, made numerous records, and performed on stages around the country including major festivals such as Prima Vera, Splendour in the Grass, Big Day Out.



CATHERINE HARIDY

Catherine Haridy has been managing musical Artists and Producers, Mixers, Writers, Engineers and even a Music

Philosopher for the last 12 years. Coming from a record label background, Cath cut her teeth at both Warner Music and Festival Mushroom Records in A&R before crossing the floor to Management in 2006. Her stable includes a roster of talented and enduring Artists including Eskimo Joe, Jebediah, Adalita, Bob Evans and ABC TV family artist dirtgirl along with some of the brightest in Music Production and Writing: Anna Lavery, Tony Buchen Steven Schram, Joel Quartermain, JP Fung, Jimi Maroudas as well as Mick Glossop (ANZ only) and Ian Caple (ANZ

only). The management company has expanded into managing non-musical artists forging a wonderful partnership with Berlin-based Australian, Craig Schuftan, who has had three works published, won an ARIA for his work with The Chaser and broadcast the successful “Culture Club” on national youth network Triple J.

Catherine is a current board member of Support Act Limited (SAL): a charity supporting musicians and music professionals who experience crisis or hardship. She was Chairperson of the Association of Artist Managers (AAM) for 4 consecutive years, and remains a current board member, is an APRA Ambassador, an AMP Award Patron and formerly involved for 7 years with the board and several sub-committees of the Community Broadcasting Foundation (CBF). Cath continues to be involved in various advocacy issues that affect artists and their managers, and is a proud Patron of the AAM!

Communications Subcommittee

The Communications Subcommittee is made up of members of the Board, and meets monthly to discuss and advise the Board on issues and projects concerning communications, membership and projects. The Communications Subcommittee is:

Sarah Blaby (Chair)

Jeremy Gronow

Chris O'Neill

Cath Haridy

Laura Imbruglia (Secretary)

Operations Subcommittee

The Operations Subcommittee is made up of members of the Board, and meets monthly to advise the Board on internal operations issues including corporate governance, including finance and organisational policies and procedures, and human resources. The Operations Subcommittee is:

Tim Northeast (Chair)

Chelsea Wilson

Barry Williams

Matthew Kennedy

Nick Cooper (Secretary)



Advisory Panels

Artists' Advisory Panel – Report by Chelsea Wilson (Chair)

Music Victoria Artists Advisory Panel consults, advises and informs Music Victoria with relevant information from a musician's perspective. Representing a range of genres, the panel plays an important role in providing information and feedback to staff and the board on behalf of our members, music community and audiences.

2018 Summary

The Artists Advisory Panel has provided a musician's perspective to Music Victoria on a range of projects and policies throughout the year including the MV White Paper, The Age Music Victoria Awards, Music Cities Convention – Melbourne, VMDO strategic plan, and MV's professional development program. The panel has also pitched a range of projects to the board to be considered for inclusion in the 2019 strategic plan. Music Victoria would like to thank outgoing panel members for their incredible contribution and welcome our new panellists to the organisation.

2018-19 Artists' Advisory Panel Members are:

Kylie Auldist
Carolyn Connors
Laura Imbruglia (Secretary)
Peter Knight
Ben Wiesner
Chelsea Wilson (Chair)
Jake Mason
Syrene Favero
Bob Sedergreen
Cheyenne Harper
Dave Newington
Derek Atkinson
Leah Healy
Monique diMattina
Lloyd Spiegel
Tim Dalton

Women's Advisory Panel

Music Victoria's Women's Advisory Panel (WAP) provides a platform to represent the broad range of cultural and economic perspectives of women and people who identify as women who are working in music-related professions as part of Music Victoria's leadership and advocacy on societal issues in the creative sector. Music Victoria has become a national leader on action and advocacy around gender quotas on all Music Victoria operations, events and activities.

2018-19 Women's Advisory Panel members are:

Sarah Blaby (Chair)
Al Parkinson (Secretary)
Rebecca Barnard
Shannon Driscoll
Fiona Duncan
Dr Nat Grant
Rita Khayat
Sophie Koh
Siobhan Kranz
Jessie Lloyd
Siobhan McGinnity
Danielle Rizk
Dr Catherine Strong
Samantha Wass
Diana Wolf
Simona Castricum





2018 Summary

The WAP provided Music Victoria with valuable feedback and suggestions including consultations for the Music Victoria White Paper, The Age Music Victoria Awards changes including application of the quota and additional award categories, membership video diversity, gender identification and its sensitivities in response to quotas, suggestions for position statements on

#meNOMore for safe workplaces and recommendations for responses to festival line-up diversity. The WAP has taken a keen interest in the Women's Leadership program and all members continually provide their insight and experience to the benefit of Music Victoria and the wider music industry.



VMDO - General Manager's Report

Bonnie Dalton

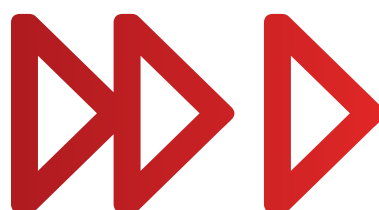
The Victorian Music Development Office (VMDO) officially opened for business on 1 July 2018 of this year and by 19 October 2018 program launch event, our team was complete, the comprehensive strategic and business plans were in place and initial programs were ready to go. The launch at Federation Square included a very special Welcome to Country by Elder Ron Jones, as well as speeches from Minister Martin Foley and myself in front of a room full of Victoria's music business community. The VMDO's focus on First Peoples was also front and centre with showcase performances by four incredible Victorian First Peoples acts (Bumpy, Kee'ah, River Boy and The Merindas) on the Fed Square Main Stage the highlight of the night. To quote the Minister on that night, "The Victorian Music Development Office is now well and truly fired up". And we are. As we move forward into the development and delivery of VMDO programs, our focus on stakeholder engagement is already paying off. The excellent turn out at the VMDO Program Launch has been mirrored in the registrations for the China Music Now program, which is at full capacity across all activities.

The China Music Now program sees the VMDO invite Chinese music industry experts to Melbourne for a series of talks and meetings with local music business representatives during Melbourne Music Week and paves the way for future market development in that territory. The successes of this year's Fast Track Fellowship pilot, delivered via a pre-VMDO partnership between Creative Victoria, AIR and AAM will be revisited when the VMDO, AIR and AAM present the fellowship again in 2019, providing more of those invaluable opportunities for Victorian managers and senior staff. There are regular networking events beginning soon that will also offer opportunities for presentations by key industry. In addition to the AIR, AAM and City of

Melbourne collaborations, the VMDO is working on a number of exciting partnerships for programs in the new year and we've also teamed up with VECCI to provide substantial discounts on their services and support to Victorian music businesses. The VMDO's Music Business Manager First Peoples, Neil Morris, is undertaking a significant desktop review and consultation process ahead of key program delivery for First Peoples artists and music businesses in 2019. In terms of research, we are undertaking a 'Career Life Path of Music Business Professionals' study with RMIT and preliminary work is also being undertaken ahead of a major study to benchmark the Victorian music business landscape. In addition to all of this, we continue to connect Victorian music businesses to international networks, business opportunities and cross sector practices.

At this time, we'd like to say a big thank you to the VMDO Steering Committee and to all of the people who have so generously given us their time, expertise and ideas in getting the VMDO to this point. It's been a big few months but the future is well and truly mapped out for the VMDO and we look forward to working with all of the micro-medium Victorian music business whose work is so integral.

The Victorian Music Development Office is an initiative of the Victorian Government delivered by Music Victoria.





Professional Development Program

Since the 2017 AGM, Music Victoria has rolled out a huge program of great professional development workshops, masterclasses, and networking events. Through careful review of member and other industry feedback, the 2018 program featured:

- 28 events held, attended by approx. 1,000 industry participants (not including Venues Days – Good Music Neighbours or Live Music Professionals sessions);
- Major partnership in the first CHANGES conference and live music summit in July 2018, received and attended wonderfully by the music industry and audiences
- 3 x Venues Days presented by Music Victoria in partnership with local government agencies (City of Melbourne, City of Yarra, and City of Darebin), attended by approx. 112 venue owners, managers, bookers and staff;
- digital marketing, social media and publicity/PR masterclasses (including in Bendigo and Frankston) in partnership with Blstr; and
- recorded podcasts and Facebook live streams of many of the workshops and masterclasses; and

We look forward to finalising the 2019 program to maximise engagement with, and upskill, Music Victoria members and our music community. Keep an eye on the Music Victoria Events page for more info.



▶▶ THE AGE MUSIC VICTORIA AWARDS 2018

After 12 years of being held at the Prince Bandroom and 170 Russell, The Age Music Victoria Awards moved to Victoria's premier concert hall, The Melbourne Recital Centre in 2018.

We have refined the award categories to make them more inclusive and fairer, and introduced a number of cash prizes, including \$10,000 for the newly titled Premier's Prize for the Best Victorian Album of 2018 and \$5,000 to the Premier's Prize for the Best Victorian Breakthrough Act of 2018 (funded by the Community Support Fund), \$2,000 to the Archie Roach Foundation Award for First Nations Breakthrough Talent, and \$3,000 each for the regional winners.

We inducted Chrissy Amphlett into the Hall of Fame at the ceremony, which came after Molly was inducted during his statue unveiling in Richmond.

We received around 60,000 public votes for the ten public-voted awards. Thanks to our sponsors and new awards producer Laura Imbruglia for taking this key event on the Victorian events calendar to a new level this year.



Good Music Neighbours

Good Music Neighbours (GMN) is a Victorian Government initiative delivered by Music Victoria, commencing under Music Victoria's management from 20 May 2016, officially launched on 26 May 2016. The GMN program is part of a ground up approach to support the venues and industry that add so much to our cultural conversation and to provide meaningful support to our iconic live music sector.

It is part of the Victorian Government's Music Works package, a four-year, \$22.2 million contemporary music funding and support initiative.

In 2018, the program distributed 23 matched funding grants to Victorian venues - 19 from metropolitan areas, and 4 from regional and outer suburban areas.

Since the first funding round in August 2016, a total of 61 Victorian venues received matched funding worth \$761,882, while 5 Sound Advice workshops were delivered, with a total of 151 attendees. Good Music Neighbours Industry Liaison, Shaun Adams finished up his role on 30 June 2018, and the next round of matched funding grants will be available through the Creative Victoria website. We thank Shaun for his great work in promoting these grants and educating the live music sector.

<http://www.musicvictoria.com.au/gmn>



Castlemaine's Bridge Hotel was one of the venues to receive a Good music Neighbours matched grant in 2018. It received \$8,083 to reduce the sound level escaping from the band room and undertake a sound assessment to confidently host more live music events in the future.

Live Music Professionals

In 2017 the Victorian Government made a three-year commitment to Music Under Wings, providing mentoring, training and professional development opportunities to enable Victoria's music industry to grow at both an individual and industry-wide level. Managed by The Push, Music Under Wings includes both The Push-based program, Music Industry Pathways, and Live Music Professionals delivered by Music Victoria.

The aim of Live Music Professionals is to:

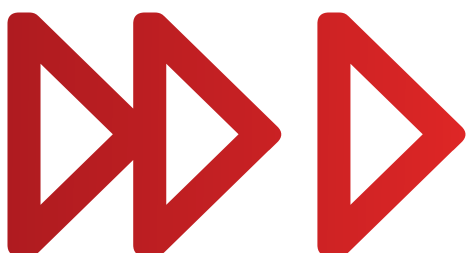
1. Support Victoria's iconic live music sector by assisting venues and independent promoters in their efforts to run sustainable, long-term businesses that support live, original music
2. Provide opportunities for those who may be isolated and find difficulty in creating networks and building opportunities
3. Encourage more live music in all communities by supporting the people who make it happen through one-on-one coaching and various networking opportunities

Completing its pilot program in 2017, Live Music Professionals selected 20 participants from across the state who were coached by 10 music industry personnel and one business coach. Participants were a range of mid-career level venue owners, band bookers and independent promoters with 50 per cent of participants representing regional and outer suburban areas.

Music industry coaches in 2017 included Aidan McLaren (The Hills Are Alive, NYE On the Hill, UNIFY), Alex Zaccaria (Bolster), Carolyn Logan (Penney and Logan PR & Management), Danae Effern (Little Giant Agency), Jon Perring (Bar Open, The Tote), Kate McCabe, Richard Moffat (Groovin' The Moo), Sally Mather (The Corner Group), Shaun Adams (Karoova Lounge, From The Apple Tree) and Sophie Miles (Mistletoe).

Participants were involved in a one-and-a-half day program launch/conference in Geelong where they received one-on-one coaching and participated in workshops and panel sessions. Throughout the four months of the program they completed subsequent coaching sessions and engaged in masterclasses, were invited to the Age Music Victoria Awards and were involved in both closed door and public facing sessions at Face the Music.

<http://www.musicvictoria.com.au/livemusicprofessionals>





Victorian Music Crawl

The Victorian Music Crawl (VMC) is a Victorian Government initiative developed in a response to the Victorian music sectors regional needs and opportunities as part of Music Works. Delivered by Music Victoria, the VMC is part showcase, part educational opportunity and part exposure to local talent and industries. The program aims to reconnect the metropolitan and local industries with local government, build confidence in Victoria's artists to tour the state, and document and reveal the great stories and potential for a healthy live scene across Victoria.

It aims to:

- Highlight touring pathways, venues and share and build excitement about the potential of live music in regional Victoria.
- Showcase regional capacity to deliver live music experiences.
- Build the capacity of metropolitan audiences to connect with a regional audience.
- Support sustainable regional touring circuits.

The third tour saw industry and media visit venues in Port Fairy, Warrnambool, along the Great Ocean Road, the Bellarine Peninsula, and Geelong.

Across the three tours and since February 2017, outcomes of the VMC include:

- 47 leading music industry and media participants (tour guests) involved from across the music sector (including three Music Victoria staff – Patrick Donovan (co-tour manager - VMC1, tour manager - VMC2), Nick Cooper (tour manager/co-tour manager - VMC1 and VMC3, driver/co-driver – VMC2 and VMC3)
- 29 towns/regional centres/cities visited
- 74 performances by Victorian artists (plus two NSW artists and one WA artist)
- 52 live music venues, festival sites and performance opportunities visited/ explored
- Estimated approx. \$280,000 (and up to \$357,000) in new live music and other business opportunities generated from the 3 x VMC tours (guests only)
- All respondents (guests) said that the Victorian Music Crawl had:
 - increased their awareness of music opportunities and activity in the areas visited;
 - increased the likelihood of being involved in or increasing live music activity in the areas visited; and
 - introduced them to new non-metro industry (and other) connections
- All respondents said that they were likely to engage further with new non-metro connections
- Media reached a total estimated audience of approximately 1,323,267 (not including media items with N/A audience reach figures) with advertising space rate worth an estimated \$126,342. This represents a great return on investment (\$4,221 spent on publicity, promotion, advertising and marketing). Television coverage included WIN TV and ABC, and stories were run in the Herald Sun, triple j/ABC Online, The Music, Beat, Forte Magazine, and The Big Issue.
- Average return on investment of approximately \$3 for every \$1 spent (and up to \$4) across 3 x VMC tours – total income/investment of \$82,627 with at least \$280,000 in expected/actual new business (up to \$357,000)



Sponsorship and Partners

Music Victoria has secured organisational and project funding from the following partners:

Creative Victoria
Australia Council for the Arts
APRA AMCOS
City of Melbourne
City of Yarra
City of Port Phillip

Music Victoria secured \$72,500 in sponsorship for The Age Music Victoria Awards in 2018 from ALH, City of Melbourne, the Community Support Fund, Bendigo Bank, Collarts, Mountain Goat and Moshtix.

We kindly thank our sponsors, partners and supporters.

All photographs and images owned by Music Victoria and credited as follows, unless specified:

Cover and pages 17, 31, 37 – Martin Philbey
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Artwork by Rosa Morgan
Design generously provided by One Rabbit



The Age Music Victoria Awards Partners:



Music Victoria gratefully acknowledges our Platinum Partners:



▶▶ CONTEMPORARY MUSIC VICTORIA INC.

FINANCIAL STATEMENTS

For the Year Ended 30 June 2018





Contemporary Music Victoria Inc.

Contents

For the year ended 30 June 2018

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Contemporary Music Victoria Inc.

Directors' Report 30 June 2018

The directors present their report on Contemporary Music Victoria Inc. for the financial year ended 30 June 2018.

General information

Directors

The names of the directors in office at any time during the year are:

Names	Position	From/Until
Tim Northeast	Chairperson	
Michelle Nicol	Deputy Chairperson	
Jeremy Gronow	Secretary	
Barry Williams	Treasurer	
Ian James		Until 7 December 2017
Sarah Blaby		
Matthew Kennedy		
Richard Moffat		Until 7 December 2017
Chelsea Wilson		
Tracee Hutchison		
Chris O'Neill		From 7 December 2017

Directors were in office for the full financial year unless otherwise stated.

Principal activities and significant changes in nature of activities

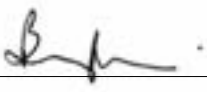
As the independent voice of the Victorian contemporary music industry, the principal activities of the association were to represent musicians, venues, music businesses and music lovers across the contemporary music community in Victoria; to provide advocacy on behalf of the music industry; to support the development of the Victorian music community, and to celebrate and promote Victorian music. There were no significant changes in the nature of Contemporary Music Victoria Inc.'s principal activities during the financial year.

Operating result

The deficit of the Association for the financial year amounted to \$(26,028) (2017 surplus: \$23,063).

Signed in accordance with a resolution of the Board of Directors:

Chairperson: 
Tim Northeast

Treasurer: 
Barry Williams

Dated 21 November 2018



Contemporary Music Victoria Inc.

Statement of Profit or Loss and Other Comprehensive Income
For the year ended 30 June 2018

	Note	2018	2017
		\$	\$
Revenue	3	793,138	595,900
Employee benefits expenses		(336,556)	(287,432)
Depreciation and amortisation expense		(5,620)	(4,311)
Project costs		(280,929)	(149,995)
Other expenses		(196,061)	(131,099)
(Deficit)/surplus for the year		(26,028)	23,063
In kind income		48,700	28,863
In kind expenditure		(48,700)	(28,863)
Net (deficit)/surplus		(26,028)	23,063



Contemporary Music Victoria Inc.

Statement of Financial Position For the year ended 30 June 2018

	Note	2018 \$	2017 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	4	767,797	495,942
Trade and other receivables	5	89,002	42,027
Inventories	6	553	-
TOTAL CURRENT ASSETS		857,352	537,969
NON CURRENT ASSETS			
Property, plant and equipment	7	15,112	18,252
Intangible assets	8	1,180	-
TOTAL NON CURRENT ASSETS		16,292	18,252
TOTAL ASSETS		873,644	556,221
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	9	64,860	41,991
Employee benefits	11	26,578	19,830
Other financial liabilities	10	455,032	141,198
TOTAL CURRENT LIABILITIES		546,470	203,019
TOTAL LIABILITIES		546,470	203,019
NET ASSETS		327,174	353,202
EQUITY			
Retained earnings		327,174	353,202
TOTAL EQUITY		327,174	353,202



Contemporary Music Victoria Inc.

**Statement of Changes in Equity
For the year ended 30 June 2018**

EQUITY

Retained earnings **353,202**

TOTAL EQUITY

327,174	353,202
327,174	353,202

2018

Balance at 1 July 2017

(Deficit) for the year

Balance at 30 June 2018

Retained Earnings \$	Total \$
353,202	353,202
(26,028)	(26,028)
327,174	327,174

2017

Balance at 1 July 2016

Surplus for the year

Balance at 30 June 2016

Retained Earnings \$	Total \$
330,139	330,139
23,063	23,063
353,202	353,202



Contemporary Music Victoria Inc.

Statement of Changes in Cash Flows For the year ended 30 June 2018

	Note	2018 \$	2017 \$
CASH FLOWS FROM OPERATING ACTIVITIES:			
Receipts from customers		1,221,271	759,551
Payments to suppliers and employees		(953,387)	(618,842)
Interest received		7,630	6,555
Net cash provided by/(used in) operating activities	12	275,514	147,264
CASH FLOWS FROM INVESTING ACTIVITIES:			
Purchase of property, plant and equipment		(3,659)	(8,336)
Net cash provided by/(used in) investing activities		(3,659)	(8,336)
CASH FLOWS FROM FINANCING ACTIVITIES:			
Net increase/(decrease) in cash and cash equivalents held		271,855	138,928
Cash and cash equivalents at beginning of year		495,942	357,014
Cash and cash equivalents at end of financial year	4	767,797	495,942



Contemporary Music Victoria Inc.

Notes to the Financial Statements For the year ended 30 June 2018

The financial report covers Contemporary Music Victoria Inc. as an individual entity. Contemporary Music Victoria Inc. is a not-for-profit Association, registered and domiciled in Australia.

The functional and presentation currency of Contemporary Music Victoria Inc. is Australian dollars. Comparatives are consistent with prior years, unless otherwise stated.

1 Basis of Preparation

In the opinion of those charged with Governance the Association is not a reporting entity since there are unlikely to exist users of the financial statements who are not able to command the preparation of reports tailored so as to satisfy specifically all of their information needs. These special purpose financial statements have been prepared to meet the reporting requirements of the Australian Charities and Not-for-profits Commission Act 2012.

The financial statements have been prepared in accordance with the recognition and measurement requirements of the Australian Accounting Standards and Accounting Interpretations, and the disclosure requirements of AASB 101 Presentation of Financial Statements, AASB 107 Statement of Cash Flows, AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors and AASB 1054 Australian Additional Disclosures.

2 Summary of Significant Accounting Policies

(a) Income Tax

The Association is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

(b) Leases

Lease payments for operating leases, where substantially all of the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the life of the lease term.

(c) Revenue and other income

Revenue is recognised when the amount of the revenue can be measured reliably, it is probable that economic benefits associated with the transaction will flow to the Association and specific criteria relating to the type of revenue as noted below, has been satisfied.

Revenue is measured at the fair value of the consideration received or receivable and is presented net of returns, discounts and rebates.

Grant revenue

Grant revenue is recognised in the statement of profit or loss and other comprehensive income when the entity obtains control of the grant, it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

When grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor, this is considered a reciprocal transaction and the grant revenue is recognised in the statement of financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Contemporary Music Victoria Inc. receives non-reciprocal contributions of assets from the government and other parties for zero or a nominal value. These assets are recognised at fair value on the date of acquisition in the statement of financial position, with a corresponding amount of income recognised in the statement of profit or loss and other comprehensive income.



Contemporary Music Victoria Inc.

Notes to the Financial Statements For the year ended 30 June 2018

Donations and in-kind transactions

Donations and sponsorship income are recognised as revenue when received. The Association also receives goods or services from other parties in return for the provision of promotional or other non-cash consideration. Such transactions are recognised at fair value and disclosed in revenue, with a corresponding expense.

Interest revenue

Interest is recognised using the effective interest method.

Subscriptions

Revenue from the provision of membership subscriptions is recognised on a straight line basis over the financial year.

(d) Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

The net amount of GST recoverable from, or payable to, the ATO is included as part of receivables or payables in the statement of financial position.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

(e) Inventories

Inventories acquired at no cost, or for nominal consideration are valued at the current replacement cost as at the date of acquisition, which is the deemed cost.

(f) Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment.

Items of property, plant and equipment acquired for nil or nominal consideration have been recorded at the acquisition date fair value.

Plant and equipment

Plant and equipment are measured using the cost model.

Depreciation

Property, plant and equipment, excluding freehold land, is depreciated on a reducing balance basis over the assets useful life to the Association, commencing when the asset is ready for use. Leasehold improvements are depreciated over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.



Contemporary Music Victoria Inc.

Notes to the Financial Statements For the year ended 30 June 2018

The depreciation rates used for each class of depreciable asset are shown below:

Fixed asset class	Depreciation rate
Plant and Equipment	20 - 30%
Furniture, Fixtures and Fittings	20 - 30%

At the end of each annual reporting period, the depreciation method, useful life and residual value of each asset is reviewed. Any revisions are accounted for prospectively as a change in estimate.

(g) Financial instruments

Financial instruments are recognised initially using trade date accounting, i.e. on the date that the Association becomes party to the contractual provisions of the instrument.

On initial recognition, all financial instruments are measured at fair value plus transaction costs (except for instruments measured at fair value through profit or loss where transaction costs are expensed as incurred).

Financial Assets

Financial assets are divided into the following categories which are described in detail below:

loans and receivables;

Financial assets are assigned to the different categories on initial recognition, depending on the characteristics of the instrument and its purpose. A financial instrument's category is relevant to the way it is measured and whether any resulting income and expenses are recognised in profit or loss or in other comprehensive income.

All income and expenses relating to financial assets are recognised in the statement of profit or loss and other comprehensive income in the 'finance income' or 'finance costs' line item respectively.

Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They arise principally through the provision of goods and services to customers but also incorporate other types of contractual monetary assets.

The Association's trade and other receivables fall into this category of financial instruments.

In some circumstances, the Association renegotiates repayment terms with customers which may lead to changes in the timing of the payments, the Association does not necessarily consider the balance to be impaired, however assessment is made on a case-by-case basis.



Contemporary Music Victoria Inc.

Notes to the Financial Statements For the year ended 30 June 2018

Financial liabilities

Financial liabilities are classified as either financial liabilities 'at fair value through profit or loss' or other financial liabilities depending on the purpose for which the liability was acquired. Although the Association uses derivative financial instruments in economic hedges of currency and interest rate risk, it does not hedge account for these transactions.

The Association's financial liabilities include borrowings, trade and other payables (including finance lease liabilities), which are measured at amortised cost using the effective interest rate method.

(h) **Cash and cash equivalents**

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

(i) **Employee benefits**

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements.

	Note	2018 \$	2017 \$
3 Revenue and Other Income			
Revenue from continuing operations			
Member subscriptions		82,341	76,453
Grants, sponsorships & donations	3(a)	675,507	497,933
Other revenue	3(b)	35,290	21,514
Total Revenue		793,138	595,900
(a) Grants, sponsorship & donations revenue		2018 \$	2017 \$
Donations		300	31
Creative Victoria Core Funding		275,000	275,000
Australia Council for the Arts		40,000	40,000
Creative Victoria Other Grants		296,707	108,679
City of Melbourne		-	3,500
AMIN		-	178
APRA AMCOS		20,000	20,500
Sponsorship		43,500	50,045
Total		675,507	497,933



Contemporary Music Victoria Inc.

Notes to the Financial Statements For the year ended 30 June 2018

(b) Other Revenue a		2018	2017
		\$	\$
Other income		16,300	3,386
Ticket sales		11,360	11,335
Advertising revenue		-	238
Interest income		7,630	6,555
Total		35,290	21,514

4	Cash and cash equivalents	2018	2017
		\$	\$
	Cash on hand	310	310
	Cash at bank	767,797	495,942
	Total cash and cash equivalents	767,797	495,942

4	Trade and other receivables	2018	2017
		\$	\$
	CURRENT		
	Trade receivables	20,582	78,375
	Deposits	8,885	8,473
	Prepayments	59,535	9,804
	Total current trade and other receivables	89,002	42,027

6	Inventories	2018	2017
		\$	\$
	CURRENT		
	Merchandise	553	-



Contemporary Music Victoria Inc.

Notes to the Financial Statements For the year ended 30 June 2018

	2018	2017
	\$	\$
7 Property, plant and equipment		
Plant and equipment		
At cost	22,907	20,427
Accumulated depreciation	(11,454)	(6,866)
Total plant and equipment	11,453	13,561
Furniture, fixtures and fittings		
At cost	9,946	9,946
Accumulated depreciation	(6,287)	(5,255)
Total furniture, fixtures and fittings	3,659	4,691
Total property, plant and equipment	15,112	18,252
8 Intangible Assets	2018	2017
	\$	\$
Website		
Cost	1,180	-
9 Trade and other payables	2018	2017
	\$	\$
CURRENT		
Trade payables	6,661	22,944
GST payable	6,661	5,255
Sundry creditors & accruals	14,537	7,641
Other payables	15,500	6,151
Total trade and other payables	64,860	41,991
10 Other Financial Liabilities	2018	2017
Amounts received in advance	\$	\$
CURRENT		
Government grants	72,032	69,721
Grant funding received in advance	383,000	71,477
Total amounts received in advance	455,032	141,198
11 Employee Benefits	2018	2017
	\$	\$
Current liabilities		
Provision for employee benefits	26,578	19,830
	26,578	19,830



Contemporary Music Victoria Inc.

Notes to the Financial Statements For the year ended 30 June 2018

12 Cash Flow Information

Reconciliation of result for the year to cashflows from operating activities

Reconciliation of net income to net cash provided by operating activities:

	2018 \$	2017 \$
(Deficit)/surplus for the year	(26,027)	23,063
Cash flows excluded from profit attributable to operating activities		
Non-cash flows in profit:		
- depreciation	5,620	4,311
Changes in assets and liabilities:		
- (increase)/decrease in trade and other receivables	317,002	103,323
- (increase)/decrease in other assets	(50,143)	(4,752)
- (increase)/decrease in inventories	(552)	-
- increase/(decrease) in trade and other payables	22,866	16,288
- increase/(decrease) in provisions	6,748	5,031
Cashflows from operations	275,514	147,264

13 Statutory Information


The registered office and principal place of business of the association is:
Contemporary Music Victoria Inc.
Level 1, 49-51 Tope Street
SOUTH MELBOURNE Victoria 3205

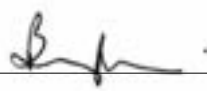
The directors declare that in the responsible persons' opinion:

there are reasonable grounds to believe that the registered entity is able to pay all of its debts, as and when they become due and payable; and

the financial statements and notes satisfy the requirements of the Australian Charities and Not-for-profits Commission Act 2012.

Signed in accordance with subsection 60.15(2) of the Australian Charities and Not-for-profit Commission Regulation 2013.



Tim Northeast (Chairperson)

Barry Williams (Treasurer)

Dated 21 November 2018



Contemporary Music Victoria Inc.

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Contemporary Music Victoria Inc., which comprises the statement of financial position as at 30 June 2018, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion the financial report of Contemporary Music Victoria Inc. has been prepared in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2012, including:

- (i) giving a true and fair view of the Registered Entity's financial position as at 30 June 2018 and of its financial performance for the year ended; and
- (ii) complying with Australian Accounting Standards to the extent described in Note 1, and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Registered Entity in accordance with the auditor independence requirements of the Australian Charities and Not-for-profits Commission Act 2012 (ACNC Act) and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter - Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the Registered Entity's financial reporting responsibilities under the ACNC Act. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of Responsible Entities for the Financial Report

The responsible entities of the Registered Entity are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the ACNC Act and the needs of the members. The responsible entities' responsibility also includes such internal control as the responsible entities determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the responsible entities are responsible for assessing the Registered Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the responsible entities either intend to liquidate the Registered Entity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing.



Contemporary Music Victoria Inc.

Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Registered Entity's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the responsible entities.

Conclude on the appropriateness of the responsible entities' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Registered Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Registered Entity to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Banks Group Assurance Pty Ltd, Chartered Accountants
Authorised audit company number 294178 (ACN 115 749 598)

Andrew Fisher FCA, Partner
Registration number 306364

Melbourne, Australia
21 November 2018
Responsibilities of Responsible Entities for the Financial Report





**MUSIC
VICTORIA**

Music Victoria

Level 1, 49 Tope St, South Melbourne 3205 VIC
T +61 3 9686 3411
info@musicvictoria.com.au
www.musicvictoria.com.au

Contemporary Music Victoria Inc. ABN 45 420 531 232

This Annual Report was prepared by
One Rabbit™ with services donated.
Music Victoria would like to thank
One Rabbit™ for its support and assistance.

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