

Mr Patrick Donovan
Chief Executive Officer
Music Victoria
PO Box 220
BRUNSWICK VIC 3056

Dear Mr Donovan, *Padddy,*

VICTORIAN LABOR'S MUSIC WORKS POLICY

I refer to your correspondence on Labor's Plans to crank up support for live and contemporary music after four years of cuts by the Liberal Government.

Victorian Labor is a strong supporter of the live and independent contemporary music scene.

The previous Labor Government's supported iconic local acts, such as Gotye, Clare Bowditch, Dan Sultan and The Temper Trap, plus hundreds of other great local musicians with funding grants and professional mentoring to help develop their careers.

Under the Liberals, Victoria Rocks and FReeZACentral have been abolished with government funding to the music sector over the past four years cut in half.

Victoria is the music capital of Australia and Labor wants to see our local music industry thrive. That's why we have announced that an Andrews Labor Government will deliver *Music Works*: a \$22.2 million package to boost development of the local music industry and support local jobs.

This package will transform the live and contemporary music scene and secure Victoria's reputation as the Music State and Melbourne as the music capital of Australia.

We will work with the Industry and vibrant regions - empowering young people in Victoria to secure jobs in the creative industries and enliven our music industry.

The Music Works package will be:

Victoria Rocks – Grant program

Labor will deliver \$8 million over four years which will transform Victoria's contemporary and live music sector offering grants and assistance to artists, organisations and events, helping local acts break on to the scene and build a career.

Martin ★
FOLEY **MP**
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Grant types:

Music Touring Grants

Funding for tours by Victorian musicians to regional, interstate and international markets. Supporting artists with gig promotion, equipment hire, crew, travel and accommodation directly related to staging performances.

Career Building Grants

Assistance for contemporary musicians to take the next step in their career - including everything from demos to professional recordings of original works, CD manufacture, marketing, website development and digital communications and marketing initiatives.

Industry Partnership Grants

Support for organisations and events that create opportunities and exposure for original and independent Victorian musicians. This includes music festivals, showcases, all-ages gigs and community radio programming.

Quick Response Grants

The program will be targeted at supporting live gigs, including short tours and residencies by funding the provision of professional services including sound engineers, lighting operators, advertising and transport.

Good Music Neighbours

Good music neighbours will be a separate matched-funding capped grant program delivering \$1.48 million over four years ensuring our iconic live music venues thrive.

Matched dollar-for-dollar grants of up to \$10,000 will be available for venues to manage problems with encroachment from neighbours, fix poor acoustics and dodgy PAs.

Rockin' the Laneways

Rockin' the Laneways will help make our music heritage a must-see for tourists and locals.

This program delivers \$400,000 over four years to provide grant funding to support organisations that are developing the tourism potential of Victoria's musical heritage. Applications likely to be funded out of this grant pool include new signage for culturally significant locations and the development of self-guided tours of Melbourne's live music venues.

Music Passport

Labor will create a \$400,000 Music Passport program which will open the door to international music markets through targeted export strategies that develop sustainable career opportunities for Victorian contemporary musicians overseas.

Music passport will provide grant funding to projects and/or organisations that help Victorian musicians to break into international markets, including trade delegations, showcases, international marketing, performance and promotional campaigns.

Rock under wings - mentoring program

"Rock-under-wings" will be a \$1.6 million program to support mentoring of young and emerging artists. Grants will be provided to programs that support emerging musicians to gain from the experience and knowledge of established artists and industry professionals.

The program will be accessible to people in the regions as well as the cities through regional workshops, live stream master-classes and where appropriate, supported travel and accommodation for regional participants.

Local Support Acts to the Big Names

Victorian Labor will ensure that any international acts or performances associated with cultural tourism or the major events strategy brought to Australia with the assistance of the Victorian Government for festivals, performances or other engagements will be required to include a local support act from the same or related field as part of building opportunities for local emerging acts.

Music Market

An Andrews Labor Government will also create the Music Market: a one-stop-music hub for recording and distribution, open to artists, venues, managers and industry development organisations.

The Music Market will be the headquarters of a new Victorian Music Development Office, providing leadership on investment, grants, exports and music business development.

The Victorian Music Development Office will monitor compliance of the "Agent of Change" principle and be provided with specific reference to the inclusion of EPA guidelines, building code standards and other measures in the regulatory and development operations of different levels of government to resolve once and for all restrictions on existing live music venues and facilitate new opportunities for venues.

The Music Market will also house the long awaited Australian Rock and Roll Hall of Fame. In addition it will provide space for performances, skills development and recording assistance, and facilities for industry peak bodies, not-for-profit industry organisations and support the values of contemporary music.

It will be located within one of Melbourne's many music precincts, with a venue that ensures it is in tune among the hotbed of live music culture found in our local pubs, theatres, bars, clubs, community radio stations, rehearsal rooms, recording studios, record and music stores.

We will partner with the music industry, non-government organisations and local government to establish The Music Market.

\$10 million is provided in capital funding for The Music Market, plus \$300,000 for planning and consultation in the 2015-16 and 2016-17 years with construction of the new space to commence once the planning is completed. Creative Victoria will co-ordinate the planning and consultation process.

Labor will continue to support industry peak bodies like Music Victoria and The Push to take a leadership role in these programs.

I look forward to discussing these matters further with you at the scheduled Face the Music Conference.

Yours sincerely,



Martin Foley MP
Shadow Minister for the Arts and Youth Affairs

6 /11/14

