

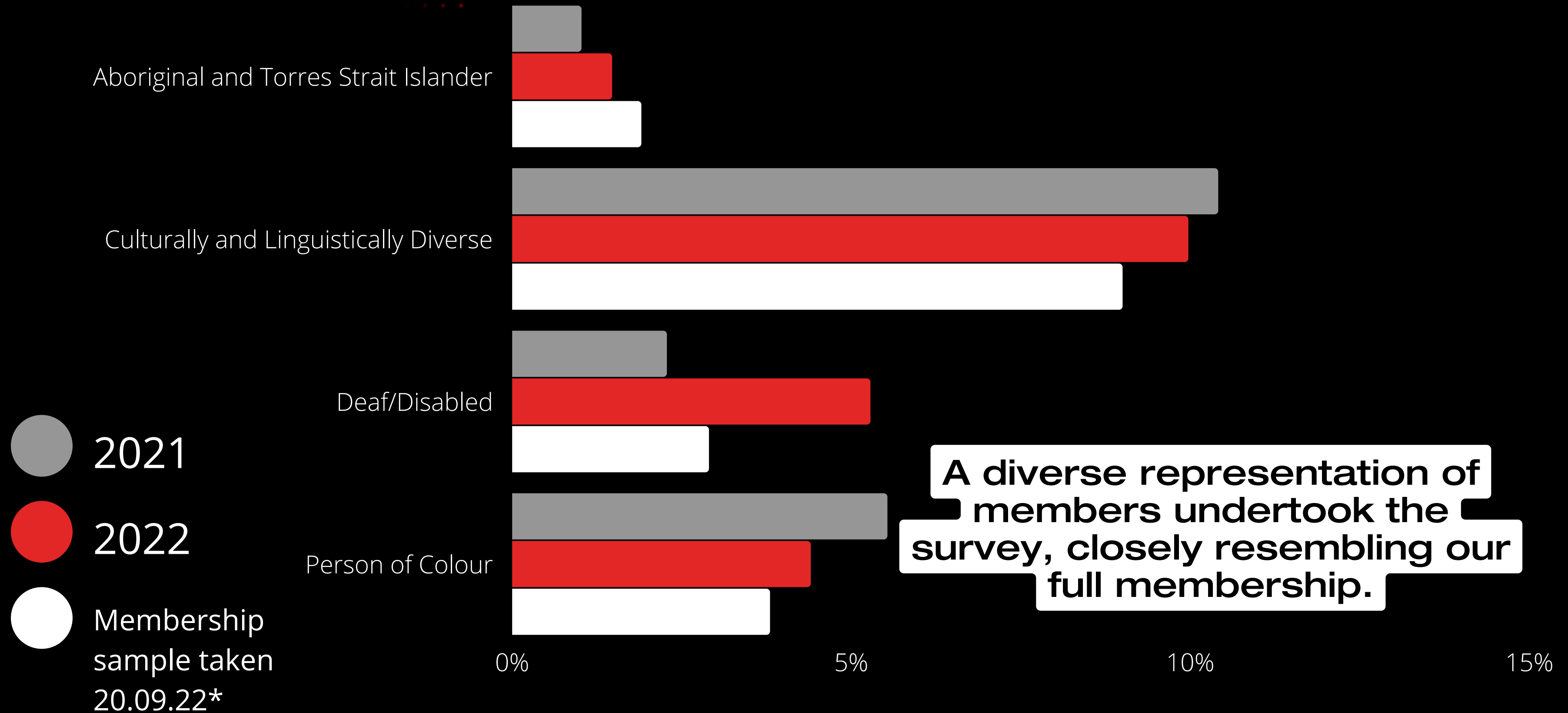


▶▶ MUSIC VICTORIA

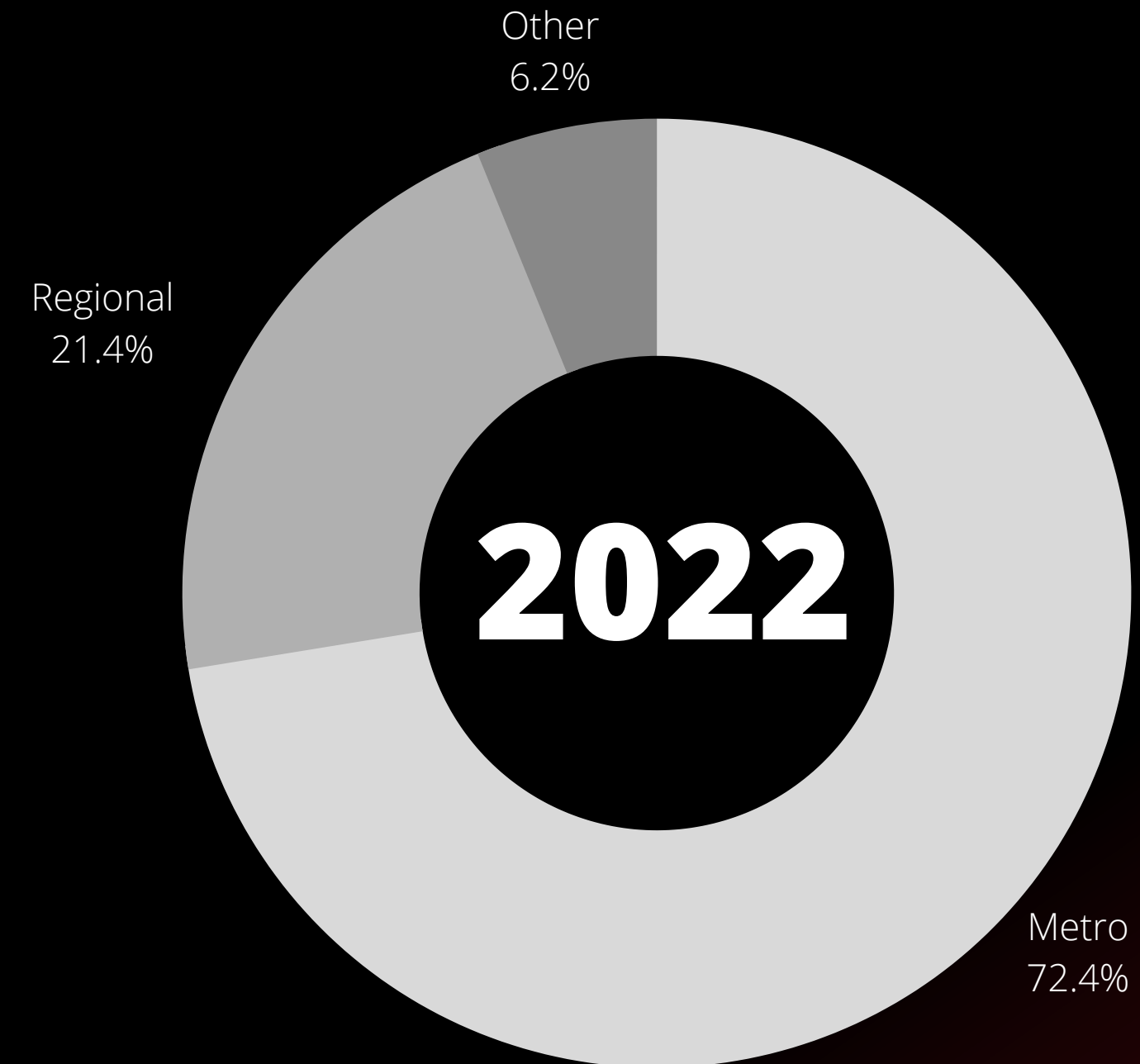
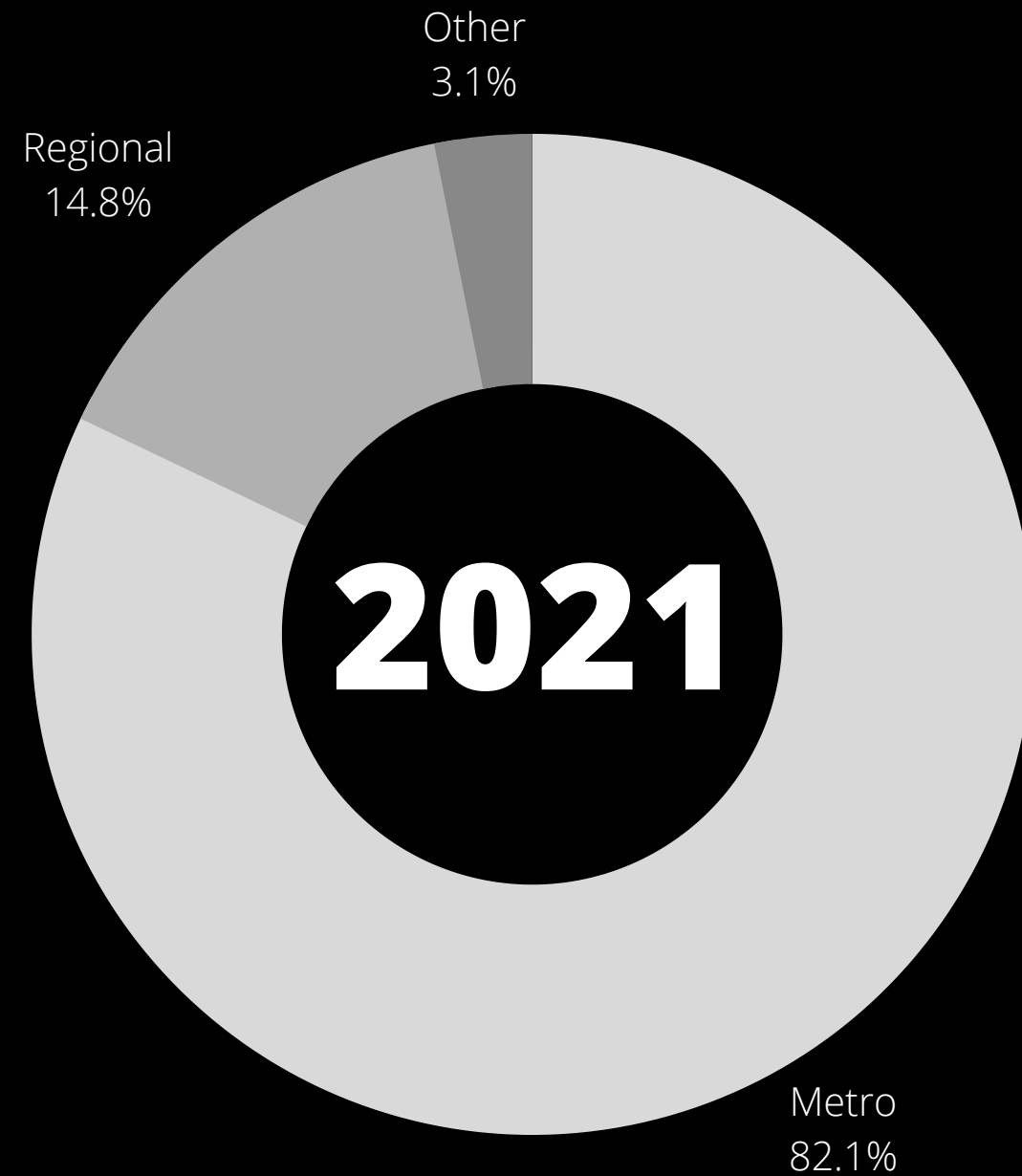
# MEMBER SURVEY INSIGHTS

2022

# IDENTIFIERS



# METRO OR REGIONAL

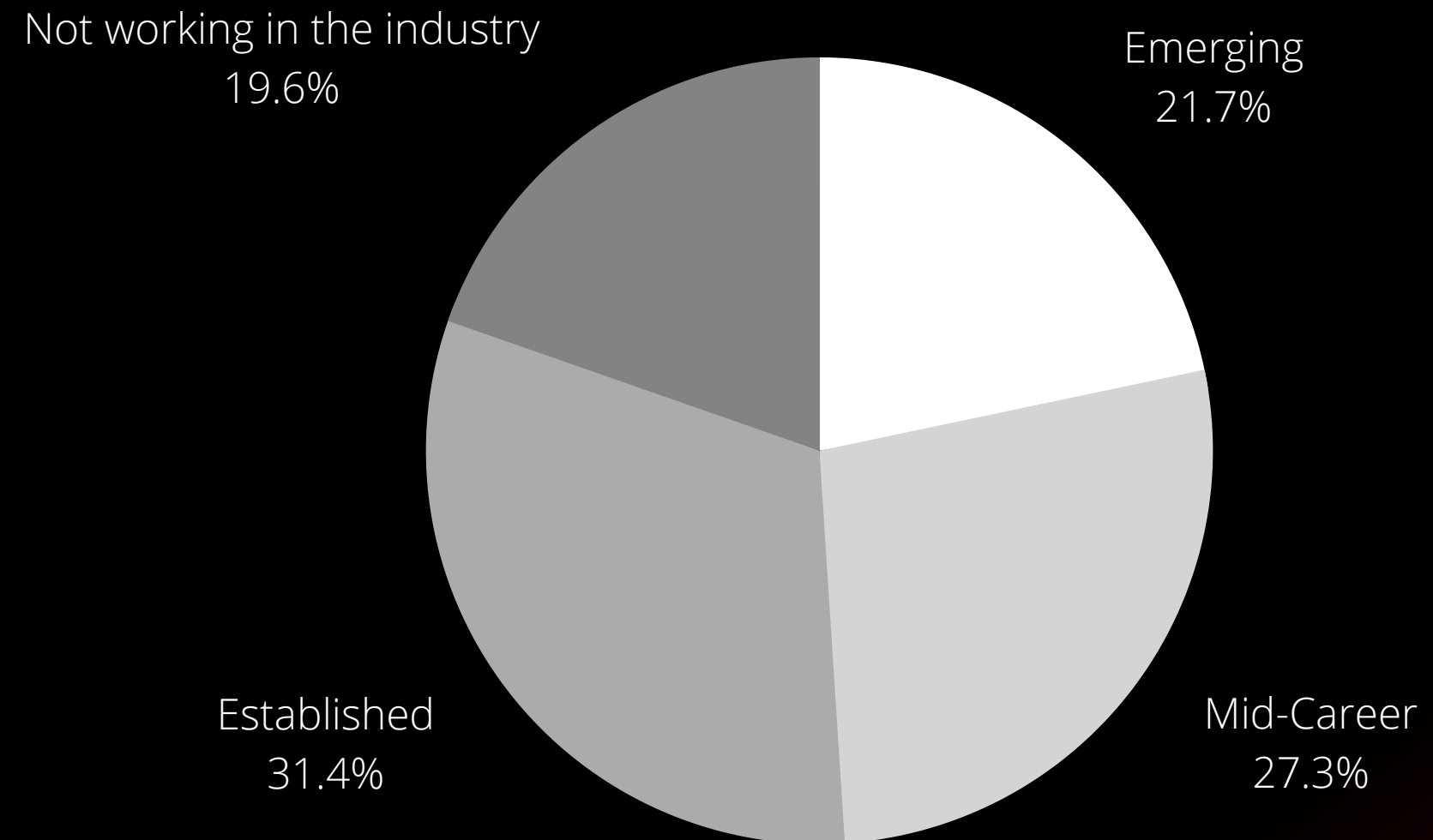


**2022 sees a significant growth in our regionally based members, reflective of our increased regional activity.**

# ROLE IN THE INDUSTRY

1. Musician **50%**
2. Punter **7%**
3. Sound Engineer **5%**
4. Artist Manager **4%**
5. Arts/Music Organisation Worker **4%**

# CAREER STAGE

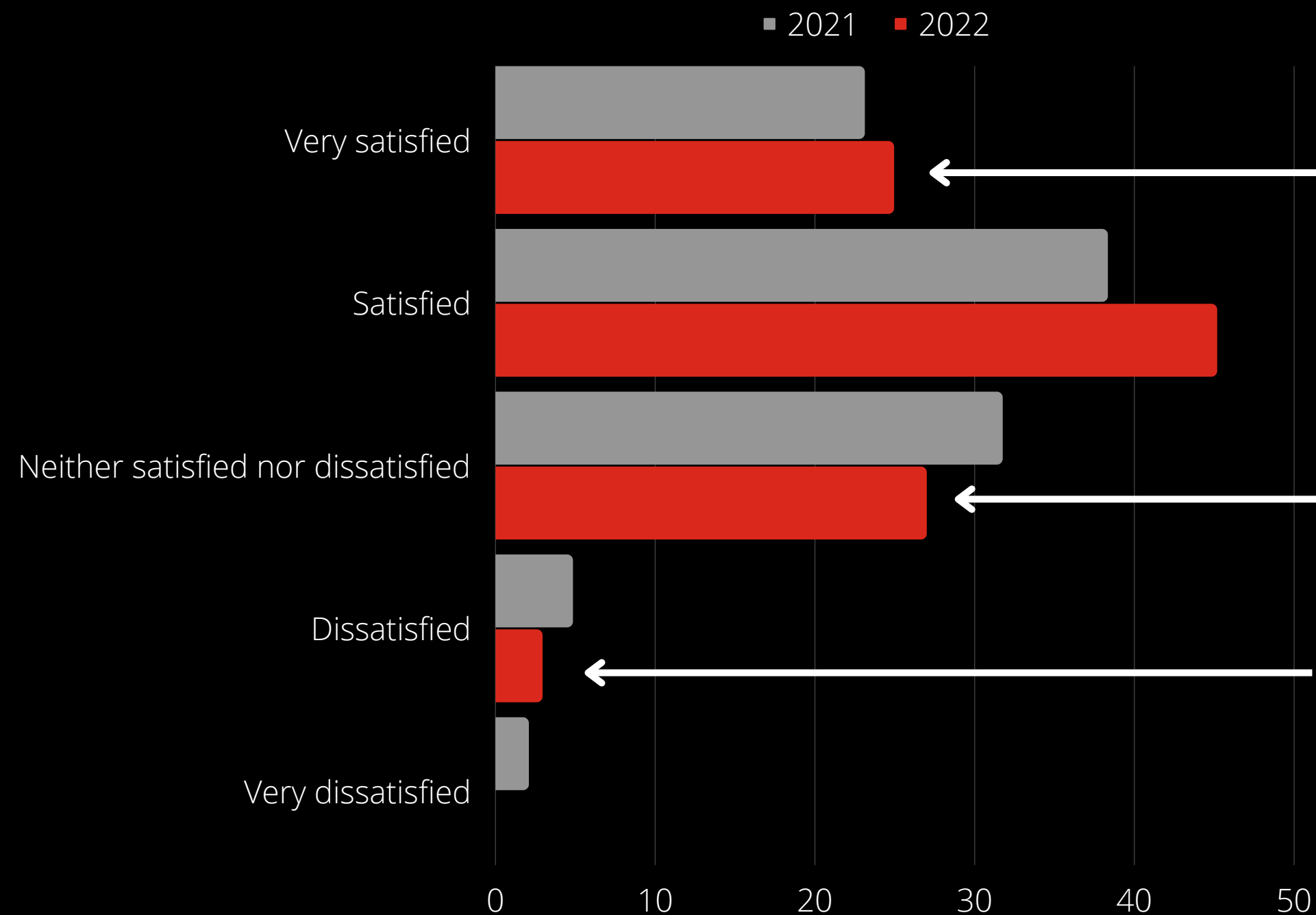
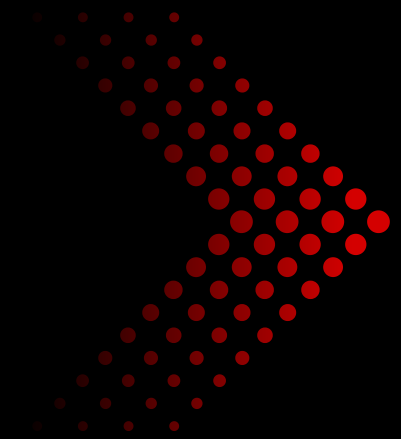


# WORKING ARRANGEMENT

1. Primarily managing own business **46%**
2. Primarily a contractor to support other businesses **9%**
3. Employed on salary by an organisation/company **20%**
4. Not working in music industry (just a fan) **16%**



# MEMBER SATISFACTION

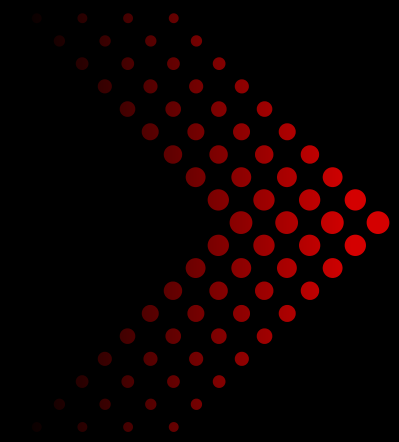


**It's great to have a support/organization for my field of work. I'm also very grateful to know that there is support, information, and opportunities out there for musicians.**

**Not really seeing the benefits, but happy to be part of it.**

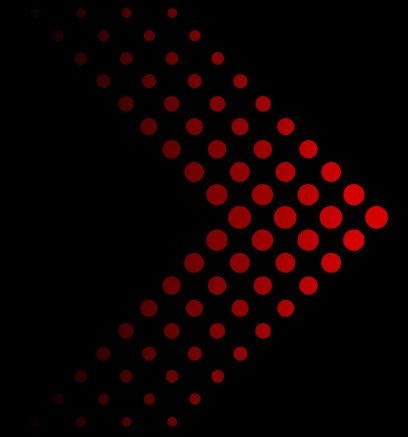
**I'm frequently frustrated by what appears to be MV's primary focus: Live music.**

# TOP 10 MEMBER BENEFITS



1. Information (via e-news, social media, website) **38%**
2. Victorian Advocacy **28%**
3. Professional Development (workshops) **23%**
4. Resources (online) **20%**
5. Networking opportunities **19%**
6. Research that music victoria undertakes **15%**
7. Discounts (from providers) **14%**
8. Events (various) **13%**
9. Consultation with industry **13%**
10. Nomination rights for Music Victoria Awards **12%**

WHEN YOU THINK ABOUT MUSIC VICTORIA,  
WHAT THREE WORDS COME TO MIND?



SUPPORT  
ADVOCACY  
COMMUNITY

MUSIC / LOCAL / ARTISTS /  
INFORMATION / NETWORKING  
/ OPPORTUNITIES / MUSICIANS  
/ AWARDS / INDUSTRY / HELP

Room for improvement:  
"That not everybody knows about  
it. There should be more  
advertising / more mention of it in  
the community"

# WHAT'S THE BEST THING ABOUT MUSIC VICTORIA?



"Its ongoing support and being a continual voice for the live music sector, and funding opportunities. Increasingly mental health support."

"Representation of the industry - we're a very scattered bunch of people, and it's important to have a unified front".

"The breadth of membership and participation"

"It is Victorian based and provides fantastic support and resources to both members and non-members"

"They provide advocacy for musicians and also collate resources and opportunities so there's a one stop shop you can go to for support"

Areas for improvement: "That not everybody knows about it. There should be more advertising / more mention of it in the community"



# SUMMARY

**We are proud to achieve 70% member satisfaction in 2022, up from 61% in 2019. This figure was a KPI we set out to improve upon.**

**Improvements in regional engagement saw musicians and music workers joining Music Victoria, something we had prioritised after the last member survey.**

**An unexpected finding was the increase in value of our professional development offerings, up from #5 benefit to #3 in 2022.**

**Looking ahead, we aim to grow awareness of Music Victoria. The more members we have, the more powerful we can be.**