Key Messages:

Live music is something that all members of our communities can enjoy and engage.

The Live and Local festival model has been developed by the Live Music Office to help increase venue based live music and performance culture in any city, town or community across Australia.

The aim is create a simple and cost effective methodology that can be used by any public, private, state based arts or music organisation or cultural organisation that does not necessarily have prior knowledge or experience in producing a live music event.

Attached to an already existing “host” event, for example country show, town celebration, sporting event or surf carnival, a Live and Local producer will identify the scope and budget required to produce the event.

Through engagement and support of the sponsors, stakeholders, venues and artists a four hour event is curated where the artists perform across the local venues, restaurants, cafes and clubs with the view to engagement the public to the importance of a vibrant live music scene.

A key outcome is to drawing together the creative communities with the hospitality sector with a growth in education and experience of the live music sector.

Costs & Economic Flow-On

The festival model is expandable but primarily to involve a small number of venues and artists with a low cost input.

Ongoing growth of the live music sector and increase in economic output along with an increase in employment within the artist, associated industries and hospitality sector is the goal.

Live and Local is low impact to the venues involved as it is a zero cost to the businesses with the aim to supporting and converting the community to engage with the businesses through live music.

Artists are curated by Live and Local event team and all required production supplied.

The event is cost free to the public and all artists are paid for the services.

Safe and Turn-key

Creates a safe environment that does not require road closure or the need for major infrastructure like fencing, security or toilet blocks - for the venues it is business as usual.

In addition a free publicity and media plan is delivered by the Live and Local team to spread the word and increase the public awareness and focus on the sponsors, artists and venues and what they are delivering to the community.

Music curated will be in suitable and appropriate for all venues but delivered at the discretion of the Live and Local team with a view to employing local artists.