

**Adelaide City Council
Live Music Action Plan
2014/2016**



Artists: The Wholias

Photography by: Jia Zhang Twinstar Pro Filming & Photography



Artists: Atlantic Street Band

Photography by: Jia Zhang Twinstar Pro Filming & Photography

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INTRODUCTION

As a capital city, Adelaide City Council wants to ensure we are receiving feedback from and are responsive to the needs of our community in relation to Live Music.

The benefits and values of Live Music for artists, audiences and creative culture are a strategic priority for Adelaide City Council. Fostering the live music industry occurs in the context of broader City Vibrancy goals, including growing the City's working and living populations. These goals are articulated in the 30 Year Plan for Greater Adelaide and the Spatial Vision for the Future of the City. Council needs to work in collaboration with a wide variety of stakeholders in undertaking its legislated regulatory roles.

The role of Adelaide City Council is to enable, facilitate, fund and partner with the music industry, partner organisations and interest groups, to resolve current issues and constraints, and to generate creative opportunities now and for the future to celebrate Adelaide as:

1. A city of Great places
2. An accessible city
3. A creative city
4. A liveable city
5. A prosperous city

The Live Music Action Plan is intended to assist in the delivery of Adelaide City Council's 2014-2016 Strategic vision of the City of Adelaide as "One City, Many Places".

The Live Music Action Plan has been developed in response to Strategic Outcome 3 – Creative City:

- Art, culture and creative industries thrive and public and street art abounds;
- Festivals and events occur throughout the year and vibrant streets and public places are part of daily life;
- New and creative ideas are incubated and developed, reinforcing our history of innovation and debate; and
- Quality and quirky cafes, restaurants, bars, vendors, venues and activities enrich the life of the City down streets, laneways, and on the riverbank and rooftops.

The Live Music Action Plan supports the following strategies that fall under Outcome 3: Creative City:

- Foster creativity, cultural and artistic events and activities;
- Activate underutilised City streets and public spaces to create places for creative and social activities;
- Ensure an exciting range of events and activities in a variety of venues across the City and throughout the year, and
- Facilitate growth in creative businesses and industries.



Artists: Jimmy & The Mirrors

Photography by: Jia Zhang Twinstar Pro Filming & Photography

The Vibrant City Program value proposition is to facilitate and deliver great cultural and creative experiences and events for people. Thus; the reason that the Vibrant City Program has been identified as the lead program to deliver, support and foster live music in the City.

The Vibrant City Program will be responsible for forging collaborations with internal Council programs to ensure a united contribution to the ongoing creation of rich and diverse live music cultural capital throughout the City and North Adelaide.

DEVELOPMENT OF THE ADELAIDE CITY COUNCIL LIVE MUSIC ACTION PLAN

It was through the partnership between Adelaide City Council and State Government through Arts SA that A Thinker in Residence program for Live Music in South Australia was funded.

Attachment 1: The Future of Live Music in South Australia Report, Live Music Thinker: Martin Elbourne

<http://reverb.net.au/wp-content/uploads/2013/11/elbournereport2013.pdf>

It is understood that at a State and Federal level, there are consistencies to the challenges within the Regulatory environment of Live Music; these include the definition of 'entertainment' and the 'needs test' within the Liquor Licensing Act, of which other states have replaced with a Public Interest Test or Social Impact Assessment.

The Objection and conciliation process upon new or changes in licences is another opportunity to make significant positive change to the Liquor Licensing Act resulting in reduced time and cost for resolution.

Challenging The Building Code of Australia (BCA) 'class 9b buildings' will enable new opportunities for short or temporary activation and potentially streamline current barriers to 'change in use' the challenge is to enable this flexibility without trading off compliance with safety or access for all people.

Of the 49 Recommendations within that report Recommendation 1: *'Create the South Australian Contemporary Music Advisory Council (SACMAC) to develop strategies for the economic development of the local music industry and to champion it'* 'SACMAC' will become the conduit that Adelaide City Council actively participates in to address current issues whilst further identifying opportunities for the ongoing development of the South Australian Live Music Industry.

Adelaide City Council has aligned its current and future contribution to live music in the City of Adelaide and North Adelaide to 23 of these Recommendations.

Adelaide City Council will work in partnership with the live music industry through SACMAC to deliver 'quick win' initiatives and projects and develop long term sustainable Policies and Guidelines that support the live music Industry.

*Live Music', for the purpose of this action plan, refers to two or more participants (made up of artist and audience) gathering to listen and react to music in real time. The 'live' aspect of music refers to the social participation in consuming music which includes DJ's and other forms of electronic music. Note that this definition requires people gathering in a specified locale. This means the element of place is an inextricable part of live music.*¹



Artists: Climbs with DJ TRIP

Photography by: Jia Zhang Twinstar Pro Filming & Photography

¹ Webster, Emma, Promoting live music in the UK: A behind-the-scenes ethnography, (Glasgow: The University of Glasgow, 2011) available at: http://www.academia.edu/1403481/Promoting_live_music_a_behind-the-scenes_ethnography

TO SUPPORT THE LIVE MUSIC INDUSTRY IN SOUTH AUSTRALIA, ADELAIDE CITY COUNCIL HAS DEVELOPED A LIVE MUSIC ACTION PLAN REFLECTING 3 KEY AREAS OF FOCUS

Key Focus Area 1

Showcase South Australian Talent and Audience Development

Create opportunities within existing programming and budget allocations to leverage and build capacity through partnerships, enabling unique and high profile pathways of exposure for musicians and audiences throughout the year, including performing to 30,000 people at New Year's Eve in the City.

This commitment of Council to integrate, promote and invest in 'home grown' talent is acknowledgement of the intrinsic value and contribution Live Music makes to the cultural fabric of the City.

Key Focus Area 2

Activate Spaces and Places

Reenergise existing assets of Council with creative and accessible experiences for musicians and audiences, supported by contemporary Policy that responds to regulatory reform.

Maximising the investment of Council into major Capital work projects including Victoria Square/Tarntanyangga and positioning the Adelaide Town Hall as the home of live music and a contemporary rehearsal space in the heart of the City reinforces Adelaide as a City of Great Places that are actively used, vibrant and accessible.

Key Focus Area 3

Support Live Music Industry Development

Consolidate and re-define the physical and financial resources of Council ensuring industry responsiveness and investment into South Australian musicians.

Sustainability in the Live Music industry is a priority of Council, through the facilitation of funding through various Sponsorship and Grants programs and a commitment to assist in the development of business acumen, creative initiatives, projects and ideas will be nurtured, explored and implemented.

Key Focus Area 1: Showcase South Australian Talent and Audience Development			
Strategies	Key Actions	ACC Program	Alignment Live Music Recommendations (R)
1.1 Increase Free Promotional opportunities for musicians	1.1.1 Identify and legalise 2 new 'paste up' locations in the City and North Adelaide	Public Art/ Public Realm	
	1.1.2 Adelaide City Council website to create a specific 'Live Music' category in our What's On section of the ACC website with a short URL to help promote the page events.	Digital	R17, 22
	1.1.3 Adelaide City Council produced marketing and publicity material with music content promotes South Australian musicians	Marketing/ Media/ Digital	R26
1.2 Musician and Audience Development	1.2.1 Adelaide City Council produced events including New Year's Eve exclusively showcase South Australian Musicians and DJ's	Events/ All Programs	R23, 26
	1.2.2 Civic functions and Lord Mayor special events programmed with South Australian musicians and community groups	Adelaide Town Hall	R7, 11, 13
	1.2.3 Facilitate and explore the opportunity to establish an Aboriginal Torres Strait Islander music program as part of the 2015 Aboriginal Arts Festival	Adelaide Town Hall/ City Community	R7, 11, 13
	1.2.4 Explore a sister city music program	Vibrant City/ City & Corporate Governance	R32
	1.2.5 Research and establish a Public Art project acknowledging South Australian musicians and pioneers	Public Art	R21
1.3 Constructive and Positive Messaging	1.3.1 Engage local community forums and groups to promote the City and North Adelaide as a safe place to enjoy Live Music	City Safety/ Media	
	1.3.2 Continue evening and late night safety partnership approaches including safe transport options, toilets, services and public realm management techniques such as footpath management	City Safety/ Public Realm/ Vibrant City/ Media	R42
1.4 Improve Adelaide City Council Noise assessment practice	1.4.1 Review administrative processes and training in noise management practices supporting Live Music.	City Safety/ Building Assessment and Compliance/ Development Assessment	R46
1.5 Create solutions for 'at risk' Live Music venues	1.5.1 Partnership with SACMAC to incorporate best practice regulatory reform	City Safety/ Building Assessment and Compliance/ Development Assessment	R39
1.6 Contemporary Noise Mitigation Standard Operating Procedures	1.6 Review of the Noise Mitigation Standard Operating Procedures to ensure a proactive and balanced approach to events and activities that program Live Music.	Events Team/Targeted external stakeholders including Major Events Group/EPA/ SAPOL/ AECOM/and other internal programs	

Key Area Focus 2: Activate Spaces and Places

Strategies	Key Actions	ACC Program	Alignment Live Music Recommendations (R)
2.1 Review existing assets and infrastructure	2.1.1 Facilitate 'temporary parking' in loading zones to enable musicians to load and unload equipment	City Parking and Business Services	
	2.1.2 Create 'plug and play' opportunities across key council Public spaces and places including: Victoria Square, Adelaide Aquatic Centre, Golf Links, Community Centres (put these bullet point)	Vibrant City/ Active City/ City Community	
	2.1.3 Community Development officers respond and build community connections to feature South Australian musicians at community street or square events	City Community	
	2.1.4 The Meeting Hall to be available as a public rehearsal space throughout the year (subject to availability)	Adelaide Town Hall	R14
	2.1.5 Adelaide Town Hall is recognised as the Home of Live Music, profiling and promoting our valued music hirers and programming 'The Balcony' as a live music venue during summer, showcasing South Australian musicians	Adelaide Town Hall	R7, 11, 13
2.2 Review internal Adelaide City Council Policies, Guidelines and Operating Procedures to ensure alignment to Live Music Strategy	2.2.1 Adelaide City Council Live Music Reference Group prioritise existing documentation for review including: Noise Mitigation Standard Operating Procedures for events in the Park Lands, Street permit and Liquor Licensing Policy Guidelines	Live Music Reference Group/ Events/City Safety & Customer Services	R1, 27, 29, 40, 43, 48, 49
2.3 Contribute to a regulatory environment conducive to Live Music	2.3.1 Support SACMAC and State Government in regulatory reform that is responsive to the needs of Live Music	Vibrant City/ City Safety & Customer Services	R40, 43, 48
	2.3.2 Update the 2006 Development Plan noise policies to reflect current standards through commencing a Development Plan Amendment	City Planning and Development	

Key Focus Area 3: Support Live Music Industry Development

Strategies	Key Actions	ACC Program	Alignment Live Music Recommendations (R)
3.1 Facilitation of annual Sponsorship, Grants and Community Development Programs	3.1.1 Recipients will represent individuals, groups or organisations that can contribute to the Live Music Strategy	Sponsorship and Grant Programs	
	3.1.2 Encourage submissions from diverse cultural background including Aboriginal Torres Strait Islander communities and multicultural groups	Sponsorship and Grant Programs	
	3.1.3 Events supported will mark significant community and cultural celebrations including Sorry Day and Spirit Festival	Sponsorship and Grant Programs	
	3.1.4 Live Music priority spaces and places will be incorporated into Sponsorship and Grant evaluation	Sponsorship and Grant Programs	
	3.1.5 Multiyear and triennial Live Music partnerships to be considered by Council through Sponsorship and Grant recommendations	Sponsorship and Grant Programs	
3.2 Support the Business and Commercial acumen of South Australian Musicians	3.2.1 Enterprise Adelaide to work with the music industry through SACMAC to co-create the delivery of 'Business Development Workshops' for South Australian musicians	City Growth & Investment	R1, R27, R29
3.3 Investment into Artist Run Initiatives	3.3.1 The City Activation Project will provide 'seedling' and 'start up' funding to foster creative, entrepreneurial initiatives for South Australian musicians	City Activation	
3.4 partner with State Government to deliver a collaborative, co-workspace 'creative hub'	3.4.1 Adelaide City Council to contribute resources into the establishment of the 'St Paul's' project	City Activation	R14, 15, 16
3.5 Profile and recognition	3.5.1 In partnership with SACMAC identify awards programs recognising South Australian musicians across multiple disciplines	Vibrant City	R20

ADELAIDE CITY COUNCILS COMMITMENT TO SUPPORT LIVE MUSIC

It is important to recognise the historical and ongoing investment through projects, initiatives and strategies which have already been undertaken by Adelaide City Council which further support the Live Music Action Plan.

Project/Initiative/Strategy	Objective	Outcome	How supports Live Music
Re-Development of Victoria Square (2013/14)	A lively, people focussed place in the heart of the City for the whole community to enjoy an investment of \$28 million by Council	Basic infrastructure to support musicians will be sourced for Victoria Square	Provides opportunities for musicians to plug and play
Re-Development of Rundle Mall (2013/14)	Attract more people to the Precinct, create experience	3 plug & play stages have been created along the redevelopment of Rundle Mall	Attractive live music calendar perform in the early evenings
Development of Park 24 (2013)	Great place for people to enjoy events, activities, arts and culture an investment of \$2.7 million by Council	A purpose built performance plateau with permanent services infrastructure	Encourage the use of Tampawardli as a major events venue
Free City Wi-Fi (2013 - Ongoing)	In conjunction with State Government, provide free access to Wi-Fi across the city	Free Wi-Fi access that can be used by citizens and visitors across the greater CBD area.	<p>Could be used to provide streaming and social media access during performances to concert goers – relieving issues of congestion on mobile phone providers</p> <p>Can assist in providing people movement data to assist in future planning of events/concerts etc.</p> <p>Event Wi-Fi, live streaming video, and a social awareness campaign can support an event's higher purpose by reaching more people</p>

Small Bars Licensing (April 2013 – Review April 2015)	Helping Adelaide become a more vibrant and interesting place by assisting the licensing of small venues with less than 120 people	Provides flexibility and a new streamlined process for small venue license applications	Encourage entrepreneurs to develop small business without the potential difficulties and costs associated with existing licenses Aims to encourage small venues to house live music
Spatial Vision for the future of the City (June 2014 - Ongoing)	Express the desired land use, built form, and movement outcomes envisaged for the City over the next 10 to 30 years Outline a spatial framework within which Placemaking and planning for the City's many places can occur Sit between the 30 Year Plan for Greater Adelaide and the Development Plan	To be used as a City-wide context for more detailed and future Placemaking and co-creation opportunities in local areas within the City To be referenced in further refinements to the Development Plan in the City Is also intended to be referenced in regards to planning for infrastructure, both hard and soft Comprises a 'structure plan' as envisaged to be prepared in the Governance and Implementation Section of the 30 Year Plan for Greater Adelaide	Articulates spatial locations where 'development' such as new land uses, involving live music is encouraged
Adelaide (City) Development Plan and National Construction Code (BCA)	To enable strategic goals of growth in business, workers and residents so that the City continues its preeminent commercial, cultural and nightlife role To plan for harmonious co-existence between different land uses Provides statutory guidelines for the assessment of development applications, be it for housing or music venues To achieve a consistent, minimum necessary standard of relevant safety (i.e. structural, fire, health, amenity and sustainability)	New development achieves the desired character and relevant safety for the location within which it is to be established The establishment in 2006 of performance based noise policies within the Adelaide (City) Development Plan	The Development Plan's statutory noise policies are based on the 'agent of change' principle. These policies are applied to proposed development, be it new apartments or new music venues The Development Plan also articulates locations, such as the Capital City Zone and Main Street Zones, where land uses that typically also have entertainment are encouraged to establish The National Construction Code (BCA) provides the

			flexibility of using 'alternative solutions' for developments that cannot meet the 'deemed to satisfy' methods
Noise Management Project (2007 – ongoing)	<p>Raise awareness and assist residents, developers, architects and designers in attenuating noise sources</p> <p>Investigate and establish incentives to assist with advice or implementation of noise attenuation measures; and</p> <p>Work proactively with Council's internal and external stakeholders</p>	<p>A Noise Management Reference Group</p> <p>Noise Technical Fact Sheets</p> <p>Firsts in Australia, an Acoustic Advisory Service, Noise Management Incentive Scheme and a Noise Ready Reckoner.</p>	Provides information, advice and support to assist people concerned at noise impact
Sponsorship and Grants (Annual Program)	<p>Foster creativity, cultural and artistic events and activities</p> <p>Activate underutilised City streets and public spaces to create places for creative and social activities</p> <p>Ensure an exciting range of events and activities in a variety of venues across the City and throughout the year</p>	<p>Art, culture and creative industries thrive and public and street art abounds</p> <p>Festivals and events occur throughout the year and vibrant streets and public places are part of daily life</p> <p><i>Previous recipients include:</i></p> <ul style="list-style-type: none"> • WOMAdelaide • Adelaide Festival • Adelaide Symphony Orchestra • Symphony under the stars • Adelaide International Guitar Festival • OZ Asia • Carols by Candlelight • Australia Day • Cabaret Festival • FEAST Festival • Soundpond <p>And various community music programs including the City of Adelaide Band, Adelaide Youth Art Orchestra, Adelaide Pipe Band</p>	Provides funding to organisations that deliver a range of events held in the City including live music events and events with a live music component

ADELAIDE CITY COUNCIL POLICIES, GUIDELINES and STRATEGIES THAT SUPPORT LIVE MUSIC

Street Permit & Policy Guidelines	Operating Guideline Sponsorship Program
Economically Prosperous City Strategy	Adelaide City Development Plan
Liquor Licensing Policy and Operating Guidelines	Outdoor Dining Guidelines (Acoustic Music reference)
Good Evening Adelaide Strategy	Placemaking Strategy
Vibrant City Program Strategy	

IN CONCLUSION

The Adelaide City Council Live Music Action Plan provides a framework to further investigate and cost opportunities that can be delivered and evaluated as part of Council's annual Business Planning and Budget process.

With the commitment to partner with SACMAC, a representative of Administration will continue to provide specialist knowledge and advice that will further inform and develop the Adelaide City Council Live Music Action Plan and delivery of the SACMAC objectives.

Integrated marketing and investment into creative hubs, and the further development of strategies and partnerships to attract large scale music events will also be undertaken and reflected in the Live Music Action plan to build upon our vision for Adelaide as One City, Many Places.



Artists: Lucky Seven

Photography by: Jia Zhang Twinstar Pro Filming & Photography

ATTACHMENT 1: The Future of Live Music in South Australia Report, Live Music Thinker: Martin Elbourne
<http://reverb.net.au/wp-content/uploads/2013/11/elbournereport2013.pdf>

ATTACHMENT 2: MARTIN ELBOURNE'S RECOMMENDATIONS AS ALIGNED TO THE ACC LIVE MUSIC ACTION PLAN

* (R) Recommendation 1 – 49 as found in 'The Future of Live Music in South Australia (Attachment 1)

(R)	(R) Summary
R1	Create the South Australian Contemporary Music Advisory Council (SACMAC) to develop strategies for the economic development of the local music industry and to champion it
R7	Work in conjunction with the Centre for Aboriginal Studies in Music (CASM) to increase opportunities and pathways for Indigenous musicians via a 'one stop shot' website
R11	Make high-level training opportunities available to all career artists
R13	Continue the implementation of the National Indigenous Contemporary Music Action Plan within SA and appraisal of its progress and outcomes
R14	Invest in creative hubs that provide artistic stimulation and rehearsal spaces for musicians, and support 'cross fertilisation' of the arts
R15	Develop a Government Policy to reduce barriers to creative hubs
R16	Form a new creative hub from an existing cluster of creative organisations
R17	Ensure a high quality website exists to profile contemporary musicians, and include quality film clips, statistics on their performance history, and other information that acts as criteria to indicate the current status of the artists
R20	Establish Creative Entrepreneur Award – Contemporary Music
R21	Designate an existing area within the City of Adelaide as the Central Cultural and Entertainment District (CCED) to enhance the city's profile and facilitate promotion of the area to increase visitor numbers, and to attract business and activities
R22	Develop a comprehensive gig guide
R23	Develop strategies for large scale contemporary music events
R26	Support local and national media to promote and represent South Australian artists
R27	Undertake targeted research to better understand the market through identifying: (Barriers and Live Music interest)...
R29	Establish a universally accepted set of performance metrics to assess the health of the music industry in South Australia across time
R32	Develop Adelaide's export potential and trade pathways based on market research
R39	Create a framework for collaboration and planning, having a common language as its foundation, for communication across the music industry, SAPOL, the Liquor and Gambling Commissioner, local councils and residents
R40	State Government to take the lead on clarification of roles and responsibilities held by regulatory and enforcement bodies
R42	Encourage a culture of early and late night activity, reducing the early morning issues of anti-social behaviour
R43	Reduce barriers to live music created by legislation meant for other purposes and encourage dedicated live music venues
R46	Create a set of regulations and guidelines specific to noise management by live music venues and related building development
R48	Amend the liquor Licensing Act
R49	Work with the Federal Government to achieve changes to the Building Code; small to medium venues that come under class 9b

Item 13**City Culture & Community Services Committee on 05/08/2014**

Status: Public

Access and Inclusion Strategy Update [2012/03624]

Strategic Outcome:	Outcome 4 - Liveable City
Program & Value Proposition:	City Community - City for Everyone
Program Contact No:	Sabine Jung, PM City Community 8203 7300
Approved:	Sandy Verschoor, City Culture and Community Services

RECOMMENDATION

That the report be received and noted.

BACKGROUND

1. The purpose of this report is to update Council on the progress of the Access and Inclusion Strategy in achieving the six desired outcomes. It shows that the new approach, including establishment of the Access and Inclusion Advisory Panel and case study focus has been successful in raising the profile of access and inclusion in project planning across Council. The Panel has provided valuable advice to staff to improve Council's understanding and application of inclusion principles, the case study projects being key examples of this.
2. Access for people with disability is a legislative requirement under the Federal Disability Discrimination Act 1992, and associated Access to Premises Standards. While the Act does not require Council to develop a strategy or action plan, there are significant benefits of having one in place, as it supports Council's strategic intent, establishes a commitment to the elimination of discrimination and assists with risk management. For these reasons