



NAME OF POLICY: Live Music

POLICY MANUAL: Governance

BACKGROUND

The Council values and will continue to encourage and foster live music in its various forms, in recognition of the significant contribution that live music makes to the vibrancy, culture and economy of the City.

In 2015, Adelaide was designated as the first and only UNESCO City of Music in Australia and is now a member of the UNESCO Creative Cities Network. This designation is an acknowledgment of the depth, vibrancy and importance of Adelaide's music culture and recognition of its rich and diverse musical heritage. The City of Norwood Payneham & St Peters has been and will continue to be a key contributor to the music sector.

In this regard, Outcome 2 of the Council's Strategic Management Plan, *CityPlan 2030: Shaping Our Future*, seeks to achieve a culturally rich and diverse City with a strong identity, history and *sense of place*. Strategies identified in *CityPlan 2030* to achieve this Outcome include:

- *Use the arts to enliven the public spaces and create a 'sense of place'.*
- *Create and provide interesting and vibrant public spaces to encourage interaction and gatherings.*
- *Host and facilitate community events and activities.*
- *Provide opportunities and places for creative expression for all people.*
- *Attract and support cultural and creative organisations, businesses and individuals.*

As part of its commitment to the promotion of live music within the City, the Council recognises the social and cultural benefits that the Payneham City Concert Band, the Kensington and Norwood City Band and the Norwood Symphony Orchestra provide to the community and provides support to these community organisations in recognition of the cultural benefits of community concerts and performances.

The *Live Music Policy* builds on these strategies, by providing a framework that is specific to the promotion and facilitation of live music within the City. This Policy has been developed having regard to the 2013 report *Reverb: The Future of Live Music in South Australia*, by Martin Elbourne, Live Music Thinker in Residence which was prepared on behalf of the *Dunstan Foundation* and the South Australian Government. This report has informed several key initiatives, including the establishment of the State Government's Music Development Office (MDO). In January 2018, the MDO released the *South Australian Music Industry Strategy* that sets out a plan to increase vibrancy and cultural activity, and drive economic growth and employment for South Australia. The report also makes a number of recommendations to better support the development of live music in South Australia, including to: *"Encourage local councils to create their own live music plans in conjunction with local development plans."*

The State Government and Local Government Association of South Australia (LGA) are committed to supporting the development of the Council's Live Music Action Plan and will play a coordinated role between the live music industry and the Council to ensure a complementary, collaborative and aligned approach.

DISCUSSION

The arts and live music in particular, are well known to contribute to local and regional economies. The SA Live Music Report '*Reverb*' was released in November 2013, under the *Thinkers in Residence Program*, in the context of how to further the contribution of live music to South Australia's economy and culture. Economic figures by the EconSearch released that SA's music scene contributed \$375 million to the economy in the 2015-2016 financial year, and the music industry generates employment for 6,300 South Australians.

The City of Norwood Payneham & St Peters has an opportunity to take a lead role in recognising the contribution of live music to the City and developing a policy to support and foster its on-going development.

The City of Norwood Payneham & St Peters is well placed to achieve this, taking into account the following:

1. the City of Norwood Payneham & St Peters is already well known as a City that encourages creativity, as shown by the Council's support for fashion, creative media industries and public art;
2. the City of Norwood Payneham & St Peters has long recognised the importance of culture and place making, to the attractiveness of the City and wellbeing of residents and visitors to the City;
3. the City of Norwood Payneham & St Peters contains one of the highest concentration of licensed venues; and
4. opportunities presented by the adjacency of the City of Norwood Payneham & St Peters to the Adelaide Central Business District (CBD).

The objective of the *Live Music Policy* is to promote the City of Norwood Payneham & St Peters and Adelaide UNESCO City of Music as a place of live music performances that draws more people to our City. The Policy considers the role of all stakeholders, including but not limited to, performers, venue owners and managers, promoters, residents and visitors.

The potential impacts of live music on residential amenity, is a key consideration of this Policy.

KEY PRINCIPLES

The City of Norwood Payneham & St Peters Live Music Policy is based on the following principles:

- Inclusion
- Collaboration
- Equity
- Participation
- Innovation
- Access
- Creativity

POLICY

The City of Norwood Payneham & St Peters seeks to enhance its urban environment and "community life" through the fostering and encouragement of live music. The Council regards live music as crucial to the creation of community identity and a strong "*sense of place*".

The Council will:

1. promote the City of Norwood Payneham & St Peters as a City that is supportive of live music, through a range of avenues as opportunities arise, including through the development and continued maintenance of a register of Live Music venues and Artist Register within the City, on the Council's website;

2. support legislative reform proposals which are aimed at improving accessibility of live music at licensed venues, subject to appropriate checks and balances to ensure that residential amenity is not unduly impacted;
3. take a risk management, rather than risk averse approach to the consideration of applications to the Licensing Authority for Entertainment Consent (for the purposes of providing the Licensing Authority with the Council's support or otherwise of the application), including agreeing to trial periods in instances where the potential impacts are not clear;
4. integrate Live Music considerations consistent with this *Live Music Policy*, into the future review of Councils strategic planning documents, including, but not limited to the Business & Economic Development Strategy, People Place and Activity Strategy and *CityPlan 2030: Shaping Our Future*;
5. share useful local, state and industry body documents and resources with the Live Music sector;
6. consider the provision of suitable space for busking and other forms of live music, including through any future master planning of open spaces and streets in activity centres;
7. support and showcase local emerging musicians by engaging them for Council organised events, activities and programs, where practicable;
8. promote the City of Norwood Payneham & St Peters annual Community Funding Program Grants Scheme; and
9. support and promote the Contemporary Music Grant Programs facilitated by the Music Development Office (MDO) and any other grant programs beneficial to artists and businesses in the City.

REVIEW PROCESS

The Council will review this Policy every two (2) years.

INFORMATION

The contact officer for further information at the City of Norwood Payneham & St Peters is the Council's Manager, Economic Development & Strategic Projects, telephone 8366 4509 or via email: kmichalos@npsp.sa.gov.au.

ADOPTION OF THE POLICY

This Policy was first adopted by Council on 7 December 2015.
This Policy was reviewed on 3 May 2021.

TO BE REVIEWED

By May 2023.