

Draft Gold Coast Live Music Action Plan 2017 - 2020

Gold Coast Live Music Action Plan

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A message from the Mayor

Place Holder

Executive Summary

The Gold Coast is a city inspired by lifestyle, driven by opportunity. The purpose of this plan is to harness the potential of contemporary music to contribute to the economy, city reputation and liveability on the Gold Coast.

The Live Music Action Plan provides the City with a blueprint for future recognition, engagement and investment in the development of the contemporary music sector on the Gold Coast.

The City acknowledges the valuable contribution that the music sector provides to the local economy and looks to harness the potential that further investment will bring to grow and develop skills and opportunities both locally and beyond.

The focus of this Live Music Action Plan is on the recognition and expansion of the original music sector and aims to support sustainability by rewarding those developing new work and new audiences locally, nationally and overseas. The covers and/or corporate music market, although valid, is not the intended recipient of the key actions contained in this document.

In 2015 stakeholders from a cross section of the Gold Coast's music community were engaged to provide feedback on the state of the local music scene, providing key insights and recommendations to improve and grow the sector.

The stakeholder engagement process unearthed issues, attitudes and opinions on a wide range of matters relating to venues and the regulatory environment, the role of the City, professional development opportunities, audience development, tourism, sector promotion and city reputation.

Based on the feedback provided, 2 key objectives were identified with 14 key actions attached to further develop and empower the contemporary music sector on the Gold Coast.

- **Playing Live:** Gold Coast musicians develop meaningful careers, audiences and the City's reputation for live music by playing gigs.
- **Music Business:** To support the growth and sustainability of the Gold Coast music industry by providing our local scene with the business skills they need to succeed.

The City will undertake music audience research and strengthen ties with the tourism sector. A reduction in red tape will lower regulatory barriers currently preventing growth in the live music scene.

Touring bands will be welcomed to the Gold Coast and key international partnerships established to encourage collaboration. Core business skills will be nurtured to support the volume of creative output in the city resulting in sustained creative careers and a strengthened cultural economy.

Importantly the legislative framework within which the City of Gold Council operates highlights the distinct roles and responsibilities between local and state government agencies and aims to provide clarity to the music sector.

The Live Music Action Plan is designed to provide recognition to the enormous musical talent on the Gold Coast. This document supports young emerging musicians, semi-professionals and professional practitioners forging international careers. Encouragement is provided to venues and entrepreneurs' willing to contribute to the City's growing cultural community.

We boast a vibrant live music scene and a community of talented artists who call the Gold Coast home.
Culture Strategy 2023

Our Context

Gold Coast 2020 Vision

Our City's vision is, 'Inspired by lifestyle, Driven by opportunity'. The Corporate Plan provides the framework to ensure our city is more liveable, sustainable and accessible, and strengthens our community now and into the future.

As part of ensuring that the Gold Coast is the best place to live and visit, a key objective is 'we have a thriving cultural economy'. This means that music is recognised, encouraged, developed and celebrated.

City Vision

Inspired by lifestyle. Driven by opportunity.

Gold Coast 2020

Prosperity

Our city is innovative and grows successful businesses

We have a thriving cultural economy

We are a globally recognised tourism destination

People

We are proud of our city

Our city embraces culture everyday

Delivering on the City’s vision and strategies

The City recognises that as the Gold Coast’s cultural life evolves so too must the contemporary music sector. Endorsed in 2013, the City of Gold Coast’s Culture Strategy 2023 is delivering a creative and vibrant city full of opportunity. The ambitions and strategic outcomes outlined in the Culture Strategy 2023 intersect with and are supported by a range of other Council endorsed plans and strategies ensuring that arts, creative industry and the cultural economy are central to the Gold Coast’s future.

Recognising the city’s rich contemporary music sector for its contribution to our cultural fabric is an important step in the future development of the local music scene leading into the Gold Coast 2018 Commonwealth Games™ and beyond.



The City’s Economic Development Strategy also recognises the importance of our cultural economy and vibrancy to the City’s future.

“The City of Gold Coast vision for the Cultural Economy is to build a strong creative base to deliver business opportunities and attract new talent, knowledge workers and investment. The Council wants to develop and promote the Gold Coast’s unique culture, nationally and internationally, to drive local creative industry success and cultural tourism.” (City of Gold Coast Economic Development Strategy 2013-2023 pp17)

The Culture Strategy 2023 is one of the five key City Strategies that are being implemented to achieve the vision and targets contained within *Gold Coast 2020* and were formally adopted by Council in 2013.

The changing role of the City

Through the implementation of the Culture Strategy 2023, the City has moved away from a service delivery model, instead empowering artists, creative industries and the cultural sector to be the leaders and drivers of cultural change and growth. We see ourselves as:

Host	Providing places and opportunities for artistic, cultural and creative activity and enterprise to happen and prosper
Connector	Creative networks, creative clusters and brokering partnerships
Partner	Sharing and working with others to promote community participation in the arts and culture and achieve great outcomes
Capacity builder	Building a strong and creative community through arts education, research, policy and sector development

Why does the Gold Coast need a Live Music Action Plan?

As Australia's sixth largest city, the Gold Coast is fast maturing with arts and culture emerging as a key feature in the city's evolution.

With a growing cultural appetite, the Gold Coast is well positioned to recognise and invest in the live music sector and as a valued contributor to the city story provide development pathways and economic benefit to the creative, cultural and hospitality sectors.

As the local music scene continues its organic evolution, a city blueprint is timely and will provide a clear way forward, supporting the sector towards future growth and opportunity.

A maturing of the local music scene is evident with an increased level of confidence and recognition most visible through the Gold Coast Music Awards, Griffith University's Popular Music degree and particularly the related SEED program. Blank Magazine has gained traction as a reputable street press and primary source of local music information.

The Nightquarter venue at Helensvale in the north of the city has satisfied a fierce demand for live music, offering a festival sized stage to local and touring acts, much like Miami Marketta, the Soundlounge and the Coolangatta Hotel in the south.

Supporting the Gold Coast's musical growth are signature events such as Blues on Broadbeach and the Bleach* Festival, both of which continue to grow, attracting visitors to the City with quality music the key attraction.

As the city grows north, the gap between Brisbane and the Gold Coast will continue to diminish, affording residents and visitors seamless connection and the best of both worlds, with big city infrastructure and explosive regional creative enterprise on offer.

The Gold Coast is realising the value of a decentralised city and the unique opportunities it affords to encourage and market its physical and creative point of difference. Additionally, the city's stunning natural environment, sunshine 287 days per year and fast tracked transport network offers genuine opportunities to further integrate live music into the Gold Coasts' enviable lifestyle.

By connecting the Gold Coast's constellation of villages, developing audiences and providing improved access to music career development and performance opportunities, both residents and visitors alike possess a legitimate opportunity to cultivate a global reputation for live music excellence.

The development of the Gold Coast Cultural Precinct at Evandale will provide a beating heart, the rhythm section for a creative town with the contemporary music scene delivering the soundtrack. As the 2018 Gold Coast Commonwealth Games™ welcomes the rest of the world to town, Gold Coast music will be

showcased offering international visibility and connection and a platform for continued international connection into the future.

Developing this plan

In March 2015 the City engaged Griffith University's Centre for Cultural Research to undertake research and identify gaps in the provision of live music on the Gold Coast and provide evidence based advice on how these gaps can best be addressed. Griffith University undertook a series of community forums, focus groups and one on one interviews. The 'Accessing Live Music on the Gold Coast' report has informed this blueprint. (Refer Appendix A).

Further evidence and insights were provided in the 2012 Gold Coast Cultural Resources Audit Research Report undertaken by Positive Solutions to inform the Evandale Cultural Precinct project. Participants in that study noted that a vibrant music scene existed however a general lack of Council support and an absence of suitable live music venues was apparent.

Defining issues and finding solutions

- **Optimism and Growth:** The local music sector is optimistic with a sense of being on the verge of major growth. The time is now to harness this optimism and momentum through collaborative approaches, network building and professional development opportunities.
- **Bypassing the Gold Coast:** Touring acts often bypass the Gold Coast with residents willing to travel north or south to enjoy live music. There is evidence of gaps in the provision of live music venues and a limited range of additional attractions near venues.
- **Cultural Tourism:** There is untapped potential for the local music scene to contribute to cultural tourism on the Gold Coast and will require targeted promotion to visitors and increased visibility and marketing of Gold Coast music.
- **Venues driving genre:** Many musicians in the city perform "cover" gigs and are restricted to performing in cafes and family friendly spaces. There is also a lack of venues that can accommodate a live drummer. This results in the perception that original music is under-valued on the Gold Coast and under-representation of some genres such as rock and heavy metal.
- **Getting to the gig:** In a linear city with a limited public transport network it is common for Gold Coast residents to drive to venues and, considering travel time, sometimes choose to attend gigs in northern NSW or Brisbane instead of locally. Consideration needs to be given to cultural hotspots and venues in future transport plans.
- **Cutting red tape and perceptions of the regulatory landscape:** Current regulation by local and state government is seen by the music sector as prohibitive for venues and performers. Strict regulation discourages investment in the live music sector. Musicians and audiences often feel that the music sector is considered illicit rather than a valued contributor to the cultural economy. Sound restrictions determine the genre of music being produced and performed in venues and remain responsible for creative decisions which are seen as prohibitive. Reducing barriers, increasing understanding of approval and compliance processes and assisting businesses to navigate planning and approval process to meet compliance requirements is essential.
- **Developing and retaining our creative workforce:** Current support to grow and sustain the local sector, including pathways from tertiary education is lacking and requires networks, mentoring

opportunities, business and skills development. There also needs to be a strong positioning of the Gold Coast through advocacy and promotion.

Our opportunity

Our vision

To empower the Gold Coast music scene to create, develop, connect and sustain

Our objectives

The Live Music Action Plan contains two key objectives:

- 1 **Playing Live:** That Gold Coast musicians develop meaningful careers, audiences and the City's reputation for live music by playing gigs locally and abroad.

What will we see?

- The Gold Coast as a music hub and sector leader in Queensland
- The Gold Coast as an important stop in a live music corridor between Byron Bay and the Sunshine Coast
- More live performance spaces on the Gold Coast catering to all genres of music
- Marketing initiatives designed to raise awareness of the live music scene to visitors and residents on the Gold Coast

- 2 **Music Business:** To support the growth and sustainability of the Gold Coast music industry by providing our local scene with the business skills they need to succeed.

What will we see?

- Red tape is cut and assistance is available to navigate regulatory compliance
- We are nimble and responsive in our approach to addressing the regulatory landscape
- Established career pathways for Gold Coast musicians through professional development and showcase opportunities
- The drive to develop national and international markets for Gold Coast music
- An increase in the number of live music venues on the Gold Coast

Strategic Outcomes

1. **Playing Live:** That Gold Coast musicians develop meaningful careers, audiences and the City's reputation for live music by playing gigs locally and abroad.

Action 1.1 Promoting the Gold Coast Music Scene

- 1.1.1 **Live Music Corridor.** Establish a south east Queensland regional touring circuit in partnership with government and commercial partners. Identify key regional venue partners offering support and resources to activate touring channels for bands to develop live performance skills and grow audiences. Support may include marketing and promotional costs, touring expenses and fee subsidies for bands.
- 1.1.2 **Soundbar Sessions.** A digital platform established in partnership with local venues to champion Gold Coast musicians performing live. This program provides bands with high quality broadcast marketing collateral for online engagement. Designed to promote the Gold Coast music scene to an international audience.
- 1.1.3 **Post Bills.** A pilot program allowing compliant music poster bills to be displayed within identified public zones. Designed to offer visibility to the depth of live music activity in the city and provide a traditional platform for the promotion and marketing of music on the Gold Coast.
- 1.1.4 **Gold Coast Music Awards.** Provide annual Gold Coast Music Awards sponsorship. The Gold Coast Music Awards has developed into the premier event for promoting the burgeoning Gold Coast music industry to the local and national sector. Providing financial sponsorship to the awards will further increase awareness, encourage collaboration and present the Gold Coast as an abundant musical region.
- 1.1.5 **Music Venue Audit and City Venues Promotion.** Undertake an updated audit of existing and potential music performance, rehearsal and collaborative spaces including Council owned venues for live music activation. To include small halls, community centres and unlikely places and spaces.

Measures

- Increased opportunities for original Gold Coast musicians to play in venues across south east Queensland
- Increased number of interstate bands including the Gold Coast in tour schedules
- Increased web traffic to Soundbar Sessions and local music content on More Gold Coast Website
- Activate 3 poster bill sites in the city by July 2017
- Growth in the number of active original live music venues
- % increase in community venue bookings for the purpose of live music rehearsal and/or performance

Action 1.2 Exporting Gold Coast Music to the World

- 1.2.1 **Annual Bigsound Showcase.** Supporting the delivery of the Gold Coast music showcase event at Bigsound, Australia's premier music industry conference and artist showcase.
- 1.2.2 **Export Strategy.** Work with key organisations and the local industry to develop an Export Music Strategy that identifies key national and international markets for local engagement. As the Gold Coast's connection to the Bigsound Music Conference strengthens, so too does the city's exposure to key international buyers and markets. Opportunity exists to highlight the Gold Coast's musical product to an international audience and explore engagement potential with secondary markets such as synchronization, video games and advertising.

Measures

- Increased Gold Coast attendance and/or participation at the Bigsound Music Conference.
- Music export strategy completed by December 2017

2. **Music Business:** To support the growth and sustainability of the Gold Coast music industry by providing our local scene with the business skills they need to succeed.

Action 2.1 Cutting Red Tape

- 2.1.1 **Regulatory Taskforce.** Establish a taskforce to review current planning, regulatory and compliance processes and requirements, with a view to reducing barriers for the delivery of live music on the Gold Coast. The taskforce model has achieved successful outcomes in regional centres across Australia and will be led by the Live Music Office.
- 2.1.2 **Music Business Toolkit.** Develop a City of Gold Coast Music Business Toolkit to encourage an efficient system of engagement and transparent sharing of information for entrepreneurs seeking to establish live music venues or offer live music as part of core business operations.
- 2.1.3 **Responsive Council.** Convene an internal council working group consisting of specialists from across council to provide a unified approach and positive outcomes for the contemporary music scene on the Gold Coast. To be driven by Council's Arts and Culture Unit.

Measures

- Number of regulatory taskforce recommendations adopted by Council by September 2017
- Annual increase in the number of local businesses accessing the Music Business Resource/Toolkit
- Annual increase in applications to Council to activate live music venues
- A reduction in regulatory complaints to Council

Action 2.2 Creating Professional Pathways

- 2.2.1 **Advocacy Body.** In partnership with Q Music establish a regional office on the Gold Coast to capitalise on industry connections and develop professional pathways for the Gold Coast music sector.
- 2.2.2 **Music Grants.** Offer the business improvement grant (Music Venue: Open for Business) providing targeted support to stimulate live music business activity. This grant provides matched funds for business operators or property owners to undertake venue improvements including acoustic audits, for the purpose of providing compliant, sustainable live music programming. Professional Development grants offer dedicated support to build local music sector capacity through mentorship and collaborative opportunities with music business and/or creative project outcomes and may include songwriting, recording, touring or professional services.
- 2.2.3 **Audience Research.** Engage a consultant to undertake comprehensive audience research to better understand gaps in the local and visitor market, audience preferences, and barriers to attendance.
- 2.2.4 **Music Tourism.** Facilitate partnerships with key tourism and event organisations to highlight and promote the Gold Coast music scene as a key contributor to the Gold Coast's growing cultural scene, acting as an attraction tool in tourism marketing initiatives.

Measures

- Q Music regional office established on the Gold Coast by July 2017
- Number of musicians and venues on the Gold Coast
- Contemporary Music funding program delivered 2017-18
- % increase in Gold Coast music featured in tourism and event marketing initiatives leading into 2018 Commonwealth Games
- Number of key partnerships established

Building on the City's investment

For more than ten years the City has delivered contemporary music programming, offering professional development, live performance and recreational youth music making opportunities for emerging practitioners. During the same period the Regional Arts Development Fund recognised the depth of activity in Queensland's south-east corner by funding in excess of \$470,000 in music project grants.

The City's involvement via investment in contemporary music is noted in recent years and evidenced in the visibility and volume of music project activity being supported through the Regional Arts Development Fund. (Refer figure 1 below)

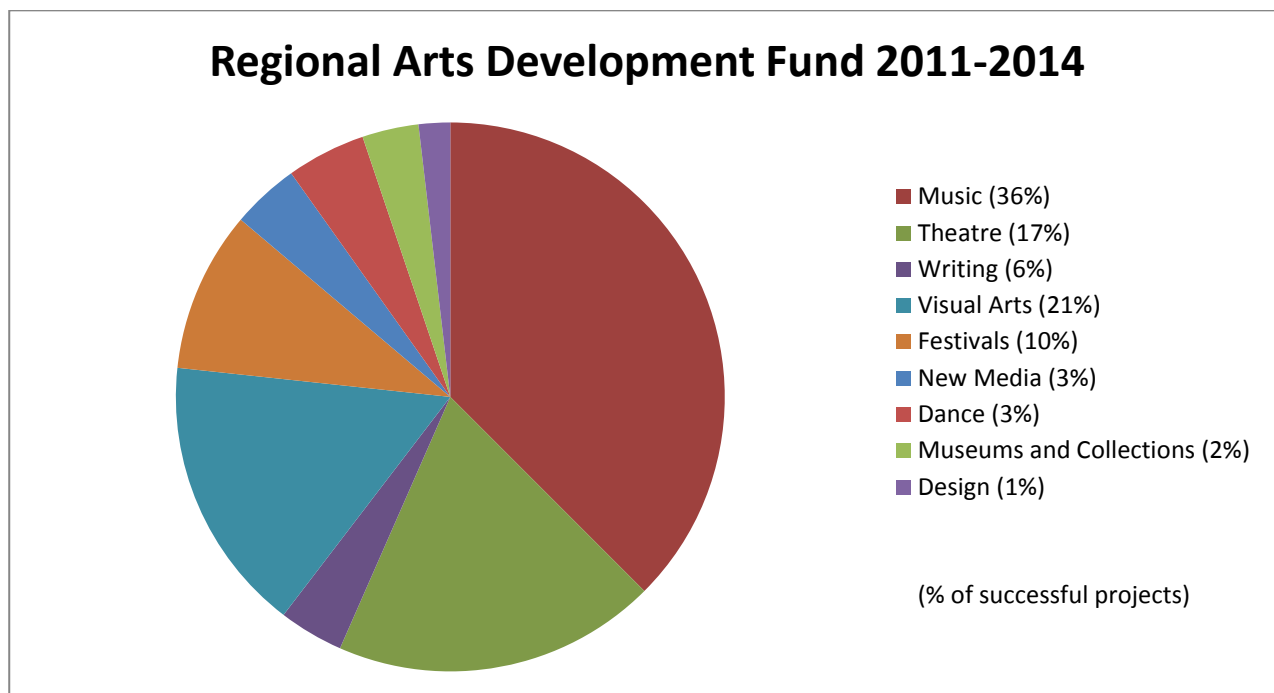


Figure 1: The above snapshot indicates that in the 3 year reporting period 2011-2014 successful music project applications represented 36% of all successful Regional Arts Development Fund applications on the Gold Coast. Total music project costs equalled \$608,553 of which the City's RADF program contributed \$259,464.

Clearly a dynamic music scene exists on the Gold Coast and has been actively supported by City led initiatives including the Regional Arts Development Fund, Gold Coast Uncovered, Music to Market, and the A-Venue and Soundcheck programs, all of which provided either live performance, professional development or youth music opportunities in the city. Council's contemporary music programming has had significant local impact. A key partnership was developed in 2004 with the Big Day Out Festival on the Gold Coast resulting in premium annual live performance employment opportunities for Gold Coast bands. In total, forty-five Gold Coast bands were employed to perform on the Big Day Out stage as a result of Council's support. In the period 2012-2014, seven bands, 32 individuals were employed to perform at Metricon Stadium as Gold Coast Suns AFL Game Day entertainment in front of a combined audience of 94,166.

Council's connection to the local music sector has however transitioned. With the Queensland State Government phasing out of the A-Venue Youth Music Program in 2012, the demise of the Gold Coast Music Industry Association in 2013 and the evolution of the Regional Arts Development Fund, the local landscape has changed dramatically in the past 5 years.

Legislative Framework

The Gold Coast, as a regional city is not immune to the impacts associated with local and state regulation, town planning and the night time economy in general.

The legislative framework within which the City of Gold Coast Council operates is often unclear amongst the music sector. Compliancy, liquor licensing and noise responsibility remains a complex issue and is dependent on variables such as the noise type, premises and location.

City of Gold Coast (City) only has jurisdiction to act on certain noise complaints and shares the responsibility of noise control with other government bodies.

For example, musical noise, parties or rowdy behaviour is the responsibility of the Queensland Police Services (QPS). Concert/event noise is the responsibility of City of Gold Coast Council. However all noise issues involving licensed premises is a State Government responsibility through the Office of Liquor and Gaming Regulation (OLGR).

Noise Responsibility			
Local	Authority	State	Authority
Concert/event noise.	City of Gold Coast – After hours	Musical noise, parties or rowdy behaviour.	Queensland Police Service (QPS)
Megaphones or public address systems.	City of Gold Coast - Environmental Health and City Law Services.	All noise issues involving licenced premises.	Office of Liquor and Gaming Regulation (OLGR)

Although OLGR provides assistance and advice to assist licensees in minimising noise emanating from licensed premises and resolving noise complaints, a challenge exists to balance the interests of both venues and regulators via improved communication and engagement practices whilst protecting the amenity of an area.

Safe Night Out Strategy

On Wednesday 17 February 2016, the Queensland Government passed the Tackling Alcohol-Fuelled Violence Legislation Amendment Bill 2015 (the Bill). On Friday 4 March 2016, the Bill received Royal Assent by the Governor and became the *Tackling Alcohol-Fuelled Violence Legislation Amendment Act 2016*.

As of 1 July 2016, in an effort to curb alcohol and drug related violence, new liquor licencing laws in Queensland involve a 2am close for licenced venues, with a 3am close in Safe Night Precincts (Surfers Paradise and Broadbeach). A 1am lockout will apply in the precincts that trade to 3am, with the lockout commencing from February 2017. The effects of the lock out laws on the delivery of live music on the Gold Coast are yet to be determined.

The City Plan

Currently the City Plan supports entertainment/ live music premises in centres where they are an appropriate scale and their impacts are appropriately mitigated.

There are four land uses for entertainment / live music premises – Bar, Hotel, Theatre, and Function facility. The land use applicable depends on the venue type and activities undertaken.

Most venues within the city are located in the **Centre zone**. The purpose of the Centre zone code is to provide for a mix of uses and activities. These uses include, but are not limited to, business, retail, professional, administrative, community, entertainment, cultural and residential activities. Bar, Hotel, Theatre and Function facility are all intended land uses within this zone, subject to the approval of Council.

The zone code supports land uses that make centres lively and convenient places to live. Land uses that reduce amenity or are incompatible with intended uses will not be supported.

The city's smallest centres are located in the **Neighbourhood centre zone**. Bar and Function facility are both intended land uses within this zone, subject to the approval of Council. Hotel and Theatre are not envisaged in this zone due to their scale and nature.

The zone code supports Bars where they do not exceed 100sq.m and operate to 10pm. As Neighbourhood centres are typically abutting residential, land uses must not detract from the amenity of nearby sensitive land uses.

Currently a significant majority of venues providing live music on the Gold Coast that experience difficulties in complying with regulations have land use approval as a restaurant, rather than one of the four land uses listed for entertainment. As a result, associated venues are subject to regulations relating to these types of uses and may not be conducive to the provision of live music.

In order to balance the needs of the broader community whilst also supporting the live music sector, the city is committed to the continual improvement of the City Plan through regular updates. Suggested improvements to the City Plan are encouraged for consideration in future updates.

Southport Priority Development Area (PDA) Development Scheme

While health compliance and liquor licencing laws still apply with amenity a key development criteria, as an independent document to the City Plan, the Southport Priority Development Area (Southport PDA) Development Scheme presents perhaps the greatest opportunity to support the integration of live music venues on the Gold Coast.

The Southport Priority Development Area (PDA) was declared by regulation on 4 October 2013 and will:

- Expedite and simplify opportunities for small business
- Embrace and facilitate innovative land use and economic activity and promote variety in small business activity
- Allow flexible or temporary buildings
- Allow adaptive reuse and expansion of existing buildings
- Increase opportunities for lifestyle, entertainment and recreation activities
- Activate public space
- Allow flexibility for temporary uses such as street activities and special events including entertainment, cultural and artistic performances

As the Southport PDA Development Scheme states:

The Southport Central Business District (CBD) will be the definitive centre of regionally significant commerce for the City of Gold Coast. It will be the place where people come to do business, be entertained, live and be educated. The precinct will thrive 24 hours a day, 7 days a week and be a hub of innovative business, economic activity, entertainment and leisure.

The flexibility to support business innovation in the Southport CBD is vital and evidenced in the Southport PDA Development Scheme.

The Main Stage – national

National research from the University of Tasmania titled 'The Economic and Cultural Value of Live Music in Australia 2014' suggests the live music sector contributed \$15.7 billion of value to the Australian community in 2014.

The report also indicated that live music spending in Australia delivers at least 3:1 benefit-to-cost ratio; nationally, an estimated 65,000 full and part-time jobs are created by monies spent on live music, with taxation revenue generated for all tiers of government.

The Australian landscape has no shortage of organisations representing the interests of the music sector. Federal, state and local bodies championing the work of musicians all recognise the challenges but also the

deep pool of talent leading to significant creative, cultural and economic benefit. APRA/AMCOS protects the copyrights of songwriters; the Live Music Office persists with regulatory reform to best represent the interests of the live music industry and the general community. Sounds Australia flies the Australian musical flag internationally, forging partnerships and opportunities for Australian talent on the world stage.

With a growing cultural appetite, the Gold Coast is well positioned to recognise and invest in the live music sector and as a valued contributor to the city story provide development pathways and economic benefit to the creative, cultural and hospitality sectors.

Forging stronger links with reputable organisations that already provide due recognition to the music sector is an opportunity to join the already established voice in creating momentum and in turn acknowledging the City's growing reputation and contribution to building contemporary music excellence in Australia.

Similarly addressing perceived prohibitive Liquor Licensing Laws, Lockout Laws and general regulatory barriers at both state and local level will align the Gold Coast's music sector with national partners and associates.

Overview of key actions

Strategic Outcomes	
1. Playing Live: That Gold Coast musicians develop meaningful careers, audiences and the City's reputation for live music by playing gigs.	
1.1 Promoting the Gold Coast Music Scene	
1.1.1	Live Music Corridor: Establish a south east Queensland regional touring circuit in partnership with government and commercial partners.
1.1.2	Produce the Soundbar Sessions. A digital platform established to champion Gold Coast musicians performing live and promoted exclusively via the More Gold Coast website.
1.1.3	Post Bills. Introduce a pilot program allowing compliant music poster bills to be displayed within identified public zones.
1.1.4	Gold Coast Music Awards. Provide annual Gold Coast Music Awards sponsorship.
1.1.5	Music Venue Audit and City Venues Promotion. Undertake an updated audit of existing and potential music performance, rehearsal and collaborative spaces including Council owned venues for live music activation.
1.1.6	Home Ground Advantage. Introduce local live music content quota control for festivals and events delivered via council and council's partner organisations. (Alliances, Bleach* Festival) To ensure priority opportunity for local acts to be showcased at locally produced events and festivals.
1.2 Exporting Gold Coast Music to the World	
1.2.1	Annual Bigsound Showcase. Supporting the delivery of the Gold Coast music showcase event at Bigsound, Australia's premier music industry conference and artist showcase.
1.2.2	Export Music Strategy. Develop an Export Music Strategy to identify key national and international markets for local engagement.
2. Music Business: To support the growth and sustainability of the Gold Coast music industry by providing our local scene with the business skills they need to succeed.	
2.1 Cutting Red Tape	
2.1.1	Regulatory Taskforce. Establish a taskforce to address planning, regulatory and compliance issues pertaining to the delivery of live music on the Gold Coast.
2.1.2	Music Business Resource/Toolkit. Develop a City of Gold Coast Music Business Resource/Toolkit to encourage an efficient system of engagement and transparent sharing of information for entrepreneurs seeking to offer live music as part of core business operations.
2.1.3	Responsive Council. Convene an internal working group to represent the interests of the music sector across council.
2.2 Creating Professional Pathways	
2.2.1	Advocacy Body. In partnership with Q Music establish a regional office on the Gold

	Coast to capitalise on industry connections and develop professional pathways for the Gold Coast music sector.
2.2.2	Music Grants. Offer the business improvement grant (Music Venue: Open for Business) providing targeted support to stimulate live music business activity.
2.2.3	Audience Research. Engage a consultant to undertake comprehensive music audience research to better support potential opportunities to engage with the Tourism sector, a key economic driver in the city.
2.2.4	Music Tourism. Facilitate partnerships with key tourism and event organisations to highlight and promote the Gold Coast music scene as a key contributor to the Gold Coast's growing Arts and Cultural scene, acting as an attraction tool in tourism marketing initiatives.

Conclusion:

The Live Music Action Plan is the City's commitment to build and strengthen the Gold Coast's music sector allowing growth in excellence, opportunity and reputation. A model that recognises local content, plans for national success and aspires to international market penetration requires a long term commitment to creative and entrepreneurial excellence.

The provision of live music does not work in isolation, instead relying on a strong network of support from both the public and private sector. The City of Gold Coast commits to building durable relationships with the community, government and the local music scene offering flexibility in ideas and delivery of intent.

A thriving music scene requires great artists and musicians, access to performance and rehearsal spaces, a proud and engaged audience, strong marketing, trading music businesses, professional development and education opportunities and broad support from all tiers of industry and government.

Currently the City maintains some key elements, essential to the success of a true music city. However more can be achieved through investment, stronger partnerships and simple recognition of the music sector as a valued contributor to the city's growing reputation for creativity and innovation.

In identifying key issues and recommendations in this report, the Gold Coast will be in a strong position to recognise, further develop and aspire to be one of the world's most attractive destinations for contemporary music excellence and opportunity, in turn driving education and employment, encouraging forthcoming creative generations, and enriching the city's social and cultural offer into the future.

a. Implementation

A Senior Project Officer from Council's Arts and Culture Unit will continue to deliver contemporary music planning in the city, offering specialist knowledge and advice, by implementing approved recommendations from this plan and continuing the City's commitment to building the live music sector on the Gold Coast. The Arts and Culture Unit will work in co-operation with other areas of Council to achieve positive outcomes for the contemporary music scene via the formation of an internal council working group to collectively respond to issues relating to the provision of live music on the Gold Coast.

b. Review

An annual progress report will be undertaken in consultation with relevant stakeholders. A major review will be delivered at the conclusion of the plan in 2020.

c. Funding

The City of Gold Coast Council's Live Music Action Plan offers a framework for further investigation and evaluation into cost analysis and business planning as part of Council's budget process.