

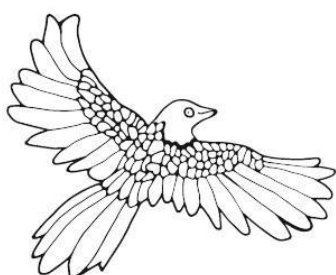
Live Music Action Plan 2026-2030

Igniting Creativity in Moonee Valley City Council



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Moonee Valley City Council respectfully acknowledges the Traditional Owners of the land on which Moonee Valley is located – the Wurundjeri People of the Kulin Nation; and we pay respects to their Spirits, Ancestors, Elders and their community members past and present.

Council also extends this respect to other Aboriginal and Torres Strait Islander Peoples who call Moonee Valley home.

Artwork by Wurundjeri artist, the late Judy Nicholson

Introduction

Background

Moonee Valley City Council's Arts and Culture Strategy, *Igniting Creativity in Moonee Valley* 23-27, highlights live music as an important art form because:

- 49% of Moonee Valley residents 15+ years attend live music.
- Moonee Valley is home to some of the longest running music groups in Melbourne.
- Live music enlivens the night-time economy and supports food, hospitality and retail businesses.

Live music is specifically endorsed in relation to Goal 3.3 of the strategy, which aims to create opportunities for enlivened activity in night-time precincts.

These foundations now support the next step: creating a 5-year *Live Music Action Plan* to guide support for live music from 2026 to 2030. This plan will guide how Council, local business, venues and community can grow live music across Moonee Valley.

Live music is part of Moonee Valley's identity and future. It brings people together, supports the local economy and celebrates the unique character of different neighbourhoods.

Despite not being known as a music precinct, the municipality hosts a notable range of live music events, from local pubs and bowls clubs to council-run festivals and community celebrations. Moonee Valley is home to some of the longest-running community music groups, and there is deep local pride in prominent artists such as Judith Durham and Tina Arena.

Previous consultation with musicians, venues and the broader community told us:

1. Live music matters to our community
2. The live music sector faces challenges
3. Interventions will bring social, cultural, and psychological benefits to our community
4. The impact will be lasting

Council's role

Moonee Valley City Council is not the sole driver of local music activity. However, it does play a pivotal role in shaping the conditions in which live music can thrive. Through this plan, Council can work across the following functions:

Enabler

Regularly review the policy and planning environment to improve support for music activity.

Partner

Where appropriate, collaborate with the local music sector, community organisations, venue operators, schools, businesses and government to amplify collective impact.

Funder

Seek to provide targeted grants, micro-investments and in-kind support to strengthen the sector and activate priority precincts.

Leader

Demonstrate best practice through Council-led events and programs that reflect the principles of inclusion, cultural safety, environmental sustainability and creative excellence.

Communicator

Use Council's platforms to promote local music activity, celebrate success stories and encourage community participation.

Council will also act as a connector and advocate. Council will support musicians to navigate regulations, find opportunities and access support, while also ensuring a consistent, efficient and music-friendly approach. It will also work as an active participant in broader government reforms that impact or improve the outcomes for local live music sectors.

Live Music Vision

By 2030, live music is celebrated as a defining feature of Moonee Valley's local identity, venues and public spaces.

Four Actions

The Live Music Action Plan directly supports the delivery of Council's Igniting Creativity Strategy 2023–2027, particularly its priority areas:

1 Celebration of our identity

Council hosts a range of diverse events and festivals each year. These events and festivals enliven spaces, connect communities, celebrate cultures and inspire creativity. How these festivals and events are programmed will help us to realise the Live Music Vision.

2 A place of boundless creativity

Advocating for artists with the community, and with potential investors is an important part of Council's role, as set out in Igniting Creativity. Council will support, provide creative spaces and will welcome musicians, creative practitioners, and the creative industries across Melbourne and other parts of Victoria, to highlight Moonee Valley as a great place to live and work.

3 Driving culturally led prosperity

The creative industries are an important element of the local economy. Council can support businesses to connect with artists that match their brand and consumers' interests and prototype a holistic Night-time Economy (NTE) Precinct and support local businesses and landlords to host live music.

This plan will aim to achieve the Igniting Creativity priority areas through the following Live Music Actions:

1. Support local creatives – foster a diverse, inclusive and sustainable music sector
2. Strengthen the sector – collaborate with stakeholders to identify and advance opportunities for career development of those working in live music sector
3. Identify and activate local precincts – develop and diversify the settings in which live music takes place
4. Champion local music and musicians – campaign across all levels of government and beyond to strengthen, promote and advance the local music sector

These Actions frame how Council, industry and community can **work together**.

Action 1: Support local live music creatives

*This action focuses on the **artists** to strengthen and diversify the pipeline of local music talent by supporting emerging artists, celebrating established musicians and improving access to space, resources and visibility.*

Moonee Valley is home to a broad range of musical talent. From young people picking up an instrument for the first time, to seasoned performers returning to their local roots, the Moonee Valley should be a strong base for creativity.

Strategic Alignment

This action relates to the following Igniting Creativity goals:

Priority Area 1. Celebration of identity

- 1.1 Support engagement and participation by continuing and enhancing our existing arts and cultural facilities, services and programs.
- 1.2 Champion and strengthen First Peoples cultural expression and representation
- 1.4 Develop a commissioning framework

Priority Area 2. A place of boundless creativity

- 2.1 Support artists with access to existing creative spaces
- 2.5 Establish a holistic arts marketing approach

Initiatives

- Ensure customer service team has the necessary information to promote opportunities and services available to musicians through Council programs
- Prioritise programming of local performers
- Develop programming framework that provides guidance and targets for program diversity, including artist identity and music genre.
- Identify ways Council can support the promotion of a local 'gig guide'
- Present music industry services and opportunities to Communities of Focus
- Open artist-in-residence programs to musicians, allowing the development of new work by local artists
- Work with Community Grants team to explore possibility of grant focus on local music and musicians

Success snapshot – by 2030

- More local artists contact Council to access information, rehearsal spaces and career development support.
- Moonee Valley is known as a supportive environment for early-stage artists and later-career professionals.
- More young people and under-represented groups are visible in the local music scene.

Action 2: Strengthen the live music sector

*This action focuses on the live music **industry** to create a more-coordinated, confident, capable and resilient local live music industry.*

A thriving live music scene requires a complex and interdependent landscape of musicians, venues, technicians, audiences, promoters, and policy settings all working towards a common goal. Stimulating the live music industry requires an approach that considers the complexity of the matter across numerous Council related areas.

Strategic Alignment

This action relates to the following Igniting Creativity goals:

Priority Area 1. Celebration of identity

- 1.5 Increase visibility of arts, cultural and innovative expression.

Priority Area 2. A place of boundless creativity

- 2.2 Increase the capacity of artists through targeted development programs
- 2.2 Host opportunities for diverse voices... to share knowledge, experiences, and discuss needs and opportunities

Priority Area 3. Driving culturally led prosperity

- 3.1 Develop a framework for festivals and events that considers timing and locations to support business planning and encourages commercial activity
- 3.2 Establish a local business and artist forum to explore opportunities and stimulate solutions.
- 3.5 Prototype a holistic Night-time Economy (NTE) Precinct by providing incentives for local businesses and landlords to host arts

Initiatives

- Further develop working group of local representatives to monitor and support delivery of this plan
- Deliver professional development opportunities for artists
- Develop new delivery model for Valley Sounds that allow greater venue control
- Advocate for clarity about residential uses located within activity centres and commercial zones that have multiple uses such as cafe/restaurant and apartments within the same building
- Implement updated Busking Policy
- Provide avenues for community participation in local live music
- Partner with Economic Development team to support sustainable business models of live music venues and adjacent services and organisations

Success snapshot – by 2030

- An increased number of local venues offer paid performance opportunities for locals.
- Music related businesses choose to be based in Moonee Valley.
- A broader mix of performance spaces are being actively and regularly used.
- Professional development opportunities occur regularly and are well attended.

Action 3: Identify and activate local live music precincts

*This action focuses on the **precincts** to develop and diversify the settings in which live music takes place – supported by policy, planning and partnerships.*

Live music is not only an artform – it's also an economic and social engine. It draws people out of their homes, supports local businesses, improves perceptions of safety and gives neighbourhoods their identity after dark.

Strategic Alignment

This action relates to the following Igniting Creativity goals:

Priority Area 1. Celebration of identity

Priority Area 2. A place of boundless creativity

- 2.4 Activate under-utilised spaces and new development opportunities to provide regular and accessible spaces for artists to gather, create and/or present ideas and practice

Priority Area 3. Driving culturally led prosperity

- 3.3 Create opportunities for enlivened activity in night-time precincts with physical enhancements such as the extension of footpath trading through the installation of parklets and other spaces for arts and culture gathering
- 3.4 Provide businesses with expert support to connect to artists that match their brand and consumers' interests

Initiatives

- Convene internal Live Music Action Group to support efforts to identify and develop live music precincts in Moonee Valley
- Advocate for the planning scheme to clarify definition of live music - does it include acoustic, amplified, speakers - what would it need to warrant the acoustic measures
- Advocate to the Victorian Government to adapt planning mechanisms so that live music is captured in the food and drink use. This is especially important in the commercial zone which is where live music is generally located. Look into schedule to clause 53.06 and how it can best apply
- Review the policy and planning environment to improve support for music activity
- Build knowledge bank and best practice guides to support community programming live music events
- Work with Traders' Associations to pilot precinct activations through hyperlocal

Success snapshot – by 2030

- There are established precincts where live music and night-time activity are a valued part of local life.
- The community is more engaged in local gigs and events.
- Stronger partnerships exist between artists, venues, traders and Council.
- Safety, identity and energy are improved in key commercial precincts after dark.

Action 4: Champion local music and musicians

*This action focuses on building **awareness** of and demand for local talent to strengthen, promote and advance the local music sector.*

Working collaboratively across government to advance the local music sector by fostering local audiences, celebrating local musicians, building pathways to export local products, by bringing recognised acts to local events

Strategic Alignment

This action relates to the following Igniting Creativity goals:

Priority Area 1. Celebration of identity

- 1.3 Ensure representation of diverse community through arts and cultural programs provided by the City.

Priority Area 2. A place of boundless creativity

- 2.3 Increase our advocacy of our arts community
- 2.7 Celebrate the achievements and profile of all our artists – emerging, mid-career and established

Initiatives

- Recognise and celebrate depth and breadth of live music talent in Moonee Valley through Face of our Arts initiative.
- Build and promote searchable database of local musicians
- Provide opportunities for local performers supporting high profile artists
- Develop 'Living Library' project to showcase the extraordinary talent living and working in Moonee Valley
- Explore establishment of a "Local Live Music" Week

Success snapshot – by 2030

- Council-led events feature more local artists and reach more diverse audiences.
- A regular rhythm of live music activity is established across seasons and neighbourhoods.
- Accessibility and inclusion are visibly built into event design and delivery.
- Community pride in and engagement with local music is strengthened.

Reporting

The progress of this plan will be reported on annually, with a listing of initiatives delivered under each Action alongside the relative engagement data and outcomes.

The plan will inform the development of the next iteration of Igniting Creativity and be reviewed at the conclusion of the 2027/28 financial year to ensure it is responsive to community aspiration.

Moonee Valley Language Line

Arabic	99321471	Greek	99321474	Espanol	Spanish	99321477
Cantonese	99321472	Italiano Italian	99321475	Turkçe	Turkish	99321478
Hrvatski Croatian	99321473	Somali Somali	99321476	Tiếng Việt	Vietnamese	99321479

All other languages 9932 1480

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