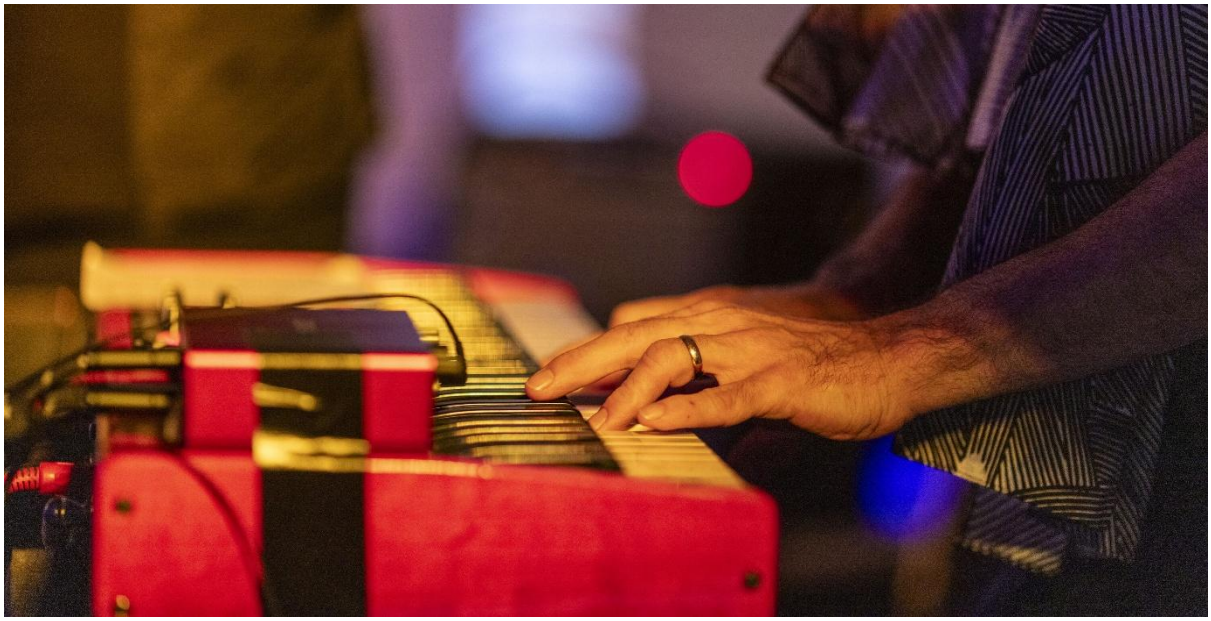
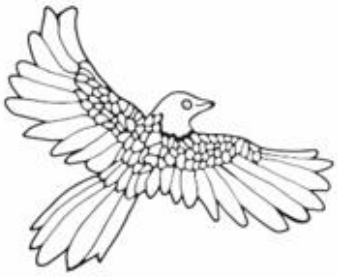
# Live Music Action Plan
# Consultation Report
# December 2025





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

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*Wurundjeri Woi-wurrung Country*

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## Introduction

In line with the Arts and Culture Strategy *Igniting Creativity*, Council developed a draft Live Music Action Plan, with the goal of fostering a vibrant live music scene in the City of Moonee Valley.

The plan aims to support:

- local musicians and music workers (such as managers, production, and marketing) to work locally
- local audiences to experience live music within their neighbourhoods
- local businesses to thrive and build the night-time economy.

Community consultation on the draft Live Music Action Plan sought to understand whether Council's vision for live music in Moonee Valley reflected community views and to seek additional ideas for possible inclusion in the plan.

Consultation was initially scheduled to take place four weeks, from October 30 to November 27. That period was extended by a further three weeks, to December 19, to encourage additional responses.

Community members were encouraged to provide feedback through:

- online survey
- SpeakPipe recording
- writing to or phoning Council

This most recent consultation phase followed several engagements with music industry personnel over the first half of 2025, including a Live Music Forum, Briefing, interviews and survey.

The consultation was promoted using the following communications methods:

- Council's suite of e-newsletters
- Printed posters and postcards
- Paid social media advertising on Council's Facebook page

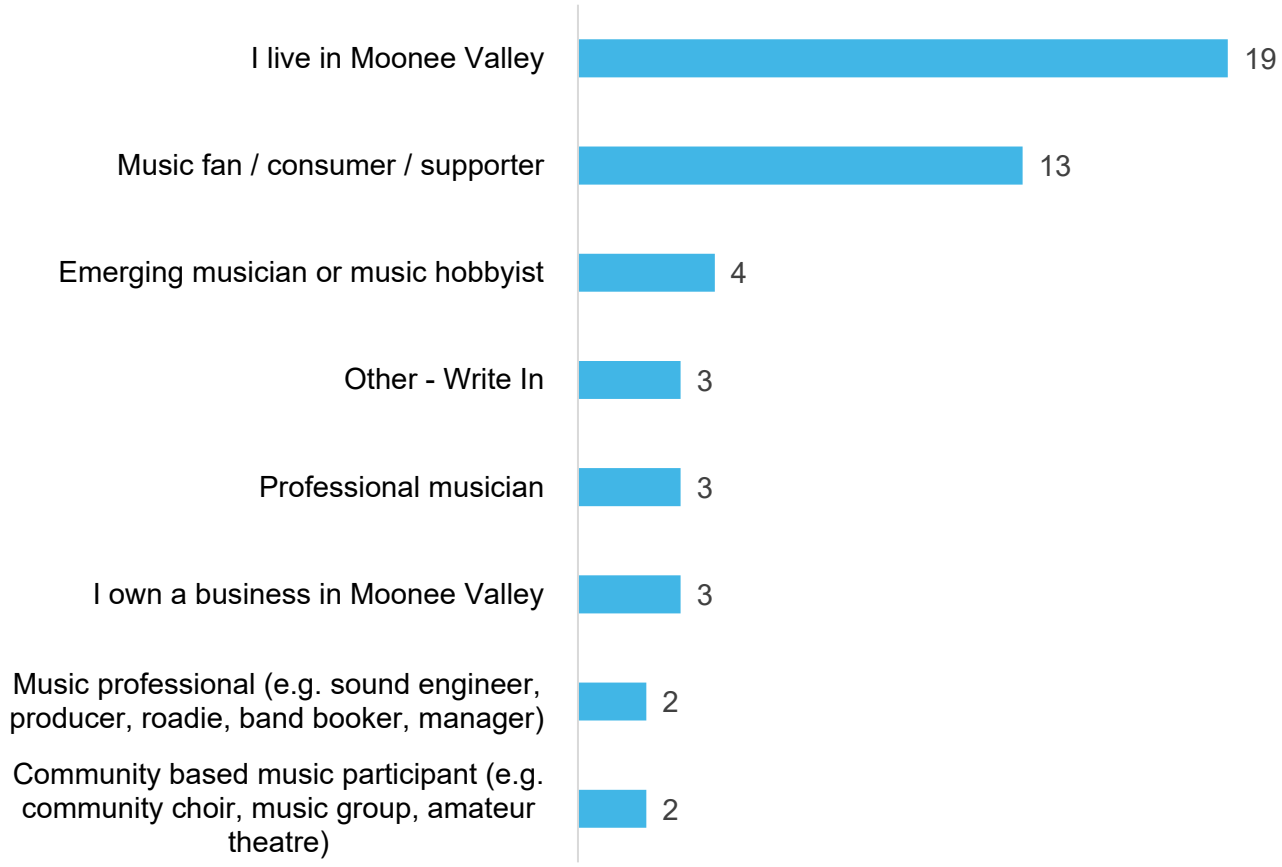
## Participation Overview

The Your Say page was visited 251 times by 173 unique users. This indicates a significant level of awareness about the plan and its corresponding engagement opportunities.

There were 23 survey responses.

Nearly all surveys were completed by Moonee Valley residents (n=19), while many identified as music fans, consumers or supporters (n=13). There were also responses from people involved in music (professionals, hobbyists, emerging artists and community-based music participants), and local business owners.

*Figure 11: Which of the following apply to you? Select all that apply.*




Note: numbers reflect the quantity of times an option was selected. Participants could select multiple options.

## Findings

The majority of respondents (79 per cent) either supported or strongly supported the Vision that, “By 2030, live music is celebrated as a defining feature of Moonee Valley's local identity, venues and public spaces."

The only respondent to indicate they were strongly opposed to the plan explained in a later survey question they were concerned about potential impacts of noise on their health and wellbeing, and on the liveability of their home.

*Figure 22: To what extent do you oppose or support the five-year Vision for live music in Moonee Valley?*

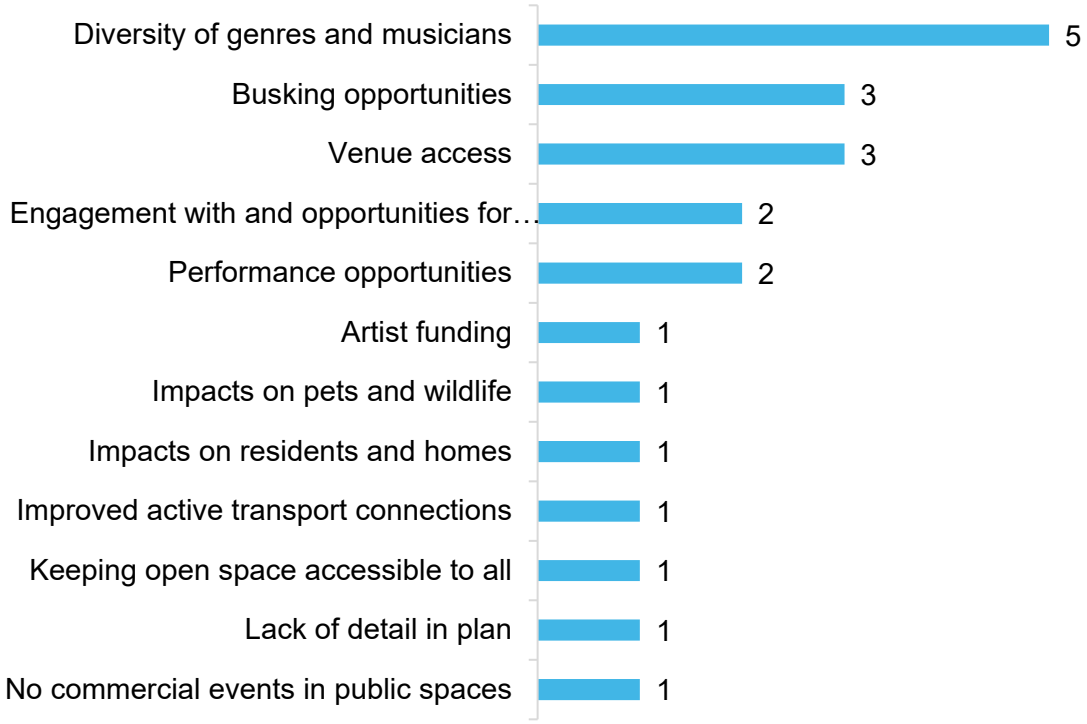
Respondents were also asked, 'Do you have any additional ideas that might be considered for inclusion in the Moonee Valley live music Vision?'. The question received 17 comments that have been themed to identify common categories responses (Figure 3).

The most common response sought to encourage Council to support a *diversity of genres and musicians*, that appealed to a greater variety of audiences (n=5). Sample comments:

- *"can we have some music that appeals to older residents at times they can attend and venues that have sufficient seating"*
- *"Music that embraces all age groups for even older people are young at heart. Very sick of events aimed at retirees that are stuck in the past."*
- *"Would rather see more opportunities for diverse music, rock or hip hop leaning music supported. The acoustic...is exhausting."*
- *"More funding and opportunities for local musicians as well as supporting a wider and more diverse variety of artistic and musical work in MV."*

Other themes mentioned more than once were: busking (n=3) venue access; engagement with and opportunities for schools, and performance opportunities (n=2 each).

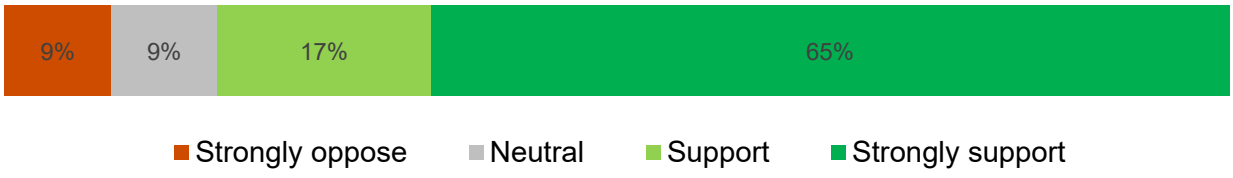
*Figure 33: Do you have any additional ideas that might be considered for inclusion in the Moonee Valley live music Vision?*




Note: numbers reflect the quantity of times a theme was mentioned.

Asked to what extent they opposed or supported the four actions underpinning the draft Plan, respondents were again overwhelmingly in strong support (65 per cent) or support (17 per cent) (Figure 4).

*Figure 44: To what extent do you oppose or support the overall draft four actions that underpin the Live Action Music Action Plan?*




Participants were also invited to identify further actions they believed should be considered to underpin the five-year plan. There was some commonality between responses to this question, and responses to the previous open text question about the plan's Vision.

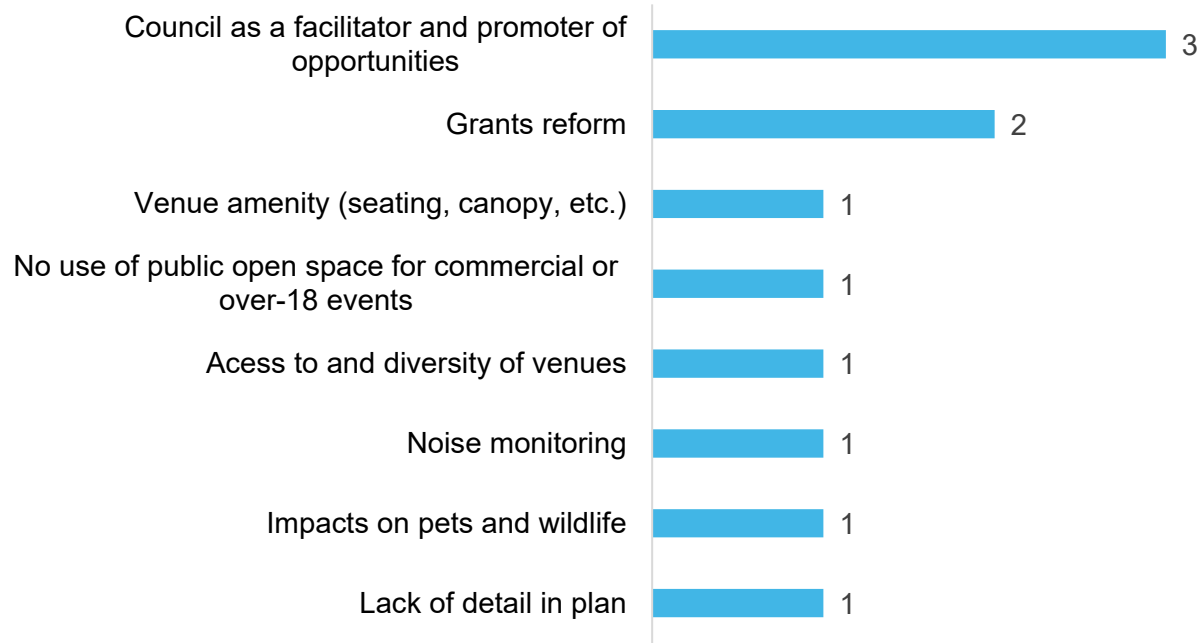
In total, 14 comments were provided, and they have been themed to identify common categories (Figure 5).

Recurring themes were Council as a facilitator and promoter of opportunities (n=3) and grants reform (i.e.=. reviewing who gets grants and how many they are eligible for, as well as more grants funding for musicians) (n=2).

Sample comments:

- *"All actions in the plan are supported, however, additional actions are encouraged in the councils role as an enabler. Although specified in the councils role, reviewing the policy and planning environment to improve support for music activity has not been specifically addressed in the action plan."*
- *"council to promote live music regularly in their event page"*
- *"Any scope for supporting members of the community as participants in live music (eg a Moonee Valley Community Orchestra/Choir etc)?"*
- *"restrict grants to a limited amount per venue/ operator. Have third party oversite of the process of granting by someone not associated with MVCC or the music industry"*
- *"Pick a number of musically diverse local artists, give them each a stipend towards creation of a new work. The theme and content of the work should not be dictated by council. By giving artists freedom and some financial compensation you will get a better quality of work, these works can then be either performed at a concert/s or presented on the MVCC website and will be representative of how MVCC supports artists."*

*Figure 55: Do you have any additional actions you think might be considered to underpin the five-year Live Music Action Plan?*




Note: numbers reflect the quantity of times a theme was mentioned, not the number of respondents.

Survey participants were also invited to provide any additional feedback they wished to share. Most used the question as an opportunity to reiterate the same ideas they input earlier in the survey.

New feedback in response to this question included recommendations for:

- a ‘niche’ signature event for Moonee Valley
- Activating new performance spaces in industrial areas of municipality
- A local gig guide
- Addressing regulatory barriers to new venues

Sample comments:

- *I just think it's a great initiative with Council getting on the front foot with something that will benefit our whole community in years to come.*
- *Significant challenges exist in the regulatory framework for opening new venues with live music. These, together with the development of residential areas within activity precincts, create barriers to new venues which would enliven or create night-time economy precincts.*

## Conclusion

The consultation provided insight into community perspectives on the draft Live Music Action Plan. While a small number of responses expressed concern about the impacts of live music on liveability, and on animals and pets, the majority of participants who engaged with this process are in support (or strong support) of the draft Live Action Music Plan, and provided a range of potential builds that could inform its final iteration. The feedback gathered demonstrates a definite interest in seeing a variety of music genres and music spaces in Moonee Valley, and sees a larger role for Council in facilitating, promoting and funding live music.

# Appendix

## Your Say page

Home / **Live Music Action Plan**

### Introduction

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

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. The plan aims to:

- support local musicians, music businesses, and venues (both current and potential live music hosts)
- encourage collaboration across the music community – including artists, venues, managers, producers, marketers, audiences and fans
- build sustainable careers and businesses through viable business models
- provide Council support through advocacy, simplified regulations, funding, access to spaces, and role modelling best-practice live music events.

The Draft Plan was developed with support from the live music community, who participated in a variety of consultation activities over the first half of 2025, including a Live Music Forum, internal briefings, surveys and one-on-one interviews.

### Have Your Say

From 30 October until 19 December, 2025, Council asked for feedback from the local music community and the broader public on the Draft Live Music Action Plan.

We wanted to know:

- Does our vision for live music reflect your hopes for the future?
- What ideas or concerns do you have?

You provided feedback by:

- completing our online survey
- recording your feedback using the SpeakPipe tool on this page
- emailing, phoning or writing by mail to Council.

Your input will help shape the final plan and ensure it reflects the community's vision for a vibrant and sustainable live music future in Moonee Valley.

### Documents

**Draft Live Music Action Plan**
PDF (1.37 MB)

### Additional information

**Previous community engagement**

**Aspects that community can influence**

**Aspects that community cannot influence**

### Timeline

**Consultation open for feedback**
30 October 2025

**Consultation closes**
19 December 2025

**Launch of Live Music Action Plan**
Early 2026

See less

### Contact Us

Have questions or want to learn more about a project, contact us below:

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