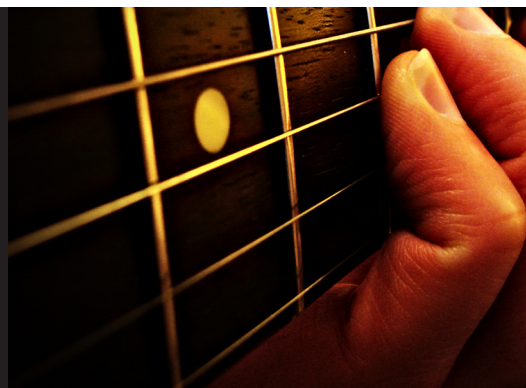


# Victoria Rocks



*Labor recognises the important cultural and economic contribution the music sector makes to Victoria and we've worked hard to support the State's vibrant live music industry.*

*Local contemporary music has benefited from the implementation of the \$7 million Victoria Rocks program. Over 320 emerging and well-known bands and musicians have received funds to help them record an album, go on*

*tour or promote themselves. This year, we also provided funding to help establish Music Victoria, the new peak contemporary music organisation, funding which will be maintained by a future Brumby Labor Government.*

*We've also supported many first-class music organisations, events and festivals across the State with sponsorship to deliver more music to more people.*

## Australian Music HQ

To promote live music in Victoria even further, a future Brumby Labor Government will invest \$12 million to create Australian Music HQ, a high profile centre for contemporary music in the heart of Melbourne.

Modelled on the highly successful Wheeler Centre for Books, Writing and Ideas, Australian Music HQ will cement Melbourne and Victoria as the pre-eminent destinations for new and contemporary music, and optimise the strengths and growth potential of the local contemporary and live music sector.

Australian Music HQ will provide a focal point to celebrate and develop music in this State and, depending on its exact location, will offer:

- accommodation for Music Victoria and key sector organisations like the Australian Independent Records Labels Association, The Push and FreeZA;
- a showcase performance space and performance program;
- a permanent and/or temporary exhibition program that commemorates the past and heralds the new; and
- a knowledge hub for emerging and established musicians.

## Victoria Rocks

### Turn up the volume

Labor is the only party that has consistently committed to a contemporary music policy. For years we've been funding programs that have helped hundreds of singers, songwriters and musicians.

A future Brumby Labor Government will turn up the volume on our support with new initiatives that recognise the significance of contemporary music to Victoria as both an artform and a key economic and tourism driver.

Our new initiatives add to the highly popular *FReeZaCentral* and *Victoria Rocks* programs, both of which will continue for another four years.

Labor's big boost to music will further enhance Victoria's reputation as the live music heartland of Australia.

### Music Passport

A referral service, trade delegations, showcasing production and support, international promotional campaigns and training services will be coordinated through *Music Passport*, a new \$1 million Victorian music export strategy.

# Strong leadership for the times ahead.

**JOHN  
BRUMBY**

**Victorian  
Labor**

# Victoria Rocks



We want to take our leading artists and managers to the world and this coordinated approach will target international music markets to create sustainable international careers for Victorian musicians.

## Stepping Stone

Musicians from Indigenous Australian or culturally and linguistically diverse backgrounds sometimes find it harder than most to get heard.

Our \$600,000 *Stepping Stone* package will deliver targeted support to these new and emerging musicians for recording, touring, and development opportunities.

This tailored program will include project mentors who will work alongside artists to help them on their way, and will be presented in partnership with the Songlines Aboriginal Music Corporation and Multicultural Arts Victoria.

## Quick Response Live Music Grants

Labor knows that things can move fast in the music industry. One minute a band is the hottest thing in the garage, the next minute they're taking on the world.

So, on top of *Victoria Rocks*, a new \$1.4 million 'quick response' grant scheme will be introduced. These grants of up to \$1500 will enable musicians to take advantage of opportunities that come out of the blue.

This program, delivered by Music Victoria, will be open to musicians and bands across Victoria, and regional and outer suburban musicians are particularly encouraged to plug into it. Flexible in nature, funding will be available for the provision of professional services like sound engineers, audio-visual technicians and publicists, marketing and promotion, equipment hire, transport and other expenses directly related to staging performances. Artists are encouraged to get together and make joint applications for multi-artist gigs.

## Victoria Rocks

A Labor initiative at the last election, *Victoria Rocks* has been highly popular. More than 320 individual musicians and groups have received over \$2.7 million in support through the *Victoria Rocks* grant program since it hit the road in 2007.

*Victoria Rocks* supports Victorian musicians and groups in order to strengthen the local music industry. It encompasses all genres of contemporary music and supports artists at various career stages through three funding categories: music career building, music touring and strategic music industry partnerships.

We're going to keep *Victoria Rocks* rocking with \$3.5 million over another four years.

## Music Victoria

Eighteen months ago a group comprising The Push Incorporated, Australian Music Industry Network, Arts Victoria and Australian Performing Rights Association and Australia Independent Record Labels Association got together to investigate the case for a music peak body in Victoria.

In February this year, the Brumby Labor Government provided \$250,000 to enable the establishment of Music Victoria. Its job is to provide a voice and advocacy within the music industry, the wider community and to Government, to lead industry development and to celebrate and promote Victorian music.

Labor will provide operational funding of \$750,000 for Music Victoria for the next three years to ensure it can realise its potential and achieve great results for Victorian music.

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# Victoria Rocks



## Thriving music venues

Victoria's music scene is admired around Australia for its health and diversity, which is due in no small measure to the great selection of live music venues across our State.

Music Victoria and a future Brumby Labor Government will work with live music venues to develop a new 'Thriving Music Venues' forum which will provide peer support and mentoring for music venues, opportunities for networking and online resources for regulations and advice on best practice.

Music Victoria will also establish a code of best practice that promotes safe and well-managed music venues and encompasses amenity, business practice, supporting artists and other elements.

To help live music venues sign up to the code of best practice, a future Brumby Labor Government will provide one-off grants (maximum \$10,000) for venues to improve their amenity and facilities. To be matched dollar-for-dollar by the venue, these grants will be available for sound-proofing, acoustic treatments, improving PA systems and other aspects that will make live music venues even better.

Labor will also support an annual program of small event-based grants up to \$1500 available directly to venues.

In total, a future Brumby Labor Government will provide \$1 million over four years to ensure our thriving music venues continue to thrive.

## More industry events

Every year, people flock to Melbourne to join the locals for a range of music events and conferences.

We celebrate this participation and the huge benefits it brings to music-making in our State.

The Australasian World Music Expo is the Australia-Pacific region's premier music industry conference and a showcase of Indigenous, roots and world music. A future

Brumby Labor Government will provide \$1.2 million help the event expand its export capacity and major public programming capacity.

We will also support the expansion of the annual 'Face the Music' conference, presented by The Push, which provides musicians and those looking to join the music industry with access to the skill and knowledge of Australia and the world's most talented music minds. Now in its third year, it is rapidly establishing itself as a key event in the music calendar and we will boost funding to \$240,000.

Melbourne is widely regarded as the creative heart of contemporary music – right down to the lyrics. According to the Australian Performing Rights Association (APRA), Victoria is home to 13,000 registered songwriters.

A future Brumby Labor Government will provide \$300,000 to establish a new event or series of events to celebrate and promote the art of songwriting. These may include lectures, workshops, masterclasses, writing bootcamps, Australian and international guests, mentorship programs and other career development opportunities that connect budding and mid-career songwriters with our superb local line-up of resident composers and songwriters and other greats from elsewhere. This songwriting initiative is intended to inspire and invigorate writers of all ages and experience from across the musical spectrum.

## FReeZACentral

Since it was first created by Labor in 2004, the *FReeZACentral* program has seen more than 3500 young people participate in expert training workshops and over 300 young people have experienced one-to-one mentoring by music professionals across all aspects of the industry, including CD recording, songwriting and live music tours.

We'll provide \$2.7 million for four more years of *FReeZACentral* to ensure this groundbreaking program continues to encourage and inspire the next generation of music industry professionals.

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# Victoria Rocks

## ACTION:

- Establish a new centre for contemporary Australian music: Australian Music HQ.
- New Victorian music export strategy.
- New grant scheme to fund recording, touring and development opportunities for musicians from Indigenous or culturally and linguistically diverse backgrounds.
- New 'quick response' grant scheme to enable musicians to take advantage of opportunities that come out of the blue.
- Keep *Victoria Rocks* rocking for another four years.
- Four more years of *FReeZACentral* for the next generation of music industry professionals.
- Annual funding for Music Victoria for the next three years.
- Help live music venues thrive in local communities.
- More funding for the Australasian World Music Expo.
- Expand the annual 'Face the Music' conference.
- A new event or series of events to showcase and develop Victoria's songwriters.



## Funding

RECURRENT INITIATIVES	2010-11 \$m	2011-12 \$m	2012-13 \$m	2013-14 \$m	2014-15 \$m	TOTAL \$m
Australian Music HQ		2.0	2.0	2.0	2.0	8.0
Victoria Rocks		2.5	2.5	2.5	2.5	10
FReeZACentral		0.6	0.7	0.7	0.7	2.7
<b>TOTAL RECURRENT FUNDING</b>		5.1	5.2	5.2	5.2	20.7
<b>Offset</b>						
Victoria Rocks - existing funding		0.85	0.85	0.85	0	2.6
<b>Capital Investment</b>						
Australian Music HQ	4.0					
<b>TOTAL</b>	4.0					

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