



Jointly funded by the Live Music Office and Clarence Valley Council.

Coordinator (Phil Nicholas / Events Delivered) employed to deliver project with assistance and input from working group.

Live and Local programme overview:

1. Conduct a census of live music taking place in the Clarence Valley during the month of July (possibly repeat in Oct/Nov to compare periods)
2. Put on micro-festivals & gigs – most likely in early September
3. Professional development workshops – around same time as micro-festivals & gigs.
4. Live music action plan – culmination of project – created with help of Live Music Office and in consultation with Council.

Why now?

- Night Time Economy legislation passed by the NSW Parliament in November 2020
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- Low risk / low impact entertainment is now Exempt Development in NSW

The legislative changes were referred to in the press as “a bonfire of live music rules” eg. those prohibiting certain genres from being played in certain bars, regulating what could happen on dance floors and restricting capacities and opening hours. Disco balls [were banned](#) in some places.

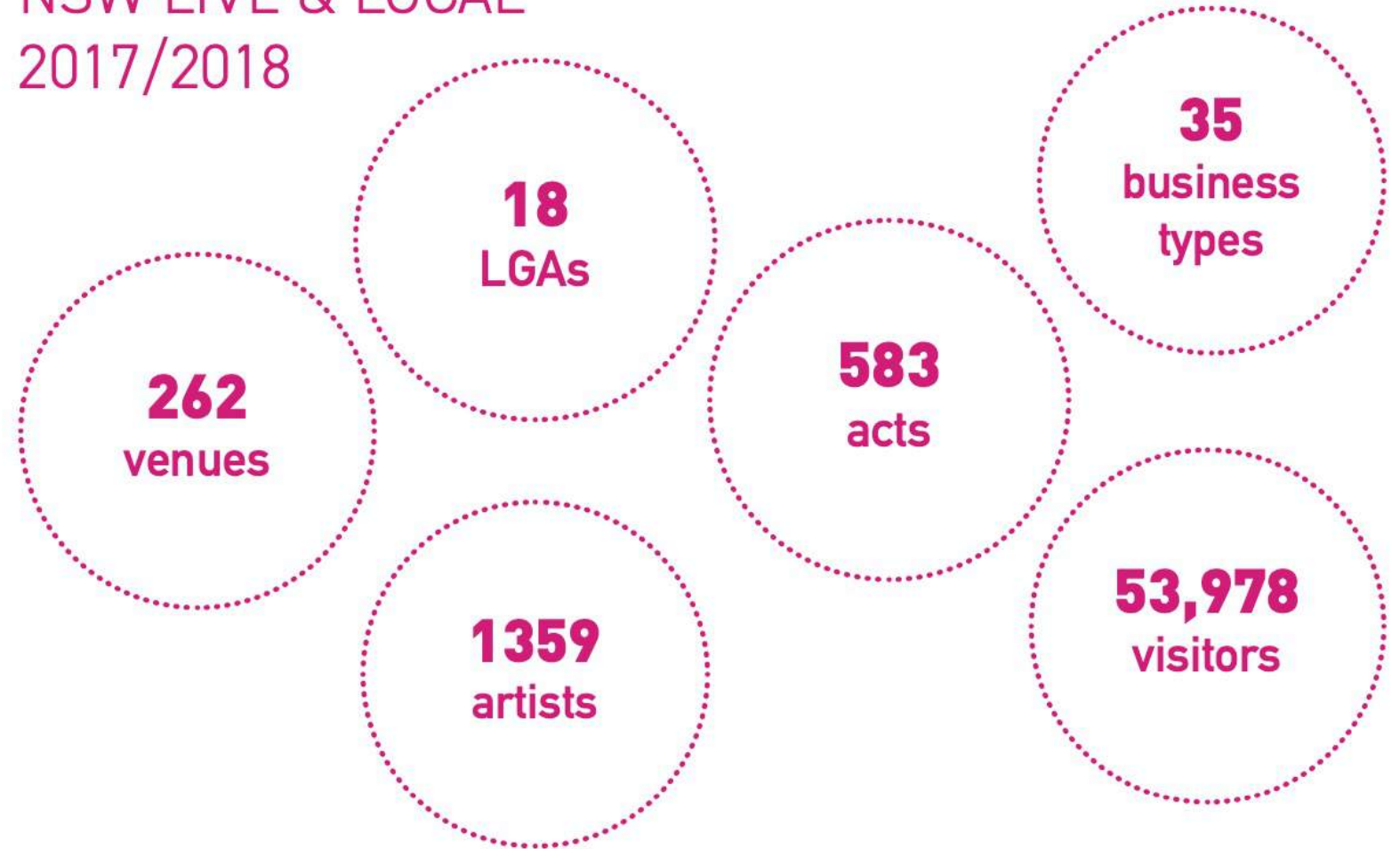
The new regulation allows for activation of premises in which it would have been difficult or perceived to be impossible to host live music. Think acoustic music in a hair salon.



NSW LIVE & LOCAL 2017/2018

Live and Local pilot programmes in 2017/18 produced the following results.

More importantly, it paved the way for this programme to be rolled out in other regional NSW local government areas.





1. Conduct a live music census

Why? To create a set of data that can help us see what the gaps and opportunities are in the Clarence Valley's live music landscape.

The example shown on the left from Sydney's Inner West Council (albeit on a much grander scale) contributed to the creation of Special Entertainment Precinct (voted in May 2021) the first of its kind in NSW.

It's designed to set the ground rules for land uses where conflicts can arise for venues and also remove overlapping regulations that duplicate functions and create uncertainty for businesses and the community.

For instance, it allows for Councils to design their own policies to regulate sound/noise and supports the Agent of Change principal.

Each event:

Creates a safe environment with no road closures or any major infrastructure

Is free for the public

Activates streetscapes and central business precincts

Offers local music that suits each venue

Involves a small number of artists and a network of businesses

Presents no cost to the businesses involved

2. Run a series of Micro Festivals and gigs.

The primary goal is to activate areas of the CBD by involving some business premises that haven't previously presented live music, alongside some established venues.

For example, a precinct covering Grafton's Prince St and neighbouring streets would be ideal.

It also allows for a couple of one day micro festivals – events featuring several local acts on the same day – in other locations.

One suggestion has been to use the hall at Jackaggery and another has been the pub at Woolli.

We're open to further suggestions so please email phil@eventsdelivered.com.au

Remember, low-risk low-impact (typically acoustic and with minimal PA/production) music is suitable for high street business premises. Where micro-festivals require staging and production, these costs need to be met by the venue or other partner.

There's a \$10,000 budget for performance fees. This is based on a minimum \$150 per muso per 60 mins*. Clarence Valley artists only. The performances are likely to take place over the course of a few weekends in early September.

*For those of you in the meeting who recall the discussion around fees, the rate has been updated by the Live Music Office based on the Live Performance Award wage of \$40 per hour, with a three hour minimum call out + 25% loading, which increases the fee to \$150. This is expected to be the standard for peak body and government funded performances.

GIG GUIDE

Venue	4-5pm	5-6pm	6-7pm	7-8pm
1 Charlie's Last Stand		Evan and Rhodes	Helena Pastor Chris Purcell	Crooked Tree
2 New England Hotel	Everything Alive	Jhana Allan	Finger Pickin Good	Sarah Leete
3 Black Dot Music	Matty Moo	Sarah Leete	Tri	Wild Women
4 Boo Books	Tri	Red Grenadier	Ben Thorne / Evan & Rhodes	Jhana Allan
5 Reader's Companion	Lily Rose	Ben Thorne / Cilantro	The Graceless	The Graceless
6 Mall Stage	Greg Windred's Rackateers	MC + The Squares	Caramello Cafe	Pthalo Blue
7 Imperial Hotel	The Gennys	Jam	Jam	The Warts
8 Hannah's Arcade	Wild Women	TAS	UNE Performs	UNE Performs
9 The Royal Hotel	Pthalo Blue	Peter Stanley Trio	Peter Stanley Trio	Everything Alive
10 Two Goats Cafe & Bar	Evan and Rhodes	Lyrice	Vlad Koboroff	Red Grenadier

LOCALLY MADE & PLAYED
MUSIC BY LOCAL PERFORMERS

Here's an example of how they did the precinct-based Live and Local micro festival in Armidale.

LOCALLY MADE & PLAYED VENUES



- 1 Charlie's last Stand
- 2 New England Hotel
- 3 Black Dot Music
- 4 Boobooks
- 5 Reader's Companion
- 6 Mall Stage
- 7 Imperial Hotel
- 8 Hanna's Arcade
- 9 The Royal Hotel
- 10 Two Goats Cafe & Bar

FREE LIVE MUSIC Keep an eye out for the orange dots at participating venues

MULTIPLE VENUES FREE LIVE MUSIC

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3. Professional Development Workshops

Based on what the census tells us, we can decide what type of workshops best suit the needs of musicians and business owners (venues, promoters other music industry workers) in the Clarence Valley.

We'll work with the LMO to line up subject matter experts to hold workshops during (or close to) the micro-festival programme.



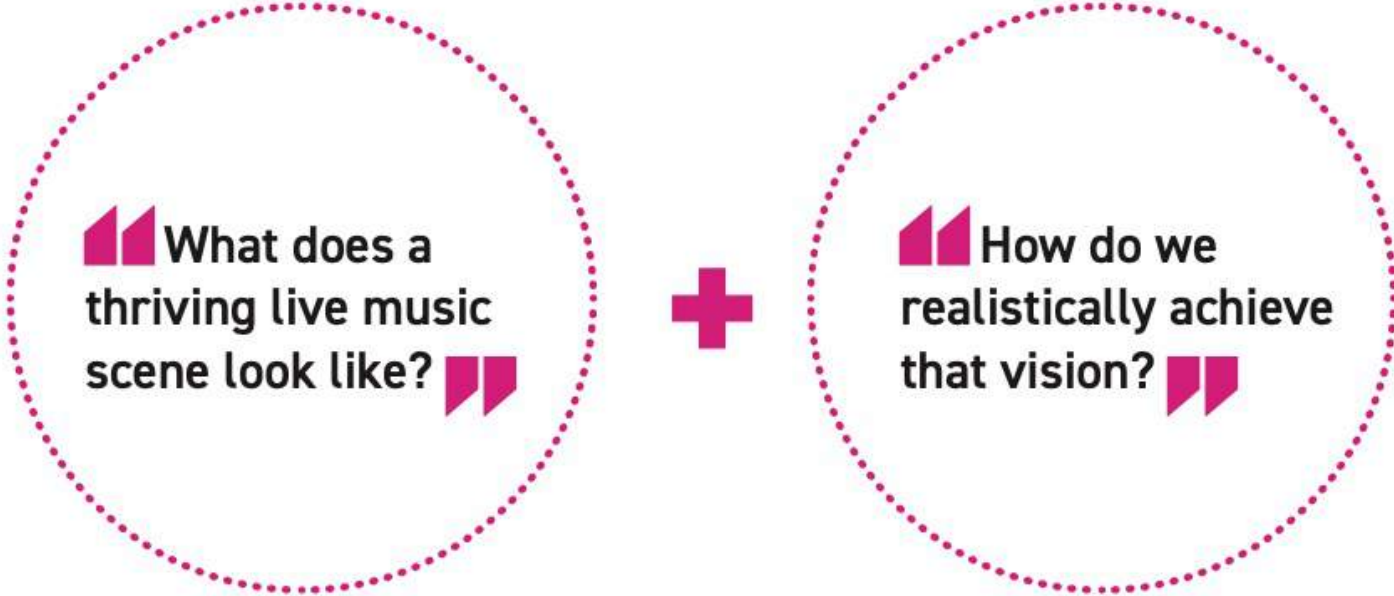
Topics may include:

- DIY Music Business Basics
- Marketing Your Music 101
- How To Put On A Great Gig
- Copyright and Royalties
- Streaming and Digital Platforms
- Resilient Music Careers
- Music Industry Insights

4. Industry Forum

Following the live events and industry workshops, we'll plot out what needs to happen in the Clarence Valley to achieve the vision we've set for live music in the region. This plan is created in consultation with Clarence Valley Council and with the guidance of the Live Music Office.

This forum asks local industry stakeholders to consider:



What does a thriving live music scene look like?

How do we realistically achieve that vision?

Outcomes

- Paid performance opportunities for local musicians
- More performance spaces activated
- Network of local businesses programming live music more regularly
- Database of musicians and businesses established
- Working group established to support growth of live music scene
- Musicians & businesses feel more confident in their 'gigging capacity'
- Musicians & businesses connected to broader music industry
- Policy specific to growth of local music scene implemented by Council