

Hon David Pisoni MP Minister for Innovation and Skills

Friday 9 August 2019

Live music coordinators appointed for regional SA

Two South Australian regional communities are set to benefit from dedicated Regional Live Music Coordinators as a direct outcome of the Marshall Liberal Government's Regional Accelerator Music Program (RAMP).

Minister for Innovation and Skills David Pisoni said the City of Mount Gambier and the Barossa Council have been granted \$25,000 and \$20,000 respectively to match their own funding for the new roles.

"The first six months of the Regional Accelerator Music Program, which was established to increase live music activity in our regions by 10 per cent, saw industry-specific roundtables held right across the state," Minister Pisoni said.

"A recurring theme of these discussions was the need for a locally-based, dedicated industry professional, to support the coordination of live music events and mentor musicians in effective business development strategies.

"As a result of the roundtables, an Expression of Interest was issued by the Music Development Office seeking regional organisations interested in trialling a part-time Regional Live Music Coordinator.

"While we received a number of applications, the City of Mount Gambier and the Barossa Council demonstrated strong economic development strategies that outlined music and creative industries as integral to the growth of their regions."

City of Mount Gambier Mayor Lynette Martin OAM said she expects the new position will increase the number of live music events on offer locally and boost the presence of performing musicians in the area.

"The City already hosts major annual events such as Generations in Jazz, the Red Hot Summer Tour and the Mount Gambier Fringe Festival, in addition to 18 annual arts and cultural festivals and more than 50 bands or individuals who regularly perform in the region," Mayor Martin said.

"The Regional Live Music Coordinator will deliver a Live Music Strategy and will also champion live music as an economic contributor towards a vibrant and commercially viable CBD."

Barossa Mayor Bim Lange said the new position will coordinate and activate live music development.

"The Barossa is well known for its creative industries and we are truly excited about the opportunities for emerging, established and touring artists as a result of this funding," Mayor Lange said.



“This role will work across multiple sectors and stakeholders, including schools, business and events venues, so we have the right people around the table collaborating and supporting a common interest.”

RAMP is one of several State Government programs supporting live music and the growth of creative industries in South Australia.

For more information, visit the [RAMP website](#) or contact Ivor Hay at the Department for Trade, Tourism and Investment (08) 8303 2007.