



Government
of South Australia



Summary of Outcomes from the Regional Accelerator Music Program (RAMP) Discovery Roundtables

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Introduction

This document summarises the responses and key findings from the Regional Accelerator Music Program (RAMP) Discovery Roundtables held from December 2018 to May 2019. These Roundtables were held in the following 8 regional centres:

RAMP Roundtable	Delivered
1. Southern Adelaide, Adelaide Hills and Fleurieu Peninsula	5 December 2018
2. Northern Adelaide & Barossa	11 December 2019
3. Port Pirie	13 March 2019
4. Mt Gambier	29 March 2019
5. Port Lincoln	10 April 2019
6. Whyalla	11 April 2019
7. Port Augusta	12 April 2019
8. Murray Bridge	5 May 2019

Sessions included input from state government, local businesses, councils, regional economic development bodies and local musicians. Each session averaged 10 attendees. Facilitated discussions involved the following topics:

1. Identify the various local music and creative arts organisations and their roles in supporting the region's live music environment;
2. Identify barriers, enablers and opportunities and agree on objectives for increasing music activation in the target region;
3. Determine the scope of music future workshops and live music activation for the region;
4. Agree on the next steps required and identify the resources required to meet these objectives.

Roundtable Outcomes

1. Existing Live Music Venues and Events

This was essentially a "brain dump" from all participants to help provide baseline for future live music growth projections. Venues include pubs, wineries, specialist venues (weddings etc), community halls, cafés, council owned outdoor space (e.g. reserves, theatres), markets, sports clubs and night clubs.

Regional Centre	Venues	Festivals	Comments
Mt Gambier	18	Generations in Jazz	Strong jazz focus, good pub environment
Port Pirie	9	5	Has a strong festival focus
Barossa	7	6	Biggest venues are majority outdoor festivals like Vintage, Gourmet, Xmas, "Day on Green" series
Southern Adelaide, Adelaide Hills and Fleurieu Peninsula	28	9	The short travel time from Adelaide provides a wider and larger pool of customers.
Port Lincoln	20	10	Strong champions (promoters, engineers) but opportunity for better coordination
Whyalla	17	5	Less emphasis on original music

Port Augusta	16	6	Includes sports clubs and venues as for north as Coober Pedy.
Murray Bridge	16	4	Strong Council support for youth in live music.

2. Barriers and Opportunities

Barriers

Below are the barriers identified to regional live music that was commonly found in all 8 regions:

- Pubs not owned by locals. If the ownership of pubs is not local, then they don't make decisions directly and are less aware of local live music potential.
- Lack of experienced event organisers and volunteer burnout. Champions would appear and develop venues and events but then fade over time due to not make enough money. This produces a "cycle" of music events which is difficult to sustain.
- Pubs and venues found it difficult to cover the costs and make a profit from live music given the following issues:
 - general downturn in alcohol consumption and server consequences for drink driving;
 - The costs of running events such as public liability insurance, security staff and hire of equipment.
 - Travel distance from Adelaide does not make it cost effective for bands from Adelaide to play in regional areas. This impacts on local support bands getting exposure.
 - Slow pre-sales for touring acts. This discourages music touring as bands won't visit if they feel they won't make enough money for the gig.
 - Inexperience in marketing leads to slower audience development
- Lack of suitable venues including rehearsal (jamming), suitable/low-cost staging and equipment.
- Council red tape – poor event planning systems (events clash) and slow approval process. Noise management restrictions by Councils.
- Events not paying musicians enough to make it worthwhile even on a part-time basis.
- Lack of diversity of artists – particularly aboriginal and female artists.

Opportunities

Below are the main opportunities that were common across all regional centres:

- Need for informal gathering to talk music / art ideas. Role for councils or RDA to support/organise networking events to share ideas, collaborate and coordinate events.
- Potential for more school involvement.
- Improved sharing of information and pool of music industry mentors.
- Leverage existing radio station into opportunities to train for engineer sound production, as well as recording and promoting events.
- Development of "Regional Touring Circuit" for niche styles of music i.e. jazz, country, choirs, community bands ensembles and contemporary music. This requires better information sharing and coordination between regional centres and booking agencies.

3. Musician and Venue Operator Workshop Topics

Below are the key topics for the follow-up Musician and Venue Operator Workshops identified during the Roundtable workshops:

Musician

- General need for business skills to professionalise the sector:
 - Fee (what worth), contracts, ABN / GST, Insurance, APRA, general administration
 - Types of payment options (guarantee versus door, combination of both)
- Better understanding of marketing for artists and venues:
 - understanding of responsibilities and variety of marketing channels e.g. socials, email, direct, branding, online tools and platforms generally.
- Event Planning
- Grants opportunities
- Stage presence
- Sound production – live and studio

Venue needs:

- Expectations for artist fees e.g. travel and equipment costs
- Marketing – understanding of responsibilities and promotional options,
- Client experience of live music
- Collaborative opportunities e.g. with food, beer/wine
- Types of payment options (guarantee, door, combo)

4. Next Steps

Delivery of Musician and Venue Operator Workshops

Over the next 4 months (up to 12 September 2019), a series of “*Musician and Venue Operator Workshops*” will be held in the following locations:

Workshop Location	Date (2019)
1. Southern Adelaide, Adelaide Hills and Fleurieu Peninsula	Wednesday 05 June
2. Northern Adelaide and Barossa	Wednesday 12 June
3. Murray Bridge and Riverland	Thursday 20 June
4. Mount Gambier	Thursday 8 August
5. Port Lincoln	Thursday 22 August
6. Whyalla	Tuesday 10 September
7. Pt Augusta	Wednesday 11 September
8. Pt Pirie	Thursday 12 September

These free one-day workshops are aimed at both musicians and new or existing venue operators to improve the way they work together to increase live music activation. Invitations will be sent to

Live Music Coordinator Grant

A strong and consistent theme from all the Roundtables was the lack of information sharing, collaboration and coordination within each of the regional centres. Often, the Roundtable was the

first-time participants had met each other and found they could have benefited greatly with knowing them previously. Support for concepts such as “music-collective” were discussed as a sustainable mechanism for sharing information and resources.

Attendees agreed that an independently appointed “*Regional Live Music Coordinator*” in their region would help overcome several major barriers and develop the opportunities identified during the Roundtables. The Coordinator would perform the following functions:

- Support coordination of live music events
- Mentor private and council event organisers to successfully deliver live music events
- Mentor musicians in effective music business development strategies
- Link relevant school’s music programs to live music events when possible
- Provide information on live music activities into the MDO

Trial Live Music Coordinator Grant

A trial Regional Live Music Coordinator position will be delivered in two or three regional areas. DIS will issue an Expression of Interest (EOI) to Regional Development Authorities (RDAs) and Councils that participated in the Roundtables and expressed support for co-funding a Regional Live Music Coordinator in their area. It is expected that the Coordinator will operate on a part-time basis with guaranteed hours dedicated to the above Coordinator functions.

