



The Barossa Council



premium wine food tourism heritage lifestyle community

Live Music Report and Action Strategy



2020-2025

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Note: The latter phase of the Regional Live Music Pilot was significantly impacted by the COVID-19 pandemic in Australia during the first half of 2020.

Barossa Council Live Music Report and Action Strategy

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Acknowledgement of Country

The Barossa Council acknowledges the traditional lands of the Peramangk, Ngadjuri and Kaurna people and we respect their spiritual relations with Country.



Figure 1: Uncle Quentin Agius performs Welcome to Country at the 2020 Barossa Fringe Launch Party

Strategic Context and Role in Live Music

Barossa Council Community Plan

The Live Music Report and Action Plan aligns with The Barossa Council's Community Plan 2016-36 to lead activities that celebrate the history and culture of the Barossa and its people. The following Community Plan strategies are reflected in the delivery of the Live Music Action Strategy:

Community and Culture	2.1 Initiate and support activities which encourage participation and pride in the Barossa Council area.
	2.2 Support the development of activities that celebrate the history and culture of the Barossa and its people.
	2.3 Contribute to creating strong and sustainable community networks.
	2.5 Engage with, and support, young people to actively participate in the community and develop the leaders of the future.
	2.6 Support a vibrant and growing arts, cultural, heritage and events sector.
	2.7 Embrace place-making principles when developing community infrastructure and regulate planning and development in public spaces.
	2.9 Create places where people want to live and plan for the future in a coordinated, affordable, appropriate and proactive manner.
	2.10 Promote our Aboriginal heritage and ongoing connections to the region.
	4.2 Create opportunities for people of all ages and abilities to participate in the community.
	4.6 Ensure that community members can participate in cultural, recreational, sporting and learning opportunities.
Business and Employment	5.1 Work closely with State Government, Federal Government and stakeholders to support economic growth, development and job creation.
	5.3 Help build the capacity of the tourism sector and encourage the development of tourist services, including eco and recreational tourism infrastructure.
	5.4 Attract investment for new and innovative industries, such as creative industries and cultural tourism.
	5.13 Support economic development through events.

What Success Looks Like

The Live Music Action Strategy aligns with the following Barossa Community Plan 2016-2036 success indicators:

2. Community and Culture

- Successful festivals and events delivered throughout the year that benefit from the creative expertise of local artists, musicians and designers.
- People gathering and interacting in public spaces that express the culture of the region.
- Visitors and local residents participating in cultural programs.

4. Health and Wellbeing

- Access to enrichment and life-long learning programs.
- People that feel happy, connected and enjoy a sense of belonging.

5. Business and Employment

- A strong local economy that includes a diverse industry base.
- Growth in visitor numbers.
- Strong sectors that support local employment.



Figure 2: Uncle Quentin's grandchildren join him for Welcome to Country at the 2020 Barossa Fringe Launch Party

Introduction & Snapshot

Live music has always played an integral part in the Barossa community's sense of place, social and communal wellbeing and its creative economy. From the Hill & Son Organ at the Barossa Regional Gallery, to contemporary singer songwriters and bands; the heritage, history and breadth of musical talent in the Barossa plays a fundamental role in its communal identity.

Internationally recognised for its world class wine and food industries, which together shape South Australia's most visited tourism region, the Barossa is naturally welcoming of events and visitors. As with these food and wine sectors, there is pride in the community for its musical heritage, history and contemporary cultural offerings. A community of singer songwriters underpin the creative economy and cultural tourism of the region, whilst ensembles such as the Tanunda Town Band and the Tanunda Liedertafel hold the region's heritage as two of the oldest continuing groups of their type in Australia. There is alignment in brand, passion, and artisanal quality of this industry with our other major sectors.

Support for the local Live Music industry has come from a diversity of sources. Venues in the Barossa increasingly recognise the value of brand alignment with live music in a variety of genres. This support has been amplified by local government through The Barossa Council and state government through the Music Development Office, as well as key stakeholders including Regional Development Australia Barossa Gawler Light & Adelaide Plains and Legatus Group. Together these stakeholders have embarked on many individual and collaborative projects in the live music space, including funding of the collaborative Regional Live Music Coordinator pilot from August 2019 – July 2020. The Live Music Report and Action Strategy 2020-25 is a culmination of this pilot and project work, and its significant positive outcomes, and it presents an opportunity for ongoing collaborative development in this space.

Economic status and possibility for growth

Live Performance Australia data shows 7.8 million attendances at music performances in 2013. Classical and opera's share is 1.5 million, with contemporary music reaching 6.3 million. When small companies and venues are added in these figures would easily top the 8 million mark, bigger than sport. Live music injects over \$1.2 billion into the Australian economy annually, and the broader Australian entertainment sector is valued at \$ 3 billion (Music Australia 2015).

Music and performing arts employ over 43,000 people in Australia. The venue-based live music industry supports employment of over 14,800 positions.

To date no data collection of the economic status of the Live Music industry specific to the Barossa region has been completed. This is an opportunity for further research and growth.



Figure 3: Squirrel Grip perform at The Valley Hotel, Tanunda

Mapping existing assets & supply chains

A strong live music scene is likely to exist where the key industry stakeholders are empowered, do not face unreasonable barriers, are willing to take risks, know the value of live music, and create or have access to quality music experiences. Industry Stakeholders include venues, promoters, musicians, and audiences. External stakeholders include (but are not limited to) community, government, education and related Industries.

Art Music Design Barossa is an expansive database of local musicians, venues, and their relevant supply chains. This database is regularly updated by Regional Development Australia through their Creative Industries portfolio. Ongoing collaboration to expand and develop this portfolio will provide a valuable database going forward.

The observations from the existing asset mapping can be summarised as follows:

- A strong community of singer songwriters make up the largest contingency of musicians in the region.
- A passionate community of experts and enthusiasts preserve and champion Western art music and the Barossa's heritage within that tradition.
- Audiences exist for both these musical demographics.
- Other styles including jazz, rock, and folk are also represented locally.
- Youth engagement in music is considerable, both through successful Council engagement including Busk 'til Dusk and Music and the Biz, and within community endeavours.
- Locally based supply chains are limited; however, there are a few well-developed sound and recording businesses. Support for those existing businesses to grow would be of benefit to the broader industry.
- Venues are predominantly wineries and cellar doors who recognise the value of Live Music as a brand asset. Bars and pubs also support the industry, although their role is less prominent than in the Adelaide metropolitan area because of the dominance of the wine industry within the Barossa.
- Council spaces also make up a number of regularly used venues, in particular the Barossa Regional Gallery.
- The role of music in First Nations history and heritage isn't well known or explored in this region. Knowledge of the missionaries from Bethany travelling to Hermannsburg to teach chorale singing in language is research in development. This presents an opportunity for growth, both in heritage projects and by placing First Nations voices at the centre of contemporary opportunities.



Figure 4: Ollie Sharpe performs at the 2020 Barossa Fringe Launch Party

Broader trends effecting South Australia

Covid-19

The Covid-19 pandemic has had a significant impact on the Live Music industry. One of the first to close, it is also likely to be one of the last to reopen. Consideration of specific needs of this industry to rebuild and repair would provide a roadmap to recovery for both musicians and venues, the Barossa brand, and the musical community that has shut down in response to this pandemic. One such example may include easily accessible small grants for new projects that support re-engagement in live music. The Federal Government has acknowledged the significance of supporting creative industry recovery through its announcement late in June 2020 of a \$250 million grant pool for the sector and government guarantees for loan finance.

UNESCO Brand

Adelaide is the first, and only, designated UNESCO City of Music in Australia. The designation, bestowed on 15 December 2015, is an acknowledgment of the breadth, depth and vibrancy of the city's music culture, its international reach, its history and its aspirations. Although this designation is for Adelaide, there is support for its usage in the regions. In 2018 a collaboration between Brand SA, Regional Development Australia Barossa Gawler Light & Adelaide Plains and UNESCO office resulted in a collaborative project of mutual benefit for the Great Wine Capitals AGM. There is significant opportunity to build on this relationship going forward.

Global Music Industry

Unlike other industries in the region, there is limited export of Live Music product outside of Australia. Key markets, in particular China and Europe, represent opportunities for growth as brand alignment between the cultural and culinary industries continues to develop. Opportunities for growth include engaging with existing trade fairs such as Barossa: Be Consumed, exploring opportunities for new media and technology such as streaming and social channels, and working with the Music Development Office and UNESCO brand to identify opportunities for industry brand ambassadors to partake in cultural exchange within the UNESCO network.



Figure 5: Amelia Ryan at the Barossa Fringe Launch Party

Live Music Action Strategy Goals

This strategy sets out four key goals arising from the Regional Live Music Coordinator pilot to achieve the objectives of sustaining and promoting growth in the Live Music industry within the Barossa. These are:

1. That live music continues to be recognised and supported as an integral part of the Barossa's identity: both as a community activator and as a part of the broader regional brand.
2. There is ongoing funding and investment through a variety of sources to ensure that the Barossa is activated through music in our many varied, unique and world-renowned spaces.
3. The Barossa is committed to the support of its musicians and music industry, and actively works to nurture local talent, including youth-led initiatives.
4. There is ongoing investment to ensure that the Barossa is a destination for live music audiences seeking a discerning and varied musical offering both from local and touring talent.

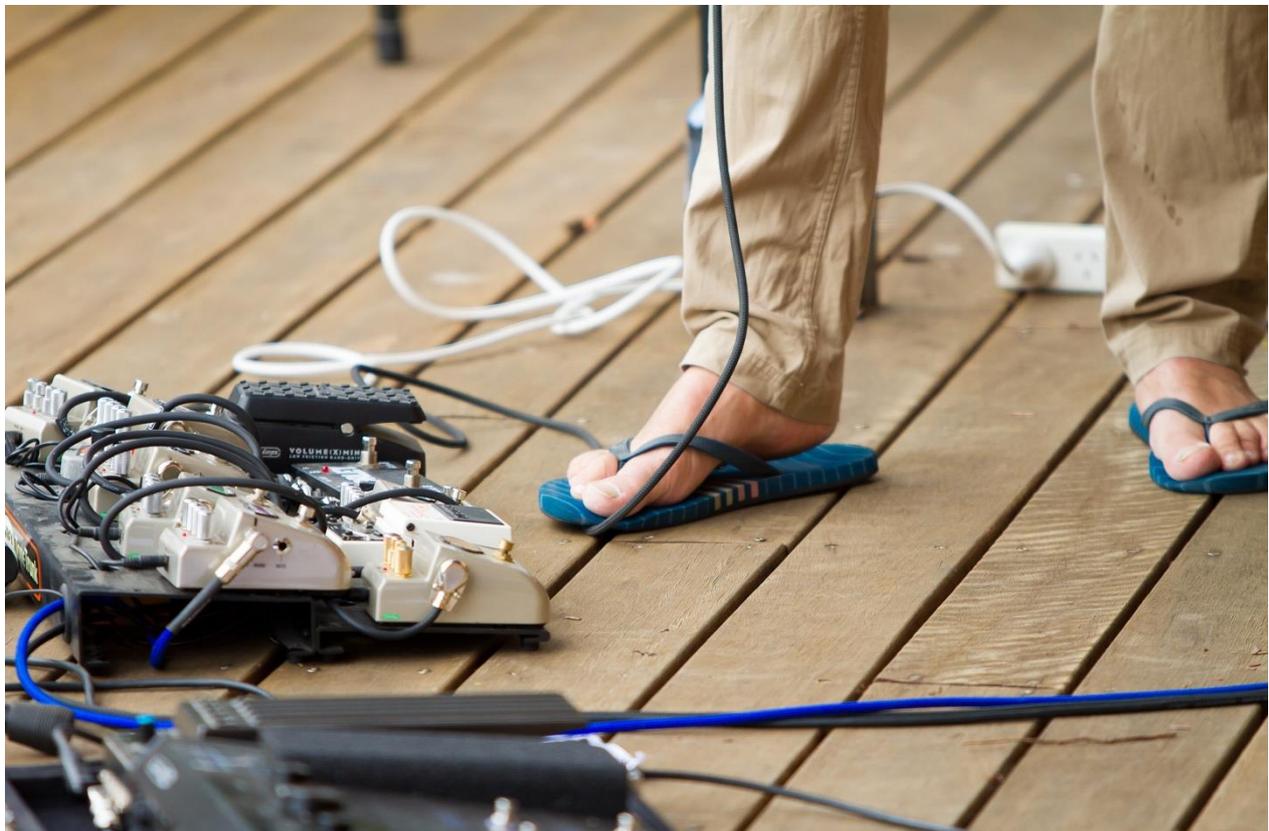


Figure 6: Blueprint at the Valley Hotel

Goal 1

That live music continues to be recognised and supported as an integral part of the Barossa's identity: both as a community activator and as a part of the broader regional brand.

Council Strategies	2.1 Initiate and support activities which encourage participation and pride in the Barossa Council area.
	2.2 Support the development of activities that celebrate the history and culture of the Barossa and its people.
	2.10 Promote our Aboriginal heritage and ongoing connections to the region.
	5.3 Help build the capacity of the tourism sector and encourage the development of tourist services, including eco and recreational tourism infrastructure.
	5.4 Attract investment for new and innovative industries, such as creative industries and cultural tourism.
	5.13 Support economic development through events.

Deliverables

1. Actively lobby for the funding and development of facilities and infrastructure such as the proposed Barossa Regional Culture Hub as a centre of excellence and education for the incubation of local musical talent and entrepreneurship.
2. Continue to develop the relationship with the UNSECO City of Live Music brand office as a partner and actively work to support events that build that relationship.
3. Create opportunities for musicians to be ambassadors for Barossa promotion and celebration, particularly First Nations artists.
4. Promote live music events at visitor information centres and tourism arrival points.
5. Support, fund and sponsor live music events in the Barossa through Council initiatives including the Community Assistance Scheme, activity at the Barossa Regional Gallery and youth-based programs.

Goal 2

The Barossa is activated through music in our many varied, unique and world-renowned spaces.

Council Strategies 2.7 Embrace place-making principles when developing community infrastructure and regulate planning and development in public spaces.

2.9 Create places where people want to live and plan for the future in a coordinated, affordable, appropriate and proactive manner.

5.3 Help build the capacity of the tourism sector and encourage the development of tourist services, including eco and recreational tourism infrastructure.

5.4 Attract investment for new and innovative industries, such as creative industries and cultural tourism.

Deliverables

1. Continued commitment to the development of a Barossa Culture Hub, and live music's valued place within that project.

2. Increase accessibility of Council owned venues for live music performances by streamlining process of application including within the Barossa Regional Gallery.

3. Collating easily accessible information about event restrictions and requirements on Live Music within private venues in an FAQ document accessible on the Barossa Council website.

4. Collaboration with Regional Development Australia Barossa Gawler Light & Adelaide Plains and Tourism Barossa on a venue survey and snapshot, including economic impact, SWOT analysis and brand impact.

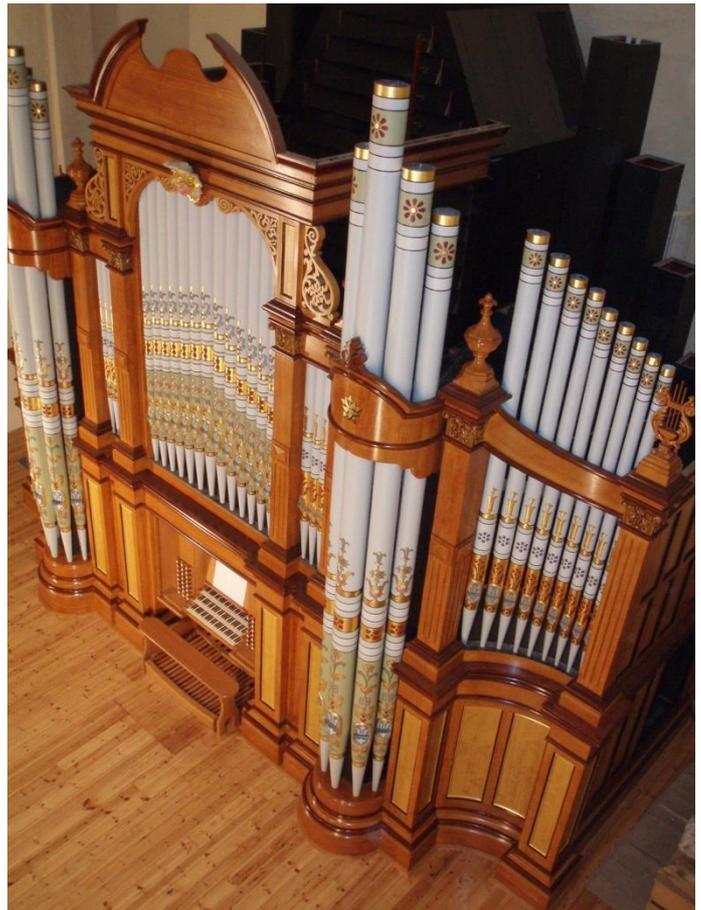


Figure 7: The Hill & Son Organ at the Barossa Regional Gallery

Goal 3

The Barossa is committed to the support of its musicians and music industry, and actively works to nurture local talent, including youth-led initiatives.

Council Strategies 2.3 Contribute to creating strong and sustainable community networks.

2.5 Engage with, and support, young people to actively participate in the community and develop the leaders of the future.

4.2 Create opportunities for people of all ages and abilities to participate in the community.

4.6 Ensure that community members can participate in cultural, recreational, sporting and learning opportunities.

Deliverables

1. Continuation and expansion of youth initiatives including Busk 'til Dusk, and support for new initiatives driven by the 13-25 year old demographic.

2. Ensure that the employment of musicians is considered a priority at all relevant public events run by The Barossa Council.

3. Implement free busking licences and insurance at designated Council venues (e.g. The Barossa Visitor Centre).

4. Consult with disability advocates and organisations (e.g. Tutti Arts) to explore new initiatives for supporting musicians and audiences with disabilities.

5. Continued commitment to the development of a Barossa Culture Hub, and live music's valued place within that project.



Figure 8: Children interact with wind chimes at Glenn Waglands Mobile Nature Playground

Goal 4

The Barossa is a destination for live music audiences seeking a discerning and varied musical offering both from local and touring talent.

Council Strategies	2.1 Initiate and support activities which encourage participation and pride in the Barossa Council area.
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	2.6 Support a vibrant and growing arts, cultural, heritage and events sector.
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	5.1 Work closely with State Government, Federal Government and stakeholders to support economic growth, development and job creation.
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	5.4 Attract investment for new and innovative industries, such as creative industries and cultural tourism.
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	5.13 Support economic development through events.
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Deliverables

1. Engage with Music SA and Umbrella Winter Sounds to explore regional rollout.
2. Viability study of metro/regional touring circuit for interstate and international acts in collaboration with the Music Development Office SA and Music SA.
3. Embed national and international musical acts into pre-existing events and festivals e.g. Vintage Festival.
4. Identify music venues looking to engage in touring programs and support them through expertise, networking and connections.
5. Continued commitment to the development of a Barossa Culture Hub, and live music's valued place within that project.

References

Example Action Plans and Live Music Strategies

Adelaide Council

Central Geelong Live Music Action Plan

Music Development Office SA

Music Victoria Regional Live Music Action Plan

Additional References

APRA AMCOS

Art Music Design Barossa (Regional Development Australia Barossa Gawler Adelaide Plains)

Australian Music Industry Statistical Snapshot (Music Australia)

I Lost My Gig Australia

Music SA

Phonographic Performance Company of Australia Limited

Support Act

The Future of Live Music in South Australia (Martin Elbourne, Thinker in Residence)

Tutti Arts

UNESCO City of Live Music (Adelaide)

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