



MORNINGTON
PENINSULA
Shire

Mornington Peninsula Shire Music Plan 2025





Mornington Peninsula Shire acknowledges and pays respect to the elders, families and ancestors of the Bunurong/Boon Wurrung people, who have been the custodians of this land for many thousands of years. We acknowledge that the land on which we meet is the place of age-old ceremonies, celebrations, initiation and renewal; and that the Bunurong/Boon Wurrung peoples' living culture continues to have a unique role in the life of this region.



Cover and page 2 image courtesy of Jai

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Statement From The Mayor

Music provides the soundtrack to life on the Mornington Peninsula.

It has incredible cultural and social benefits for our region for its ability to connect communities. Its positive impact on mental health and wellbeing has arguably never been more vital than it is now in the wake of COVID19.”

“This Music Plan endeavours to support our music creators, businesses, and audiences to ensure the sector can thrive and help create an environment where music is valued now and into the future.”

I encourage everyone to support our music industry in some way. Perhaps it's going to see a band at one of our fantastic venues, supporting local artists online, finding loose change to pay a busker, or encouraging your kids to pick up instruments to inspire the next generation of budding musicians.”



Cr Anthony Marsh
Mayor, Mornington
Peninsula Shire



Chair's Foreword

The Mornington Peninsula Shire strives to be acknowledged as one of Australia's premier regional destinations for both local and touring musicians. Music is socially and culturally vital to our community. It engenders pride in the talent from within and provides the opportunity for connectivity and inclusiveness for people throughout our incredibly beautiful region.

This Music Plan is an “action plan” creating vision and opportunity to enable the Shire to actively encourage and support local musicians, touring

musicians, venues, businesses, and audiences to explore, grow and enhance the livability of our Mornington Peninsula community. Thank you to all community and council members that have contributed to the creation of this exciting strategic five-year Music Plan.

Anthony Pope
Chair, Mornington Peninsula Shire
Arts and Culture Advisory Panel

Strategy On A Page

Key Theme 1: Connection and Advocacy

Key Actions

- Develop a database of musicians and industry and establish a resource library for musicians and music businesses.
- Facilitate opportunities for artists and venues to connect in order to increase live performance opportunities.
- Develop guidelines and templates for producers to assist with the event permitting process
- Support the delivery of quarterly networking and professional development events.
- Provide opportunities for core and project funding to key organisations.
- Build relationships with neighbouring Councils and relevant organisations to package a touring circuit.
- Prepare an annual action plan and allocate appropriate resources to ensure the Music Plan 2025 is implemented successfully.
- Develop and deliver marketing and tourism campaigns that showcase the local music and creative industries.

Key Theme 2: Places and Spaces

Key Actions

- Undertake an Arts Infrastructure Needs Analysis to map live music venues, organisations, industry professionals and artists.
- Activate open spaces with live music and support non-traditional venues such as public halls, wineries and sporting clubs to program original live music.
- Streamline the events approval process.
- Investigate the feasibility of Live Music Precincts in industrial estates and night-time economy activity zones.
- Investigate opportunities to invest in Creative Industry hubs offering cheap rent and opportunities for collaborations.
- Advocate for a connected network of public and alternative transport options between venues and prioritise transport in consideration for all events.
- Educate Shire staff, residents and businesses on the application of planning reforms supporting live music.
- Identify and retrofit appropriate indoor venues (eg: community halls) to make them suitable for live music.
- Undertake a feasibility study and site analysis for a Performing Arts Centre.

Key Theme 3: Economic Recovery and Development

Key Actions:

- Include music and support for the sector in Shire's COVID-19 relief and recovery plans and budgets.
- Partner with the local and metro business support services to provide business development training to the local music sector.
- Engage artists to help promote Shire objectives in communication campaigns through songs and music.
- Review the Shire's procurement policy to include opportunities to engage local musicians and music businesses.
- Develop and deliver a Peninsula-wide festival which promotes and engages a range of creative industries.
- Promote Aboriginal and Torres Strait Islander music and cultural events and activities.

Key Theme 4: Access and Participation

Key Actions:

- Facilitate opportunities for music teachers and music industry ambassadors to visit schools to provide pathways and inspiration for young people to pursue careers in the music industry.
- Partner with youth organisations to advise on career development and pathways to sustainable careers and all-ages gigs.
- Consider whether different types of support are needed for each township, according to its community profile.
- Incentivise touring festivals and events to include local musicians on line-ups.
- Promote and create opportunities for increasing women's participation and achievements.
- Provide Cultural Awareness training to venue operators and encourage the appropriate acknowledgement of country at all events
- Fund the streaming of live performances so residents of aged care and disability centres who cannot travel can still access live music
- Ensure that there is a selection of age friendly music activities.

Peninsula's Music History

Music has always played an integral part in the Peninsula's identity, as vital as its wine and beaches. Be it Big Bands celebrating the end of the war on the Sorrento foreshore, Australian Crawl providing the soundtrack to long hot summers, live jazz floating through the vineyards, local buskers lighting up a dull mall, or the local chamber group performing in a rustic church.

It might be the thrill of registering that first sense of belonging and purpose in makeshift venue in an industrial estate, discovering new local talent at the long-running Balnarring Muso Night, techno pioneer Carl Cox creating mass euphoria with his beats in a park or 8,000 locals emerging from COVID-19 cobwebs to harmonise to the Teskey Brothers' soothing soul at The Briars.

The region's musicians have made a valuable contribution to the Australian songbook. Some of the most successful bands and musicians from the Peninsula include Australian Crawl, Something for Kate, Kisschasy, Gotye, trumpeter Anthony Pope, and harp player Julie Raines.

Nearby regional city Frankston produced 2009 Australian Music Prize winner Eddy Current Suppression Ring (band members now live and work on the Peninsula) and the late Motown trumpeter Gil Askey spent his last few decades there. Mount Martha-born busker-turned global pop star Tones and I played her first performances at the Harbour and God's Kitchen venues in Mornington.

The Peninsula, like the music industry, has changed dramatically in the last 30 years. Gone are the days of a thriving pub rock scene frequented by university students and tradies four nights a week.

Also gone are large scale venues and festivals such as the Flinders Hotel, the Peninsula Lounge and the Point Nepean Festival, which closed due to a variety of reasons (but not demand), resulting in the loss of important platforms for artists to showcase original live music.

Their demise resulted in a loss of confidence from many venues in booking original live music, and many traditional pubs reverted to programming mostly cover bands. Sure, it was entertainment, but it stunted the region's development of original acts and the opportunity for residents to hear new stories from local songwriters.

However, the lack of traditional venues provided creative entrepreneurs with the opportunity to innovate with events such as Pretty Snazz in the Nazz, where fans walk between Balnarring houses to experience house concerts, the techno/visual art weekly event CULT-URE in a former Mornington church, the annual street festivities of Mornington Winter Music Festival, and the art installation Swell, where the Peninsula's storied music history is told in a Point Nepean tunnel.

In recent years, the Peninsula has become renowned for offering diverse music experiences in unique venues such as wineries, breweries, Beleura House and the Peninsula Hot Springs Amphitheatre, and due to a lack of appropriate sites, beach raves.

There are pockets of activity, but there is a lack of foundational grassroots development. Many of these new promoters lack experience in hosting live music, so the Plan needs to simultaneously work from the bottom up, while engaging with and supporting large scale promoters from the top down.

Case Study

Eric Powell – Eric and Carl's Mobile Disco

Eric grew up in the UK, and after visiting the Mornington Peninsula on holiday, persuaded his wife, and his best mate, 'the Godfather of techno' Carl Cox, to move to Mount Eliza in the 2000s.

They started running 'Carl and Eric's Mobile Disco' shows for a 100 friends and family, spinning the records they grew up on - reggae, soul and funk - but as crowds grew, they moved the show to the Shire-owned Briars in Mount Martha.

The show was very popular, but they haven't been invited back, and they now have no venue to run their event, despite the dynamic duo regularly playing in council parks and botanical gardens around the country to 4,000 people each show.

In his role as a teacher of VET music cert 3 at Mount Eliza Secondary College, Eric has been supporting a range of young rock, hip hop and dance acts, and is keen to provide a mentoring role to young dance entrepreneurs.

“The young talent we have on the Peninsula is incredible both from an artist, writing and event production point of view”.

Carl and Eric's Mobile Disco, The Briars, 2020
Image supplied by artist



Case Study

Moonah Arts Collective

Dave Whip, aka 'Red', didn't grow up on the Mornington Peninsula, but he moved here for a lifestyle change and because he was friends with members of the tight knit Rye grassroots music community.

Having played in bands, produced records and managed the mixing desk at Cherry Bar in AC/DC Lane, he believed that he could one day use his skills to set up a music hub in Rye. This came into fruition when he and his business partner Stephen Rennie rented a former music school in the Rye Industrial Estate and moved in his recording desk.

Moonah Arts Collective is a community-based arts collective dedicated to progressing, promoting, and empowering music, and other arts on the Southern Mornington Peninsula. It is an integral music incubator, offering cheap rehearsal space, recordings and hosting occasional all ages live music for local and like-minded bands in the 96

capacity space. He records shows and promotes them on Moonah's YouTube channel, and he is looking at setting up a radio station. Moonah is as grassroots as it comes, and while they have closed their Rye venue, they continue to record and book shows elsewhere.

“Our vision for the Moonah Arts Collective is to energise and transform the Mornington Peninsula Music Scene,” says Red.

“To enable and encourage artists to produce bold new work. To help that work reach a global stage. And to find new methods of monetising musical, and artistic energy for the greater prosperity of all involved.”

Image of South Atlas presented by Moonah Arts Collective. Image supplied by artists.

The Scene Today

There are currently 699 songwriters registered with APRA/AMCOS on the Peninsula. Almost 100 musicians, venues and industry professionals are members of state peak contemporary music body Music Victoria, while more than 30 classical musicians are members of the Peninsula Chamber Music ensemble. Talent is spread across the demographics and genres, from emerging contemporary acts such as Stiff Richards, the Grogans, Hayden Calnin, Tabloid TV Darlings and Boler Mani.

The Peninsula has a long and storied history of classical music participation and performances, with groups such as the Peninsula Music Society (since 1962), the Australian Welsh Men's Choir (since 1974), choral societies, community bands and ensembles and more recently the Peninsula Chamber Musicians supporting and showcasing hundreds of passionate and talented local musicians to appreciative audiences at events such as the Peninsula Summer Music Festival and the Mornington Winter Music Festival.

While there is a thriving classical scene happening in churches across the Shire, most of the venues are too small to satisfy the demand of hungry audiences, and a purpose-built Performing Arts Centre is required to meet the significant demand.

There has never been an issue with artist supply; in fact in recent years the Peninsula has been unable to sustain enough venues and events to provide the necessary opportunities for local and touring acts, so many bypass the

Peninsula and focus on the north and southwest Victorian regions. Alarmingly, many high-profile Peninsula musicians don't play on the Peninsula at all.

The lack of a viable touring circuit further east towards Gippsland has compounded the problem. Building relationships with Music Victoria's new regional office in Mallacoota in East Gippsland, as well as the nascent Frankston Music Community Network, and Searoad Ferries, will strengthen the Peninsula's connections and help rebuild the touring circuit and put the Peninsula back on the map as a major touring option.

The Victorian music scene has changed dramatically from the halcyon 1990s when music fans could satisfy their desire to see live music at any number of venues on the Peninsula. And now it is so much quicker and easier to travel to Frankston or Melbourne to see live music.

But the momentum has shifted in recent years. As we emerge from the COVID-19 lockdown, there has never been a better opportunity for the Council to harness this creative energy and demand for diverse music in unique spaces and deliver on the Shire's goals to connect and support prosperity and wellbeing, while inspiring and growing the cultural economy, offering 'arts for everyone, every day' while being 'uniquely Peninsula'.

This will not only benefit the 170,000 permanent population but boost economic development and cultural tourism.

A live Music Destination

Music is a crucial enabler which drives local economies, unites and connects communities, improves the liveability of residents. It enhances cultural identity, promotes mental health wellbeing and supports the learning process.

The Mornington Peninsula may be better known for its abundance of grape vines and spectacular beaches, but it should be famous for its music. It is blessed with talented musicians, passionate champions and unique venues. Yet despite some pockets of thriving grassroots scenes, the sector remains largely disconnected, and to a degree, invisible to the residents and visitors. Many venues remain unused or dominated by sports clubs.

But this can all change with the intervention of the Shire, which is uniquely placed to support its music sector through the implementation of its first Music Plan.

Regional Music Plans have been undertaken by the City of Greater Geelong and City of Ballarat to offer targeted support to their music sectors, and the Shire can learn from their successes and limitations. One clear necessity is that the Council allocates budget to fund specific actions. A Music Plan must be adequately resourced to deliver on its clear commitments.

This Plan connects the various segments of the music community – from musicians to venue owners, music teachers, promoters, recent sea-changers, locals and holidaying music lovers – and by addressing the key issues and committing strategic support, it connects, develops and enables the sector, while enshrining a sense of pride and value in the Peninsula's unique sound and musical heroes.

The consultation process for this Plan has uncovered hidden talents and spaces, and led to introductions of like-minded practitioners who share a similar dream and passion for the Mornington Peninsula music sector. Stakeholders across classical, jazz, electronic and rock genres all share the same hopes, dreams and frustrations.

Council aims to use this Plan as a lever to support artists, small businesses, drive jobs and enhance the areas tourism, while ensuring the next generation of industry have clear pathways to developing sustainable careers and businesses.

This also requires financial resourcing - if the arts budget was increased to 1-1.5% of the Shire's annual budget, it would fund most of the initiatives required to realise the local music sector's vision.

The Plan outlines key actions to address the issues identified through the thorough consultation process that has built the groundwork for self-sustaining growth, providing pathways and development opportunities to support the whole inter-connected ecosystem.

By aligning the Plan's objectives with the key themes of the Shire's overarching Council Plan, Arts & Culture Plan, Reconciliation Action Plan, Disability Inclusion Plan, Positive Ageing and other complementary plans and strategies, the Mornington Peninsula Shire will be able to efficiently deliver on its promises to the community.

Case Study

Heidi Luckhurst, Former President of Mornington Peninsula Music Network

Heidi Luckhurst grew up in Cape Schanck and her first gig was at the original Bahas Tacos in 2009. Music was integral to her family growing up listening to her grandparents Celtic and traditional bush ballads, but most of all she absorbed her dad's jazz, rock and blues projects, which was a daily occurrence.

Her childhood home had a music studio with different musicians coming in and out and every weekend was a band rehearsal. Her home always had music playing and musical instruments. Her dad was born in London with a background in audio and technical production, and Heidi was very young when she began to develop her skills in songwriting and performance. Her younger brother was also talented on guitar and adopted the same skills. Heidi also has an older brother named Martin with a disability. And even though he could not play an instrument, both Mum Marg and Martin had a love for music.

Heidi completed her Bachelor's Degree in music performance in 2017 and following this has immersed herself in a diverse array of paid and voluntary positions including the President of the Mornington Peninsula Music Network and member of the Mornington Peninsula Arts and Culture Advisory Panel and the Peninsula Culture Collect Inc. Alongside this, Heidi has taught instrumental music at eight different schools, co-ordinated live concerts, choirs and ensembles.

She has also performed over 500 gigs as a singer-songwriter, booked bands and acoustic music performances for five Mornington Peninsula Music venues including The Grand Hotel Mornington, The Rye Hotel, and is currently the Event Co-ordinator of the Pig N Whistle. Her passion is song writing and performance, all the same she puts as much energy into providing opportunities for other musicians to engage with arts and culture.

“Since I became President of the Mornington Peninsula Music Network, I've had the chance to use all of the skills I've acquired over my career and it's a really exciting time for music here,” says Heidi, who welcomed the Shire's first music plan.

“I've lived on The Mornington Peninsula for 35 years and each year it has structurally and socially developed to adapt to the population growth, although the arts have always struggled. Support to a diverse genre of arts will improve the lack of cultural awareness within the community from years of limited access to live entertainment”.

Image by Yanni

Case Study

Clint Hyndman Drummer for Something for Kate, Owner of Wowie Zowie Bar Mornington

Clint grew up on the Mornington Peninsula and started playing drums as a teenager out the back of a Milk Bar on Boneo Rd in Rosebud that his parents owned. There were a few years jamming with a few local crew who came into the milk bar. They'd head out to his mates' rehearsal space out the back of Rye.

"I remember back in the early 90's when I was a teenager we would go and see all ages shows at the Frankston Mechanics Hall (I remember seeing Paul Dempsey playing drums in a metal band there before I'd made friends with him) There was a whole scene of kids going to see shows. The music scene was thriving, it was an exciting time!"

He later formed an alternative rock band playing covers called 'Nine Iron' with his Padua College schoolmate Paul Dempsey in 1994. They came last in a battle of the bands competition, but that didn't deter them; they changed their name to Something for Kate and went onto becoming one of Australia's most loved rock bands, selling millions of records and receiving 11 ARIA awards nominations.

In 2007 he opened up a rock 'n' roll bar called Yellow Bird (which he still owns & runs) on Chapel St in Windsor. In 2015 he moved back down to the Mornington Peninsula with his young family. Feeling there was a scene lacking down here, after finding a cool space in 2019, he set up a rock bar called Wowie Zowie in Main Street Mornington, which he

runs when he's not touring with his band. He has also recently opened up a new diner in Mornington called 'Loosie's Diner & Bar' and has a pizza bar opening early next year in Mt Eliza.

He's noticed through talking to a lot of the locals that live music is something that is missing from the Peninsula. He's interested in setting up a live music venue, if the benefits don't outweigh the compliance burden. He believes a live music precinct, would encourage him and others to further invest in the night time economy.

"I hope that with extra council support we can see more smaller and bigger music venues open up," says Clint.

"We desperately need to have more spaces for touring bands to come and play at, to inspire young kids down here that they can do it too. More Arts on the Peninsula. We have so much talent down here, we need to provide spaces for them to share it in. Also for venue owners to not have to jump through too many hoops to create one."

A Role For The Mornington Peninsula Shire

A thriving music ecosystem works best when the sum of its many parts work in harmony, and the Shire, through its Music Plan, will be the glue that holds the music scene together.

The Plan identifies a clear understanding of when, what and how council should assist – and when to get out of the way by cutting red tape and minimising the regulatory burdens on musicians and music businesses.

The actions will be addressed through relevant strategies such as facilitation, advocacy and promotion, services, facility development and program management.

Implementing a Music Plan will also help the Council achieve the three key themes of its over-arching Council and Wellbeing Plan 2021-2025: a healthy natural environment and well-planned townships; a robust, innovative and diverse economy; and, a flourishing, healthy

and connected community. The delivery of the plan should be underpinned by the Council and Wellbeing Plan's key values: integrity, courage, openness, respect and excellence.

A number of actions in this plan also mirror actions in the Shire's Arts and Culture Plan, including the need to fund a feasibility study into a Performing Arts Centre, and an increase in the arts budget as a percentage of the overall annual budget. The arts community has been lobbying on these issues for a number of years, and the Music Plan consultation process reinforces the need to prioritise them.

By capitalizing on the opportunity to develop some of Victoria's first Live Music Precincts, the Shire can play a leadership role in defining its night-time economy and championing business friendly rules which will allow live music to thrive.

Our Vision

The Mornington Peninsula fosters a strong and vibrant music culture, recognised as one of the country's premier regional destinations for local and touring musicians, while fostering a nurturing environment for grassroots participation.

Music experiences are considered vital for social, cultural and economic growth, and engender a significant source of pride and connectivity for our diverse communities. The Shire actively works to create opportunities for local musicians and music businesses to explore their creativity and grow sustainably.

Definition of Music & Scope Of Project

This Plan covers music of all genres, whether live, recorded, complementary or music education. More than 200 pieces of feedback were gathered from individuals and organisations as part of the three-phase consultation process, involving extensive interviews and collaborative conversations, survey responses and a public exhibition period.

This consultation took a whole-of-sector approach, inviting contributions from:

- musicians working across all genres.
- music professionals, including artist managers, agents, sound engineers, educators and entrepreneurs.
- music businesses, including festivals, venues, education institutions and other businesses such as music retailers.
- music organisations, including advocacy groups and representative bodies.

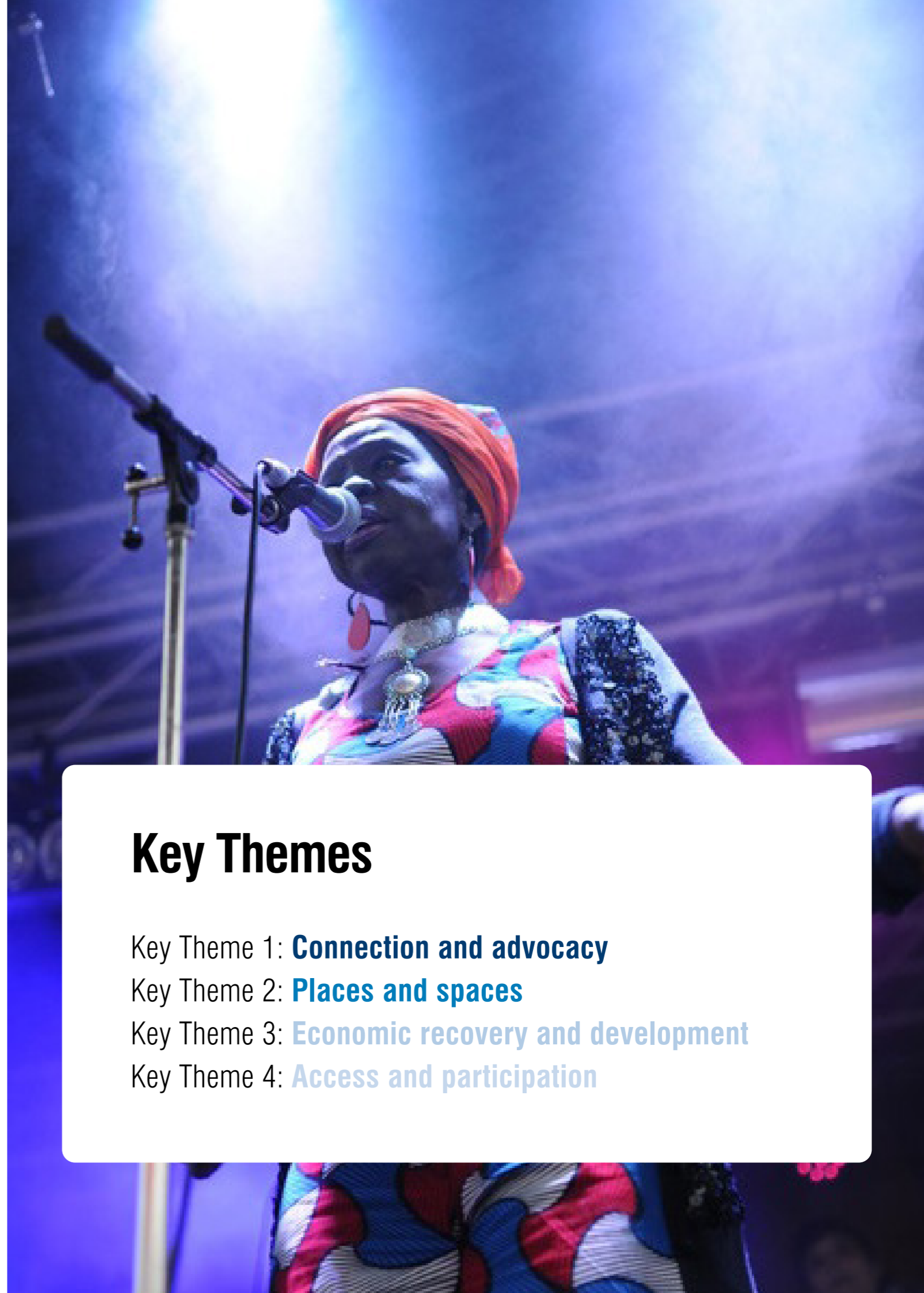
Key Themes

Key Theme 1: **Connection and advocacy**

Key Theme 2: **Places and spaces**

Key Theme 3: **Economic recovery and development**

Key Theme 4: **Access and participation**



Key Theme 1: Connection and Advocacy

The Mornington Peninsula comprises a broad geographic area of 40 largely disconnected townships, and without a central hub for the creative industry, local musicians and music businesses have struggled to seek like-minded collaborators or access local services and products.

Likewise, the absence of a central directory of events and industry leads to lack of coordination in music-related activities. By providing a central point of information for all creative activity, venues, businesses and creative artists, not only can people in the industry better connect to develop their musical pursuits but the broader community will have better access and visibility, leading to further opportunities.

Despite the diversity of genre and locations, the plan's consultation process highlighted many common issues faced by stakeholders, many of whom have never met or visited each other's venues.

Through the implementation of the Plan, the Shire can assist industry to connect and innovate through a Creative Industries Hub, and to develop opportunities for artists and professionals to collaborate and buy into a unified vision for the Peninsula.

The Shire currently supports organisations such as the Mornington Peninsula Music Network, the Peninsula Chamber Musicians and MOTH (Music on the Hill),

Peninsula Music Society and music activities from vital community and support groups that connect and promote musicians.

With the Council playing an increasingly supportive role for festivals and events, including development of a Peninsula-wide festival and a dedicated Performing Arts Centre (Mornington Peninsula is one of the few Victorian regions without one), these organisations are ready to fill the stages with talented and engaging performers.

The Shire can play an important advocacy role in lobbying for State and Federal funding as well as industry representation on state music boards and committees to ensure the Peninsula's interests are understood and represented, and by encouraging other authorities, such as Victoria Police, the Environmental Protection Agency and the Victorian Commission of Gaming and Liquor, to understand and support the region's needs.

Addressing these goals will also help the council achieve one of the key themes from its over-arching Council and Wellbeing Plan 2021-2025: A flourishing, healthy and connected community.

There is nothing like a live music performance to connect like-minded residents with a sense of purpose and enjoyment.

Goal	Issue	Actions
1.1 Mornington Peninsula Music Sector is connected and united	The Mornington Peninsula is comprised of 40 unique townships, and practitioners rarely collaborate, despite sharing interests and issues that could be solved by organic collaboration and targeted support opportunities	<ul style="list-style-type: none"> Develop a database of musicians and industry and establish a resources page for musicians and music businesses. Facilitate opportunities for artists and venues to connect in order to increase live performance opportunities. Support the running of quarterly networking and professional development events. Provide core and project funding to organisations to coordinate musicians and liaise on key sector issues with Council. Develop and deliver marketing and tourism campaigns that showcases the value of the local music industry, including the promotion of locally-themed streaming play lists. Provide information in a range of formats.
1.2 The Shire understands the creative event sector	There are systemic barriers in policy and procedure that act as barriers for the event industry	<ul style="list-style-type: none"> Relevant Officers are trained in the Municipal Association of Victoria's Live Music Toolkit. The Community Activation teams are adequately resourced to act as a concierge to assist promoters and artists to navigate their way through Council compliance, and will have strong and transparent relationships with other relevant teams, including planning, youth, compliance and economic development. Simple guidelines and templates will be developed to guide musicians and promoters through the permit process. An action and implementation plan are developed and adequately resourced to ensure the Music Plan is implemented successfully
1.3 The Music sector receives support from all levels of government and authorities	The music sector lacks awareness of, and expertise in, applying for relevant grants and government support	<ul style="list-style-type: none"> Advocate to State and Federal Governments, local authorities and the governing bodies to support the music sector through grants and reforms. Advocate and develop opportunities for Mornington Peninsula musicians to represent their sector on major state music boards, committees and round tables. Undertake an audit on available music grants and co-funding opportunities and investigate opportunities for the Shire to become eligible for regional grants. Establish/develop partnerships with relevant peak bodies including Music Victoria, Mornington Peninsula Music Network, the Push, Songlines, Regional Arts Victoria, Multicultural Arts Victoria, as well as local music organisations and producers to access relevant support and professional development opportunities.
1.4 Music sector access all available support from music bodies	Music doesn't receive enough support from major metro and state arts bodies.	<ul style="list-style-type: none"> Ensure the Shire holds memberships with peak bodies including Music Victoria, Performing Arts Connection (PAC) and the Victorian Association of Performing Arts Centres (VAPAC) to remain connected to industry.
1.5 Music is connected with nearby towns on the touring circuit	Venues and promoters are not capitalising on potential collaborations with nearby touring towns	<ul style="list-style-type: none"> Build relationships with Music Victoria's new regional office in Mallacoota in East Gippsland, the Frankston Music Community Network, neighbouring Councils and the west coast via the Searoad Ferry to share intelligence and consider packaging a touring circuit.
1.6 Live performances are connected to the land they are performed on	Live performances are disconnected from the land they are being performed on	<ul style="list-style-type: none"> Provide Cultural Awareness training to venue operators to perform Acknowledgement of Country at all events

Key Theme 2: Places and Spaces

Musicians and music businesses require access to affordable spaces and infrastructure to pursue self-expression, experiment and develop their work and participate in a safe and positive music environment. This can be achieved through the support of existing venues and spaces, the support of new venues, and the designation of open spaces for creative events.

The Shire is one of the few regional areas without a dedicated Performance Arts Centre. It has committed to undertaking a feasibility study, but it now needs to prioritise this and determine where it should be located. The State Government has made a number of progressive reforms to the Victorian Planning Scheme since 2014 which recognises the contribution of live music, including the Agent of Change provision, and the council has a key role to play in educating both its relevant planning and compliance officers as well as its residents and businesses on the application of – and expectations around – these reforms.

The most recent planning reform was legislated in 2020 when the State Government empowered councils with the tools to establish Live Music Precincts, which will enable the Shire to develop its creative and night-time economy in a way that celebrates its proud history while meeting the new aspirations and needs of creative industry and residents.

A precinct approach can shift the focus from ‘complaints and enforcement’ to aspiration and clear rules for everyone, while offering incentives to business owners to invest in venues and music offices in designated areas.

A central office hub will foster innovation and connectivity, leading to greater efficiencies and cross-genre collaborations between traditionally separate scenes. This can be a space where industry can rent affordable office space, meet, store their gear, rehearse, plan and collaborate. By helping establish music hubs, similar to the Collingwood Yards Music Market, the Mornington Peninsula music sector can become united, connected, empowered and innovative.

Goal	Issue	Actions
2.1 Appropriate indoor and outdoor spaces are made available for music rehearsals and performances	Council owns a number of venues that are underutilised or monopolised by sporting clubs, and outdoor parks and foreshore spaces are underutilised	<ul style="list-style-type: none"> Develop an Arts Infrastructure Needs analysis to map live music venues, organisations, industry professionals and artists and provide needs analysis recommendations. Activate foreshores and camping areas with live music. Support non-traditional venues such as public halls, wineries and sporting clubs to program original live music. Invest in adaptable performance spaces in parks and foreshore areas. Undertake an outdoor/green space venue audit to determine potential for live music usage. Identify and retrofit appropriate indoor venues (eg: community halls) to make them suitable for live music. Adopt a Universal Design approach to ensure places and spaces are accessible and inclusive for all of the community.
2.2 The Shire investigates a state-of-the-art and accessible Performing Arts Centre	The Peninsula lacks an accessible, multi-use Performing Arts Centre	<ul style="list-style-type: none"> Undertake a feasibility study and site analysis for a Performing Arts Centre.
2.3 The Shire capitalises on State Government Planning reforms that recognise the contribution of live music, including the development of Live Music Precincts in industrial zones and high streets and offers business friendly rules to encourage investment.	There is no obvious area to establish new live music venues in industrial or mixed-use zones	<ul style="list-style-type: none"> Investigate the feasibility of developing Live Music Precincts in industrial estates and high night-time economy activity zones. Investigate opportunity to invest in Creative Industry hubs offering cheap rent and opportunities for collaborations. Understand and promote the value of planning reforms supporting live music. Provide support for cultural spaces and activity through local planning initiatives inc. planning scheme.
2.4 All events on the Peninsula are compliant without an unnecessary burden on promoters	Event managers have differing levels of experience running events and many are overburdened by the complex web of compliance	<ul style="list-style-type: none"> Develop a resource page for event managers to assist with preparing event resources. Act as a concierge to assist promoters and event planners in their applications. Deliver professional development opportunities for event organisers. Champion Municipal Association of Victoria’s Live Music Toolkit.
2.5 Mornington Peninsula Shire builds a reputation that it is ‘open for business’ with a simple and quick approval process	Council processes mean event approvals are slow, acting as a deterrent and leading to promoters approaching other councils for event approvals and support	<ul style="list-style-type: none"> Streamline Shire approvals for event permits to better balance safety and red tape compliance Invite promoters and agents to the Music Plan launch and facilitate further opportunities for partnerships and collaboration.
2.6 Music fans have safe passage to and from live performances	A lack of viable public transport options impacts attendance at venues and increases risk	<ul style="list-style-type: none"> Advocate for a connected network of public and alternative transport options between venues and prioritise transport in consideration for all events.

Key Theme 3: Economic Recovery and Development

The events and music industries were devastated by the COVID-19 pandemic which compounded existing problems including low pay for musicians, burdensome compliance for businesses and an over reliance on the gig economy.

Now more than ever, the music industry needs government support to kick start their businesses in a COVID safe manner.

While COVID-19 has devastated the sector, it has also provided opportunities to reset and fix some of the sector's previous problems. Denying people the live music experience has increased the value many fans place on music, and a migration of experienced music and event professionals to regional areas is seeing renewed support for Mornington Peninsula's music communities.

The Mornington Peninsula Shire can assist musicians and businesses through audience development strategies such as funding music programs at schools, facilitating all ages gigs, and better promoting events to locals and tourists.

In addition to tangible support, local governments can enable economic development within an industry by continuously reviewing and improving its local laws, approach to compliance and internal processes that fairly balance the needs of the music sector to ensure the best outcomes are delivered across its community.

Goal	Issue	Actions
3.1 Music businesses survive and re-strategise post COVID-19	Music businesses lost revenue opportunities during COVID and need support to kick start their businesses	<ul style="list-style-type: none"> • Work with the COVID Recovery Unit to include music in the recovery through event funding to reinstate a sense of community connection, joy and opportunity. • Partner with local Chambers of Commerce, Small Business Victoria, the Victorian Music Development Office, local music organisations and producers to provide business training and assist accessing government grants. • Source business mentors from Small Business Victoria and the Victorian Music Development Office's professional development programs. • Partner with local tourism board and operators to promote the Peninsula as a cultural destination. • Ensure festivals and events are accessible and inclusive for all.
3.2 Musicians have self-sustaining careers	Musicians' revenue is restrained by reduced capacities and uncertain futures	<ul style="list-style-type: none"> • Provide advice and guidance on immediate COVID-safe planning and longer-term development. • Provide support for career and business development. • Develop a procurement policy to engage local musicians and music businesses in Shire programs, events and activities and encourage local businesses to follow suit. • Work with the Economic Development team to develop opportunities to connect the music sector with local business. • Shire offers support to promote local performances and album releases through its social media and newsletters. • Engage artists to help promote the Shire's campaigns and key messages through songs and music.
3.3 The music sector feels valued by the council and community	There is a lack of – but growing – awareness and appreciation of the music sector	<ul style="list-style-type: none"> • Promote the rich music culture, venues and events within and outside the Shire area and include music as an additional attraction in broader promotional campaigns. • Develop a Peninsula-wide festival which promotes a range of creative industries. • Fund an exhibition which celebrates the history of music on the Peninsula. • Promote Aboriginal and Torres Strait Islander music and cultural events and activities on the Mornington Peninsula through Arts & Culture e-news, social media and website.
3.4 Musicians are adequately remunerated for their work	Musicians are underpaid for their work in the post-COVID-19 environment	<ul style="list-style-type: none"> • Liaise with Musicians Australia and Music Victoria to develop a 'Pay Guide' to ensure musicians and creative practitioners are paid appropriately.

Key Theme 4: Access and Participation

Participation in the arts and music is a universal right, according to article 27 of the United Nations Declaration of Human Rights. It also drives the night-time economy, builds a strong and cohesive community, creates a sense of identity and enhances mental health and wellbeing.

Its importance is emphasised in Goals 3 and 6 of the Shire's Arts and Culture Plan: Mobility and Access and Arts for Everyone, Everyday, as well as its Reconciliation Action Plan and Disability Inclusion Plan.

The Mornington Peninsula is a geographically diverse area made up of approximately 40 townships. The music industry and communities are equally diverse with groups covering the range of styles and genres from classical to pop to ambient soundscapes, from ukulele bands to choirs and chamber orchestras. Cultural and language groups across the region represent First Nations peoples.

To encourage and ensure all are able to participate – as performers, suppliers, fans and audiences – spaces need to be welcoming, accessible and culturally safe, and clear pathways need to be provided.

Inclusion and access can be achieved by ensuring that the council adheres to its existing Shire plans such as the Gender Equity Strategy and the Reconciliation Action Plan, as well as the recently published Workplace and Sexual Harassment in the Music Industry.

Simple initiatives can be activated to ensure marginalised members of the community are not sidelined.

Pathways can be provided through the funding and partnering of music education and ambassador programs, while support for all-ages shows will sow the seeds for the next generation of performers and audiences.

Goal	Issue	Actions
4.1 There are no barriers to participating in music education and career development	A lack of understanding of the practical application of musical education and pathways into career development	<ul style="list-style-type: none"> Facilitate opportunities for music teachers and music industry ambassadors to visit schools to provide pathways and inspiration for young people to pursue careers in the music industry.
4.2 There are regular opportunities for young people to experience music	A shortage of all-ages gigs for young musicians and music fans.	<ul style="list-style-type: none"> Promote the benefits of all age events and provide safe spaces for performances.
4.3 Young musicians have clear pathways to sustainable careers	Opportunities to build better career pathways for young musicians	<ul style="list-style-type: none"> Partner with youth organisations to advise on career development and pathways to sustainable careers. Fund a program to pay local experienced professionals to mentor young aspiring musicians.
4.4 Young acts have opportunities to develop stage craft on major festivals.	Limited opportunities on major festival line-ups for young musicians because they don't sell tickets.	<ul style="list-style-type: none"> Advocate for, and incentivise touring festivals and events to include local musicians on line-ups.
4.5 Having a disability should not be a barrier to performing or experiencing live music.	Limited opportunities for artists with disabilities.	<ul style="list-style-type: none"> Partner with accessibility advocates and organisations to offer music opportunities for people with disabilities.
4.6 There are no barriers to entering the music industry for women.	Women have traditionally lacked equality and opportunity, and encountered sexual harassment in the Victorian music industry.	<ul style="list-style-type: none"> Promote and create opportunities for increasing women's participation and achievements in media, arts and culture across the Peninsula. Ensure council funded events and organisations achieve gender equity and salary parity. Implement the government recommendations from the Workplace and Sexual Harassment in the Music Industry report, including training venues in their anti-harassment responsibilities and duties.

4.7 First Nations artists have access to multiple culturally safe spaces and opportunities to perform on mainstream stages.	First Nations artists have limited opportunities to perform in culturally safe spaces, or on mainstream line-ups.	<ul style="list-style-type: none"> • Provide Cultural Awareness training to venue operators and encourage the appropriate acknowledgement of country at all events. • Offer quick turnaround grants for promoters to preference First Nations Artists to perform and engage cultural practitioners to conduct Welcome to Country ceremonies.
4.8 First Nations groups are at the centre of any decision-making that affects their music and careers.	First Nations music community is not afforded self-determination.	<ul style="list-style-type: none"> • Partner with and consult locally with traditional owners of the Mornington Peninsula on music related issues. • Engage with local First Nations community groups and event managers to enable them to better deliver music programs and service. • Consult with and provide support to Aboriginal and Torres Strait Islander artists, creative or cultural businesses and organisations through networking events, workshops, collaboration, spaces and employment opportunities.
4.9 Each township understands its demographic and tastes and offers music experiences and opportunities of value to the local community.	The Shire is geographically, socially and economically diverse and towns have different needs.	<ul style="list-style-type: none"> • Consider whether different types of support are needed for each township, according to its community profile. • Deliver support programs targeted towards the needs of particular townships / precincts / activity centres / villages – identifying their specific cultural and demographic profile/personality/character.
4.10 Physical impairment should not be a barrier to accessing live music	Some residents are unable to attend live music performances.	<ul style="list-style-type: none"> • Provide support for festivals and events to include musicians and audience members with disability to participate, including accessible stages • Promote the Shire's accessible events checklist to event organisers.
4.11 Age should not be a barrier to accessing live music	There is a perceived scarcity of opportunities for age-friendly music participation and engagement	<ul style="list-style-type: none"> • Ensure that all music activities are age-friendly, as per the objectives of the Positive Ageing Strategy 2020-2025 • Fund the streaming of live performances so residents of aged care centres who cannot travel can still access live music.

Implementation, Budget and Resourcing

For the Music Plan to achieve its intended outcomes, it is vital that Council is resourced to deliver it in a timely fashion, with an appropriate budget and a clear internal implementation plan developed by the appropriate department director. In line with other local government budgets that adequately invest in the arts, the arts budget should be increased to 1-1.5% of the Shire's Annual Budget.

Council will continue to work closely with the community and music industry to implement its key priorities, report on its deliverables, seek feedback on its impact, and be transparent with its budgeting process.

Our Evaluation

The Mornington Peninsula Music Plan 2025 has been developed with input from a range of key industry representatives and internal stakeholders across Council during the consultation phase, and will be delivered through collaboration and close working relationships with the music industry and other partners.

Council will ensure that it is delivered via a transparent reporting process, with progress on actions monitored and reported on annually. Surveys to be completed by participants of the original phase 1 research to ascertain if the plan adequately addressed original concerns and delivered on meaningful outcomes. Culture Counts will be engaged to collect data and measure the Music Plan's value and outcomes.

Case Study

Anthony Pope, trumpeter with Orchestra Victoria & President of Peninsula Chamber Musicians (PCM)

Anthony is the Chair of the Shire's Arts and Culture Advisory Panel (ACAP).

When renowned musician Anthony Pope moved to the peninsula 20 years ago, there were very few classical music performances being performed by local born and bred musicians, most classical music performances were played by imported musicians. Local resident and musician Paul Jenkins identified this issue and in 2012 Paul, Anthony and other likeminded musicians met to create Peninsula Chamber Musicians. A Chamber orchestra that would connect local professional musicians, teachers and advanced students, bringing together classical musicians and engaging audiences throughout our Peninsula community.

Becoming President of PCM in 2015 Anthony has led the ensemble to become one of Australia's finest and highly regarded community chamber orchestras, with more than 30 quality local musicians performing between 6 and 10 Chamber ensemble and Chamber Orchestral performances per annum.

Anthony has also engaged the local radio station RPP to record and stream PCM performances to residents of disability and aged care residencies for those who are unable to attend live performances.


Establishing relationships with enthusiastic audiences, local businesses, community service providers and demonstrating the availability of high-quality musicians from within our community, the one major missing ingredient for our community is a quality Performing Arts Venue.


“There's a sense of connectivity that live performances bring to our community, for the performers and the audience, it is highly tangible. We have complete strangers coming together for our performances, enjoying local wine, coffee and biscuits, standing around chatting after the performance, being bonded by the common passion and interest which is music!”

Further information

 mornpen.vic.gov.au

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 [MornPenShire](https://www.youtube.com/MornPenShire)

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Mornington – 2 Queen Street, 3931

Hastings – 21 Marine Parade, 3915

Somerville – 1085 Frankston-Flinders Road,
within Somerville Library, 3912



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