



## **Live and Local Venue Liaison Project Scope**

Mornington Peninsula Shire has partnered with The Live Music Office and APRA AMCOS to deliver the Live and Local program - a 12-month project consisting of best practice live music presentation strategies designed to build the capacity of local live music communities and support the growth of the local live music industry long term. This project has also been assisted by the Australian Government through Music Australia.

Mornington Peninsula Shire is looking for a highly skilled person with experience and networks in the live music industry across a broad range of venues, genres and programming types to work with the Shire as the Live and Local Venues Liaison.

The consultant will provide tailored site-specific guidance to potential, new and existing venues, using the Live and Local micro-festival model to ensure that live music presented by business owners is appropriate to their space and business model. The consultant will also have the opportunity to participate in an advocacy mentorship that will build understanding of the regulatory frameworks that impact the live music industry.

### **Purpose:**

Supports Mornington Peninsula Shire and the local live music industry to increase live music activities and develop supportive strategic policy.

### **Scope of Works:**

- Work with Live Music Office and Mornington Peninsula Shire to develop and implement a **Business Advice Program** focused on the introduction or optimisation of live music and performance programming. The program will include best-practice advice on topics such as:
  - Live music production, including equipment, sound and staging options
  - Connecting with the music community, building partnerships and booking talent
  - Ticketing
  - Marketing, promotion and audience development
  - Licensing, administration and financial management
  - Engaging with all-ages or underages audiences
  - Other information resources



- Program two micro-festival events as part of the Live and Local program, matching local musicians to local businesses and establishing positive working relationships between local stakeholders. Programming and delivering the micro-festival events will require the Venues Liaison to:
  - Conduct a site visit with council project lead and LMO
  - Visit and engage local businesses to participate in the Live and Local program
  - Review musician EOI and engage local musicians
  - Match musician genres to appropriate business types
  - Manage artists contracts
  - Manage venue contracts
  - Distribute Venue run sheets
  - Identify and manage PA/tech requirements
  - Attend micro-festival events
- Provide support to council project lead for delivery of Live and Local program including:
  - Assist council with promotion of program activities
  - Assist council to conduct Live music census
  - Assist council to build database of local musicians and venues
  - Attend working group meetings
  - Attend local industry forum
  - Assist Council with reporting and evaluation of program
- Working with the Policy Consultant, Council, and external research institute (TBD) as part of a wider music industry census for the region, undertake an **"Arts Infrastructure Needs Analysis"** to identify potential live music venues and underutilised open spaces. This also includes the exploration and analysis of a **mobile solution** (e.g., a truck stage) to efficiently activate various locations for performances, ensuring flexibility and reach.
  - Complete a desktop review of information provided by Council
  - Attend site visits to identified sites to scope suitability
  - Summarise findings in a report, including cost estimates for mobile and static infrastructure options
- Participate in a mentorship with Council, the Live Music Office and the Policy Consultant to build a broader understanding of local, state and federal regulatory and policy frameworks that impact the live music industry, including:
  - Planning regulations
  - Liquor licensing regulations
  - Building and Construction codes
  - Sound attenuation and the Environmental Protection Act
  - Local Government Laws



**Deliverables:**

- Deliver two micro-festivals in collaboration with the internal Project Delivery team. This includes:
  - Booking venues and artists.
  - Engaging Audio/Visual (AV) support and other necessary suppliers.
  - Creating run sheets and other key event documentation.
- Foster collaborative relationships with local businesses and musicians to establish and expand regular live music programming.
- Establish a database of music venues, producers, and event coordinators to support ongoing live music presentation.
- Aid businesses to feel more confident in presenting live music on an ongoing basis.
- Venues Liaison gains an in-depth understanding of regulatory frameworks that impact live music.

**Qualifications and experience:**

We are seeking a consultant with the following:

- 4 + years of experience in events, live music and/or arts programming
- Have demonstrated excellent project management skills and experience, and be capable of planning, delivering and reporting on a Business Advice Program for potential, new and established local venues.
- Be able to demonstrate understanding and experience in the principles of live music programming including production, building partnerships and booking talent, ticketing, marketing, promotion and audience development, licensing, administration and financial management.
- Be capable of implementing a project structure connecting the Business Advice Program to the delivery of Micro-Festival events and Council's strategic plan development.
- Have high level written and verbal communication skills, with the ability to write briefing notes and reports for council and the LMO.
- Understand the principles of live music including artist booking, venue development, production knowledge, regulatory experience, marketing and social media.
- Professional experience of venue management, live music performance or artist booking is an advantage.

**Timeline:**

Consultant to commence in October 2025 with delivery of key activities starting in November 2025 through to June 2026. The Live and Local program will conclude by October 2026.



**Budget:**

\$25,000 paid in instalments at key milestones

**Other requirements:**

The Venues Liaison is responsible for taking out and maintaining the following insurances at their own cost:

- Professional indemnity insurance: AUD 5,000,000
- Public liability insurance: AUD 20,000,000

**Submissions:**

Interested consultants should submit a CV and cover letter to [artsandculture@mornpen.vic.gov.au](mailto:artsandculture@mornpen.vic.gov.au).

For more information contact [Michael.stowers@mornpen.vic.gov.au](mailto:Michael.stowers@mornpen.vic.gov.au)

Submissions close on **10<sup>th</sup> October, 2025**