

## Appendix C



### Adelaide City of Music Action Plan 2016

#### **3 Local Initiatives:**

##### ***1) MDO CREATIVE & INDUSTRY DEVELOPMENT PROGRAMS***

**OBJECTIVES & STAKEHOLDERS:** In response to recommendations of the Elbourne Residency (see 9.13 above) the Music Development Office (MDO) was formed in 2014 as a joint initiative of SA's Department of State Development and cultural agency Arts SA, intended to strategically link artistic exploration, commercialisation and industry development. Housed as part of the creative industries cluster at St Paul's Creative Centre (see 9.14 above), MDO focuses on both the economic and cultural value that the music industry brings. Through direct and devolved funding, the MDO will facilitate music industry development by connecting with creative endeavour, drawing music beyond the cultural sector to integrate it with broader industry and commercial opportunities.

One of MDO's projects 'Connected Music City' will work with partners to link physical and digital infrastructures, connecting musicians, businesses and venues and incorporating locative technology. Phase 1 (set to roll out in 2016) includes a Music Trail app with future plans for a website and online music map linked to the National Live Music Office to facilitate touring.

**BENEFICIARIES:** local musicians & businesses; touring musicians/promoters; tourism; other creative industries; venues; festivals; audiences; other government sectors.

**RESULTS:** well-networked industry; strong understanding of music's economic & development benefits; cohesive advocacy; professional development of musicians, producers, managers; new collaborations & commercial projects.

##### ***2) MUSIC AND WELLBEING UNIT***

**OBJECTIVES & STAKEHOLDERS:** The University of Adelaide is set to explore a new cross-disciplinary unit which brings together its schools of Health Science, Psychology and the Elder School of Music in collaboration with SA Government's Health SA and SA Health and Medical Research Institute (SAHMRI). This unit would establish new professional pathways for musicians through research and development of music practice for health and wellbeing outcomes.

**BENEFICIARIES:** students; musicians; neuroscience, mental health and aged care sectors; universities; SA economy

**RESULTS:** more diverse career paths for music students; improved health and well-being indicators; collaboration between government, cultural and education institutions

### **3) MUSITEC CREATIVE COLLABORATIONS**

**OBJECTIVES & STAKEHOLDERS:** Musitec is an independent not-for-profit industry cluster, supported by the Industry and Innovation arm of SA's Department of State Development and based at St Paul's Creative Centre (see 9.14). Its charter is to build business opportunities for musicians, technologists and creative industry practitioners by bringing together individual skills to collaboratively develop new products or services.

Musitec is the first organisation of its kind in Australia. Through its TechJam Forums and creative collaboration initiatives planned for 2016 and beyond, Musitec will connect designers, writers, makers, technologists, entrepreneurs and music practitioners. Its projects will cut across design, film, all aspects of digital development as well as education and health.

**BENEFICIARIES:** musicians, designers, writers, filmmakers & other creative practitioners; technology specialists; digital media specialists; business; entrepreneurs; SA economy;

**RESULTS:** job creation; innovative businesses connected with music; national leadership; recognition of creativity integrated with sustainable business.

## **3 International Initiatives:**

### **1) PARTNERSHIP BETWEEN ADELAIDE & SEVILLE GUITAR FESTIVALS**

**STAKEHOLDERS:** In July 2015, SA Minister for Arts Jack Snelling attended meetings in Seville confirming commitments for cultural exchange between the City of Seville's Institute for Arts & Culture and Adelaide Festival Centre's Adelaide Guitar Festival.

**OBJECTIVES:** An MOU between the two cities has been drafted, detailing plans for Seville Guitar Festival's Artistic Director Francisco Bernier to perform in Adelaide in August 2016, working with Australian musicians and giving masterclasses. Artistic Director of Adelaide Guitar Festival Slava Grigoryan and his brother Leonard will then perform in Seville in October 2016. Subsequent exchanges and collaborative projects including co-commissioning of new works, reciprocal exhibitions of poster design and film, and opportunities for skills development in Adelaide's flamenco community are proposed for the following years.

Additionally, a UNESCO Creative Cities Conversation will be held as part of the Adelaide Guitar Festival in 2016, drawing together representatives from Seville, Melbourne, Sydney and Adelaide to discuss the essential role of Creativity as part of sustainable urban development, and how it manifests in Spain and Australia.

**BENEFICIARIES (in both cities):** audiences; artists; flamenco communities; masterclass participants; tourists; tourism; composers.

**RESULTS:** open pathways for artists; new works for guitar by Australian and Spanish composers; skills development; enhanced international recognition and reputation; increased profile of the Network and its objectives in Australia.

## ***2) UNESCO CREATIVE CITIES AT WOMADELAIDE***

**STAKEHOLDERS AND OBJECTIVES:** One of Australia's favourite music Festivals, WOMADelaide belongs to a world-wide network of WOMAD festivals. The WOMADelaide team is negotiating with artists from Bogota, Colombia who will perform in Adelaide in 2016. As a result of Adelaide's designation, they will work towards presenting artists from at least one Member City each year. WOMADelaide will also consider hosting a UNESCO Creative Cities Conversation, with representatives of Member Cities and other creative contributors.

**BENEFICIARIES:** Member Cities and creators in Member Cities; audiences, other WOMAD festivals and their audiences.

**RESULTS:** open pathways for artists throughout the Network; Creativity and its role in sustainable development taking centre stage in festival programs.

## ***3) COLLABORATION WITH CHINA THROUGH CHAMBER MUSIC***

**STAKEHOLDERS AND OBJECTIVES:** Building on a recent SA trade and cultural delegation to China, Adelaide Festival Centre, Adelaide Symphony Orchestra and the Australian String Quartet are exploring cultural exchange opportunities through chamber music. Through Adelaide's sister city relationship with Qingdao in Shandong Province and a new relationship with the National Centre for Performing Arts in Beijing, SA musicians will travel to China to work collaboratively toward chamber music concerts, which will be performed in both countries. The first of these is planned for 2016, with annual collaborations projected to continue thereafter.

**BENEFICIARIES:** musicians and audiences in Qingdao, Beijing and Adelaide; music schools; festivals; concert venues; trade partners; tourists; tourism.

**RESULTS:** outstanding concerts featuring Chinese-Australian collaborations; increased mutual understanding; skills development for musicians in both countries; broader knowledge of the role of the Network