

Melbourne Music Week 2015

14 July 2015

Presenter: Stephen Nagle, Manager Events Melbourne

Purpose and background

1. The purpose of this report is to present the producing phase of the events management cycle for Melbourne Music Week (MMW) 2015.
2. Owned and produced by the Council, MMW will be held from Friday 13 November to Friday 20 November 2015. MMW is an eight day program of events designed to position Melbourne as Australia's music capital. By partnering with a range of independent promoters, venues, labels and businesses, MMW creates unique opportunities and experiences for artists and audiences alike, and drives visitation and economic development within the city.
3. The 2014 MMW attracted 41,000 attendees to free and ticketed events. In addition \$3.27 million of economic impact was injected into the municipality as a direct result of the event being staged with an overall increase of 44 per cent on the prior year.

Key issue

4. This year MMW will have an overarching creative direction which will deliver an integrated and compelling customer experience by providing a consistent theme for all areas of the event design including marketing, commercial partnerships and programming.
5. Building on the success of previous hub concepts including MMW at QVM in 2014, MMW 2015 will feature a new and unique hub that will act as the core venue for the delivery of official programming, hospitality and commercial partner activations.
6. The program will include a range of free and ticketed events that will draw a variety of audiences into the city to explore its unique and diverse music, venues, hospitality and cultural hubs.
7. The event will continue its connection to city hospitality via key events and activations designed specifically to drive visitation and its associated economic stimulus within the municipality.
8. Management will again seek to engage external organisations as commercial partners in line with Events Melbourne's commercial framework, to relieve core programming costs and to enhance MMW program elements through tailored activations.
9. The music industry and community have been engaged in the development of the 2015 program. Consultation has been held with venues, promoters, businesses, as well as other internal and external stakeholders involved or impacted by the event. Music labels, venues and event promoters have been invited to participate in the official event program via an Expression of Interest process. Details of key objectives, the program, the brand and marketing strategy, communication channels and the commercial strategy are set out in Attachment 2.

Recommendation from management

10. That the Future Melbourne Committee endorses the Melbourne Music Week 2015 program.

Supporting Attachment

Legal

1. No direct legal issues arise from the recommendation from management.

Finance

2. There are no financial implications resulting from the recommendation. All proposed expenditure is contained within approved budgets.
3. The 2015–16 core operating expenditure budget currently stands at \$1,011,533 (exclusive of GST).

Conflict of interest

4. No member of Council staff, or other persons engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Stakeholder consultation

5. Consultation has occurred with industry stakeholders, contractors and key service suppliers in establishing the MMW 2015 program and event concept.

Relation to Council policy

6. This report is consistent with overall strategies contained in the Council Plan. Melbourne Music Week is aligned to Goal 3 of the Council Plan 2013–17: A Prosperous City.

Environmental sustainability

7. As part of the Council Plan, action 9.1, a study to measure the environmental impact of MMW is planned for 2015–16 allowing Council to identify opportunities to reduce the environmental impact of MMW in future years.

MMW 2015 HIGHLIGHTS

Key priorities:

1. **Reduce the length of the event** – from a 10-day event to an 8-day event to maximise resources.
2. **Strengthen the brand strategy** – reinforcing CoM ownership and build on the 2014 creative direction.
3. **Refine MMW Hub** – develop program content and activations considering daytime versus night time audience, food/hospitality experience and viable location.
4. **Consolidate the week** – review the schedule of events and increase diversity of the program.
5. **Enhance the customer experience** – ensuring it is seamless; led by the creative direction; digitally driven.
6. **Develop the commercial strategy** – continue to implement a 3 year strategy established in 2014 and build on success of 2014 MMW Hub and Live Music Safari.

Core programming areas:

1. **MMW Hub:** The key entertainment destination will be located at an iconic Melbourne venue within the municipality. Up to nine promoters and labels will co-present day and night events including free and ticketing events from Saturday, 14 November to Friday, 20 November 2015. The program will include hospitality offer and commercial partner integration and activation.
2. **Live Music Safari:** The popular series of free events across 10 live music venues in the city will run again on Thursday 19 November 2015. Attracting record attendance this series features a diverse program of Victorian bands playing across various medium-sized venues and laneway parties.
3. **Self-Made:** A series of up to 10 quirky events produced by emerging creative individuals, groups and businesses and supported by Levi's. Events range from exhibitions to dance parties, to gigs on trams and pop-up performances.
4. **Umbrella:** The program offers established organisations, promoters, music labels and venues the opportunity to submit creative events of varied size and at different locations across the municipality.
5. **Film series:** A program co-presented with ACMI and Rooftop Cinema which includes film screenings and live performances to films.
6. **Grand Organ:** A successful headline event produced in collaboration with Arts & Culture branch. The program features the Grand Organ at Melbourne Town Hall and creates important press coverage and ticket sales.
7. **Melbourne Recital Centre:** A special headline event co-produced with the iconic arts venue.
8. **The Forum Theatre:** Two headline events will take place on MMW opening weekend on Friday, 13 November and Saturday, 14 November 2015.
9. **Industry events:** A program co-presented with Face The Music that promotes youth, knowledge and education in the music sector.

Brand and Marketing strategy:

1. Objectives:
 - 1.1. Enhance City of Melbourne and MMW brand awareness.
 - 1.2. A creative direction delivers a consistent and compelling customer experience across all touch points on the customer journey.
 - 1.3. Continue to build on 2014 creative direction with the aim of achieving brand equity.

- 1.4. MMW marketing activities demonstrate compelling reasons (Uniquely Melbourne) for residents, businesses and visitors to actively engage in the City of Melbourne.
- 1.5. Integrated multi-channel marketing plans are developed to deliver a personalised and seamless (online and offline) MMW experience.
- 1.6. Media partnerships add value to the event experience through activation and media reach.
- 1.7. Digital activities enhance the customer experience at each touch point of the customer journey.

Key marketing communication channels:

1. Digital: MMW website, social media (Facebook, Twitter, Instagram and Blogs), activation
2. Media partnership brief to be sent late June.
3. Print and ambient media.
4. Publicity including the key messaging to reinforce City of Melbourne event ownership and MSFW as a 'Uniquely Melbourne' fashion event.

Commercial strategy:

1. Acquire and implement sustainable commercial partnerships with tailored activation programs to support and add value to the MMW event and audience experience.

Key dates:

1. Soft Launch: 9 September 2015;
2. Full Program Launch: 7 October 2015; and
3. MMW 2015 Event: Friday 13 November to Friday 20 November 2015.