

THE VICTORIAN LIVE MUSIC CENSUS 2021



| THE SILENCE IS LIFTING AND HAVE YOUR VOICE HEARD |

PHEW,
what an absolute marathon these last 24 months have been! However, to use a metaphor from a wise prophet

- *the tour was over, we survived.*

The silence is lifting and we need the help of musicians, producers and live music lovers alike.

*We would like to start of by **thanking** those of you who have shown your support thus far. this This year's census has almost doubled the music community response from previous surveys ; vital for us to gauge the broader effects and support needed after such a chaotic time for our industry.*

The Music Victoria Live Music Census will produce an audit of music presentation and infrastructure in the state's eleven Regional Tourism Areas and metropolitan Melbourne.

The 2018 **Live Music Census** informed discussions which resulted in the creation of the state government's landmark **\$22 million Music Works** program and assisted industry advocates persuade the government to introduce '**Agent of Change**' planning provisions to protect and preserve live music venues. *These world-first provisions have subsequently inspired and been copied by city planners around the world.*

By quantifying live music's value as a vital tourism driver, job creator economic contributor, we will assess the potential for increased activity while identifying current challenges and gaps in support mechanisms and infrastructure. This will help revive the spirits of fans and the fortunes of all who participate and work in our renowned live music scene.

We **need** to hear from hearing from key stakeholders; **industry**, **performers** and **attendees** via our anonymous online surveys. The surveys will benchmark live music activity in 2019 and document what was 'lost' in 2020/2021.



Let us hear your voice so we can lift the silence across Victoria for good!

| [SHOW YOUR SUPPORT, CLICK HERE TO TAKE THE SURVEYS TODAY](#) |

| HAVE YOUR VOICE HEARD!! |

THE VICTORIAN LIVE MUSIC CENSUS 2021

WE NEED YOUR HELP!

**[CLICK HERE TO HAVE YOUR STORIES HEARD &
COMPLETE THE SURVEYS](#)**

The data collected through our anonymous Performer and Attendee Surveys will drive government investment to help restore Victoria's live music scene.

If you performed (Musos/DJs) at gigs/events in metro Melbourne or regional Victoria 2019-2021, please take the survey. If you attended regional or metro gigs/events, please take the survey.

As we get through *this together*
- we can get *back to that together*.



[CLICK HERE TO TAKE THE SURVEYS TODAY](#)
[ARTIST/INDUSTRY](#) **[ATTENDEE](#)**



**WITH THANKS TO
OUR PARTNERS**

**| CITY OF MELBOURNE | CITY OF YARRA | CITY OF PORT PHILLIP |
| CITY OF DAREBIN | CITY OF MORELAND | CITY OF STONNINGTON | CITY OF MARIBYRNONG |
APRA AMCOS | LIVE MUSIC OFFICE**