Actions

Outcome 1

A music-friendly city with clear pathways for venues, artists and industry professionals to operate, develop new work, perform and prosper.

Action	Measures of success	Timeline
Create a live music working group engaging promoters, programmers, venue owners, artists, and other music industry professionals to advise Council and share ideas on how to create a music friendly city.	• Number of new music partnerships and stronger local networks per annum. • Increase in live music events in local venues, Council venues and at VU per annum. • Higher profile music scene reflected in increased mentions in music media per annum. • Number of new music enterprises/performers coming to Maribyrnong (census industry employment data).	2026
Pilot Live Music Support Fund which delivers matched funds (between $2,000 and $5,000 per applicant) for the purpose of programming fees (local artists for local venues), sound equipment, acoustic consultants, live music license fees, loading zones for live music venues and/or parking permits, and insurance offsets.	• Increase in live music programming in local venues per annum. • Number of new music premises. (planning permit data) per annum. • Number of venue parking permits issued per annum.	2027-28
Create and maintain a 'Live Music in Maribyrnong' page on the "Love Your West' website that is a point-of contact for local live music industry including: list of venues, a registry of local musicians and key suppliers, and list of music related government grants. This page would also include links to regulatory information regarding commercial noise, EPA guidelines, liquor licensing, live music licenses, and occupancy permits.	• Reduced noise complaints per annum. • Faster processing of Council permits – POPE permits, event permits and extended trade permits. • Growth in live music performances in public realm per annum. • Annual percentage increase in website visits.	2026
Bid for a major music industry conference for Melbourne's West at the new Civic Precinct and Community Hub – utilising the function room, Community Park and Blue Stone Church. This will include industry panels by day and performances after hours at local venues like Kindred, Mamma Chen's and MisFits. And/or pilot our own music industry professional development weekend targeting local venue stakeholders.	• Delivery of major conference or professional development weekend. • Number of delegates. • Increase in local music collaborations. • Number of music media mentions per annum.	2027
Working closely with City Development team, approach State Government, Music Victoria, and consultants (as required) to explore the	• Precinct mapping completed. • Identification of pilot precinct. • Draft Report to Council.	2028

possibility of establishing a live music precinct in Maribyrnong. Include the establishment of Cultural Precinct Planning Overlay (CPPO) and/or the establishment of Live Music Precincts in our longer list of advocacy priorities to the state government.		
Educate live music venues, neighbouring residents and businesses, and licensees on noise regulatory environment/liquor licensing changes dispute resolution process.	• Number of hits per annum on Live Music in Maribyrnong Page on the Love Your West website. • Annual percentage decrease in noise complaints from live music.	2026
In consultation with Victoria University BA Music program, develop a low-cost music hub/space for early and mid-career music workers to develop new work. Explore a greater partnership approach with Victoria University for additional collaboration opportunities.	• Audit completed • Key spaces identified • Complete financial analysis of fit out • Consider Budget BID submission and/or apply for grants from Creative Vic • Additional collaboration opportunities created.	2027
Develop an updated busking and public performance guide and online application process.	• Increase in quality busking in city spaces (especially Footscray Central Precinct) per annum. • Increase in perceptions of safety.	2028



Image: Bumpy performing at the New Year's Eve Fireworks, photo by Bakri Mahmoud.

Outcome 2

A live music scene which reflects the City's rich cultural diversity and builds belonging, wellbeing, and participation across all communities.

Action	Measures of success	Timeline
Collaborate with Phoenix Youth Centre, Amplify (formerly FReeZA), The Push, VU and local schools to develop more frequent performance opportunities for young people (all ages gigs).	• Establishment of Amplify Committees for Maribyrnong. • Successful grant application to The Push. • Annual percentage increase in all ages performances in public and private realms. • Annual percentage increase in loans of Council's live music kit to young people in Maribyrnong.	2026
Continue to support NAIDOC Family Day with a focus on First Nations musicians.	• Number of First Nations artists programmed per annum.	2026 – Ongoing
Engage with priority cohorts to create a database of local performers from culturally diverse backgrounds. This includes • Aboriginal and Torres Strait Islander peoples. • Culturally and linguistically diverse (CALD)/migrant communities. • Young people • Older people • People with disability • LGBTQIA+ community	• Annual percentage increase in bookings of performers from diverse backgrounds at Council events.	2027
Provide support for rehearsal room access and promotion, including Kindred Studio's existing infrastructure.	• Annual percentage increase in Kindred Rehearsal bookings. • Increase in articles/social media posts on Kindred music spaces and services per annum. • Trial a pilot hire of Council's Function Room as a rehearsal space for community orchestras, choirs and singing groups.	2026
Advocate for Council's Signature and Annual grant recipients to program local musicians as part of their festival offering (Yarraville Festival, Diwali and East Meets West etc.)	• Percentage increase in local musicians programmed across Signature and Annual festivals each financial year.	2026
Explore participation opportunities for musicians from priority cohorts across days of	• Annual percentage increase of local musicians programmed	2026

significance like Seniors festival, refugee week, cultural diversity week, IDAHOBIT.	across Council recognised Days of Significance.	
Ensure Council's major events, NYE and West Set KPIs include programming of artists from diverse cultural backgrounds, inclusive of CALD and BIPOC communities.	• Annual percentage increase in local musicians programmed across West Set and NYE fireworks event.	2027
In consultation with Arts and Libraries teams, explore the feasibility of a return of Council's West Set Festival with a focus on diverse programming of mid-career artists and Black, Indigenous and People of Colour (BIPOC) communities. (Festival scale subject to funding).	• Increase in venues from previous festival. • Increase in local performances per annum. • Increase in performers from BIPOC communities per annum. • Increase in spend map and pedestrian data for key precincts at night per annum.	2028



Image: Discovery Daft Punk Show at New Year's Eve Fireworks, photo by Bakri Mahmoud.

Outcome 3

A thriving night-time economy powered by live music in traditional and non-traditional spaces.

Action	Measures of success	Timeline
Optimise Council-owned indoor and outdoor facilities for use as live music and performance venues by augmenting existing settings with appropriate sound, lighting, power and seating infrastructure.	• Increase in accessible live music programming/events in public spaces per annum.	2026-2027
Negotiate with private landlords to facilitate the activation of vacant spaces with live pop up music performance.	• Annual percentage increase in after-hours events in vacant spaces. • Percentage increase in spend map and pedestrian counts in activity centres per annum. • Reduction in vacancy rates per annum.	2026
Expand and grow partnerships with Melbourne International Jazz Festival and Fringe Festival partnerships.	• Percentage increase in venue participation in Jazz Westside per annum. • Percentage increase in audience attendance for Fringe and Jazz programs per annum. • Percentage increase in media mentions per annum.	2026
Continue to support live music programming though an extension of the Place-Based grants program to allow "*For Profits"* Organisations to apply.	• Number of grants allocated to live music activation per financial year.	2027



Image: Dekmantel Festival, photo by Duncographic.

Outcome 4

Melbourne's inner west becomes known as the go to destination for discovering new talent and experiencing high-quality, diverse and innovative musical performance.

Action	Measures of success	Timeline
Further position Footscray Park's Western and Eastern Lawn as a preferred space for major national and international music Festivals. Position Yarraville Gardens as a venue for boutique commercial and community music festival in partnership with local venues (Kindred).	• 1x major commercial live music festival at Footscray Park Eastern or Western Lawn per annum. • 1 x boutique community or commercial music event/festival at Yarraville Gardens per annum.	2026-2028
Partner with Western Bulldogs to pilot a mid-size commercial twilight concert at Whitten Oval.	• Delivery of pilot concert in either November or January. • Percentage increase in local spend in Footscray and West Footscray hospitality traders (via Spendmapp on day of concert).	2026-2027
Launch a 'Footscray Live' Instagram campaign to promote local music stories.	• Number of hits and shares across Council platforms per annum.	2026
Launch "myth-busting" marketing campaign to address negative perceptions of distance and access to Footscray from other parts of Melbourne.	• More music media mentions on Maribyrnong's live music venues/scene per annum.	2026
Develop a list of key commercial music events in the marketplace that align with the Council's values and prepare a bid document for their staging in Maribyrnong. *Note: Incentives for promoters can be in the form of in-kind support/reduced venue hire or POPE fees, promoter friendly regulatory process, concierge support.*	• One major commercial music event per annum in strategic greenfield site. • Positive media mentions in regard to live music scene in Maribyrnong. • Increase in spending in adjacent hospitality areas during major event staging.	2027
Pilot west-wide online gig guide And/or add music listings section to Love Your West page with potential radio sponsorship tie-ins (e.g. West Side Radio)	• Increase in number of visits to 'Love Your West' website.	2027
Seek funding for more prominent 'live music wayfinding' at key arrival points live music venues in the City.	• Increase in patronage to live music venues.	2028