



THEME: Supporting Artists

Local musicians have pathways to develop their practice, perform to audiences, and build sustainable careers.

THE ŌTEPOTI LIVE MUSIC IMPLEMENTATION PLAN 2023 - 2026



ENVIRONMENTAL - CULTURAL - SOCIAL - ECONOMIC WELLBEINGS

PRIORITY FOCUS	DCC led ACTIONS - Through Relationships	LEAD	RESOURCING	TIMING		
				23/24	24/25	25/26
Information sharing: A centralised location of information for musicians	1) Collation and creation of content relevant to local live music, to be uploaded to the new online resource hub, <i>Artists Advice Ōtepoti</i> , reviewed and updated as required. Includes the <i>GIGS 101 Music Toolkit</i> , which contains information about: - Starting up a band - Marketing and promotion - Running a safe and successful gig - Templates - Industry resources and links	<i>Creative Partnerships (Ara Toi)</i> <i>Web Team</i> <i>Communications and Marketing</i>	Existing staff resource for scoping and developing	Underway	Ongoing	
Pathways: Sustainable career pathways in music in Ōtepoti Dunedin	2) Establish and fund music mentorships to support sustainable career opportunities – particularly for youth & Māori, Pāsifika musicians.	<i>Creative Partnerships (Ara Toi)</i> <i>Community Development</i>	Existing staff resource for scoping and developing Will require additional financial resources	Scope and consider	Ongoing	
	3) Prioritise the support of community music organisations that regularly provide development opportunities – particularly for youth & Māori, Pāsifika musicians.	<i>Creative Partnerships (Ara Toi)</i> <i>Community Development</i>	Will require additional financial resources	Ongoing		
Funding: Grants that support musicians	4) Develop funding profiles of local musicians to enhance the visibility of grants accessible to the music community.	<i>Creative Partnerships (Ara Toi)</i>	Existing staff resource for scoping and developing	Develop	Ongoing	
	5) Facilitate connections between local musicians, recording studios, sound technicians, and digital producers in Ōtepoti Dunedin.	<i>Creative Partnerships (Ara Toi)</i>	Existing staff resource for scoping and developing Will require additional financial resources	Scope and consider	Ongoing	
	6) Support the development of professional and technical production skills for local, early career musicians, particularly for youth, Māori, and Pāsifika artists.	<i>Creative Partnerships (Ara Toi)</i>	Existing staff resource for scoping and developing Will require additional financial resources	Scope and consider	Ongoing	
	7) As part of the DCC Grants review write a discussion paper for Council to consider multi-year funding opportunities that would provide stability and security for local community-focussed, music organisations.	<i>Creative Partnerships (Ara Toi)</i> <i>Community Development</i>	Existing staff resource	Underway	Ongoing	



ENVIRONMENTAL - CULTURAL - SOCIAL - ECONOMIC WELLBEINGS

PRIORITY FOCUS	COUNCIL LED ACTIONS - Through Relationships	LEAD	RESOURCING	TIMING		
				23/24	24/25	25/26
Music experience: Increased live performances in the city	8) Support the increased activation of public spaces and green spaces in the city for musical festivals and live performances.	<i>Teams across DCC</i>	Existing staff resource for scoping and developing	Ongoing		
	9) Explore options for increased live performances in the city.	<i>Events Creative Partnerships (Ara Toi) Community Development</i>	Existing staff resource for scoping and developing	Scope and consider		
	10) Explore options for increased youth-led live performances in the city.	<i>Events Creative Partnerships (Ara Toi) Community Development</i>	Existing staff resource for scoping and developing	Scope and consider		
	11) Review DCC events processes for 'ease of community use' lens, and to find opportunities to streamline the process for events held in public spaces.	<i>Teams across DCC</i>	Existing staff resource for scoping and developing	Scope and consider		
	12) Consider the removal of concession licenses for a broad range of activities on green field spaces to encourage increased use.	<i>Parks and Recreation</i>	Existing staff resource for scoping and developing	Scope and consider		
Music experience: Increased live performances in the city	13) Create pilot project to encourage street performance on George St, utilising 'entertainment boxes.'	<i>Creative Partnerships (Ara Toi) Central City Plan Team Events</i>	Existing staff resource for scoping and developing	Develop		
Funding: Grants/operational funding that support music events	14) As part of the current DCC Grants review analyse previous Major and Premier Events grants allocations to identify past and current investment in community events that prioritise live music.	<i>Events Community Development</i>	Existing staff resource for scoping and developing	To be done		
	15) As part of the current DCC Grants review analyse the funding allocated to citywide events to identify past and current investment in community events that include live music. E.g.: • New Year's Eve celebrations • Puaka Matariki/Matariki • Sunday Sounds at the Dunedin Botanic Gardens • Music in the Park	<i>Events Community Development</i>	Existing staff resource for scoping and developing	To be done		
Accessibility: Increased accessibility and access to venues	16) Include venue information and disability access within the Inner- City Residency Guide.	<i>Teams across DCC</i>	Existing staff resource for scoping and developing	Underway		
Promotion: Increase local live music promotion	17) Include music-focussed events in DCC marketing & promotion and support new and unique ways to promote live music in Ōtepoti.	<i>Creative Partnerships (Ara Toi) Communications and Marketing</i>	Existing staff resource for scoping and administration	Scope and consider		
Community vibrancy: Increase access to live music for all.	18) Increase the number of free or low-cost, family-friendly, alcohol-free music experiences. E.g.: • Polyfest • Moana nui • Carols in the Octagon	<i>Events Parks and Recreation Community Development Creative Partnerships (Ara Toi)</i>	Existing staff resource for scoping and developing Likely to require additional financial resources	Scope and consider		



ENVIRONMENTAL - CULTURAL - SOCIAL - ECONOMIC WELLBEINGS

PRIORITY FOCUS	COUNCIL LED ACTIONS - Through Relationships	LEAD	RESOURCING	TIMING		
				23/24	24/25	25/26
Managing Noise: Noise Control and Noise Complaints	19) Review the Acoustic Insulation Requirements in the 2GP through Variation 3.	<i>City Development Compliance Solutions</i>	Existing staff resource for scoping and developing	Underway		
Education and information sharing:	20) User-friendly information about noise management processes relevant to live music will be created and uploaded to the new online resource hub, <i>Artists Advice Ōtepoti</i> .	<i>Compliance Solutions Creative Partnerships (Ara Toi) Web Team</i>	Existing staff resource for scoping and developing	Underway	Ongoing	
	21) The DCC Noise Control website will be regularly reviewed to ensure that information about noise control processes is accessible and clear.	<i>Compliance Solutions Creative Partnerships (Ara Toi) Web Team</i>	Existing staff resource for scoping and developing	Underway		
	22) Include information about noise management regulations and processes within the <i>Inner-City Residency Guide</i> .	<i>Teams across DCC</i>	Existing staff resource for scoping and developing	Underway		
Funding: Support for venue owners and managers	23) Establish a targeted 'Live Music Venue' funding pool that can be accessed by venues to help them create a fit-for-purpose and safe live music space. Note: <i>Venues in historic buildings may apply (specifically the owner or occupier) to the Dunedin Heritage Fund for a grant towards work that has a 'heritage conservation' focus. This may include seismic strengthening, adaptive reuse, upgrades required for code compliance/ongoing use, repairs, and retrofit double glazing etc (Refer to section 2b of the DHF application form for a list of eligible work).</i> Note: <i>The DHF and 'acoustic insulation funding pool' have differing objectives but can complement each other to assist building/venue owners of historic buildings.</i>	<i>Advisory Services - City Development Creative Partnerships (Ara Toi)</i>	Existing staff resource for scoping and developing Will require additional financial resources	Scope and consider	Ongoing	
Street Performers: Increase access to live music for all	24) Align opportunities to reflect the new performance spaces and 'entertainment boxes' to be installed in the redeveloped George Street with the upcoming scheduled review of the Trading in Public Places Bylaw, including conditions for street performing.			Underway		
	25) Support performances in outdoor and indoor places where the public congregates.					

**ENVIRONMENTAL - CULTURAL - SOCIAL - ECONOMIC WELLBEINGS**

PRIORITY FOCUS	COUNCIL LED ACTIONS - Through Relationships	LEAD	RESOURCING	TIMING		
				23/24	24/25	25/26
Mid-sized venue for live music: Increased live performances in the city	26) Investigate and consider options for a mid-sized music venue that can be accessible to a diverse range (including national and local) of artists, promoters, touring and ticketing companies. Options to be included for consideration in the 10 Year Plan.	<i>Creative Partnerships (Ara Toi)</i> <i>Property Services</i>	Existing staff resource for scoping and developing Likely to require additional financial resources	Scope and consider for 10 Year Plan 24/25		
	27) Support the University and OUSA to prioritise a student venue in North Dunedin.	<i>Creative Partnerships (Ara Toi)</i>	Existing staff resource	Ongoing		
Increase rehearsal and teaching spaces	28) Investigate if any DCC-owned properties could operate as dedicated rehearsal and/or teaching spaces.	<i>Property Services</i> <i>Creative Partnerships (Ara Toi)</i> <i>Building Services</i> <i>Community Development</i>	Existing staff resource for scoping and developing Likely to require additional financial resources	Scope and consider		
	29) Provide clear and timely assistance to operators of commercial rehearsal spaces to help them understand and meet their regulatory requirements.	<i>Property Services</i> <i>Building Services</i> <i>Creative Partnerships (Ara Toi)</i>	Existing staff resource	Ongoing		
	30) Regularly review and update the information provided about bookable community halls and spaces.	<i>Creative Partnerships (Ara Toi)</i> <i>Community Development</i>	Existing staff resource			
Entertainment precinct/ District planning	31) Consider the creation of one or more city ‘entertainment precincts.’	<i>City Development</i> <i>Property Services</i>	Existing staff resource for scoping and developing Likely to require additional financial resources		Scope and consider	
DVML Venues: Increase access to live music for all Increased live performances in the city	32) Explore options for affordable community access to DCC-owned/ DVML- managed venues.	<i>Property Services</i> <i>DVML</i>	Existing staff resource for scoping and developing	Scope and consider		
	33) Explore options for streamlining processes and reducing fees as incentives to encourage the use of DCC-owned/DVML-managed by local and national promoters.	<i>Property Services</i> <i>DVML</i>	Existing staff resource for scoping and developing Likely to require additional financial resources		COUNCIL TO CONSIDER	
Creative Music Hub	34) Identify existing music spaces and explore options to improve their availability to the community for use as a creative hub. E.g.: • Otago Access Radio • Te Whare o Rukutia • Artsenta • University of Otago	<i>Creative Partnerships (Ara Toi)</i> <i>Property Services</i>	Existing staff resource for scoping and developing Likely to require additional financial resources		Scope and consider	
Music Advisor position	35) DCC to provide operational resource, including new staffing, to coordinate and deliver the Live Music Action Plan across the DCC.		Existing staff resource for scoping and developing Likely to require additional financial resources	COUNCIL TO CONSIDER		
Music Advisory Group	36) The DCC will establish a Music Advisory Group and develop its Terms of Reference. This group will bring together representatives from diverse music groups in Ōtepoti Dunedin; its aim will be to support staff in the delivery of the Live Music Action Plan.		Likely to require additional financial resources	COUNCIL TO CONSIDER		