

CONFIDENTIAL ITEMS

Ordinary Council Meeting

Tuesday 15 April 2025

CONFIDENTIAL

22.2 MUSIC SA - UPDATE

CONSIDERATION FOR EXCLUSION OF THE PUBLIC

Pursuant to section 90(2) of the Local Government Act 1999 the Council orders that all members of the public, except the Mayor, Councillors and (Council Officers) be excluded from attendance at the meeting for the receipt and consideration in confidence of Music SA - Update.

The Council is satisfied that, pursuant to section 90(3) of the Act, the information to be received, discussed or considered in relation to the Agenda Item is:

- (b) information the disclosure of which -
 - (i) could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and
 - (ii) would, on balance, be contrary to the public interest.
- (d) commercial information of a confidential nature (not being a trade secret) the disclosure of which -
 - (i) could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - (ii) would, on balance, be contrary to the public interest.
- (g) matters that must be considered in confidence in order to ensure that the council does not breach any law, order or direction of a court or tribunal constituted by law, any duty of confidence, or other legal obligation or duty.

The Council is satisfied that the principle that the meeting be conducted in a place open to the public has been outweighed in the circumstances because the information to be considered is confidential information of a third party to which Council owes a duty of confidence until such time as a public announcement has been made.

Author: Benjamin Kilsby, Strategic Engagement & Development Coordinator
Authoriser: Chris White, General Manager People Place and Liveability

RECOMMENDATION

1. That Council report titled 'Music SA - Update' as presented on Tuesday 15 April 2025 be noted.
2. That Council:
 - (a) Provides in principle support for Music SA's pursuit of Mount Gambier being awarded the hosting rights for the 2026 Regional and Remote Music Summit; and
 - (b) In further consultation with Music SA, commits to considering a small financial investment and/or meaningful in-kind contribution from the Grants and Sponsorships annual program, to assist in making the event possible, subject to the city gaining hosting rights.

PURPOSE

This report provides an overview of Council's ongoing collaboration with Music SA and introduces the opportunity for Mount Gambier to host the 2026 Regional and Remote Music Summit.

BACKGROUND / OPTIONS

Since mid-2024, the City of Mount Gambier has been working in partnership with Music SA (the peak non-government body and advocate for contemporary live music in South Australia) in the delivery of the Music South East project.

This project was made possible through the Federal Government's Live Music Australia Grant Program, receiving funding to the value \$98,000, and has been complemented by a range of additional in-kind resourcing and project alignment provided by both the City of Mount Gambier and Music SA. Council's contribution has included:

- assisting initial relationship building between Music SA and key local music stakeholders,
- promotion of participation opportunities within the local music community; and
- provision of venues and meeting spaces for key sections of the program.

Through the provision of training and mentoring for local venues and musicians and the fostering of improved connection to state and national industry networks, the project aimed to support the elevation of Mount Gambier as a regional centre for live music and a destination for touring acts

Aligning with this objective, the Music South East project has:

- Equipped local venues with booking packs including artist agreements and tech sheets,
- Provided mentoring and business development support to several local entrepreneurs seeking to offer music promotion and event booking services in Mount Gambier,
- Programmed a series of well-considered industry development workshops featuring the participation a variety of accomplished industry leaders from Adelaide and Melbourne,
- Initiated a touring mentoring initiative called the 'Coast to Coast Tours' which will upskill two local tour-ready acts through a series of performances between Melbourne, Mount Gambier and Adelaide, exposing participants to networking opportunities, and a range of learning opportunities in the areas of logistics, media engagement and marketing,
- Commissioned an assessment of the indicative production specifications and costs attached to facilitating large scale performance at Wulanda Recreation and Convention Centre; and
- Introduced of new of a range of new commercial and event stakeholders to Mount Gambier including festival producers and a street press media outlet exploring a regional presence.

Local observations suggest that the project is gaining momentum with an increased representation of local venues regularly programming live music and audience numbers providing new degrees of commercial sustainability. Music SA also point to evidence of Mount Gambier being featured in a range of new national tours as an example that the city is being acknowledged as a viable commercial destination.

The traction of this project has also resulted in a [range of positive media](#) about Mount Gambier and has prompted a range of national industry discussions about the importance of regional touring routes and the investments required to rebuild this market post-covid.

Live Music Summit

In 2024, Music Australia (the Federal music funding body under Creative Australia) introduced a new initiative called the Regional and Remote Music Summit. The inaugural event was held in Darwin and brought together music experts, artists, policymakers, academics and community leaders together to create a new narrative for regional music-making – one that amplifies, connects and strengthens the entire ecosystem.

A short video providing an overview of the purpose and success of the 2024 Darwin summit can be [found here](#).

From the outset of the formation of the Music South East project, Music SA have highlighted their aspiration for our collaborative work to create a solid foundation for the positioning of Mount Gambier as South Australia's host city for the Regional and Remote Music Summit in 2026.

If successful, the summit would result in between 100-200 national music industry delegates coming to Mount Gambier for 3-4 days and is acknowledged as a brilliant opportunity to showcase our region, promote local art and music offerings and expose the economic opportunities within our city to a significant range of key industry influencers.

Music SA have since undertaken a range of strategic discussions to position Mount Gambier for this opportunity, including proposals to the Australian Music Industry Network (AMIN) and early engagement with the SA Department for Premier and Cabinet as a potential funding partner. Feedback from these discussions has reportedly been positive.

This report seeks to confirm Council's in-principle support for pursuing hosting rights for the 2026 Summit, with the intention of Mount Gambier being announced as the next host city at the 2025 iteration being staged in Byron Bay in July.

Should Mount Gambier be successful, Music SA would seek a small financial investment and/or meaningful in-kind contribution to make the event possible. This may also include the provision of suitable conference and key event spaces during the summit.

Council may also consider leading or sponsoring additional public space activations that work to best present and celebrate our creative and vibrant community to coincide with the program. Opportunity could also be sought to align with the ongoing activation of Wulanda as the largest indoor performance space in regional South Australia.

IMPLICATIONS TO CONSIDER

Legal	Nil
Financial and Budget	Council will be asked to consider a small financial commitment to supporting the project from within the Grants and Sponsorships budget. No additional budget allocation is being sought.
Community Consultation and Engagement	Council and Music SA could consider opportunities for broader community-led activation of the city during the program.
Other Resources	Music SA may also seek in-kind contribution to the program through the provision of event spaces etc. This will be considered in conjunction with any cash contribution and from within the exiting Grants & Sponsorships program.

RISK ANALYSIS

The risk identification and categorisation relies on the City of Mount Gambier [Risk Management Policy](#).

Risk	Consequence Rating	Risk Likelihood Rating	Risk Rating	Mitigation
Finance - Project creates unforeseen budgetary impacts	Insignificant (1)	Rare (1)	Low	Ongoing dialogue with Music SA will ensure that expectations are managed and budgets developed in consultation with all collaborative partners.
Reputation - Project attracts negative reputation implications for Council or city	Minor (2)	Rare (1)	Low	Initiative is an opportunity to positively promote Mount Gambier and the region. Council will work in collaboration with Music SA to celebrate our region throughout the program.
Legal / Regulatory / Policy - Project ownership and responsibilities lack clarity and definition	Minor (2)	Rare (1)	Low	Project will be delivered by Music SA and Music Australia and delivered as per Council's standard venue bookings or special event permit requirements. This includes insurance provision etc.
People - Event has unforeseen implications for staffing resources	Minor (2)	Unlikely (2)	Low	Any commitments to the project will be made in considerations to existing workplans and priorities.

APPLICATION OF STRATEGIC PLAN

This report aligns to the following strategic objectives(s):

Priority 4: Economic and Business Growth

4.2 Collaborate with local businesses, ensuring their sustainability and contribution to Mount Gambier's communities and brand.

- 4.9 Create a strong Mount Gambier brand that fosters community pride, offers authenticity to travellers and generates shared and earned media.
- 4.10 Enhance Mount Gambier's appeal as a year-round destination through marketing, events and infrastructure.

Priority 5: A Vibrant Community

- 5.3 Encourage innovation by actively supporting the test and trial of new ideas that enhance the vibrancy and appeal of our CBD.
- 5.5 Foster a collaborative and 'open for business' environment amongst CBD traders, embracing times of peak visitation, improving our early evening economy and ensuring a destination experience throughout the calendar year.
- 5.7 Support and foster a program of festivals, events and arts initiatives that celebrate and promote diversity, accessibility and inclusivity, ensuring that everyone can fully participate in the cultural and social life of the city.
- 5.8 Cultivate community led festivals, events and collaboration.
- 5.10 Drive social change and strengthen communities through locally-led arts, cultural and recreational activities.
- 5.11 Position Mount Gambier as a regional centre for live performance.
- 5.12 Recognise, encourage and support artists, emerging artists, writers and performers through promotion of the arts and supporting opportunities to exhibit and perform.

This report contributes to delivery of the following key strategic project(s):

Priority 5: A Vibrant Community

Pursue programs and opportunities that enhance the live entertainment in our city.

RELEVANT COUNCIL POLICY

[Grants and Sponsorship](#)

IMPLEMENTATION AND NEXT STEPS

Subject to Council's support, administration will continue to work with Music SA to position Mount Gambier to host the 2026 Regional and Remote Summit and progress in clarifying project partners and indicative costings. Should Mount Gambier be offered this opportunity, further detail will be provided to Council to consider, including details of funding and/or in-kind contributions that may be sought to assist in its delivery.

CONCLUSION

The City of Mount Gambier has developed strong working relationships with Music SA through delivery of a range of industry development initiatives such as Music South East.

The opportunity to extend on this work by hosting the 2026 Regional and Remote Music Summit in Mount Gambier would showcase our region to a national audience, promote local art and music offerings and expose the economic opportunities within our city to a significant range of key industry influencers.

ATTACHMENTS

Nil

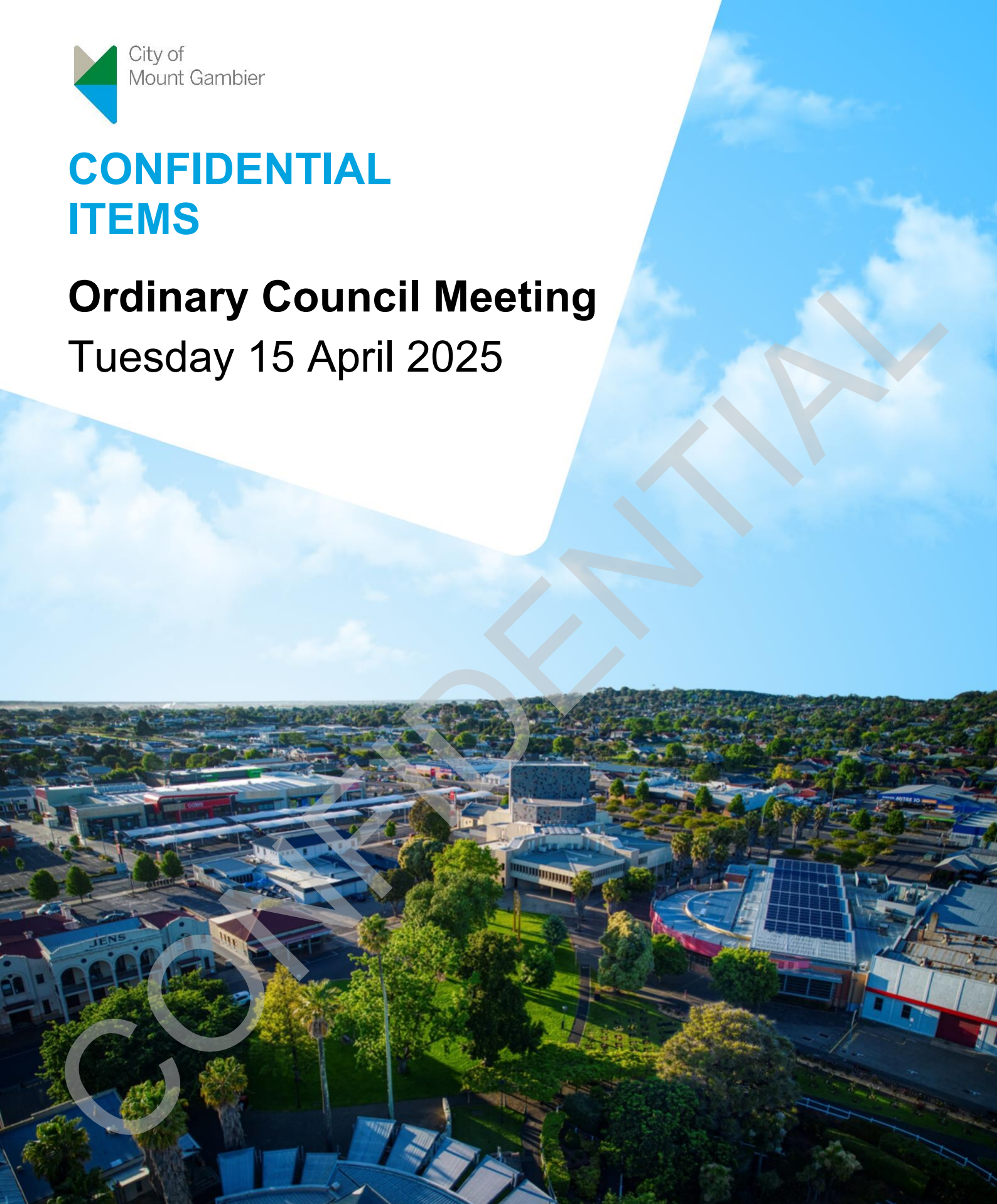
CONSIDERATION FOR KEEPING ITEMS CONFIDENTIAL

1. In accordance with Sections 91(7) and 91(9) of the Local Government Act 1999 the Council orders that the report Music SA - Update and its attachments, resolution/s and minutes arising from the report, having been considered by the Council in confidence under:
 - (b) information the disclosure of which -
 - (i) could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and
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be kept confidential and not available for public inspection until the latter of a public notification being made by Music SA or 31 July 2025.
2. Further that Council delegates the power to review, revoke, but not extend the confidential order to the Chief Executive Officer in accordance with the provisions of Section 91(9)(c) of the Local Government Act 1999.

CONFIDENTIAL ITEMS

Ordinary Council Meeting Tuesday 15 April 2025



RESOLUTION OCM 2025/67

Moved: Cr Josh Lynagh

Seconded: Cr Jason Virgo

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CARRIED

RESOLUTION OCM 2025/63

Moved: Cr Josh Lynagh

Seconded: Cr Frank Morello

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CARRIED

RESOLUTION OCM 2025/64

Moved: Cr Max Bruins

Seconded: Cr Josh Lynagh

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