



ADELAIDE

UNESCO CITY OF MUSIC



• 2015–19
**UCCN
MONITORING
REPORT**



1. Executive Summary

Adelaide’s designation as a UNESCO City of Music in December 2015 has galvanised the diverse music culture of the city and its state. This prestigious title salutes where Adelaide has come from musically and creatively, and it is also aspirational. This leadership acknowledges the city’s intentions and attitude, as well as the central role of music in its history and urban culture.

The rejuvenation in the city’s live music scene together with policy shifts have fostered a refreshed energy, and formed a central component of Adelaide’s submission to the UNESCO Creative Cities Network (UCCN).

Since the designation, connections have blossomed throughout education, industry, tourism and community music sectors, and have gathered momentum alongside continuing artistic and audience development.

Adelaide is widely known as a Festival City; its cultural reputation has been built on festivals. Adelaide’s reputation in creative communities around the world is fed by our festivals. Festivals provide impetus for grass-roots cultural participation and development throughout the year. Adelaide Fringe is the second largest arts festival on the planet, coming in behind only Edinburgh (Fringe) in scale. Adelaide Cabaret Festival is the biggest Cabaret Festival in the world, and the Adelaide Guitar Festival is the most significant event of its kind in the Southern Hemisphere. Adelaide Festival has been one of the nation’s leading multi-artform festivals since it was founded in the 1960s. WOMA Adelaide, Australia’s favourite outdoor music festival, has had an undeniable influence on the way Adelaide understands music.

The State Government of South Australia through the Music Development Office (MDO) has driven much of the policy development, as well as investing in programs to support creative entrepreneurs and artistic development for the State’s music sector. The City of Adelaide has been a key partner in supporting regulatory change which has enabled strong progress for live music and creative industry development, and the relationship between the two levels of government in the live music space has been highly productive. Alongside leadership at the policy level, there has been a surge in musical activity from the grass roots, and some significant development and transformation of a number of the major music organisations in the state.

Since the designation in 2015, the office for Adelaide as a UNESCO City of Music with the support of the members of the steering committee have assisted, developed, led, and championed several initiatives and projects for the development of the Music industry. Strengthening connections at both a local and global level continue to be an integral component of the vision of the city of Adelaide. Over the past four years there has been a priority to facilitate and enable relationship-building from grass roots to international markets. As such connections have blossomed and the benefits for Adelaide being part of creative cities network are numerous including artistic collaborations, artist in residence exchanges and music business exchanges. As there are now 246 members as part of the global network, the opportunity to further leverage the international reach and opportunities for Adelaide and the music sector are endless.

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2. UNESCO Creative Cities Network

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development.

The Creative Cities Network is a privileged partner of UNESCO, not only as a platform for reflection on the role of creativity as a lever for sustainable development, but also as a breeding ground of action and innovation.

The objectives of the UNESCO Creative Cities Network are implemented both at the level of the member cities and at the international level, notably through the following areas:

- Sharing experiences, knowledge and best practices
- Pilot projects, partnerships and initiatives associating the public and private sectors, and civil society
- Professional and artistic exchange programmes and networks
- Studies, research and evaluations on the experience of the Creative Cities
- Policies and measures for sustainable urban development
- Communication and awareness-raising activities.

In September 2015, the General Assembly adopted the 2030 Agenda for Sustainable Development that includes 17 Sustainable Development Goals (SDGs). Building on the principle of “leaving no one behind,” the new Agenda emphasizes a holistic approach to achieving sustainable development for all.



3. General Information

3.1 Name of the city:

Adelaide

3.2 Country:

Australia

3.3 Creative field:

Music

3.4 Date of designation:

2015

3.5 Date of submission of the current report:

December 2019

3.6 Entity responsible for the report:

Office for Adelaide UNESCO City of Music Creative Cities, operated by Adelaide Festival Centre

3.7 Date of submission of previous reports:

N/A

3.8 Contact:

Rebecca Pearce,
Director for Office Adelaide
UNESCO City of Music Creative Cities

3.9 Number of UCCN annual meetings attended in the last four years:

- 2016 Östersund, Sweden
- 2017 Enghien-les-Bains, France
- 2018 Kraków and Katowice, Poland
- 2019 Fabriano, Italy

In addition, the Director for office of Adelaide UNESCO City of Music attended UCCN meetings including:

- Invited as a guest speaker to participate in Bob Marley Lecture for Best Practices of Creative Cities in Kingston, Jamaica
- Speaker for Annual Meeting in Fabriano Italy to present on Adelaide activities and the Asia Pacific Creative Cities Conference
- Invited as a guest speaker to the Daegu Music Cities Forum in South Korea on the outcomes of Asia Pacific Creative Cities Conference
- Also invited as a guest speaker to share best practices and Adelaide as a UNESCO City of Music at the APaMM (Asia Pacific Music Meeting) in Ulsan, South Korea – this city is aiming to join UCCN and become a music city.

3.10 Participation in Subnetwork Meetings

- December 2015 Hamamatsu, Japan
- March 2017 Adelaide, Australia
- October 2017, Katowice, Poland
- February 2018 Kingston, Jamaica
- March 2019, Amarante, Portugal
- November 2019 Daegu, Korea

3.11 Hosting of a UCCN annual meeting:

- NA

3.12 Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

- March 2017 Subnetwork Meeting

In 2017 Adelaide hosted the UNESCO Creative Cities of Music Subnetwork Meeting. Members of the Music Cities from nine cities of UCCN gathered in Adelaide to discuss opportunities for collaboration and strengthen ties between designated Creative Cities of Music. It also provided the opportunity to meet members of the local South Australia music industry, and attend cultural activities to showcase Adelaide including Adelaide Fringe, WOMADelaide, and Ukaria Cultural Centre.

3.13 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

- October 2019, Asia Pacific Creative Cities Conference
- In 2018, Adelaide hosted a delegation from Indonesia (Indonesian Agency for Creative Economy on behalf of City of Ambon) to learn about Adelaide, its music industry and its designation as Creative City of Music. The delegation met with various music stakeholders and attended several music performances and venues in Adelaide.
- In 2019, the delegation from Ulsan South Korea (Korea Arts and Culture Foundation) visited Adelaide to discover more about the Music industry, and Adelaide as Creative City of Music.

3.14 Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure management, communication and visibility of the UCCN :

- N/A

3.15 Membership of the Steering Group and period:

- N/A

3.16 Participation in the evaluation of applications (number of applications evaluated per year):

- 2017 1 city, 2019 2 cities



4. ADELAIDE UNESCO CITY OF MUSIC

Adelaide's membership of the UNESCO's Creative Cities Network was granted in recognition of the quality, diversity and commitment to music and creativity in this city over many decades, as well as its current trajectory. Adelaide has been recognised as a City of Music by the Creative Cities Network because it sees creativity – especially in the form of music – as a key driver for the sustainable development of the city.

4.1 Mission

Promote and strengthen the designation as a UNESCO City of Music in Adelaide, and across South Australia.

4.2 Vision

To be a creative city, with music as its heartbeat. Locally, nationally and internationally, engaged, enriching the city of Adelaide and the State of South Australia.

The key objectives are

- Connection through music, internationally, locally and nationally
- Strong music education at all levels
- Music integrated with health, wellbeing and social cohesion
- Visibility and promotion of Adelaide UNESCO City of Music
- City of Music that is inviting for musicians and those involved in music to live, work and play.

4.3 Strategy

The five broad strategic pillars of the office of Adelaide UNESCO City of Music include:

1. Facilitate and promote collaboration, excellence, diversity and sustainability in all aspects of music-making throughout Adelaide, and the state of South Australia.
2. Build international pathways throughout the UNESCO Creative Cities Network and beyond.
3. Advocate locally and nationally on behalf of Adelaide UNESCO City of Music to fully integrate culture and creativity into policy and sustainable development plans.
4. Develop and facilitate connections across UNESCO Creative Cities Network for collaboration.
5. To foster lifelong love for, and engagement with, music within our entire community through education and participation.



5. Major initiatives implemented at the local level to achieve the objectives of the UCCN

Detailed here are a selection of initiatives, partnerships, measures and policies that have been implemented during the last four years to achieve the objectives of the UCCN. These actions have also contributed to the implementation of the 2030 Agenda for Sustainable Development and its 17 goals. These include making culture and creativity an essential component of sustainable urban development, policies and actions; strengthening the creative economy; improving access to and participation in cultural life for community; developing hubs of creativity and innovation; integrating culture and creativity into local development strategies, policies and plans; and bolstering awareness of the designation and UCCN.

Based on the broad strategic pillars for Adelaide UNESCO City of Music, the following initiatives have been developed and implemented over the past four years on a local level in South Australia to achieve the above. These key pillars include music education, health and wellbeing and government initiatives and programs to support the music industry and creative economy in South Australia.

5.1 Music Education

The following initiatives support the SDG's 3 and SDG's 4.

5.1.1 Music Education Strategy

The Government of South Australia through the Department for Education developed the Music Education Strategy from a large body of evidence gathered through research, surveys, submissions and case studies, and discussions with students, teachers and leaders in South Australian schools. This is a ten-year commitment from the Department and Government with a long term vision. The strategy was further developed and refined following a series of workshops attended by music education experts, providers and suppliers, representatives from music and creative industries, and school and parent associations.

The strategy outlines South Australia's long-term vision that all children and young people throughout their education have access to high-quality music education. The strategy recognises that music education provides numerous benefits to children and young people, including developing thinking and learning skills, lifting literacy and numeracy standards, building social inclusion and enhancing wellbeing. Early exposure to music activates social, behavioural and academic benefits that persist throughout a child's education.

The strategy's main areas of action are:

- Establish a 'Music Engagement Network' that will help schools create and sustain high-quality classroom music programs in the early years and in primary schools.
- Establish a fund to encourage investment in innovative practices, partnerships and programs that support schools to create and sustain quality music programs.
- Develop a framework to guide teachers, leaders, staff and partners as they make decisions about music education.
- Upskill non-specialist teachers to improve the delivery of general classroom music education by providing professional development for teachers.
- Explore opportunities to elevate music in tertiary and pre-service training for early years and primary teachers.
- Provide information to help students identify career and higher music education opportunities.
- Provide curriculum and pedagogy resources for early years and primary schools including a package for all primary schools, and tailored resources to support Aboriginal learners, learners in rural, remote and regional areas and learners with disability.

Furthermore, recent discussions in 2019 with the SACE Board of South Australia (statutory body responsible for pre-tertiary qualifications) on the consolidation of creative practice as a core value in the South Australian education system.

5.1.2 Music Match

Music Match program worked to ensure our most disadvantaged primary schools in South Australia enjoyed equitable access to the best music education opportunities available. Led by Carclew Youth Arts in Adelaide and working in collaboration with leading industry partners, Music Match sources outstanding music education opportunities to fulfil the needs and gaps in music education delivery. This collaborative and coordinated approach ensures that students receive a thorough, broad and high quality music education and provides improved outcomes for teachers, schools and not-for-profit music organisations through the most efficient and effective allocation of resources.

5.1.3 Adelaide Guitar Festival Winter School

Adelaide Guitar Festival is produced and presented by Adelaide Festival Centre, Australia's first major arts centre and home to the Arts in Adelaide. The "Winter School" initiative by Adelaide Guitar Festival is a one-week workshop program, that provides an opportunity for students to learn from some of Australia's finest guitarists in a small, immersive workshop focussed on guitar playing and skills development. The Winter School provides opportunities for guitarists of all ages to be tutored by leading guitarists, and culminates in a performance outcome which is a concert during Adelaide Guitar Festival.

5.1.4 Adelaide Cabaret Festival: Class of Cabaret

Class of Cabaret, developed and presented by Adelaide Cabaret Festival, provides a unique learning opportunity for talented, passionate and courageous Year 11/12 secondary students from various high schools to share their own stories through musical performance. The Class of Cabaret program offers students a meaningful learning experience where each performer develops their performance skills and learns to confidently communicate their stories to an audience, whilst also gaining SACE credits. The chosen applicants take part in rehearsals and workshops throughout Terms 1 and 2, culminating in performances during Adelaide Cabaret Festival. They also receive expert guidance from an experienced Musical Director, tuition from one of Adelaide's leading vocal teachers and mentorship in the art of cabaret performance from two award winning artists.

5.1.5 Autumn, Winter, Spring Jams

Music SA, a non-for-profit organisation committed to promoting, supporting and developing contemporary music in South Australia to nurture careers in the music industry and deliver cultural and economic benefits to artists, residents, businesses, visitors and global audiences. Their initiative Autumn, Winter, Spring Jams is a school holiday song writing and performance workshop created specifically for teenagers. The three-day workshop covers various styles of contemporary music, and provides opportunities for students to explore song writing, recording, rehearsal techniques and preparation for live performances in a live music venue.

5.1.6 City of Adelaide Council Library sessions

The City of Adelaide council run a range of music education programs including regular story time sessions for babies and young children aged 0-5 in which involves song and movement. These programs reach out to up to 1,000 people annually.

5.1.7 MDO Export and Skills Development Initiatives

The Music Development Office supports international initiatives that strengthen the South Australian contemporary music sector through support of international performance opportunities for professional local artists, industry trade missions and collaborations, and funding for *Sounds Australia*, the national music export office. The MDO further supports skills development through internships/traineeships for music entrepreneurs, through the MDO's programs. An example of cross sector support for creative industries skills was MDO's funding of the recent Clip Combat project, a state-wide music video clip competition for high school students that paired young filmmakers with local musicians.

5.2 Health and Wellbeing

These initiatives support the SDG's 3, SDG's 10, SDG 11 and SDG 16.

5.2.1 Resonance

Resonance is an initiative of the Adelaide Guitar Festival presented and produced by Adelaide Festival Centre. The initiative takes world class musicians to those who cannot otherwise attend, due to ill health or disability factors, including aged care facilities and hospitals. Recognising the inherent human need for music and inspired by the growing understanding of music's role in health, wellbeing and recovery, the Resonance program treats patients, residents, staff and community members to world class music, featuring the world's most popular instrument, the guitar. The Resonance program is curated by Festival Artistic Director Slava Grigoryan and features some of Adelaide's finest musicians.

5.2.2 Music: Health and wellbeing

The Elder Conservatorium has developed teaching in the Area of music health and wellbeing, and is planning to introduce training in Music Therapy. The Elder Conservatorium has two grant funded research projects in music and health in process in partnership with the Royal Adelaide Hospital. In addition an Arts and Health Roundtable was held in May 2019 with international guests. A further roundtable on the role of art and gastronomy in healthy ageing was held in November 2019.

5.2.3 PUBsing

PUBsing, is a music program supported by The City of Adelaide and held once a month at a city pub or hotel where participants have an opportunity for an informal singalong in a relaxed, welcoming and social environment. A popular event bringing community together in social cohesion.

5.2.4 Music in the Square

Music SA and The City of Adelaide council collaborated for Music in the Square, a series of free lunch time and twilight performances of local original contemporary musicians in the major outdoor city square of Adelaide during the spring, summer and autumn months. This activity provides free access to music for all the community.

5.3 Local programs and initiatives

These programs and initiatives support SDG 8, SDG 9, SDG's 11.

5.3.1 City of Adelaide council partnerships and program support

City of Adelaide provides Arts and Cultural Grants for music as well as a significant Sponsorship Program for major music events, festivals and partnerships, providing approximately \$1.9 million annually to events with a live music component in the City. This includes the facilitation of programs under the annual Live Music Action Plan and Culture Strategy to the value of approximately \$310,000, including start-up grants for local live music ventures, music awards, civic bands, and choral organisations. The City of Adelaide also provides seed funding through Live Music Enterprise Fund for projects, and new music venue support through Local Buzz funding. The City of Adelaide's Arts and Cultural Grants Program assists in the delivery of City of Adelaide's Strategic Plan by providing funding to eligible groups, organisations and individuals to deliver creative arts and cultural projects that contribute to a welcoming and dynamic City full of rich and diverse experiences. Funding is provided for live music enterprises and new ventures which increase opportunities for musicians to play in City venues and in the public realm and contribute to the City as a welcoming and dynamic place for people to live, work and visit.

5.3.2 Live Music Events Fund

The partnership between the Music Development Office and Events South Australia provides funding to support unique music events that generate economic activity, provide local jobs, and support local musicians financially. The fund also seeks to elevate Adelaide's recognition as a UNESCO City of Music through activating its live music events calendar, with more festivals and events during winter and spring, and to support events that have the capacity to build their audiences, transform into major tourist drawcards and are financially sustainable.

5.3.3 Robert Stigwood Fellowship Program

The initiative of the Music Development Office provides mentorship and funding for the State's most promising artists and businesses. So far it has played an integral role in building the careers of some of the state's most successful artists of recent years, including Tkay Maida, Bad Dreems and Electric Fields. Government investment in this program has been more than AUD \$1million of commercial investment from the international music industry into Stigwood Fellows, through the signing of recording deals, publishing contracts and licensing agreements.

- 2019 Artists Fellows are Stellie, TOWNS, Rory Adams, George Alice and Pinkish Blu.
- 2019 Industry Fellows are Bella Caruso, Diana Sautelle, Leigh McGrane and Jordan Tito.

5.3.4 Contemporary Music Program

The Music Development Office's Contemporary Music Grants program invested in 51 projects in 2019; 55 projects in 2018; and 68 projects in 2017 including festivals, recordings, tours, marketing, skills and development and strategic partnerships. The Contemporary Music program supports organisations to deliver industry development pathways for the local music sector.

5.3.5 The Jon Lemon Song-Writing Program

This program supports South Australian song writers, producers and engineers to create new music through collaboration. It is named after South Australian Jon Lemon who is one of the world's leading live-sound engineers and has worked with Sia, Lana Del Ray and The Cure, to name just a few.

5.3.6 South Australian Music Industry Strategy

The South Australian Music Industry Strategy, is the State Government's strategy to support growth for the sector. This strategy is developed and delivered by the MDO in consultation with more than 2100 industry stakeholders and music consumers. The 2018 South Australian Music Industry Strategy responded to five major themes that arose during the consultation period, together with extensive research and analysis of local, national and international trends. The MDO is currently working on an update of this strategy for 2020-2022 which will be released in early 2020.

5.3.7 Live Music Action Plan 2017-2020

The City of Adelaide council developed a Live Music Action Plan in September 2017. The plan sets out open and dynamic ways to embrace and support music in the City. The four goals for live music planning are:

1. The City of Adelaide is a leading global City of Music
2. The City of Adelaide is activated through music in our places and spaces
3. The City of Adelaide is a music friendly city that nurtures its robust and diverse music industry
4. The City of Adelaide is known for enthusiastic, knowledgeable and engaged music audiences

Some of these include:

- Designated loading zones for musicians in front of live music venues
- A commitment to rename city laneways after national and international South Australian music identities
- Music in the Square, a regular lunchtime live music in Victoria Square and Hindmarsh Square showcasing local music artists
- Umbrella Winter City Sounds, in partnership with Music SA and including and the City of Music Mural and Documentary project
- Planning and development of the Adelaide Year of Choir event in 2021
- Local Buzz initiative providing matched seed funding and free business support advice, to city businesses who trial and program more live music.
- Free busking in the city
- Live Music Enterprise grants program
- Music in the Library

The Live Music Action Plan aligns with the City of Adelaide 2016–2020 Strategic Plan and the Cultural Strategy 2017–2023 which delivers the creative imperative to be a multicultural City with a passion to create authentic and internationally renowned experiences.

5.3.8 Regional Accelerator Music Program

Recognising the economic, social and community benefit that live music contributes, the State Government invested in a Regional Accelerator Music Program (RAMP) to support engagement with regional councils & community (schools, venues, professional musicians, and industry) to grow live music activity across the state. Key RAMP activities included industry roundtables, professional development workshops for artists and venues, and the appointment of two Regional Live Music Coordinators. The RAMP project was intended to communicate the value of live music, increase the interest and engagement across local government regions, and lay the foundation for programs that may continue to be developed and delivered into the future.

5.3.9 St Paul's Creative Centre

St Paul's Creative Centre is an unique co-working space which is affordable hub in the heart of Adelaide, providing a supportive environment for musicians and other creatives to collaborate, innovate and become more entrepreneurial in their practice. It is home to 40+ artists, entrepreneurs, businesses and organisations, including non-profit music bodies Music SA and Musica Viva (SA). St Paul's Creative Centre is an initiative of the State Government through the Department for Innovation and Skills and managed by the Music Development Office.

5.3.10 Live Music Toolkit

Music SA developed the first ever Live Music Toolkit, a comprehensive and practical resource to assist local and regional councils throughout Adelaide and South Australia to activate more live music in their area. The Live Music Toolkit is designed to enable, encourage and empower councils to prepare a Live Music Action Plan and has been made possible with a grant from the *Local Government Research and Development Scheme*.

5.3.11 Umbrella Festival

Umbrella Festival is a three-week live music events program held in winter in Adelaide since 2015.

It is an open access and curated festival that enables musicians, promoters and venues to register their live music gigs for a small fee and leverage off a major marketing and audience development campaign run by Music SA. It comprises over 300 events across 150 venues and other locations and incorporates 20 contemporary music genres and 1800 musicians. The UNESCO designation as a City of Music has been a catalyst for growth and recognition of the Umbrella festival. In 2020 the festival will extend its reach and across South Australia.

5.3.12 City of Music wall mural and documentary

Music SA commissioned local muralist Dave Court and local film maker Lewis Brideson to create the largest public art mural in the Adelaide CBD. The purpose of this mural was to highlight the excellence, diversity and cultural history of Adelaide as a City of Music, and to give the city a sense of pride about our UNESCO designation. The mural was inspired by iconic South Australian contemporary musicians and industry practitioners spanning over the past 6 decades. In addition to the mural, a documentary was created and directed by Lewis Brideson. The mural was unveiled by The Right Honourable Lord Mayor Sandy Verschoor on May 29th, 2019 as part of Umbrella Winter City Sounds Festival program launch. The project was supported by The City of Adelaide and the Department of Innovation and Skills through the Music Development Office (cityofmusic.net.au).

5.3.13 South Australian Music Awards

Each November Adelaide plays host to the annual South Australian Music Awards, an independently voted acknowledgement and celebration of the best original contemporary musicians across 28 categories of achievement. The awards also include genre based Most Popular Awards voted for by over 8000 members of the public. In addition, an Adelaide UNESCO City of Music award is provided for best international collaboration by a South Australian musician and an international musician.

5.3.14 City of Adelaide Creative City Film

Adelaide has wonderful, dynamic and unique cultural and artistic opportunities for all and it is home to a diverse representation of artists, creative practitioners and cultural curators. City of Adelaide Council commissioned and created the Creative City Film to acknowledge the creative credentials of the city and show the value of creative industries including music.

6. Major initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN

The following is a summary of initiatives, partnerships, projects, exchange programmes, implemented in collaboration with UNESCO Creative Cities to fulfil the Programme's objectives as well as in line with the 2030 Agenda for Sustainable Development. The selected initiatives reflective UCCN objectives and impact of cooperation across Creative Cities.

6.1 International Jazz Day

In November 2011, UNESCO officially designated April 30 as *International Jazz Day* in order to highlight jazz and its diplomatic role of uniting people in all corners of the globe. International Jazz Day brings together communities from all over the world to celebrate and learn about jazz and its roots, future and impact; raise awareness of the need for intercultural dialogue and mutual understanding. Adelaide Festival Centre produced and presented International Jazz Day events in 2017, 2018 and 2019.

In 2019 International Jazz Day brought together UNESCO Creative Cities from Scotland, New Zealand and Australia, including Adelaide's Adam Page, Helena Kay (Scotland) and Jonathan Crawford (New Zealand), Emma Pask (Melbourne) plus some of Adelaide's local jazz talent. In 2018 it featured local South Australian Jazz Community with a program curated by Ross McHenry and Mark Ferguson. In 2017 it included a curated program by James Morrison and involved James Muller and Mount Gambier Generations Jazz school.

6.2 Australian String Quartet and the Central Conservatory of Music (Beijing) Collaboration

In 2017, through the support of University of Adelaide, Australian String Quartet (Adelaide) and the Central Conservatory of Music (Beijing) collaborated over a 2-week period. Australian String Quartet worked with visiting students from the Central Conservatory of Music in an intensive two weeks exchange which culminated in a public concert.

6.3 Prelude residencies

Arts South Australia through the Music Development Office supported the Helpmann Academy to partner with Bundanon Trust and the National Trust of South Australia to bring the prestigious Prelude residencies to Adelaide for the first time in 2017. The Prelude program has been created specifically for composers and designed to establish the time and space needed to create new works, while residing in a heritage listed Australian home.

- In 2017 Gabriella Smart conducted a residency.
- In 2018 Vardan Ovsepiyan conducted a residency.
- In 2019 Mr Sngkn Km conducted a residency. His home is Tongyeong, Korea, a UCCN City of Music.

6.4 UNESCO Creative Cities initiatives (Australia, Singapore)

Through the support of the Australian Department of Communications and the Arts, and as an initiative of Australia-Singapore Arts Group, the UNESCO Creative Cities of Adelaide (Music), Melbourne (Literature), Sydney (Film) and Singapore (Design) worked together for the development of projects and exchanges:

- *In Your Neighbourhood*, first ever collaborative project between Adelaide City of Music, Melbourne City of Literature, Sydney City of Film, and Singapore City of Design. *In Your Neighbourhood* is provided an opportunity for creative practitioners in Victoria, New South Wales and South Australia to participate in Singapore Design Week in March 2018. Three successful applicants received support to attend Singapore Design Week 2018 for workshops with practitioners from all creative fields, to collaborate on project ideas inspired by music, literature and film. Two projects, *Move Along* and *Community Thread*, were selected and received seed funding to develop project ideas, and additional funding to fully realise their projects as part of Singapore Design Week in 2019.
- Song-writing partnership with South Australian artists and Singaporean artist Vandetta at St Paul's Creative Centre. Supported by Music Development Office (MDO) and Adelaide Festival Centre.

6.5 Made in Adelaide (MiA)

Arts South Australia supported the initiative *Made in Adelaide* which took place in Scotland UK. The Music Development Office (MDO) facilitated the music component of the international market development initiative Made in Adelaide as part of Edinburgh Fringe in 2017 and Glasgow 2018. The initiatives included:

- A panel discussion on 'How can arts festivals provide a platform for local emerging musicians?'
- A Live Music Showcase from South Australian musicians Carla Lippis, Wanderers and MANE
- Electric Fields and the Ukulele Death Squad participated in collaborative song writing session in Glasgow and performance at Celtic Sounds Festival prior to presenting shows in Edinburgh.
- In addition, the Edinburgh International Book Festival late night program UNBOUND featured artists in a session about the collaborative work facilitated through the UNESCO networks.

6.6 Brumley's Suitcase & Tom West

In 2016 South Australian songwriters Taasha Coates, Dan Crannitch and Kelly Menhennett travelled to Austin, USA (UNESCO City of Media Arts) to collaborate with Texan artists writing songs based on the unfinished work of Albert E. Brumley. This project was documented by Adelaide film production company, Closer Productions and became the subject of the documentary *Brumley's Suitcase*, which premiered at the Adelaide Film Festival in October 2017. In addition, the House of Songs Adelaide project saw four musicians from Adelaide's Sister City Austin, Texas travelling to Adelaide to collaborate to write songs and perform with four Adelaide-based musicians. Music Development Office (MDO) funded South Australian musician Tom West to attend House of Songs in March 2018 as part of his latest US touring including the Kansas Folk Alliance the world's largest folk-music-focused showcasing event and conference.

6.7 Joint Choir project - Hannover and Adelaide

A collaborative community choir project took place in Adelaide in 2019, involving Capella St Crucis City of Hannover Choir, and Adelaide Philharmonic Choir. The two choirs conducted a workshop at Marryatville High School, and presented a joint evening performance at Adelaide Town Hall.

6.8 Asia Pacific Creative Cities Conference

In 2019, the Office for Adelaide UNESCO City of Music produced and presented the first Asia-Pacific Creative Cities Conference at Adelaide Festival Centre. This conference was the first of its kind in the Asia Pacific region and involved 34 Cities from 15 countries, including 20 cities from the Asia-Pacific UNESCO Creative Cities Network (UCCN) took part in the conference. The countries represented were Australia, Japan, Macau, New Zealand, Thailand, Indonesia, the Philippines, Korea, India, China, Vietnam and Singapore. The event gathered world-leading thinkers, creative practitioners and city and government officials to discuss indigenous arts, language and culture, sustainable development, entrepreneurship, bilateral partnership and tourism and marketing. There was a significant First Nations program during the conference to acknowledge the 2019 UN designated year of Indigenous Languages. There are now plans for future gatherings in the region from 2020 and beyond.



7. Proposed action plan for the forthcoming mid-to-long term period of four years

The following is an overview of action plan for the forthcoming four years for Adelaide UNESCO City of Music, and will describe a selection of initiatives to achieve UCCN objectives as well as toward the implementation of the 2030 Agenda for Sustainable Development. In addition summary of funding support for implementing the proposed action plan, and the plans for communication and awareness of the designation as a UNESCO city of Music and UCCN.

Since the designation in 2015, Adelaide Office for UNESCO City of Music has developed, and led several key initiatives and programs for the development of Adelaide's music industry. Global partnership development in the arts continues to be an integral component of the vision of the city of Adelaide. Over the past four years there has been a priority to facilitate and enable relationship-building from grass roots to international markets. The depth, richness, and variety of its musical and creative traditions are undeniable for Adelaide. As such connections have blossomed and the benefits for Adelaide being part of creative cities network are numerous including access to an international network resulting in artistic collaborations, artist in residence exchanges and music business exchanges.

In addition, the Government of South Australia both at State and local city level have invested in music sector development through funding and partnerships, music education and government policy and reforms.

As there are now 246 members as part of the network, the opportunity to further leverage the international reach and opportunities for the music sector are endless.

Adelaide as a UNESCO City of Music continues to strive to be a creative city, with music as its heartbeat. Locally, nationally and internationally, engaged, enriching the city of Adelaide and the State of South Australia. Looking forward, Adelaide as a UNESCO City of Music aims to achieve UCCN objectives toward the 2030 Agenda for Sustainable Development.

Some of the key objectives for Adelaide include

- Connection through music, internationally, locally and nationally
- Strong music education at all levels
- Music integrated with health, wellbeing and social cohesion
- Economic growth opportunities, via growth of creative industries.
- Promoting UCCN inclusion locally and internationally also helps people realise the value of music
- As an economic driver.
- Connecting initiatives that align with health and wellbeing, music education, social cohesion and social impact of music, employment and professional pathways, sustainable cities, international exchange and partnerships
- City of Music that is inviting for musicians and those involved in music to live, work and play.



7.1 Presentation of initiatives or projects at local level

7.1.1 Music at work

Music at Work is an initiative of the State Government that builds on the state's Music Education Strategy through a pilot program developed by the Music Development office and be delivered by Carclew Youth Arts. Music at Work takes music industry professionals into high schools to deliver workshops that illuminate career pathways through contemporary music. It provides hands-on learning in areas including sound technologies, music event management, performance skills and artist brand development. It will maintain specialist skills and knowledge within South Australia, whilst unearthing and developing the next wave of talent and expertise. This initiative will build on Adelaide's status as the nation's only UNESCO City of Music—encouraging our youth to continue South Australia's proud musical tradition and participate in the sector as creators, event organisers, venue owners and audience members.

The pilot program in 2019-20 will meet three core goals:

- Develop a wide-ranging industry specialist database to serve as a recruitment tool for high schools seeking expert mentors from music related industries
- Deliver a comprehensive series of music industry workshops that are tailored to the specific needs of students seeking pathways into contemporary music industries
- Showcase the breadth of skills and talent in a multi-stage, multi-media, all-ages youth music event

7.1.2 Music as part of Growth State

Growth State: our plan for prosperity is the South Australian government's plan for economic growth. It is a new partnership between government and industry, united goals of accelerating the state's economy and retaining and attracting the best and brightest to live and work. South Australia is renowned for the excellence of its creative industries. Growth State is carefully designed to leverage South Australia's competitive advantages, it sets out the collective responsibility of industry and government to grow the state's economy. At its heart, Growth State articulates what government is doing, informed by what industry needs. South Australia's future prosperity will be built by accelerating the development of industry sectors that have strong growth prospects globally.

The creative industries are an undoubted strength of the state's economy. They are crucial to building a dynamic economy that provides new job opportunities, fosters entrepreneurialism and strengthens the future of our state. South Australia's creative industries have been identified as a priority sector for the state over the next five to ten years based on the sector's potential for growth. The South Australian music sector is forming the development of a creative industries strategy as part of Growth State, as it is recognised as a crucial element of our creative economy.

7.2 Presentation of initiatives or projects at international level

7.2.1 UCCN joint project # equalisemyvoice

Meets Goal #5, #11 and #17 as a Gender equality project for community.

The project is a joint project with other music cities that are part of the UCCN global network. The lead city Norkkping Sweden have piloted the project, and now others cities including Adelaide, Australia, Hannover Germany, Mannheim Germany, and Auckland New Zealand will create their own project which will culminate in one large joint project as a music video and hopes to be shown at the 2021 UNESCO Annual meeting

This gender equality music project is collaborative in nature and will involve young women (12-25 year of age) from the local community. They will have the opportunity to write, sing, play, produce, film and participate in the creation process. It involves two stages, song writing/recording and music video creation. A song will be written collaboratively by the women, recorded and filmed as a music video.

- Every Music City to participate will create a unique music video to showcase their city and environments
- Women from each city will make their voices heard and get the opportunity to write, sing, play, produce, film and participate—and oversee that process.

7.2.2 International Jazz Day

Adelaide Festival Centre will continue to curate and produce the presentation of *International Jazz Day* in Adelaide, and work in collaboration with the UNESCO City of Music members. In 2020, International Jazz Day will feature musicians from Katowice, Poland; Bologna, Italy and Adelaide to showcase some of their top jazz talent.



Photo credit / Leighton Pearce

7.2.3 Year of the Choir project

2021 will be a year-long celebration of choirs and choral singing in the City of Adelaide, under the banner of ADELAIDE YEAR OF THE CHOIR 2021 (AYC21). Adelaide is a city of great cultural vibrancy and creativity, that radiates into the suburbs and regions of South Australia. Among its cultural gems is its choral community—inspiring in its size, quality, diversity and inclusiveness. Thousands of people sing in choirs every week all over the state—some rehearsing to perform for others, some just for the joy of singing together. The respect with which our choral music-making is held on the national and international stage is impressive and cause for celebration. Adelaide Year of the Choir 2021 (AYC21) is the first major project of the Adelaide Choral Network, in partnership with the City of Adelaide. AYC21 will bring all choral events held within the City of Adelaide during 2021 under one umbrella celebrating the breadth of the choral community. Major events, pop-ups, workshops, seminars, festivals and concert performances by choirs of all shapes and sizes, right across the age and cultural spectra, will come together in an inclusive choral calendar. There are also plans for various choirs from cities from UNESCO City of Music to be invited to take part in major events.

7.2.4 Residencies, collaboration and exchange

The relationships with the global music cities and Adelaide continue to flourish and discussions for exchanges and collaboration are continuing for 2020 and beyond. Opportunities have arisen over the past four years for South Australian musicians as a direct result of the UNESCO City of Music designation, for example composer and pianist Gabriella Smart undertook a residency in Katowice, Poland with time in Krakow. Also, South Australian musicians Electric Fields were invited to Hannover Germany to perform at Fete de Musique and participate in workshops, and were also invited to perform at Gardens of Sounds Festival in Katowice Poland.

7.3 Estimated annual budget for implementing the proposed action plan

The office of Adelaide UNESCO City of Music is operated by Adelaide Festival Centre and employs the Director for the office. In addition the Adelaide Festival Centre, produces and presents a number of collaborative UCCN music projects, some of which have been highlighted in this report. The office of Adelaide UNESCO City of Music currently receives support from Adelaide Festival Centre, Government South Australia and City of Adelaide Council. This support enables the provision of administration, travel expenses incurred by the Director attending the annual UCCN meeting and subnetwork meetings, some marketing and publicity activities, and support towards small scale projects. Furthermore, the City of Adelaide council and Government of South Australia provide support for music projects, programs and entrepreneurial initiatives, plus they provide additional marketing, promotion and branding awareness for the designation of Adelaide as a UNESCO City of Music.

The office for Adelaide UNESCO City of Music has an Executive Committee as a steering group which is primarily represented by the funding partners Adelaide Festival Centre, State Government of South Australia and City of Adelaide Council. In addition, the other committee members currently comprise representatives from University of Adelaide, Music SA, Adelaide Symphony Orchestra, Australian String Quartet, and South Australian Tourism Commission.

7.4 Plan for communication, awareness and sustainability

The proposed plan to continue to educate, communicate and promote the designation of Adelaide UNESCO City of Music and UCCN objectives will include some of the following initiatives:

- The State's Premier and City's Lord Mayor regularly mention the designation and the objectives of the Network in high-level speeches.
- AUCOM Committee meeting is convened by the Director Adelaide UNESCO City of Music bi-monthly.
- Continue to provide updates and share information via the adelaidefestivalcentre.com.au website to promote events and news relating to Adelaide's music sector and UNESCO City of Music activities, and UCCN news. Promotion via City of Adelaide banners, signage and social media
- Promotion and support of South Australian musicians through provision of Adelaide UNESCO City of Music award at SAM (South Australia Music) Awards.
- Regularly update of information and news of Adelaide UNESCO City of Music on the www.citiesofmusic.net website
- Adelaide UNESCO City of Music is closely associated with all key Adelaide arts Festivals, and advertises/features in their programmes.
- The Director AUCOM is a member of the Music Industry Council and continues to develop relationships with local Music sector and advocate for industry
- The Director AUCOM is a committee member of the initiative Music at Work, a steering group which works to build sustainable communities and promotes equity of access in the regions of South Australia.
- The Director AUCOM attends UNESCO City of Music subnetwork meetings to connect with other City of Music and share best practice and information and learn from other City of Music across the UCCN.
- The Director AUCOM is regularly invited to provide public talks and presentations to promote the objectives of the Network and share about the activities of the Adelaide UNESCO City of Music.
- Plan to develop AUCOM logo decal and circulate around the city of Adelaide through as a large vinyl street banners, libraries, and Airport, as well as various music events
- Plan to continue to hang the AUCOM street banners and signage around the City of Adelaide for brand awareness of Adelaide as a UNESCO City of Music.
- Continue to incorporate the promotion, advocacy and use of AUCOM logo for grant applications and recipients such as City of Adelaide grant recipient and MDO grant recipients
- AUCOM regularly provides letters of support for community projects that exemplify the objectives of the Network
- Plan to work with local radio stations to advocate and promote Adelaide Music activities and features local artists and events
- Plan to continue to work with South Australian Education department and educators to further develop music education and emphasis the importance and value of music.
- Plan to continue to work with health sector to further develop science, health and music research and projects that emphasise the importance and value of music for health and wellbeing.



• Useful links

[Adelaide UNESCO City of Music](#)

[Adelaide Festival Centre](#)

[Adelaide Fringe Festival](#)

[Adelaide Cabaret Festival](#)

[Adelaide Guitar Festival](#)

City of Adelaide Creative City Film:
[*Creative Talent*](#)

- [Mixed Spice Creative Studios \(visual artists\)](#)
- [Paolo Sebastian Paul Vasileff \(fashion designer\)](#)
- [Kuma Kaaru Cultural Services Vincent 'Jack' Buckskin \(Kurna dancers\)](#)
- [Argus and the Liar \(musicians\)](#)
- [Talent Academy, Penelope Shum, Petra Szabo \(contemporary dancers\)](#)
- [Audio Embassy Justin Pounsett \(composer\)](#)
- [Manal Younus \(spoken word artist\)](#)
- [10TKL Leeth Keough \(street/mural artist\)](#)

[City of Adelaide Council](#)

[Live Music Action Plan](#)

[City of Adelaide - Live Music in Adelaide](#)

[Music Development Office \(MDO\)](#)

[Music SA](#)

[Robert Stigwood Fellowship Program](#)

[St Pauls Creative Centre](#)

[The Jon Lemon Song-writing Program](#)

[UNESCO Creative City Network](#)

[Umbrella Festival](#)

[WOMADelaide](#)



United Nations
Educational, Scientific and
Cultural Organization



ADELAIDE
CITY OF MUSIC

• Designated
• UNESCO Creative City
• in 2015