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INTRODUCTION

Like many established and emerging cities, live music is considered by artists and audiences alike to be a major aspect of the cultural infrastructure on the Gold Coast. The region has a rich history of developing and showcasing great talent and continues to attract musicians and bands. However, evidence suggests that demand for music participation in the city is outweighed by the lack of current opportunities to develop, showcase and earn a living. Consultation has also told us that the local industry suffers from a lack of connectivity and current planning and regulatory laws unnecessarily impede the growth that will bring economic and social benefits.

As a strategic response in 2018 the City of Gold Coast (City) endorsed the Music Action Plan 2021 (MAP). The MAP provides a blueprint for the City that will positively impact the live music industry on the Gold Coast by providing access to resources, promotion of Gold Coast music nationally and internationally and stronger partnerships across all tiers of government, peak bodies, and private enterprise.

The Music Advisory Group (Advisory Group) is an advisory body to the City established to assist with work outlined in the MAP.

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OBJECTIVE

The objective of the Advisory Group is to leverage the collective industry connections and expertise to benefit key priority areas of the MAP. The Advisory Group will provide information and advice to the City on current issues and trends affecting the provision of live music on the Gold Coast, galvanise industry support and assist in tracking the implementation of the MAP, by the City and identified partners.
3.1 In scope activities

Advocate

a) Collectively advocate for the local music industry and initiatives that support its growth and development.

b) Highlight and document local issues and priorities for the live music industry.

c) Locally, nationally and internationally represent the City where approved by the City.

d) Actively represent distinct aspects of the local industry as relevant.

e) Assist the City to build industry confidence.

Inform

a) Feed into MAP programs through the provision of knowledge and industry expertise and connections.

b) Provide industry and business expertise in relation to the delivery of MAP actions.

c) Identify existing government programs and initiatives (both domestic and international) that have a measurable track record in successfully supporting live music that may assist in the delivery of MAP actions.

Connect

a) Liaise with identified MAP delivery partners to support industry networking initiatives.

b) Advise on pathways, initiatives and opportunities that will build our local music industry’s impact nationally.

3.2 Out of scope activities

a) Expend money on behalf of the City.

b) Commit the City to any arrangement.

c) Consider any matter outside its specific reference.

d) Represent the City in any communication with the public or media without approval.

e) Make recommendations to Council through the Lifestyle and Community Committee.

f) Present new project ideas for City delivery.
ADVISORY GROUP MEMBERSHIP

Building a diverse and experienced advisory group will enable the City to access the broadest and most talented pool of music industry people to further strengthen the Gold Coast music industry. Membership will consist of a group that represents gender diversity, people of all abilities, life experiences and cultural backgrounds.

4.1 The Advisory Group membership approved by the City generally shall comprise of:

a) Individuals that are strongly engaged in music related activities on the Gold Coast.

b) Representatives from a diverse range of Gold Coast music related businesses.

c) Non Gold Coast businesses and individuals whose expertise will further the objectives of the Advisory Group.

d) Representatives from state-wide/national music related peak bodies.

e) Mayor of the City of Gold Coast (Mayor) or nominee, as ex-officio member.

f) Representatives from government departments that engage with music industry (State and Commonwealth).

g) Observers or specialist advisors – City staff, representatives of other local government bodies or peak bodies as appropriate as observers only.

h) Other individuals identified by the City.

4.2 Intended benefits for Advisory Group participants

It is envisioned that members of the Advisory Group will help shape a new live music era for our city and have the opportunity to:

a) Contribute to and influence local industry growth and development with a focus on nurturing growth, creating visibility and recognising creativity.

b) Network and make new connections, becoming an integral part of a collective new voice and influence for our local industry.

c) Use industry knowledge for the next generation of musicians, practitioners and music industry related businesses.
Selection

The selection of the Advisory Group will be by nomination and administered via an open Expression of Interest process.

The nominations will be assessed by an independent panel of music industry professionals from across multiple businesses and areas of expertise, coordinated by the City.

The panel will ensure that the appointments made to the Advisory Group will be in line with the City’s cultural strategies, plans, policies, and the criteria relating to experience, connection, reputation, diversity and influence.

The panel will provide recommendations to the City’s Chief Executive Officer who will be responsible for approving the appointments to the Advisory Group, in consultation with the Mayor.
SELECTION CRITERIA

Appointment to the Advisory Group will be made with reference to one or more of the following criteria:

6.1 Mandatory

a) Demonstrated significant connection to the Gold Coast music industry.

b) Extensive experience with issues affecting live music on the Gold Coast.

c) A history of experience in:
   • music performance
   • venue ownership/management, in particular local venue
   • music festival/event management
   • tertiary education
   • delivery of professional services i.e. managers, bookers, promoters, record label owners, publicists, recording studio operators, technicians and engineers
   • delivery of creative services i.e. photographers, designers, journalists, writers, bloggers, and artists
   • planning and regulatory bodies i.e. Office of Liquor and Gaming Regulation, Queensland Police Service
   • national, state peak body representation
   • town planning specifically in relation to live music venues
   • other related music industry practice.

d) Proven ability to provide advice on issues currently affecting the Gold Coast live music industry.

e) Awareness of current national and international music issues and trends.

f) Understanding best practice models and programs to support live music and/or live performance.

g) Demonstrated industry connections, respected locally/nationally/internationally and able to open doors for the Gold Coast music industry.

6.2 Desirable

a) Understanding and/or experience in the management of the potential conflict between noise transfer and residential amenity.

b) Evidenced national/international music industry connections.

c) Understanding of the legislative, regulatory or financial regime that affect the provision of live music and/or live performance.

d) Lived, experienced and/or music experience working with artists/musicians from diverse backgrounds i.e. gender diversity, people with disabilities, seniors, culturally and linguistically diverse backgrounds, LGBTIQ+, young people, Aboriginal peoples, Torres Strait Islanders, Australian South Sea Islanders.
The Chair will be nominated by the City. The Chair must be a Gold Coast resident.

8.1 The Advisory Group shall be convened for the duration of the MAP. An inaugural meeting will take place in November 2019. The second meeting will be scheduled for January 2020 with the third in May 2020. Anticipated meetings thereafter will be quarterly.

8.2 A member’s tenure will be 12 months with the option to extend for another 12 months.

8.3 A person ceases to be an Advisory Group member if they
   a) Resign
   b) Fail to follow these Terms of Reference

8.4 Any member may resign by giving written notification to the City’s Chief Executive Officer, who will be responsible for appointing new members in consultation with the Mayor.
Fees and Expenses

9.1 Members whose participation in the Advisory Group cannot be considered an extension of their paid employment or professional position will be paid an honorarium of $300 per meeting attended to cover all costs incurred. Observers, City staff and Councillors are excluded from receiving an honorarium.

9.2 The City will arrange flights, accommodation and cab charges for members requiring significant travel to attend meetings (i.e. interstate).

9.3 All members must be available to provide advice from their area of expertise, at the request of the City, at times that are outside scheduled meetings.

Conduct

Members must act lawfully, professionally, with honour and integrity. Information accessed, discussed, received and used in the Advisory Group meetings is confidential. The City, by approval of the City’s Chief Executive Officer, may terminate an Advisory Group member’s term for breaching the confidentiality rules. In line with principles of good governance, the Advisory Group will at all times strive to be participatory, consensus oriented, respectful, accountable, responsive, effective and efficient.

All members of the Advisory Group will work within the City’s External Communication Policy. Members who do not comply with the City’s External Communication Policy may be warned and may additionally forfeit membership of the Advisory Group. The Chair will be the spokesperson for the Advisory Group following designation by the Mayor. The Chair will work with the City’s Corporate Communication Branch when liaising with the media. Should the Chair not be available, the City’s External Communication Policy will be followed.
11 MEETING ADMINISTRATION, ATTENDANCE AND PROTOCOL

11.1 The City will provide administrative support

a) Compiling and circulating agenda and relevant documents to all members.

b) Taking and distributing minutes which include attendance, declaration of interest and meeting resolutions.

c) Coordinating other meeting arrangements including accessibility of meeting procedure and materials.

d) If the Chair is not present within ten minutes after the time appointed for the meeting, the members may choose one of the other members to be the Chair for the purpose of the meeting.

e) Members and Chair can suggest additional agenda items provided that those items do not contravene the objectives stated in the Terms of Reference, and if time allows.

f) The quorum of a meeting of the Advisory Group will be a simple majority. No business of the Advisory Group will be considered unless the quorum is present. If within half an hour from the time appointed for the meeting a quorum is not present, the meeting will be dissolved.

g) Meeting will be two hours in duration.

h) The Advisory Group has the capacity to establish time-limited working parties to address specific issues and projects. The Advisory Group may co-opt relevant City staff and community members to these working groups to provide additional expertise if/where required.
CONFLICT OF INTEREST

A member who has a pecuniary interest in a matter being considered at a meeting must disclose the existence and nature of the interest. A member having disclosed a pecuniary interest must not be present when the matter is being considered, discussed or voted on.
13.1 Reporting

An outcome report will be produced by the Arts and Culture Unit with sign-off by the Chair for distribution to the Mayor, Councillors and the City’s Chief Executive Officer.

13.2 Monitoring

The Arts and Culture Unit will conduct a six monthly performance review of the Advisory Group consisting of peer review surveys, feedback forms and analysis of gaps. Any updates or issues will be documented through the agenda and monitored for action by the Arts and Culture Executive Coordinator in consultation with the Mayor. An annual review of membership will also be conducted by the Arts and Culture Unit in line with the outcome report produced for the Mayor, Councillors and the City’s Chief Executive Officer.

13.3 Evaluation – the following measures will be applied to evaluate the performance of the Advisory Group

a) Advocate
   – Number of priorities and issues identified and documented

b) Inform
   – Number of industry opportunities identified and reported through meeting minutes

c) Connect
   – Number of meetings with industry related to the MAP
   – Number of music industry referrals made in relation to the MAP
Recommendations for amendments to the Terms of Reference can be made at any time. However, amendments to the Terms of Reference must be approved by the Mayor and the City’s Chief Executive Officer.