



State of Play Report – 2022

About Live Music Bendigo Inc.

Live Music Bendigo Inc. is a volunteer community organisation that was established in 2021 following the challenges to live music resulting from the COVID pandemic, but also having a long-term view of supporting a vibrant and healthy live music scene in Bendigo.

The committee consists of local people who are involved in live music as performers, venue managers and owners, event promoters and music industry businesses. The committee are all acting on a voluntary basis with no payment for their time and efforts. Initial funding for the survey and research phase of the organisation coming from a grant from the Ulumbarra Foundation, and we acknowledge their important contribution towards achieving our strategy.

Our aim is to support a rejuvenated, vibrant, sustainable and diverse local live music scene through the realisation of our purpose as stated in our Rules of Incorporation;

The purpose of the association is to grow Bendigo's live music industry and consequently its reputation as a leading live music city in regional Victoria.

This will be achieved through;

- a) The provision of support and encouragement to Bendigo and central Victorian live music industry participants including:
 - - Musicians (amateur, students, professionals)
 - - Live music venues
 - - Music retailers, suppliers, community groups and businesses
 - - Live music audiences and participants
- b) Support to broaden access to live music participation for all, including disadvantaged, disabled, CALD and First Nations communities.
- c) The celebration of achievements and successes of Bendigo and central Victorian live music industry participants

About the State of Play Report 2022

This report is based on feedback received through on-line public surveys conducted in July-September 2022.

The surveys were based around four broad sections of the live music scene in Greater Bendigo;

- Public (audience/supporters of live music in Greater Bendigo)
- Artists/Performers (including those who don't reside in Greater Bendigo, but who play regularly in Bendigo)
- Venues/Events (located largely in Greater Bendigo, but including venues/events who draw on the Greater Bendigo region)
- Live Music Support Businesses (e.g. music retailers, private music teachers and tutors, sound/lighting providers)

The results contained within this report are presented to provide a baseline of the local live music scene as at the time of the surveys so that Live Music Bendigo could;

- Inform development of a strategy for supporting the growth of the local live music scene,
- Make recommendations to other organisations and participants in the live music scene for activities and strategies to help develop a stronger live music scene,
- Engage with participants in the live music scene in Greater Bendigo, and
- Be able to measure changes in the scene over time through periodic follow-up surveys.

The committee feels we had strong feedback for the public and artist/performer surveys, but only relatively small representations in the venue/event and music support business surveys by comparison to the total amount of venues/events and music support businesses we know exist in Greater Bendigo. As such, we are confident that the first two survey categories provide a useful picture of the state of the live music scene, but the latter two only offer a very basic overview. We hope to be able to strengthen returns and feedback in the latter categories over time through purposeful engagement and involvement in developing the live music scene.

We thank all those who took the time to complete the surveys and apologise for the length of time it has taken to get the results out into the public sphere – we expect that future survey results will be able to be released in a much better time frame.

We also thank those who have supported us in our early endeavours, most particularly the Ulumbarra Foundation who gave us initial support funding to enable us to get the survey off the ground, and ourselves in a position where we are confident of a future for us as an organisation.

To keep up to date with Live Music Bendigo, you can follow us on Facebook or sign up for email updates via our Website at <https://www.livemusicbendigo.org/>

State of Play Report 2022 – Feedback/Observations Summary

The survey asked the Artist/Performer, Venues/Events and Music Business sectors to provide feedback on a number of specified areas for development of the live music scene, and their results were consistently focused on;

- Audience Development
- Build Public Demand for Musical Products, Services and Experiences
- Better Public Understanding of Creative Industries' Value
- Attract Investment in Music Services
- Marketing/Promotional/Digital Support/Upskilling

Along with the written feedback from the public survey, they indicate the following areas of opportunity in the local live music scene;

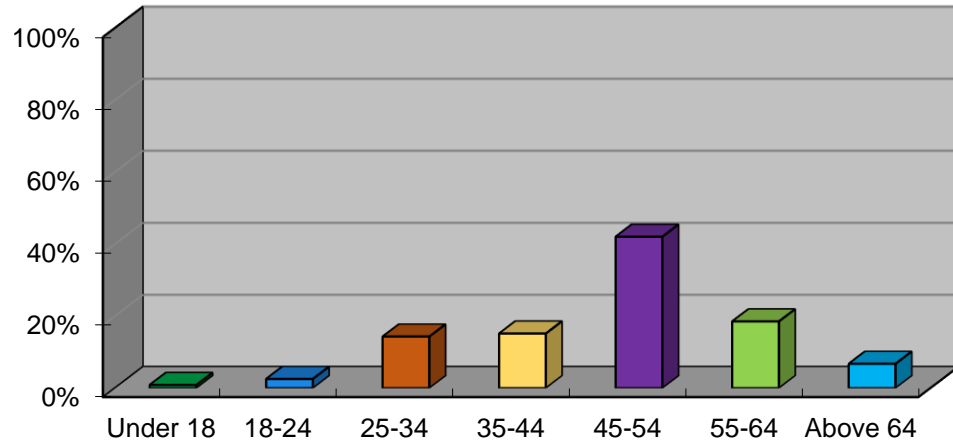
Immediate Opportunities

- A well organised, accessible and up-to-date gig guide
- Public awareness of the value of live music
- Bringing together the Live Music scene participants (Artists/Venues Forums)
- Leverage Bendigo's infrastructure/natural scenery/facilities for diversification of offering
- Improve liaison/relationship with venues
- Embrace music services businesses as part of the live music scene
- Upskilling of Artists' business capabilities

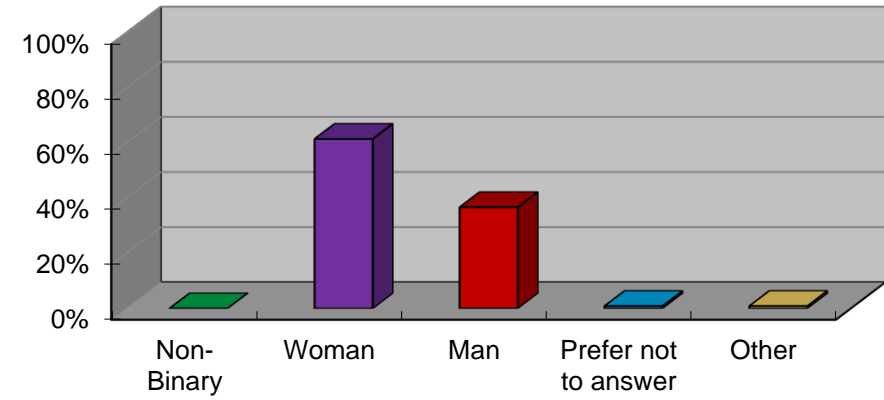
Advanced (Future) Opportunities

- Localised Live Music Strategy (In conjunction with Council/State Government)
- Venue development strategy (existing and new)
- Dedicated live music venues
- Medium sized live music venue
- Expand diversity in the musical offering
- New/emerging band/artist strategy
- Funding support for emerging artists
- Sustainability of artist's income

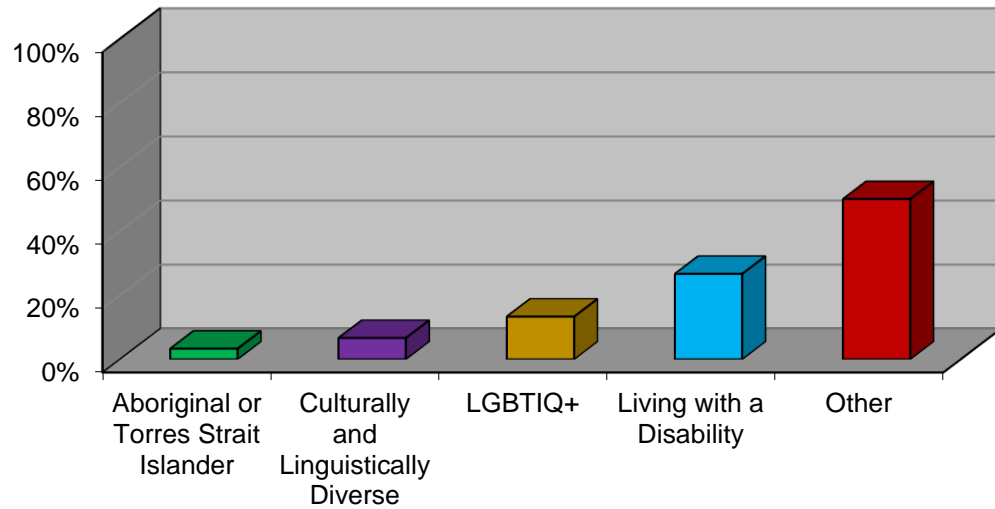
Public Survey Demographics



Respondent Age Groups



Respondent Gender Identity



Respondent Diversity

Public Survey Demographic Overview

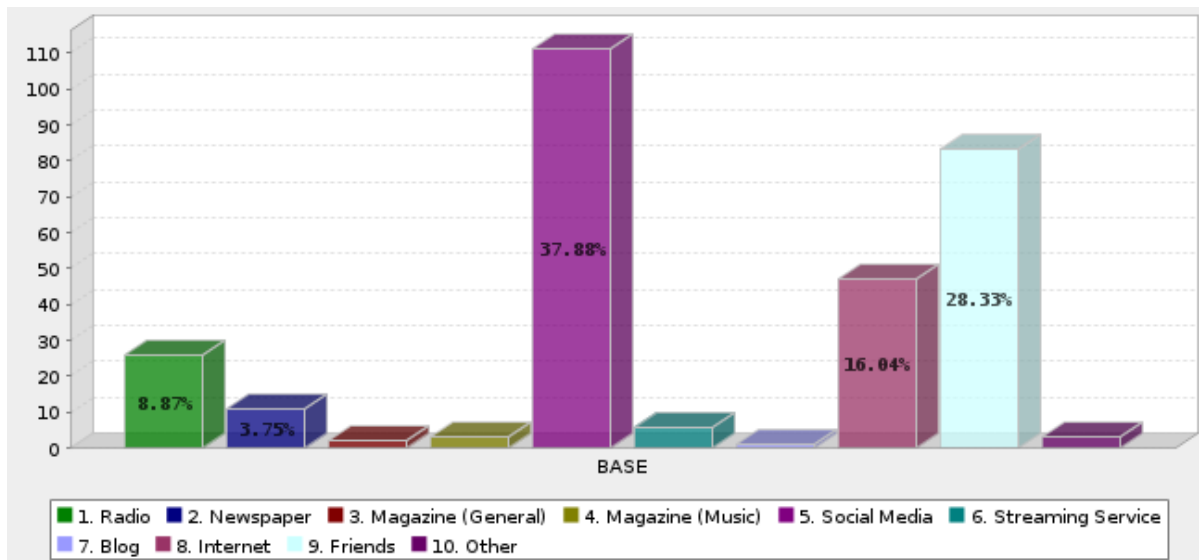
119 surveys completed at 95.2% completion rate (6 drop outs)

Skewed to older demographics

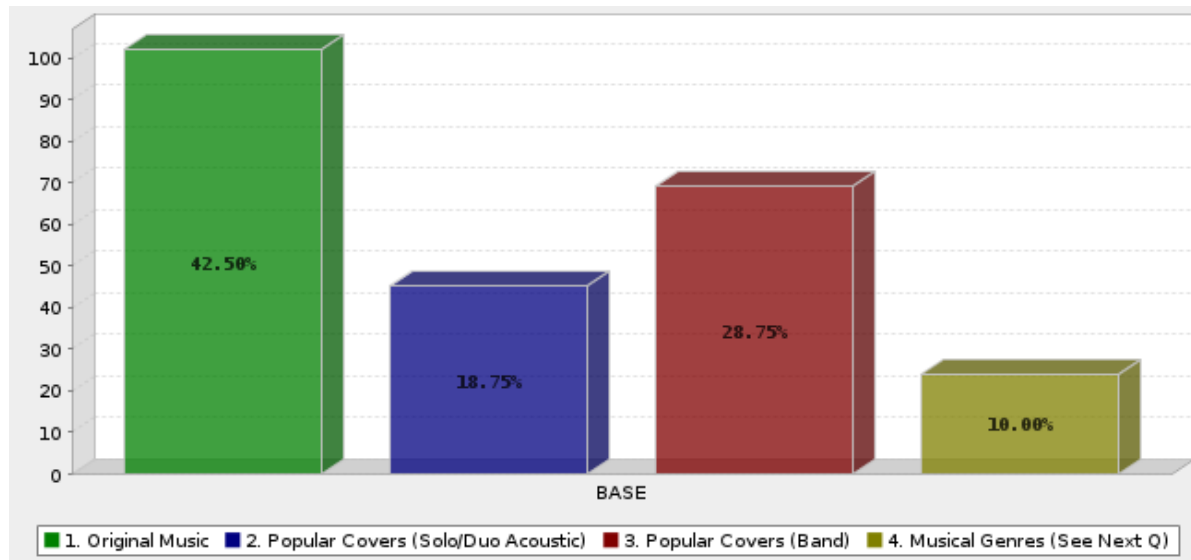
Female dominated

Minimal diversity (other was actually n/a)

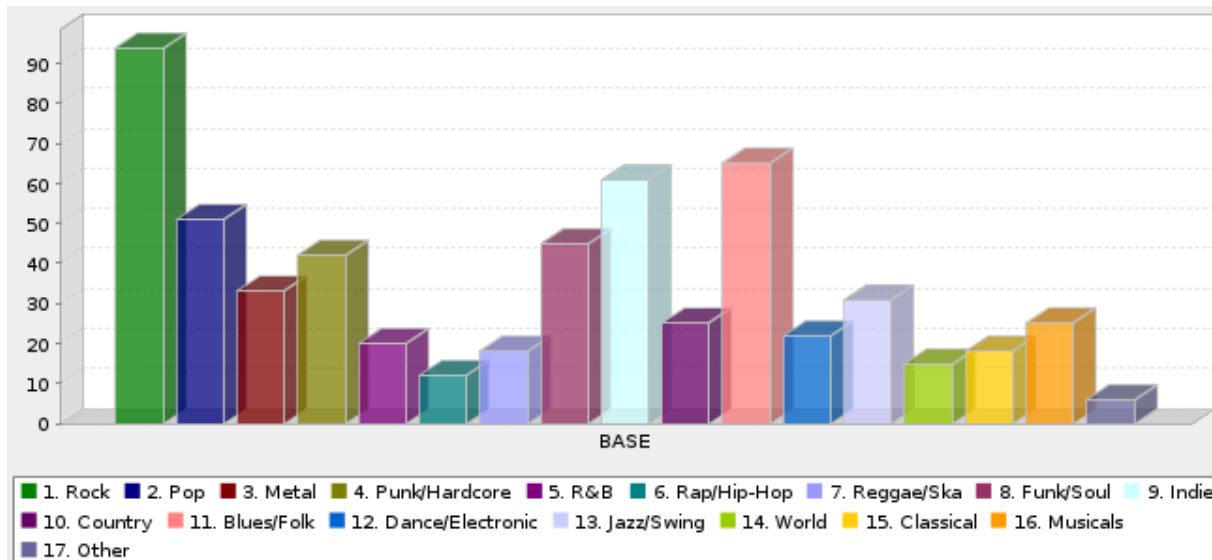
Public Survey Results



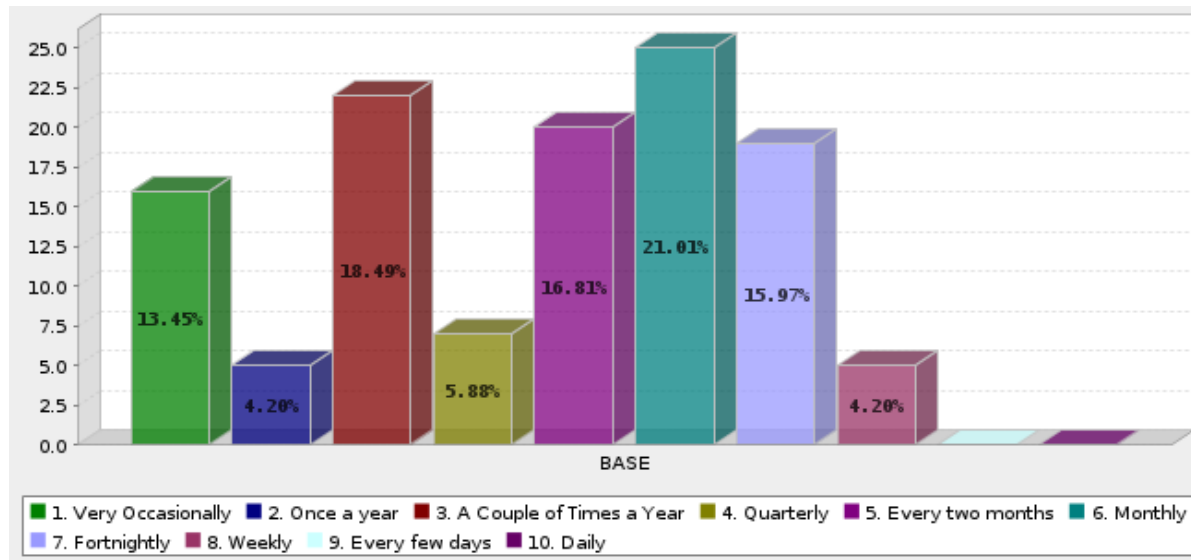
Source of Information on Live Music in Bendigo



Type of Live Music preferred

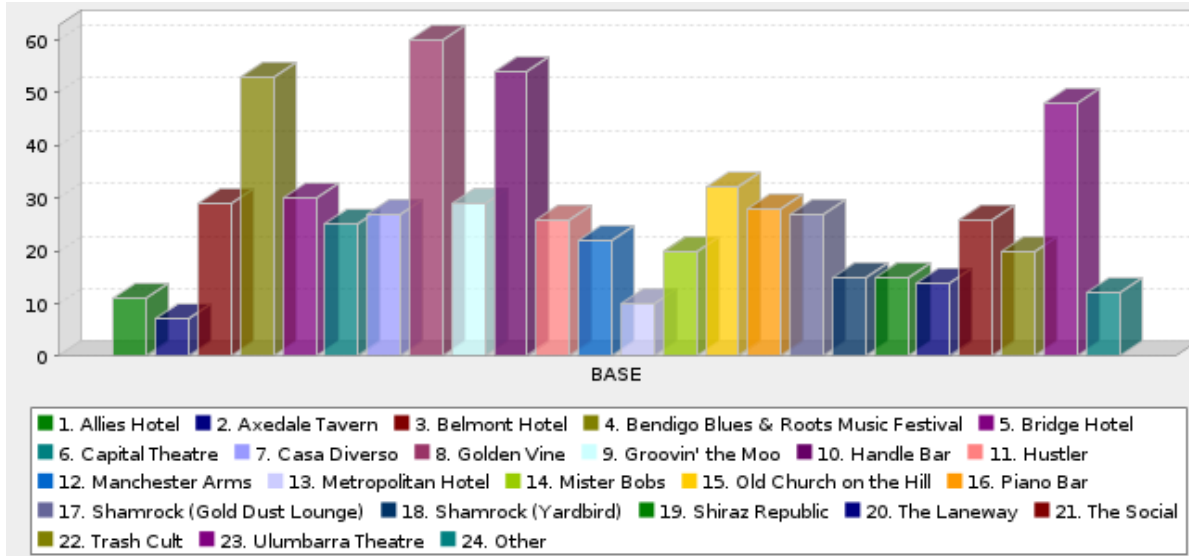


Favoured Live Music Genres

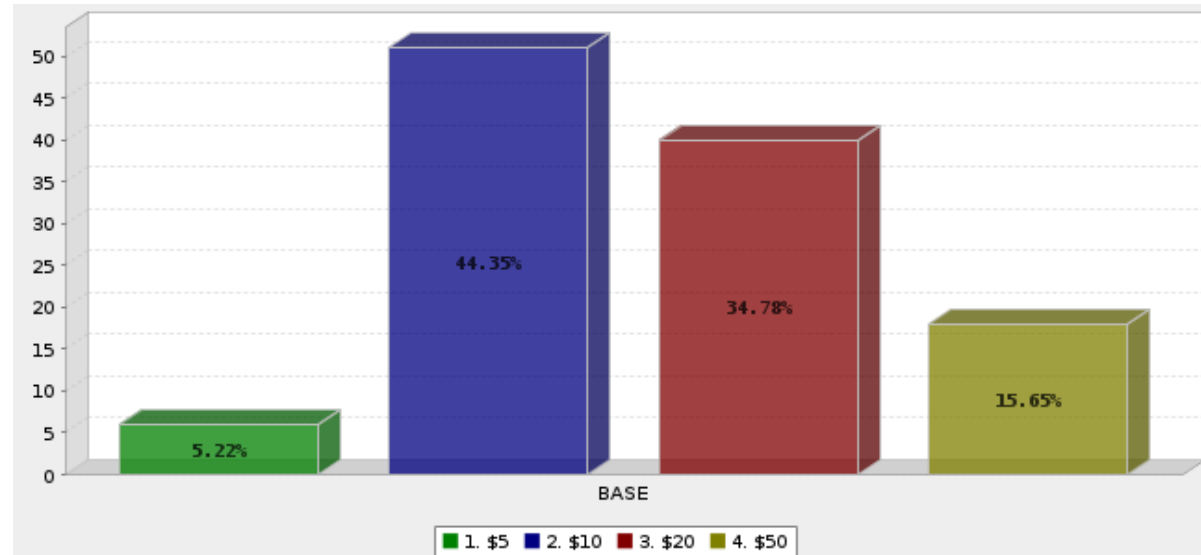


Frequency of Live Music Attendance

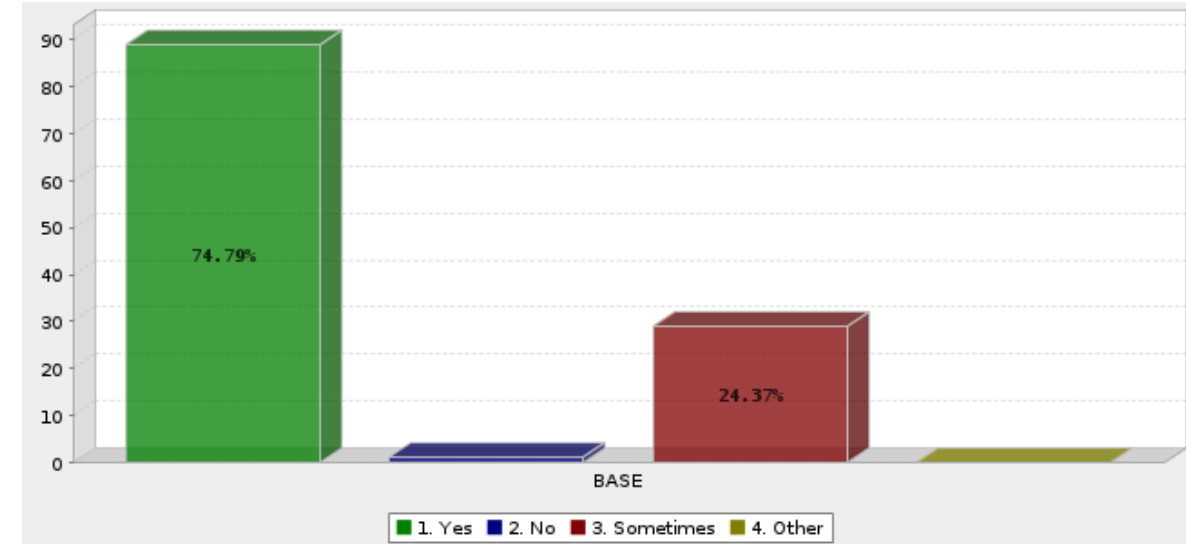
Public Survey Results



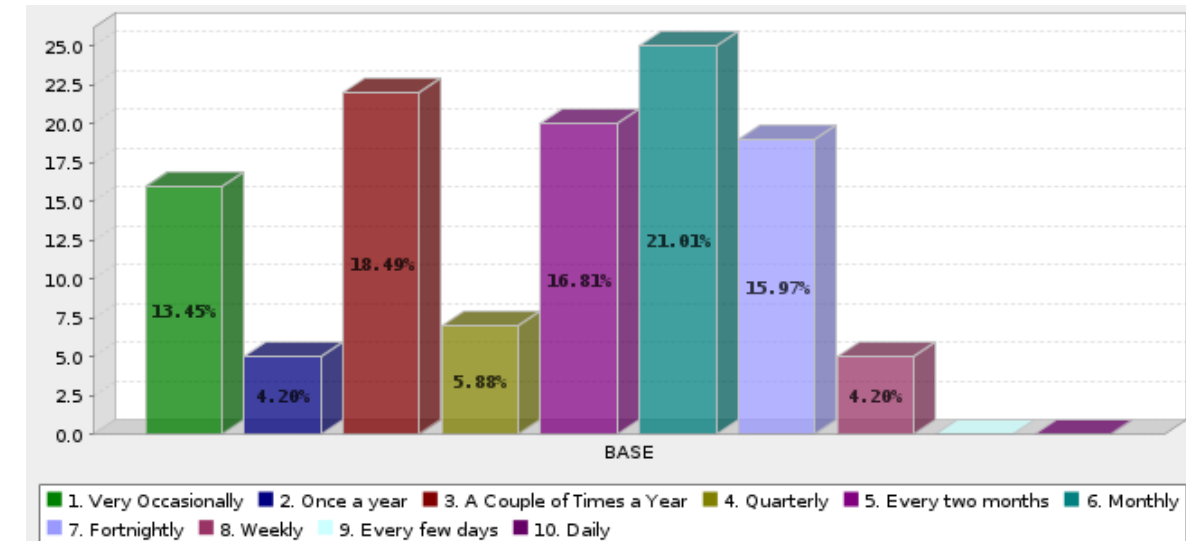
Venues for Live Music



Amount of Door Charge

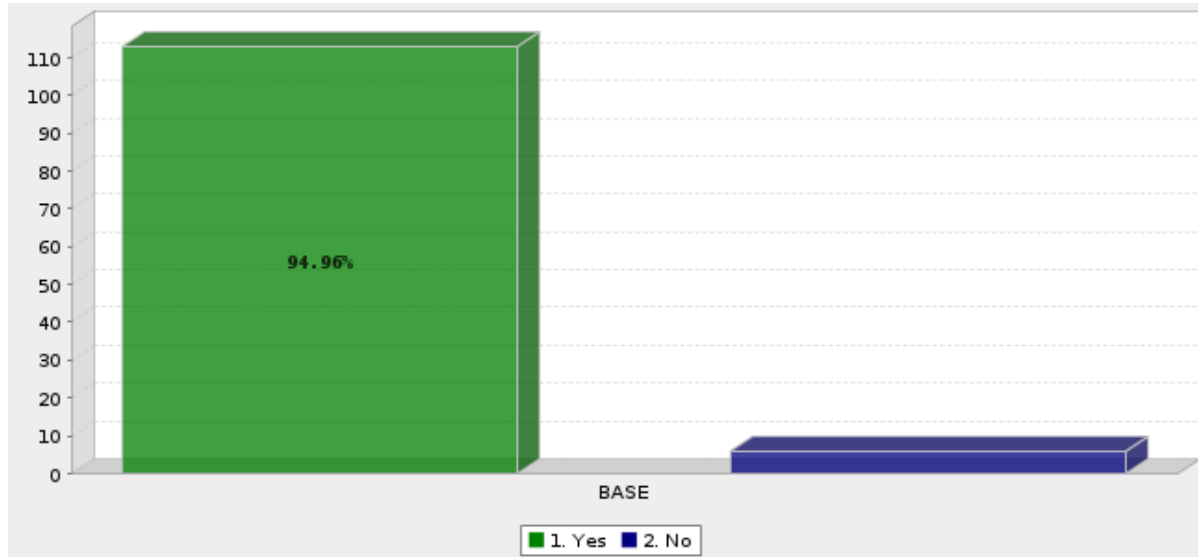


Would you pay a Door Charge?

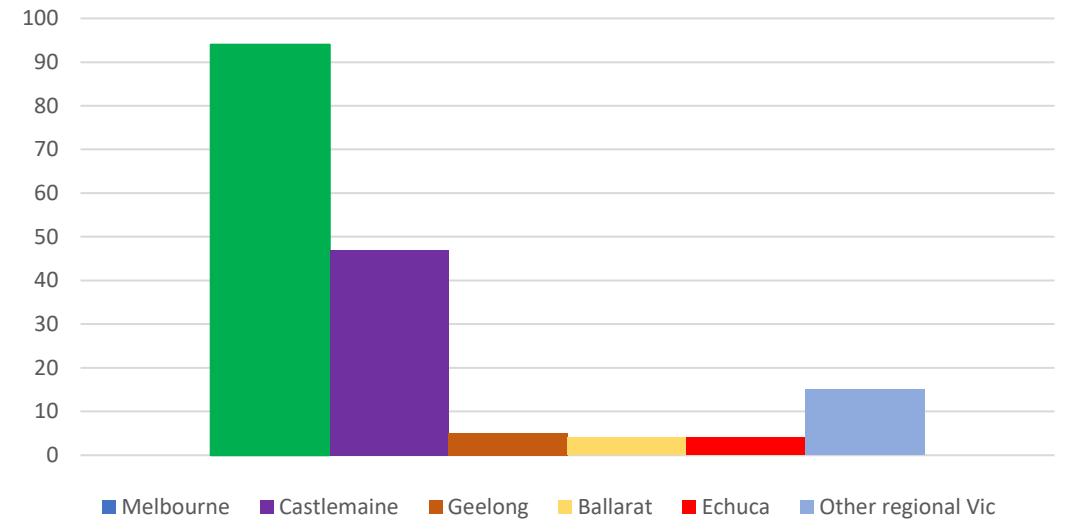


Frequency of Live Music Attendance

Public Survey Results



Do they travel outside Bendigo for Live Music?



Where do they travel to??

Public Survey Observations

- Regular attendees of Live Music (65% at least quarterly)
- They like pubs/bars, but will go where the music is
- They get info from Social Media & Friends
- They like Original Music
- They have diverse tastes
- They are happy to pay for Live Music
- They often travel outside Bendigo for live music

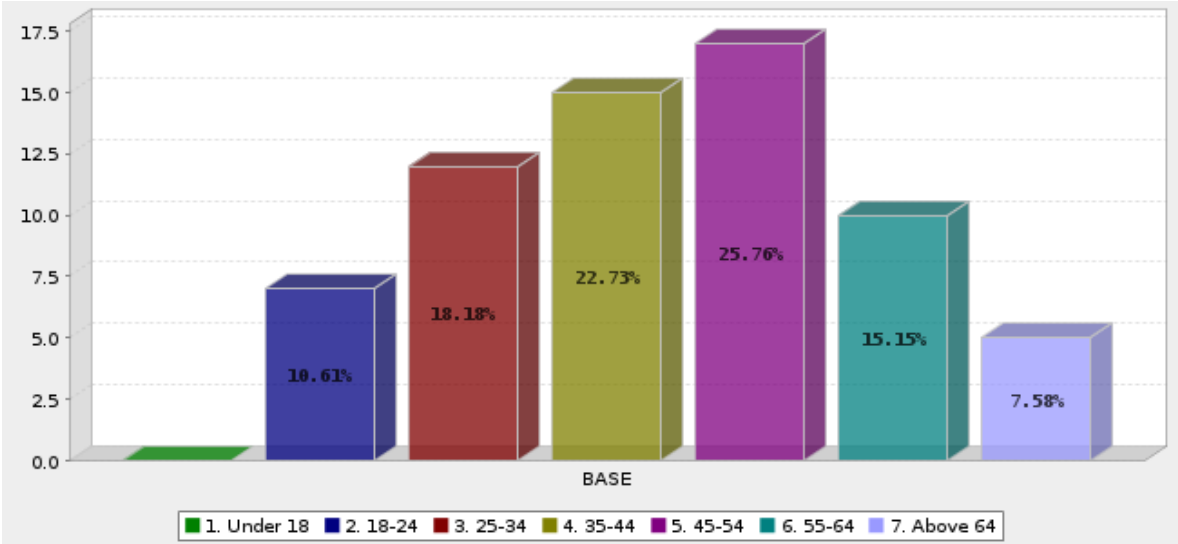
more diversity
gig pub
decent gig guide
venue
good sized band room
dedicated band room
good mix of venues

Public Survey Feedback Comments

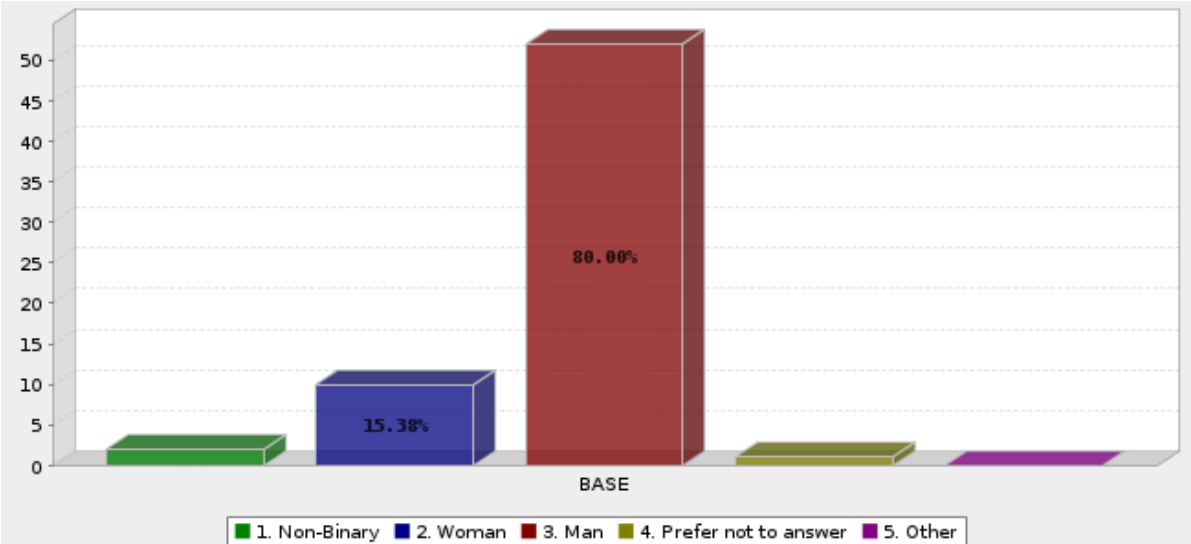
Comments - What do you feel would help create a more enjoyable live music experience for you in Bendigo?

- A pub/club that caters specifically to live music, local and national.
- More variety of genres, stronger advertising, more contemporary gigs - more options other than Aussie rock and blues
- More appropriate venues. Where do headline acts have to play outside of the stadium? No pubs have good sized band rooms so you end up sardined into a tiny space with terrible acoustics
- In a dream world... A standing gig venue for 200-300 people with a bar. All standing. Outside of that, a more central "gig finder" for the area.
- More outdoor family friendly
- More diversity.
- More events / gigs / festivals run by the council that host original artists
- A decent gig guide.
- More dedicated spaces where the emphasis is on watching live music.
- More diversity
- Diverse venues and more original music would be great.
- A quality, designated, medium sized music venue in the heart of the CBD which is ran well by music lovers not half hearted venue owners or managers.
- A more inclusive live music scene. A mix of local and out of town acts
- i think there is a good mix of venues, just need more venues to understand the value of musicians and public more so.
- There's not a venue I love here suited to bigger crowds for established bands - eg the equivalent of Theatre Royal in Castlemaine.
- Being able to see upcoming events all on the one facebook group page.
- A centralised option that detailed EVERY gig coming up, and at least a week in advance to allow for planning scheduling, often times you only find out about a gig you would have gone to on the day and it's too late.
- A venue with a dedicated band room and stage, with PA and lighting desk, such as The Tote, Corner Hotel, Northcote Social Club.
- Think a regular gig guide where every act is listed so is easier to know about the events rather than finding out by accident or reliant on fb notifications that may or may not pop up.
- Need to give new bands a chance to perform. Why can't they open shows for others? They can't learn how to perform in front of audience if they can't get the opportunity.
- Good venues and more of them.
- Having options and better communication about what's happening and when
- Bendigo seems to be missing a venue like the theatre royal that gets different acts playing that can get a larger audience but less mainstream.
- Improved promotion of the scene rather than just venues doing it themselves.

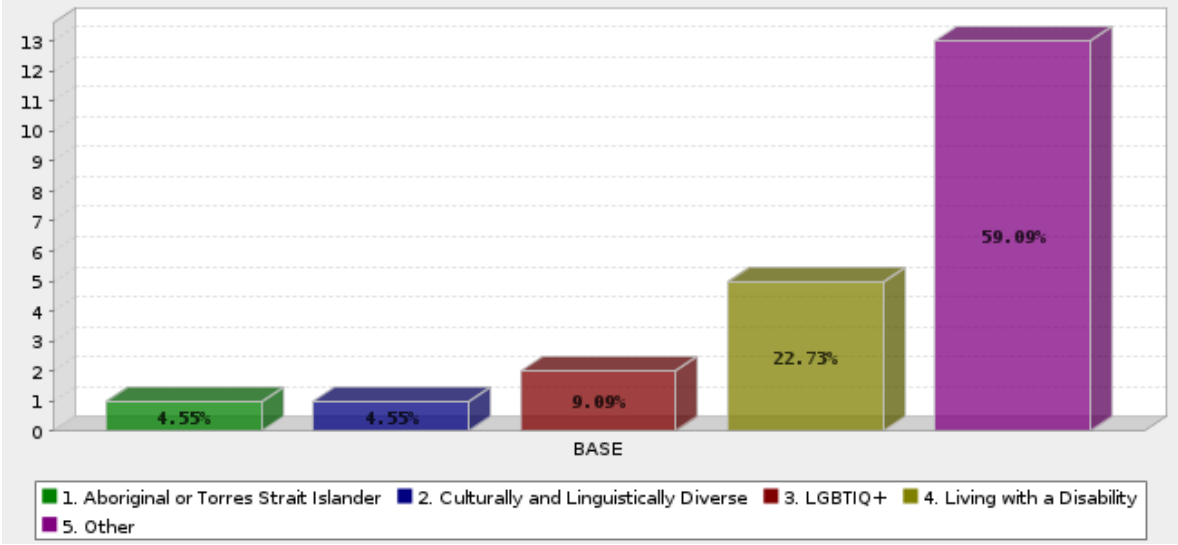
Artist/Performer Survey Demographics



Respondent Age Groups



Respondent Gender Identity

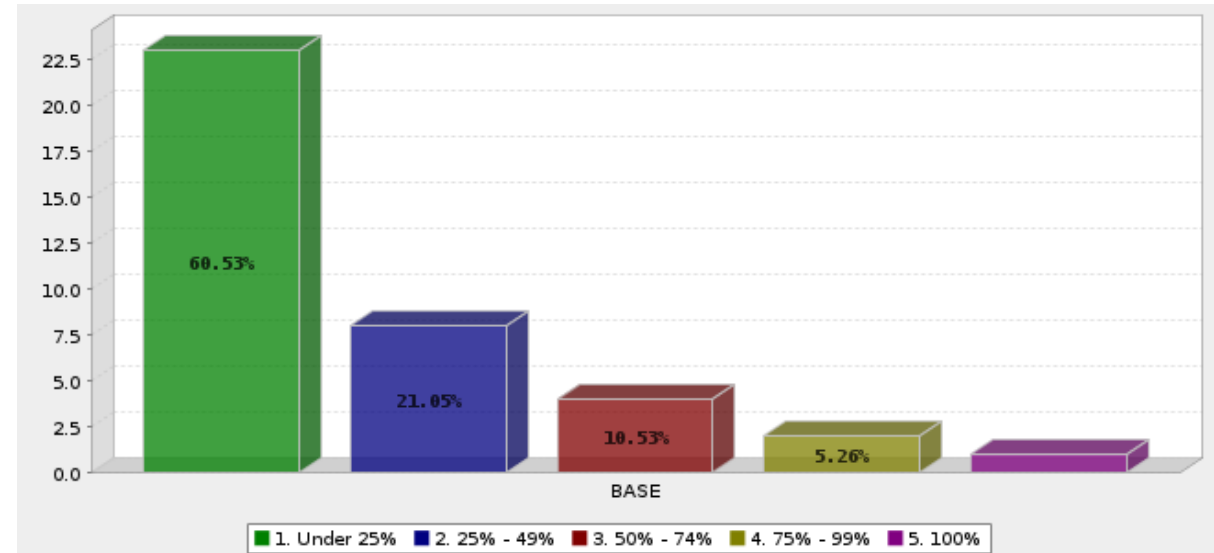
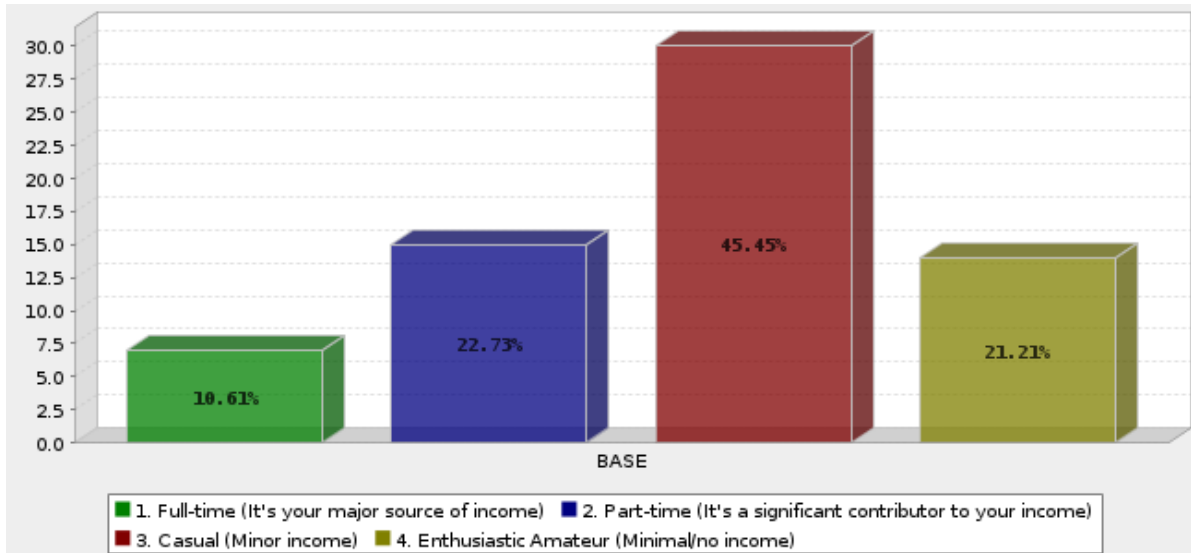


Respondent Diversity

Artist/Performer Survey Demographics Overview

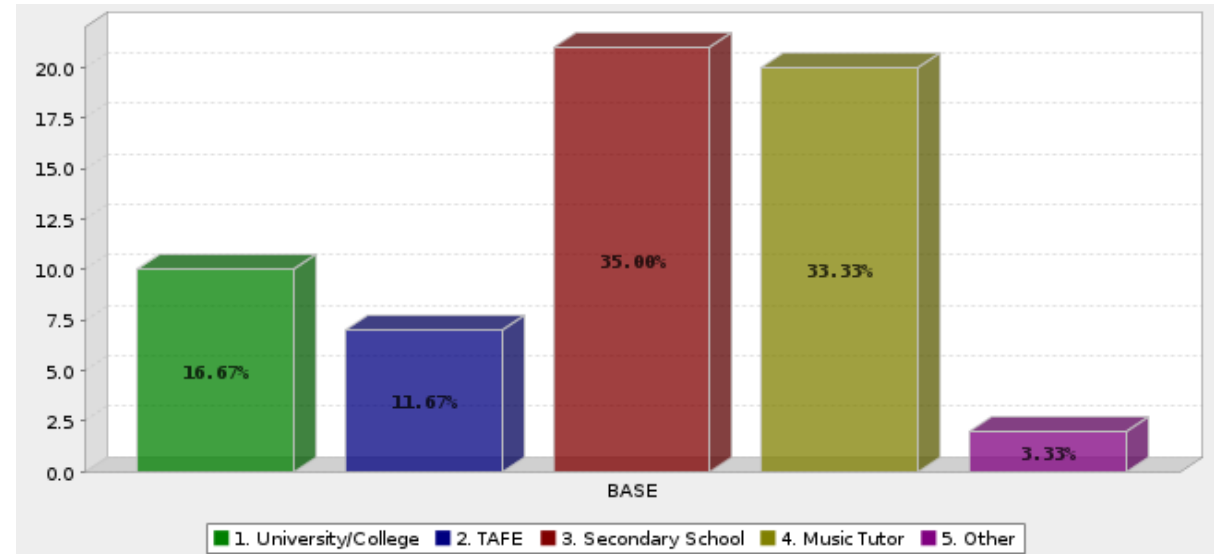
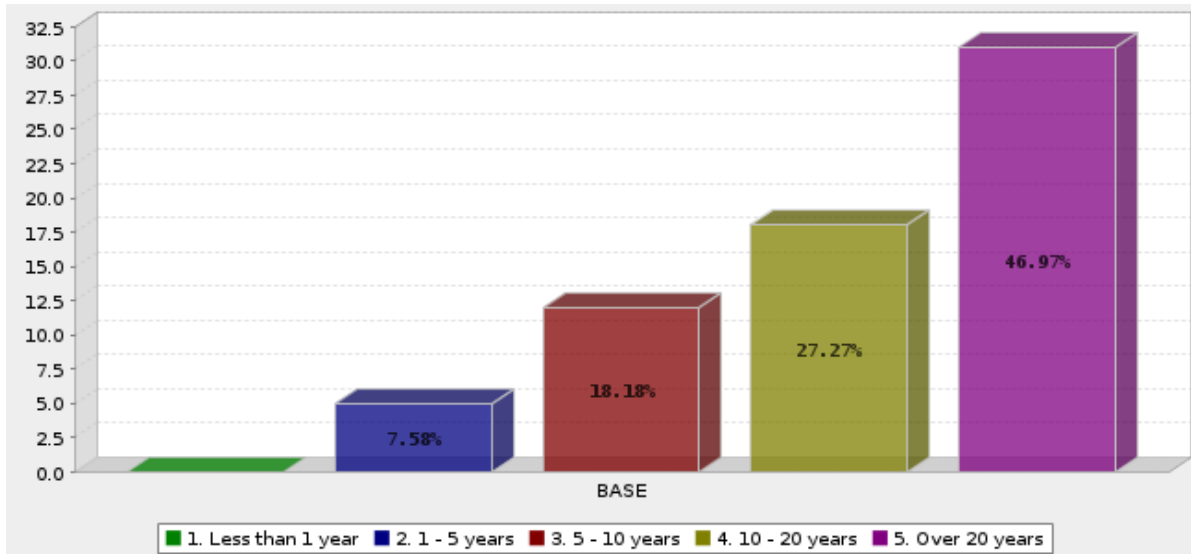
66 surveys completed at 91.67% completion rate (6 drop outs)
 Skewed to older demographics, but good representation from younger artists
 Male dominated
 Minimal diversity (other was actually n/a)

Artist/Performer Survey Results



Music Employment Status

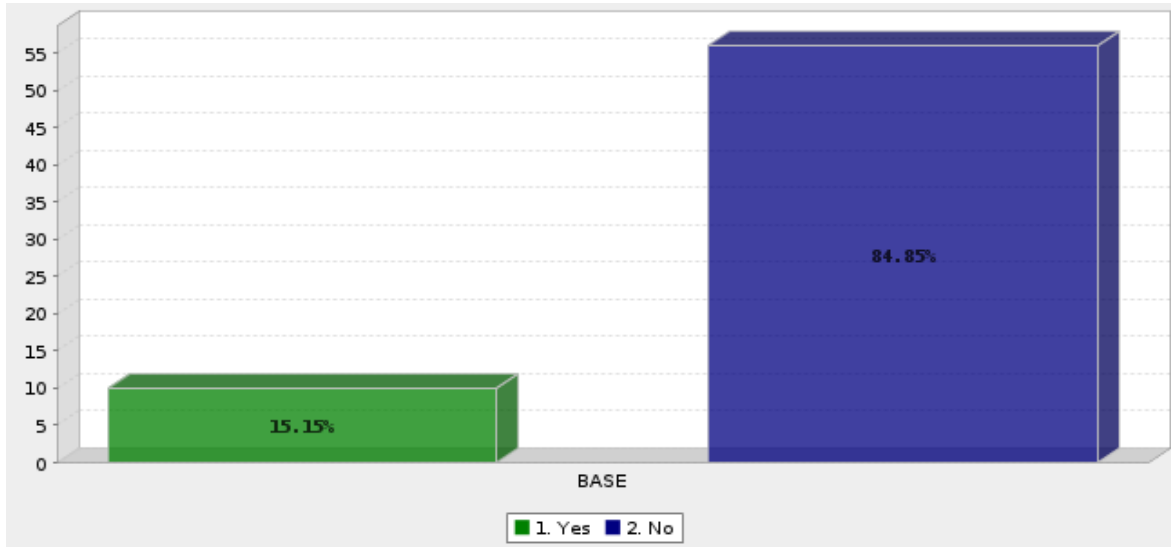
% Of Income From Live Music



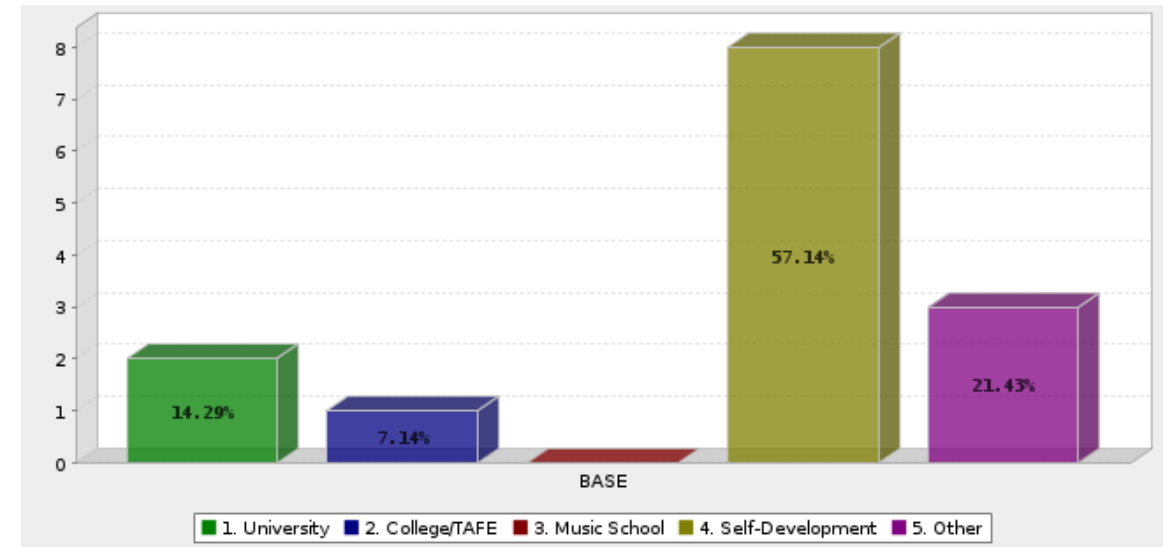
Time involved in Live Music

Music Education Source (63% responded 'yes' to having some formal musical education)

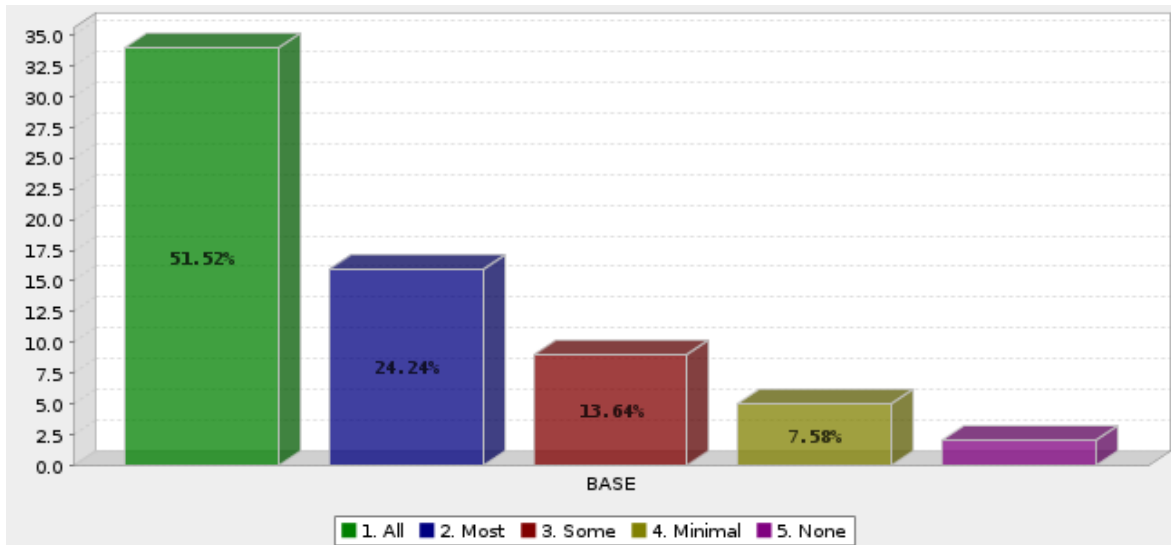
Artist/Performer Survey Results



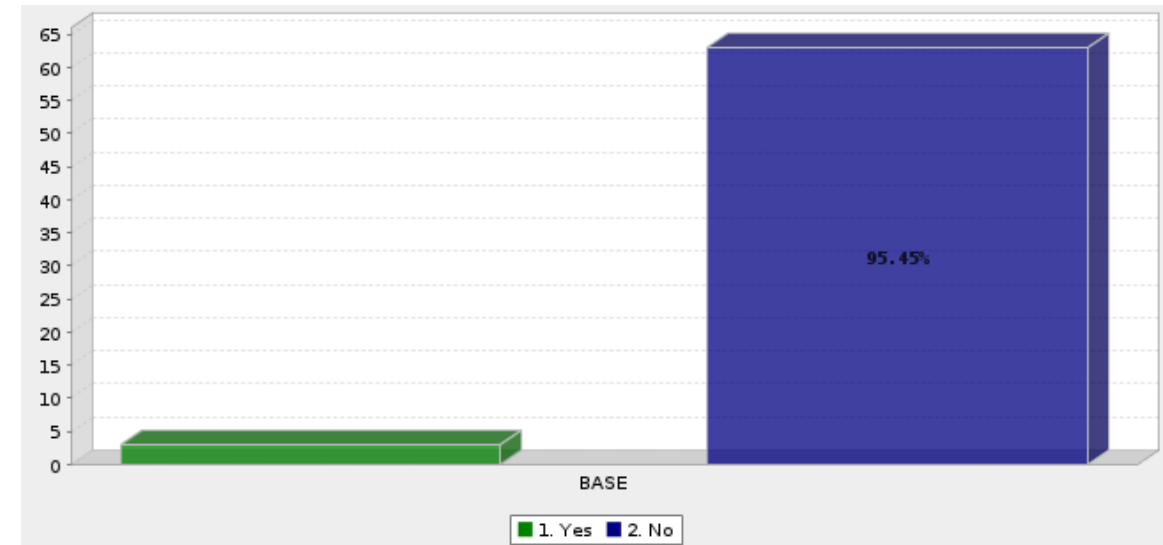
Have you had Music Business Training?



Where did you get Music Business Training?

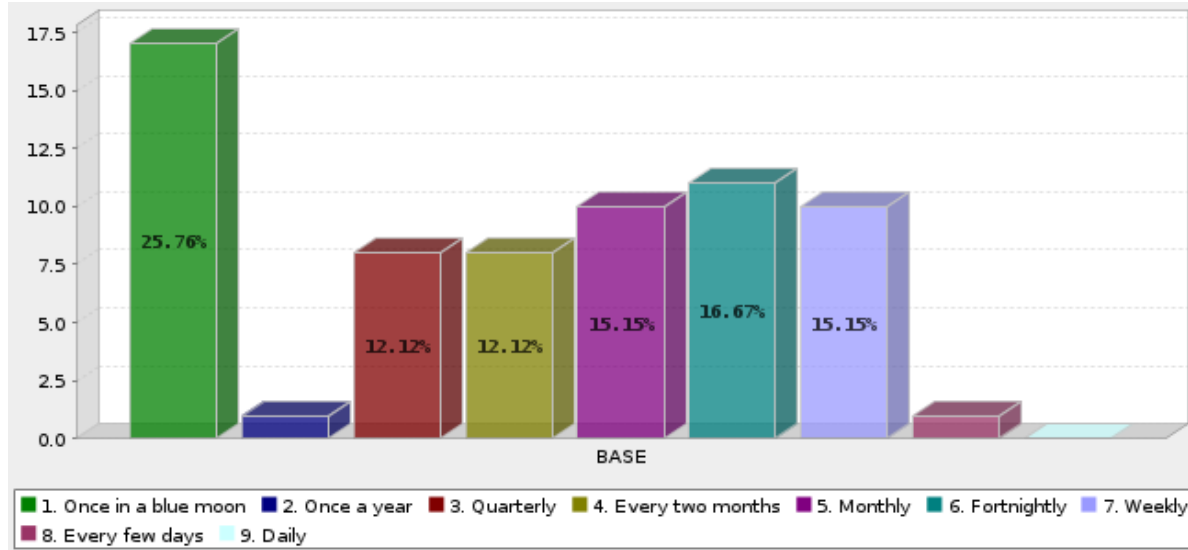


What % of performances are paid? (Avg Payment \$238)

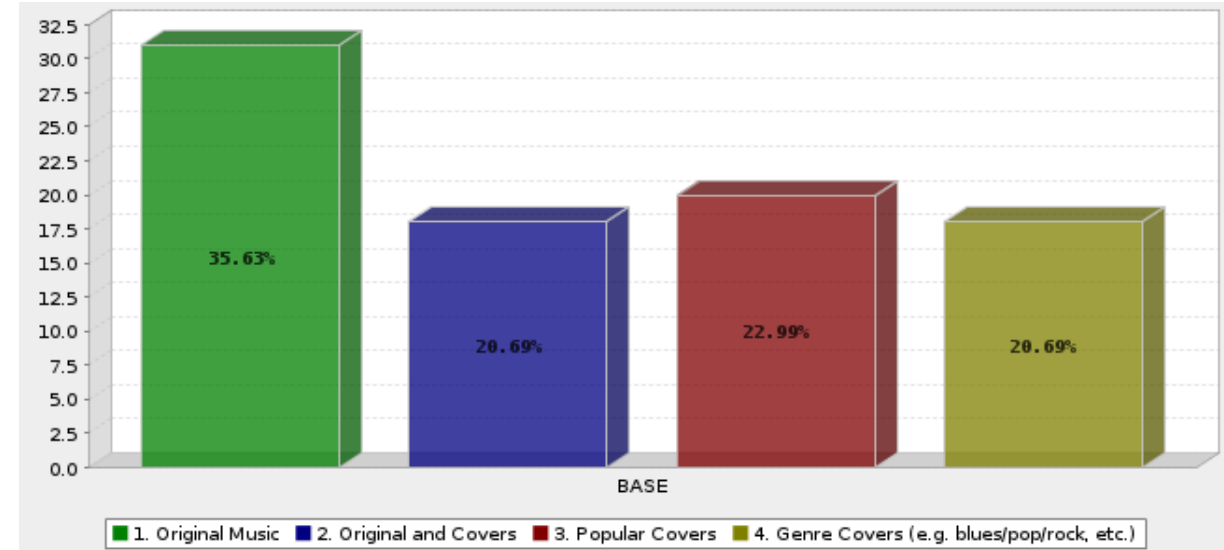


Do you have formal Management?

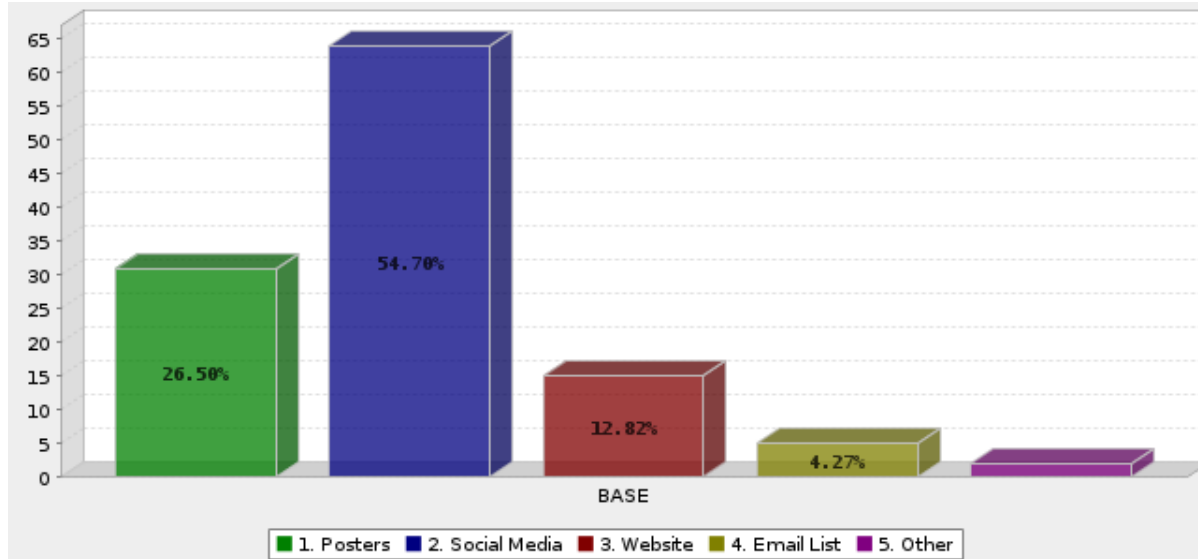
Artist/Performer Survey Results



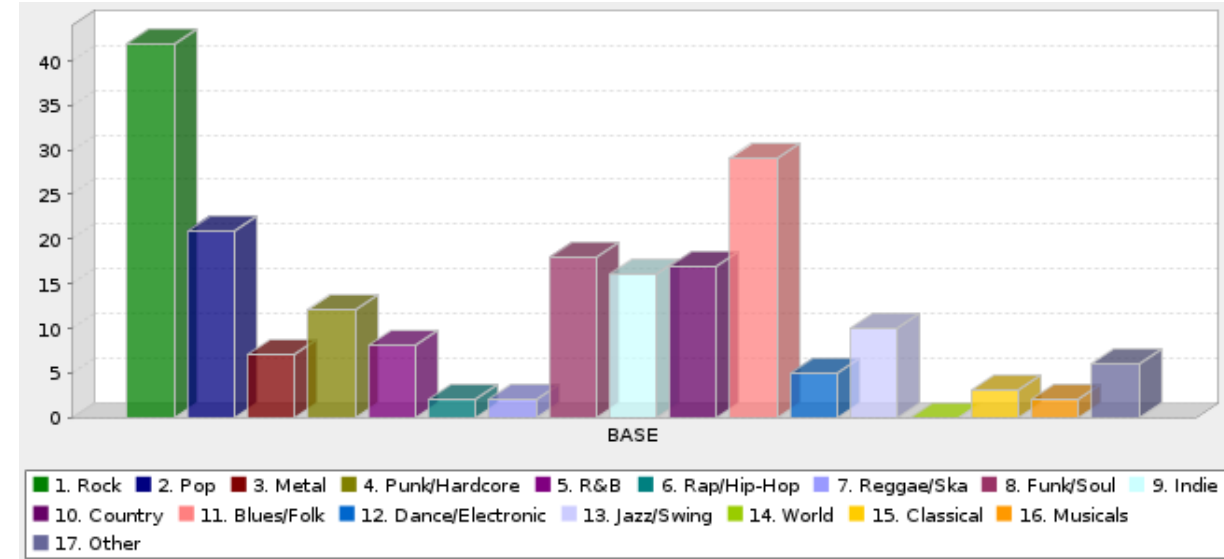
How often do you perform in Bendigo?



Content of performances

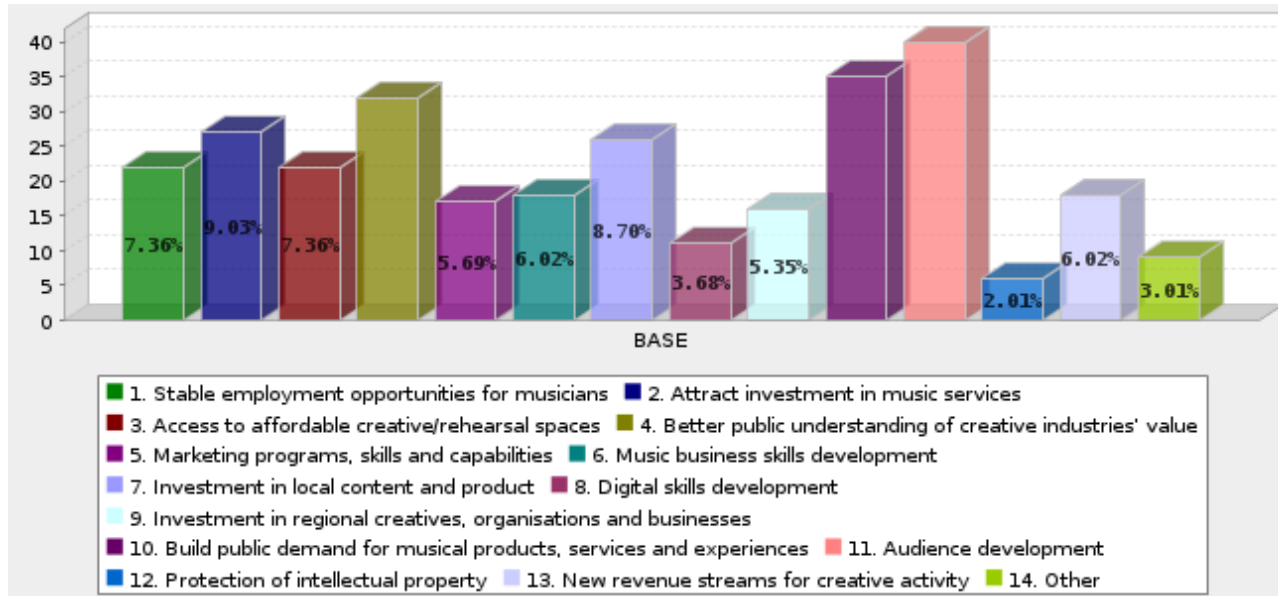


How do you promote your performances?



Genres played

Artist Survey – Feedback and Observations



What do you feel is needed to help support a vibrant live music scene in Greater Bendigo?

* Other: More dedicated music venues for more diverse Original Music

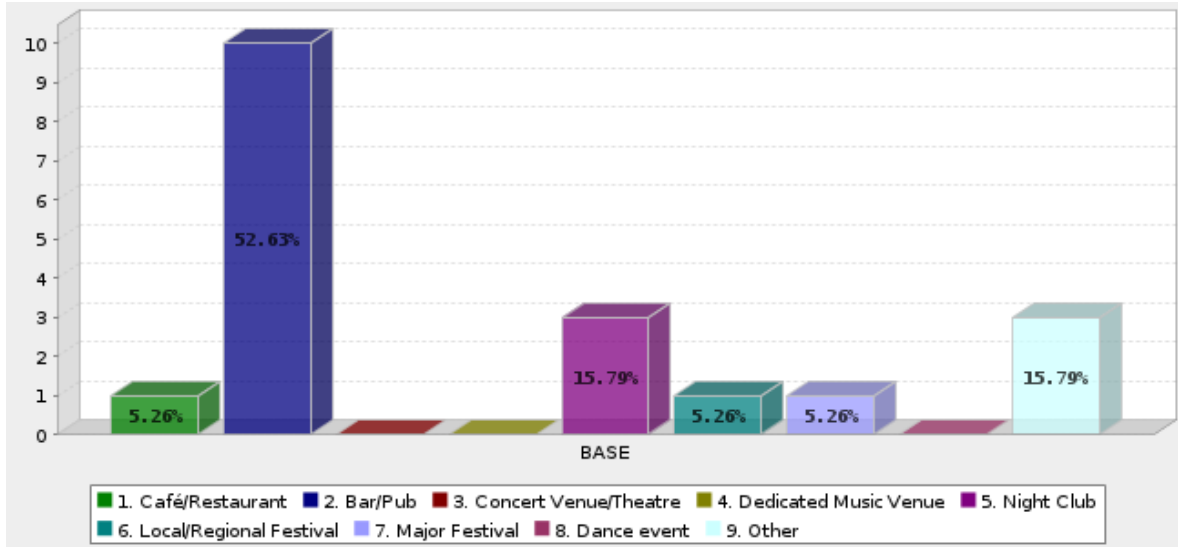
Artist/performer Survey Observations

- Live Music Artists are largely casual/part-time
- There is a skilled and experienced base of artists in Bendigo
- However, they are not skilled in the 'business' of Live Music
- Yet they are largely self-managed
- They perform mostly original music on a semi-regular basis in Bendigo
- Social Media is the dominant means of promotion
- Their offering shows less diversity than the tastes of the Public

Comments

- Council grants to enable small business owners a chance to create their own venues, host shows and build a vibrant music scene.
- Venues with dedicated music space and quality setup
- Small laneways as picturesque stages in prominent nooks of the streets, and I can see the architectural gifts of Bendigo work well in this concept.
- Would love to see more support from council to support more events at galleries, public spaces and council venues.
- I expect to be paid an appropriate rate for my services. With being a band of usually 5 plus players being paid \$400 for a gig is not acceptable
- Diversify the music offered around Bendigo; pay artists on time and adequately. Properly paid artists can spend more time creating original quality music and in turn increase the quality of the music in Bendigo. This will strengthen Bendigo's reputation as a live music city.
- A meeting/convention/ forum for face to face get to know/share/ with like minded musicians. Get a decent "what's on" for social media that is informative and current. Govt/council assistance to venues/artists for promotion or understand how other regional cities promote/ foster live local gigs Bring venue owners to the table to understand their concerns re cost, public liability, promotion.
- There is no venues that give new bands gigs that aren't open mics. We had (venue) who gave everyone a go and let bands build their base, learn the lifestyle. At the moment there is nothing that has or provides that.

Venue/Event Survey Demographics



Venue/Event Survey Demographics Overview

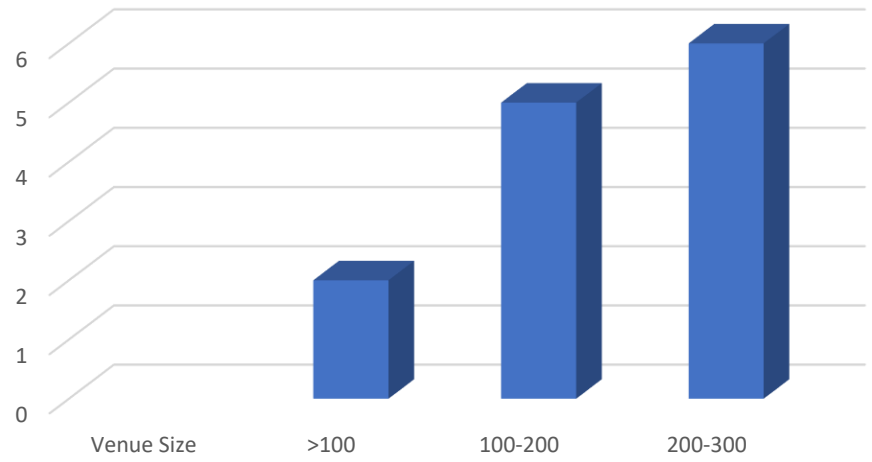
13 surveys completed at 20% completion rate (52 drop outs)

Mainly Bar/Pub and Nightclubs.

'Other' included; Winery, Youth Live Events, Brewery Bar, Music Club

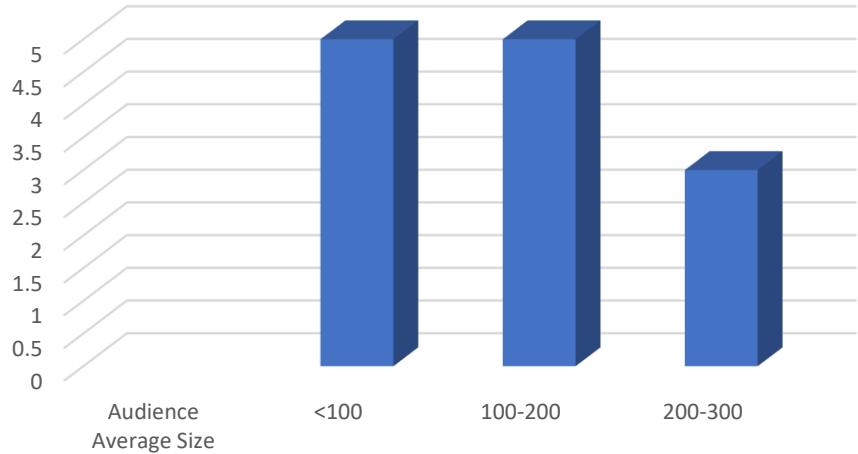
Type of Venue/Event

Venue Capacity



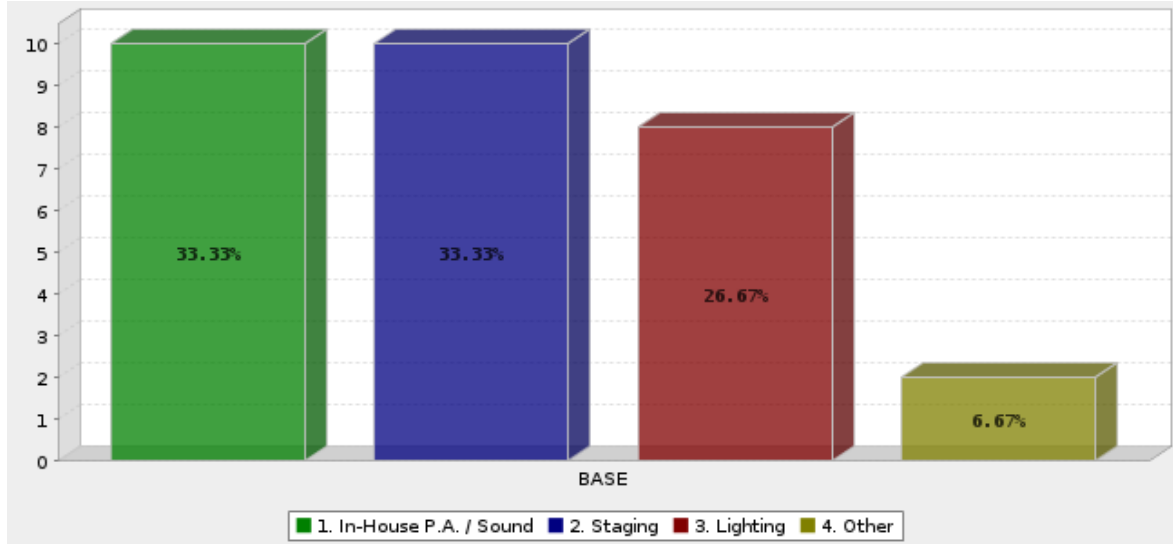
What is your venue capacity?

Average Audience Size



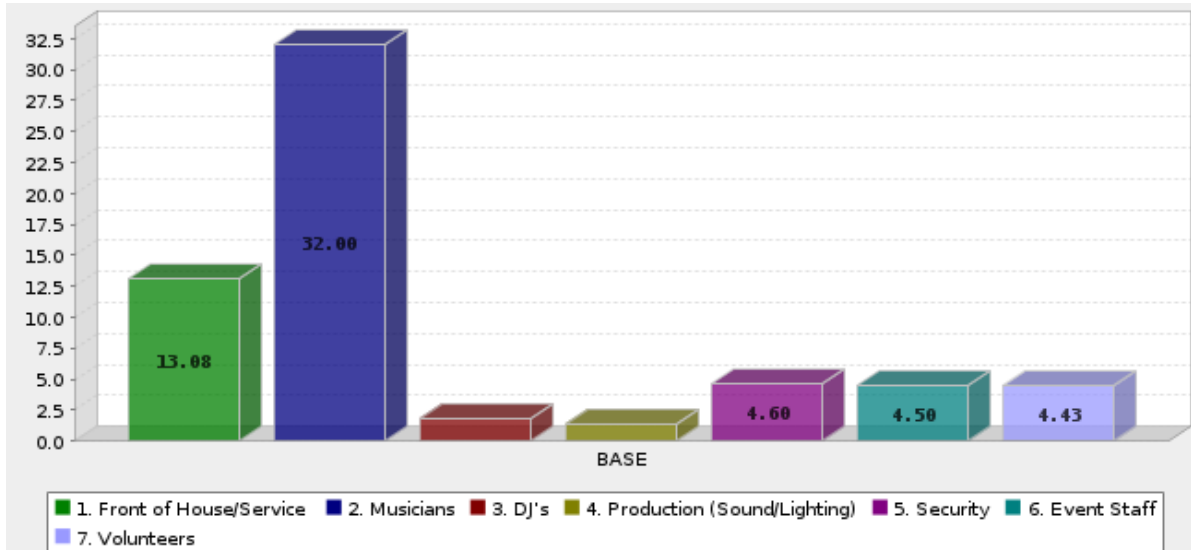
What is your average audience size?

Venue/Event Survey Results

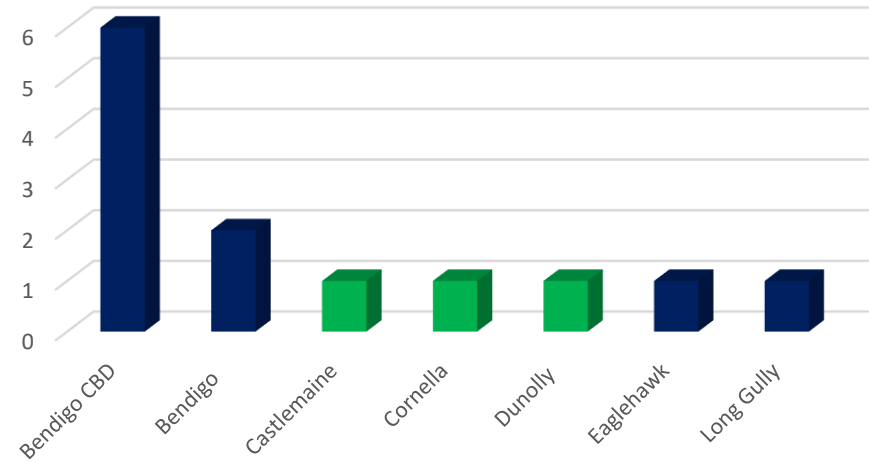


Other:
Backing Amps & Drums
In-House Mix Engineer

What facilities do you have for live music?

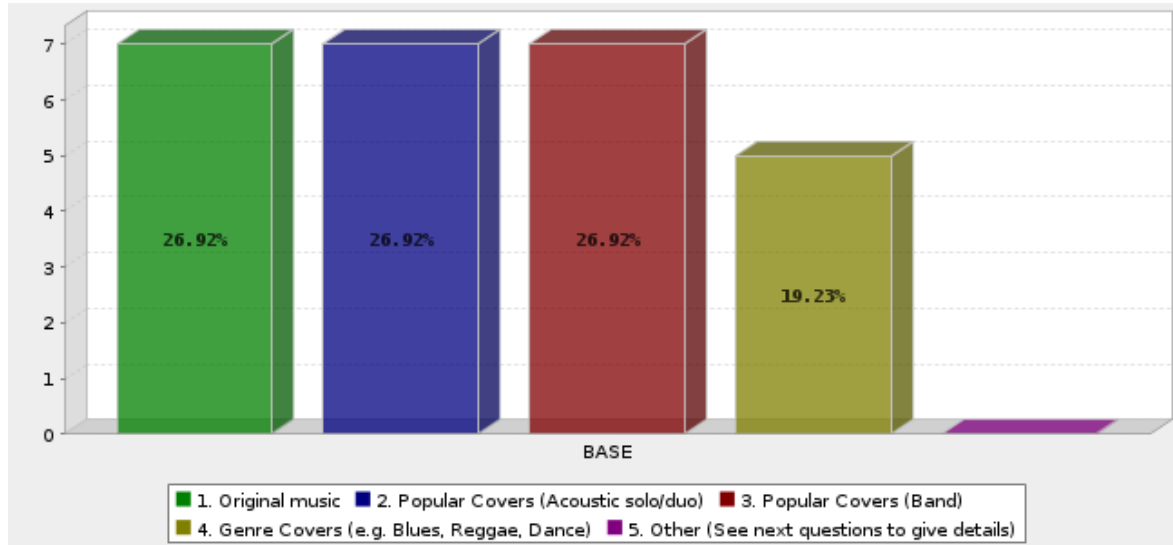


Venue/Event Location

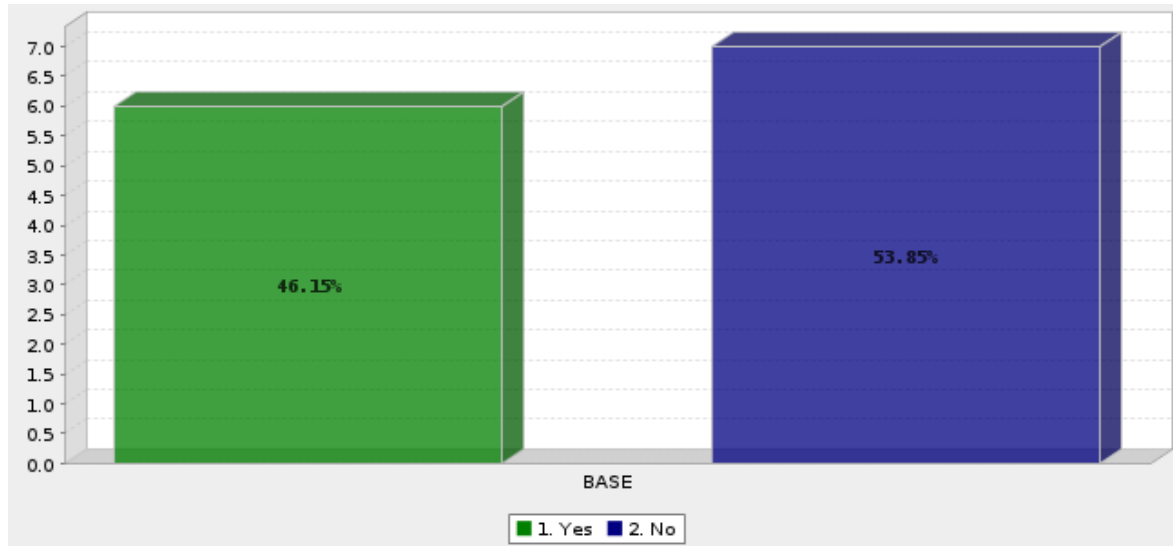


How many people do you employ due to live music?

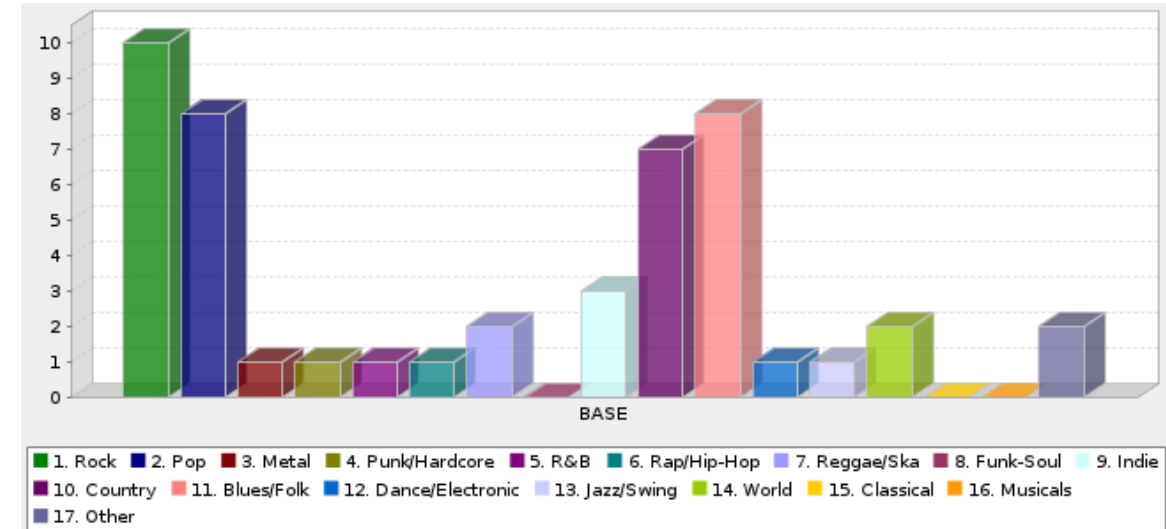
Venue/Event Survey Results



What is the dominant musical content at your venue/event?



Does your venue charge a door/cover charge or ticket your event?

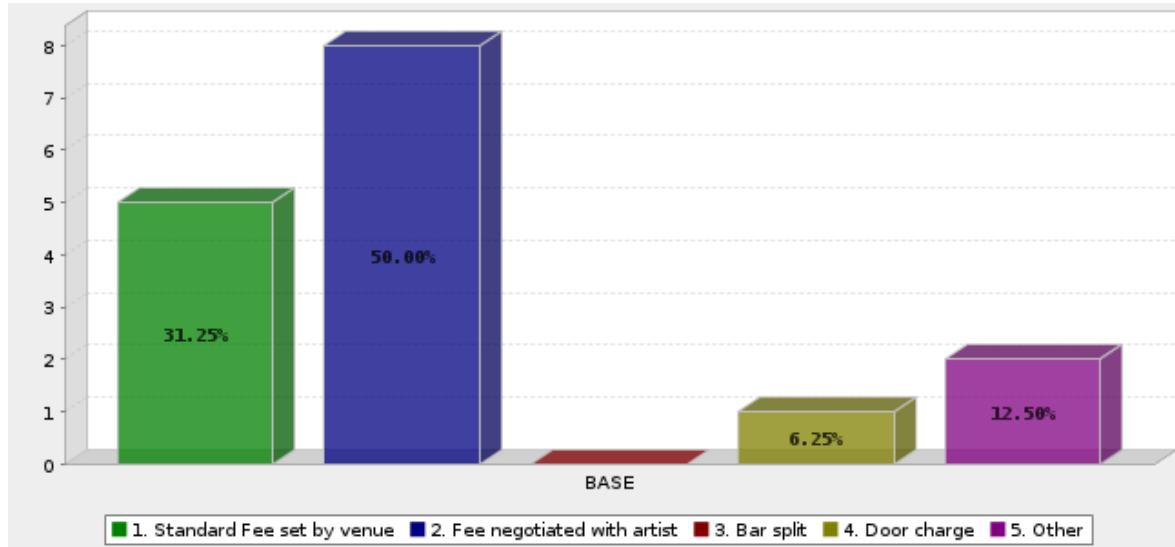


What genres of music are usually played in your venue/event?

Average Door Charges:

- \$5 (1)
- \$10 (4)
- \$15 (1)

Venue/Event Survey Results



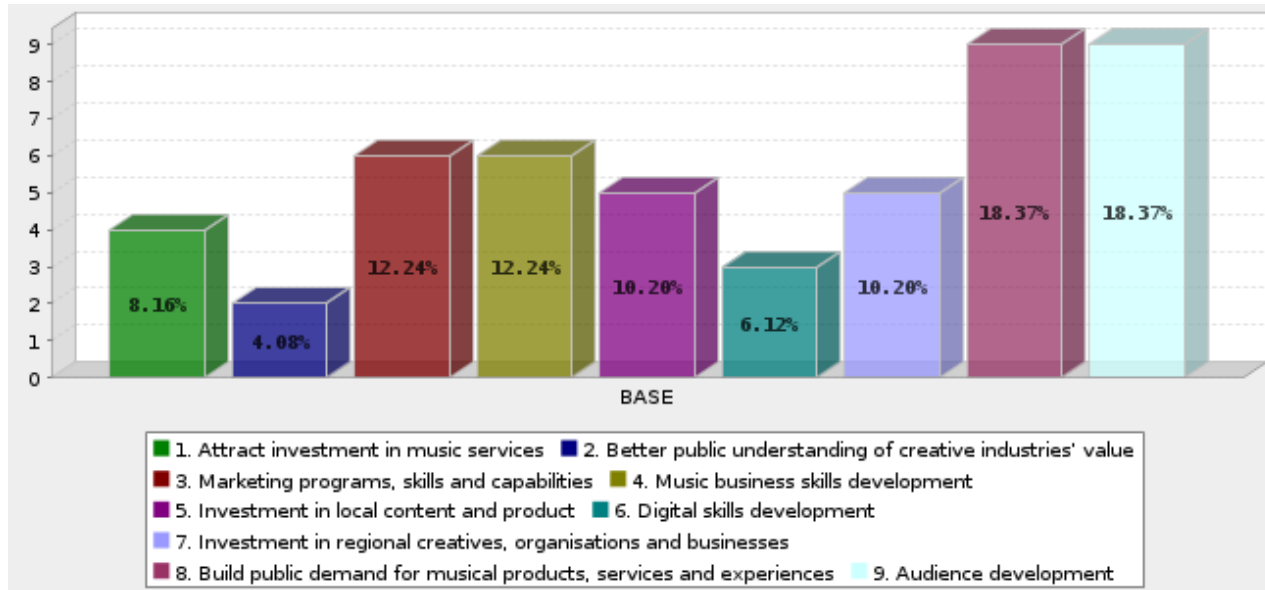
Other:
State Government Grant
No Payment

How does your venue/event pay the artist for live music performance? (please select all that apply)



Approximately what percentage of your musical artists are from Greater Bendigo?

Venue/Event Survey – Feedback and Observations



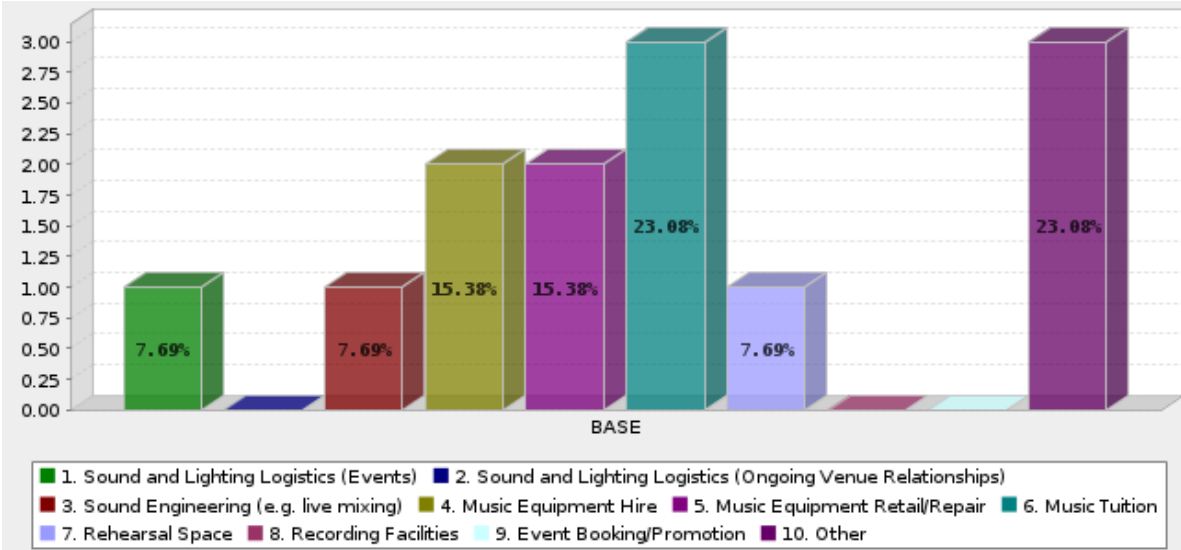
Which of these actions do you feel would support the growth of live music in Bendigo?

Venue/Event Survey Observations

Comments

- More Melbourne/National artists giving opportunities for local support i.e. compete to attract touring artist to Bendigo/Castlemaine instead of for example Ballarat or Geelong.
- A designated music venue, more events, more council support
- More diverse venues hosting original live music. More music festivals and music based events. Live music should be included at government and council events.
- music guide platform that is up to date and on point reasonably priced advertising portal for venues/artists to showcase who/where artists are playing venues to have a more professional allocated space for artists (cost is a factor here) with in house PA, great lighting - this should help keep costs down artists need to be paid for who they are and their talent/experience but comparable to the venue and their capacity.
- More live venue and more diverse venues

Music Business Survey Demographics



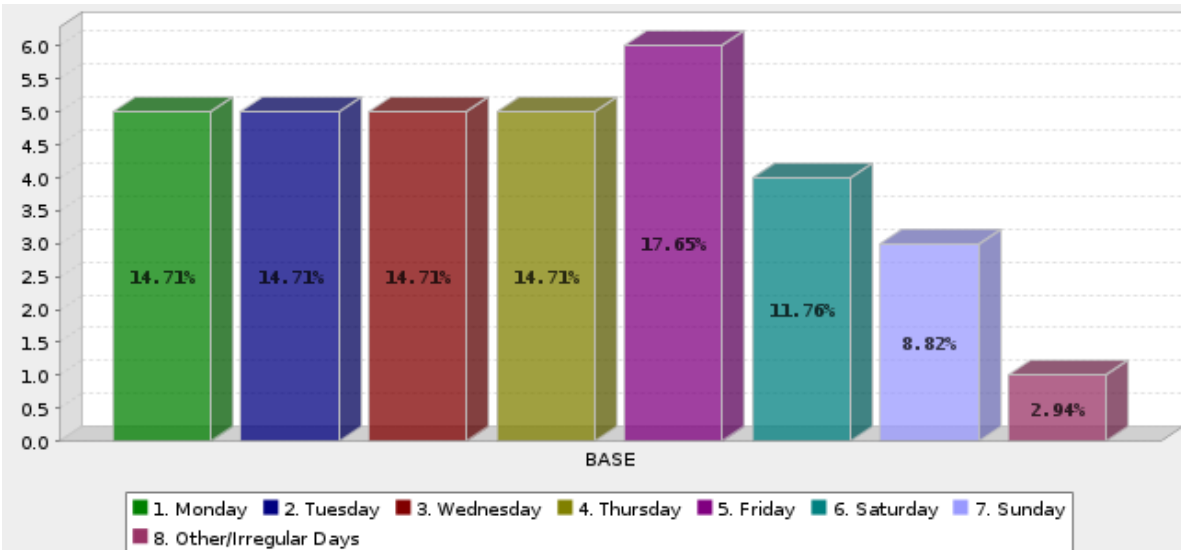
Music Business Survey Demographics Overview

7 surveys completed at 10.29% completion rate (61 drop outs)

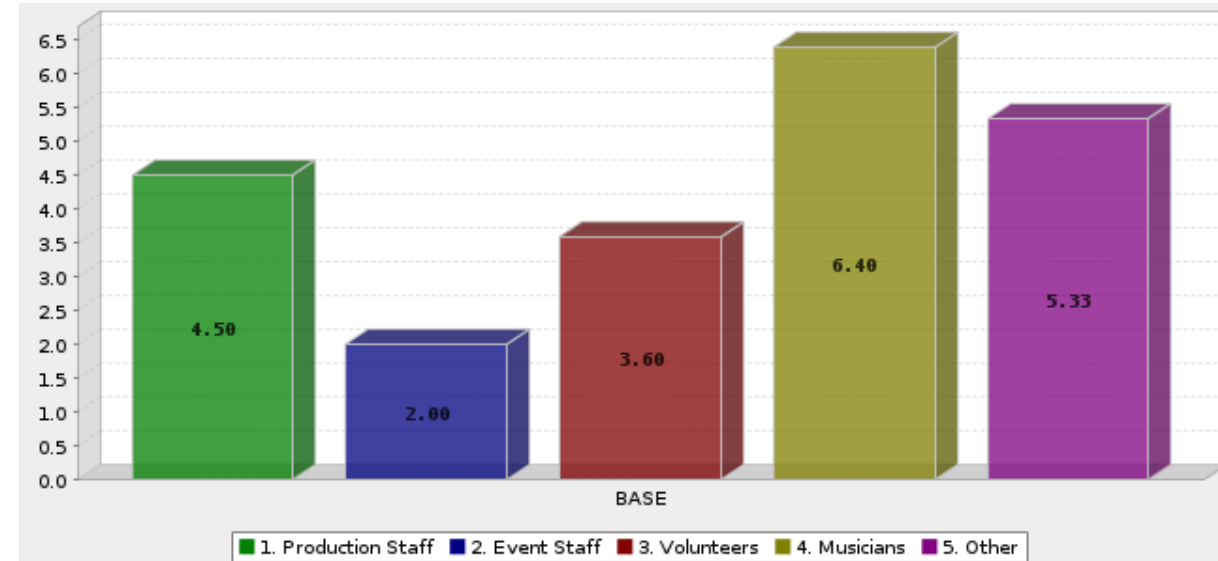
Mix of businesses

'Other' included; Retail, Hire & Tuition; Club for Performance; Arrangement, Composition & Tuition.

Type of Music Business

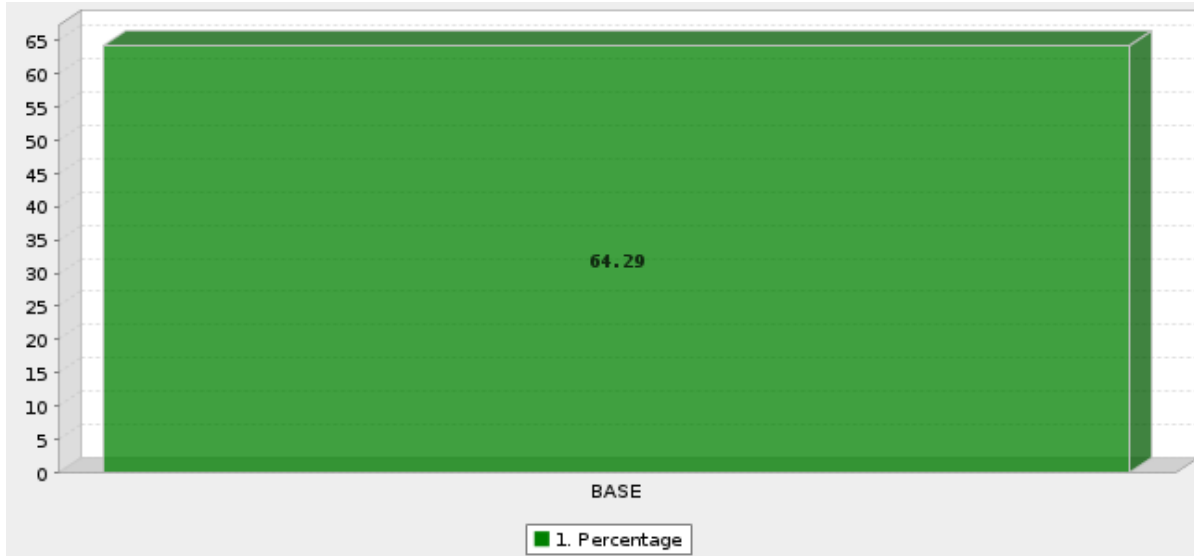


Days of Operation

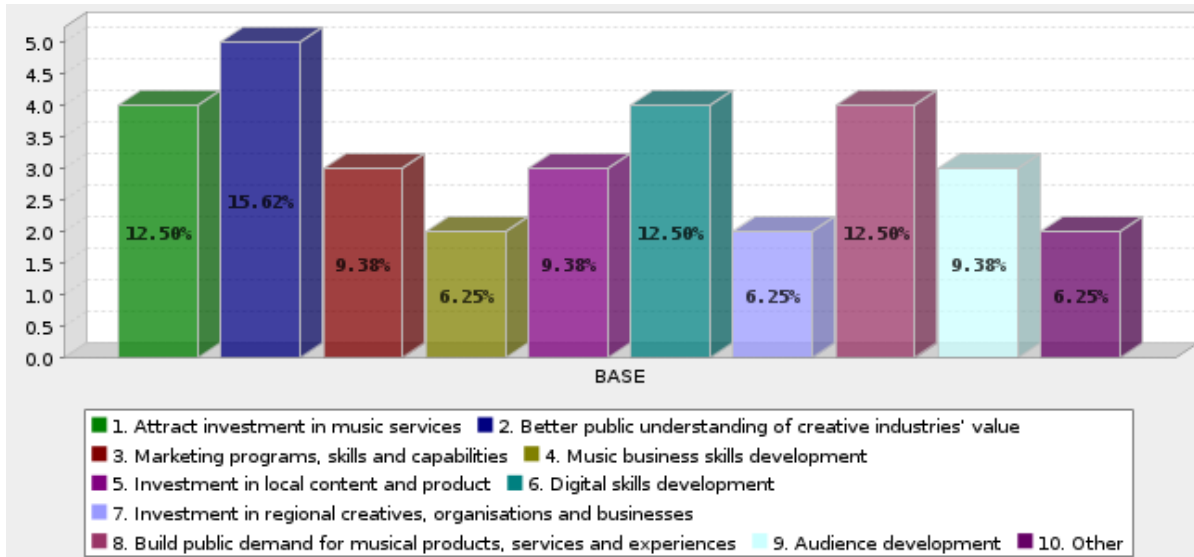


How many people employed due to Live Music.

Music Business Survey Results



Approximately what percentage of your business comes from Greater Bendigo?

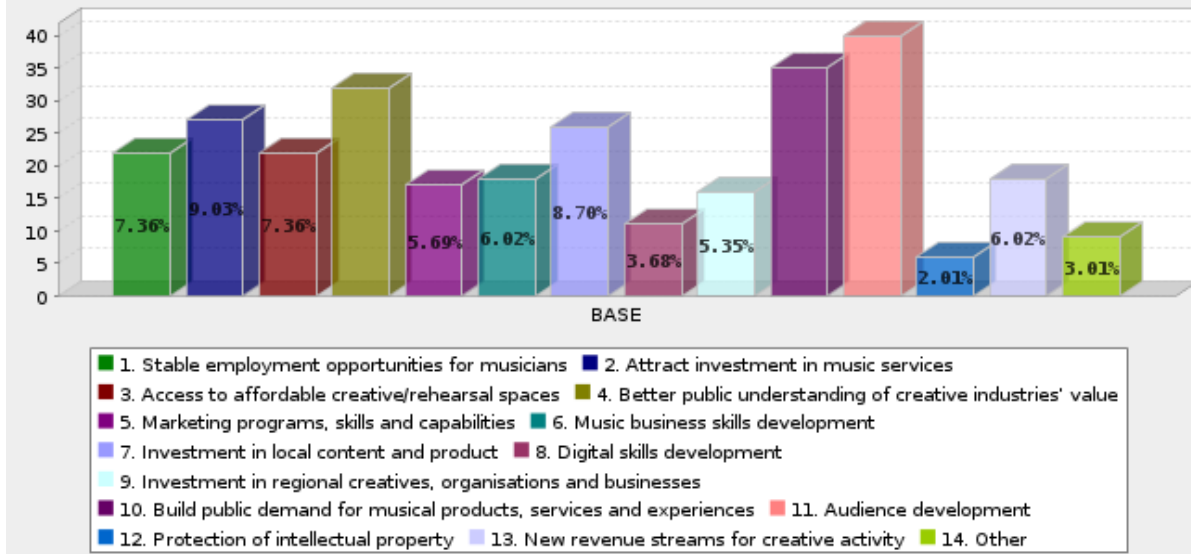


Which of these actions do you feel would support the growth of live music in Bendigo?

Comments

- Venues offering a diverse offering of live music experiences , with venues supported to help build an audience if needed . If this was supported and grown it could become a promotional or tourist resource for the town with weekend stays particularly.
- Foster better community engagement. Promote benefits of live music to venues & punters.
- If Bendigo had a permanent live music venue for original artists and cover bands. Venues are what are needed more than anything at the moment.
- More venues with a welcoming vibe.
- Building of authentic understanding and mutual respect amongst individuals, organisations and businesses.

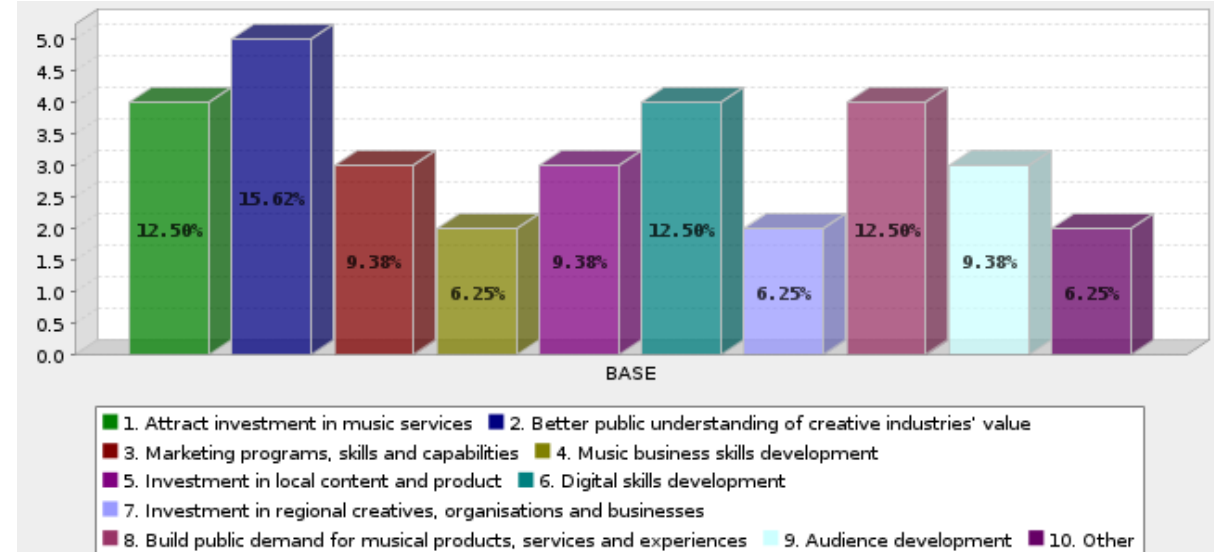
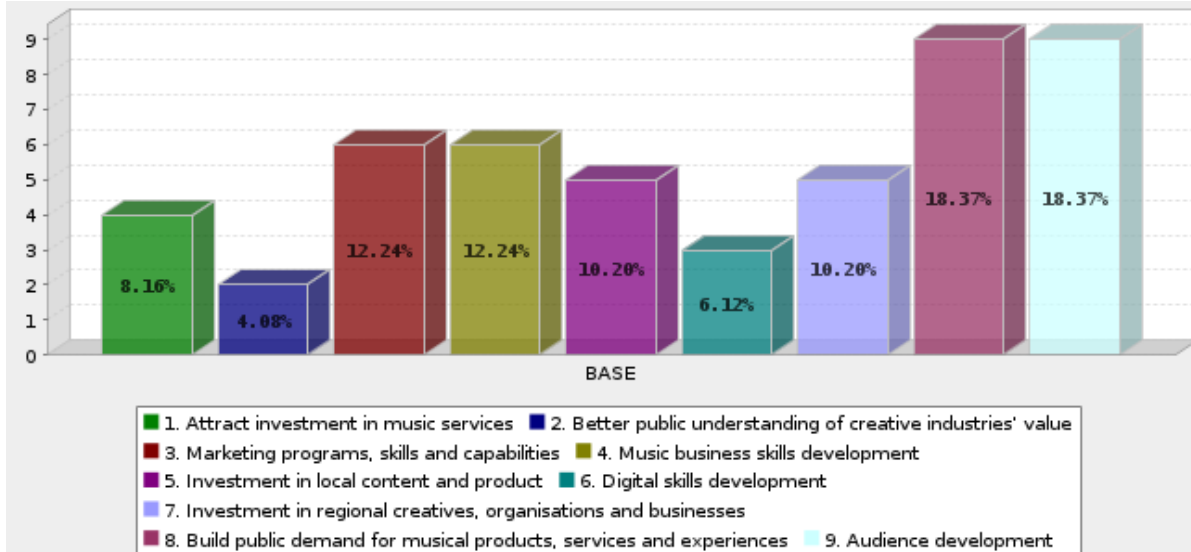
Priorities from Survey Actions



Consistent Priorities

- Audience Development
- Build Public Demand for Musical Products, Services and Experiences
- Better Public Understanding of Creative Industries' Value
- Attract Investment in Music Services
- Marketing/Promotional/Digital Support/Upskilling

Artists/Performers



Venues/Events

Music Businesses

Priorities from Survey Comments

Public Priorities

- More Dedicated Music Venues
- Medium Sized (e.g. 250 capacity) Dedicated Venue
- Accessible and Up-to-date Gig Guide
- More Diversity in the Musical Offering (e.g. Indie Touring Bands, Broader Genres on Offer)

Venues/Events Priorities

- More Dedicated Music Venues
- More National Touring Artists
- More Diverse Venues
- Accessible and Up-to-date Gig Guide

Artist Priorities

- More Dedicated Music Venues
- More Diverse venues (e.g. Laneways, Galleries)
- Appropriate Pay for Services
- Venues for New Bands/Artists



Overall Observations and Strategic Opportunities

Immediate Opportunities

- A well organised, accessible and up-to-date gig guide
- Public awareness of the value of live music
- Bringing together the Live Music scene participants (Artists/Venues Forum?)
- Leverage Bendigo's infrastructure/natural scenery/facilities for diversification of offering
- Improve liaison/relationship with venues
- Embrace music services businesses as part of the live music scene
- Upskilling of Artists' business capabilities

Advanced (Future) Opportunities

- Localised Live Music Strategy (In conjunction with Council/State Government)
- Venue development strategy (existing and new)
- Dedicated live music venues
- Medium sized live music venue
- Expand diversity in the musical offering
- New/emerging band/artist strategy
- Funding support for emerging artists
- Sustainability of artist's income