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ADELAIDE
UNESCO CITY OF MUSIC

• 2017/18
Activity Report

In December 2015, Adelaide was designated a City of Music by the UNESCO Creative Cities Network (UCCN). The 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 180 cities which currently make up this worldwide network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at a local level, and cooperating actively at an international level.

Front page photo credit / **Grant Hancock**

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Mission, Vision, Objectives & Strategic Pillars

Our **mission** is to amplify music as the heartbeat of Adelaide.

Our **vision** is to be a creative city, with music as its heartbeat, outward looking and internationally engaged, enriching the whole State of South Australia.

Our **objectives** are

- connection through music, locally and internationally
- strong music education at all levels
- music integrated with health, wellbeing and social cohesion
- visibility and promotion of Adelaide UNESCO City of Music.

Strategic Pillars

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

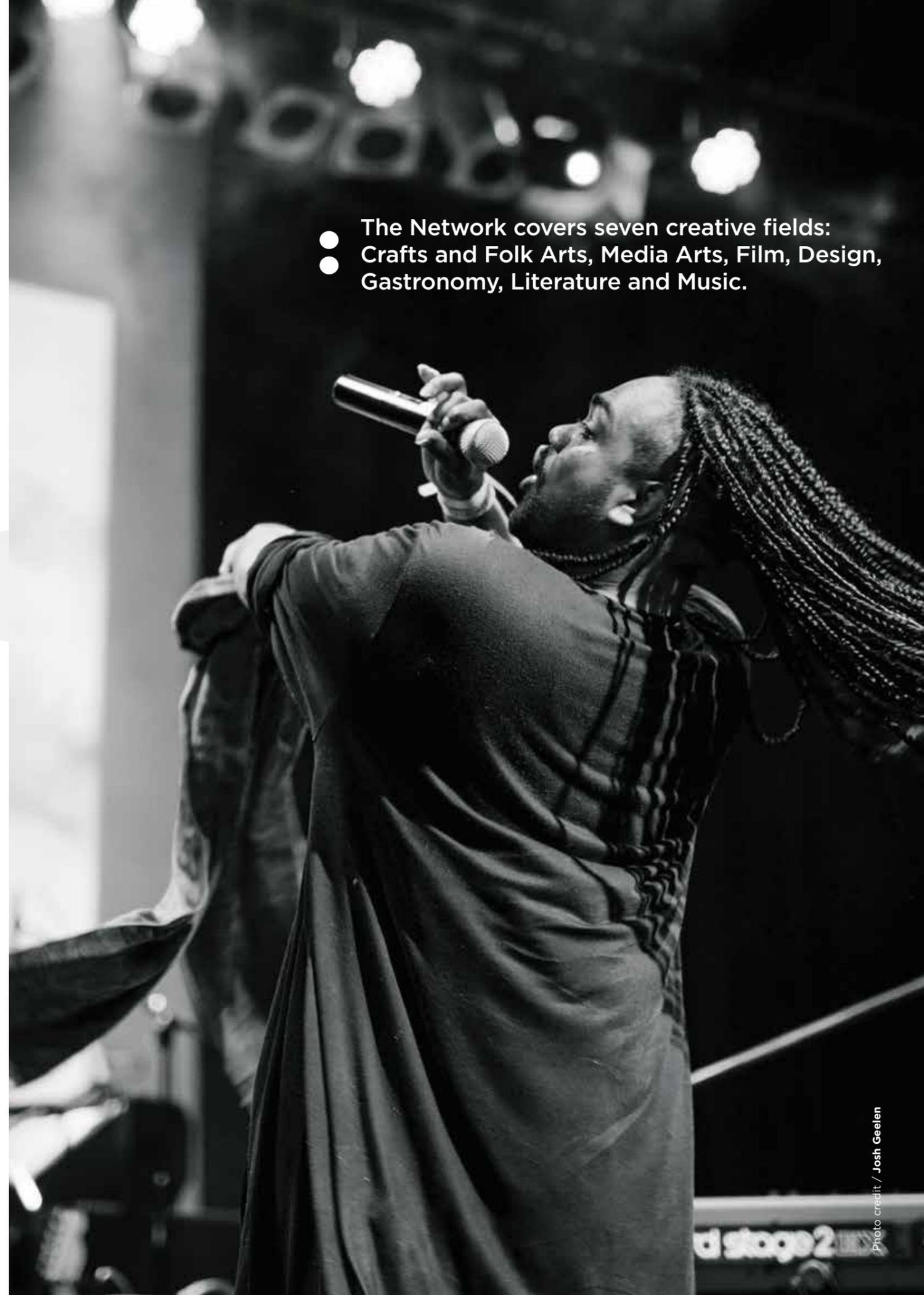
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Here in Adelaide we support and help each other out, that's what sets us apart. And we're so diverse in music culture from jazz to the Adelaide Symphony Orchestra to garage rock. I'm so proud to be working in this industry and community for so long and seeing it grow and grow.

George Swallow, The Grace, Adelaide

● The Network covers seven creative fields:
● Crafts and Folk Arts, Media Arts, Film, Design,
Gastronomy, Literature and Music.



Introduction

Adelaide UNESCO City of Music office acknowledges the traditional custodians, the Kurna people, whose ancestral lands we gather on, and respect in the ongoing spiritual and cultural connection to country.

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 acknowledges Adelaide's musical history, the quality, diversity, creativity, its leadership, as well the commitment and central role of music across the State. The ever increasing momentum of the city's live music scene together with policy shifts have further strengthened Adelaide's status as a City of Music. Since the designation, connections have continued to develop internationally across the UCCN, and locally throughout education, industry, tourism and community music sectors.

The Government of South Australia through the Music Development Office (MDO) has driven much of the policy development, as well as delivering programs to support creative 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. 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 of some of the major music organisations in the State together with its Festivals.

Adelaide's position in the Australian music landscape is increasing in significance.

We now know that there are more than 330 live music venues operating in South Australia, and an average of 950 live music gigs take place every month in Adelaide's metropolitan area.

Live Music Census (Music SA) 2018 findings revealed that South Australia hosted 1523 gigs across 309 venues. The regions are certainly playing their part with 296 gigs across 108 venues. Tourism Australia research shows that after food and wine, music is the second most popular attractor for tourists to visit regional areas.

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City of Music as a Festival City

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 largely by our festivals. Festivals provide grass-roots cultural participation and development throughout the year.

The Adelaide Festival has been one of the nation's leading multi-artform festivals since it was founded in the 1960s. Adelaide Cabaret Festival is the biggest cabaret festival in the world, and the Adelaide Fringe is the second largest arts festival on the planet, coming in behind only Edinburgh (Fringe) in scale. Adelaide Guitar Festival is the most significant event of its kind in the southern hemisphere, and Umbrella Winter City Sounds is making its mark on the contemporary music landscape.

WOMADelaide, Australia's favourite outdoor world music festival, is South Australia's biggest music festival, in 2018 around 45% of attendances were from interstate and overseas, 10,270 of the attendees were visitors to South Australia. 93.1% of the visitors to the State would not have made the trip to South Australia if not for WOMADelaide. The total visitor spend attributable to the event being held in the State is estimated as \$14 million. Holding the event in South Australia produces an estimated total net economic benefit of \$16.9 million in terms of incomes (GSP) and 164 full-time equivalents of employment.

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The WOMADelaide experience is one of constant discovery. Marquee headliners are largely set aside for an impeccably curated lineup of musicians at the top of their craft, many of them unknown to the audience on arrival. It was everything that WOMADelaide is about—an ambitious and spectacular experience that challenges your perceptions of what music can be. —Double J



Background & Context

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 180 cities which currently make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.

By joining the Network, cities commit to sharing their best practices and developing partnerships involving the public and private sectors as well as civil society in order to:

- strengthen the creation, production, distribution and dissemination of cultural activities, goods and services.
- develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.
- improve access to, and participation in, cultural life, particularly for marginalised or vulnerable groups and individuals.
- fully integrate culture and creativity into sustainable development plans.

Adelaide joins Melbourne (City of Literature), Sydney (City of Film), and most recently Geelong (City of Design) as Australia's UNESCO Creative Cities.

Areas of Action

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 of action:

- 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.

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

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There are currently 31 UNESCO Cities of Music:

- Adelaide** Australia (designated in 2015)
- Almaty** Kazakhstan (2017)
- Amarante** Portugal (2017)
- Auckland** New Zealand (2017)
- Bogota** Colombia (2012)
- Bologna** Italy (2006)
- Brazzaville** Democratic Republic of Congo (2013)
- Brno** Czechia (2017)
- Chennai** India (2017)
- Daegu** Korea (2017)
- Frutillar** Chile (2017)
- Ghent** Belgium (2009)
- Glasgow** Scotland (2008)
- Hamamatsu** Japan (2014)
- Hannover** Germany (2014)
- Idanha-a-Nova** Portugal (2015)
- Kansas City** USA (2017)
- Katowice** Poland (2015)
- Kingston** Jamaica (2015)
- Kinshasa** Democratic Republic of Congo (2015)
- Liverpool** UK (2015)
- Mannheim** Germany
- Medellín** Colombia (2015)
- Morelia** Mexico (2017)
- Norrköping** Sweden (2017)
- Pesaro** Italy (2017)
- Praia** Santiago (2017)
- Salvador** Brazil (2015)
- Seville** Spain (2004)
- Tongyeong** Korea (2015)
- Varanasi** India (2015)

Establishment of the Adelaide UNESCO City of Music (AUCOM) Executive

The 2017/18 Executive of AUCOM was primarily formed by representatives of the three funding partners—being Adelaide Festival Centre, State Government of South Australia and City of Adelaide Council.

The full Executive comprises of:

Graeme Koehne (Chair),
Director, Elder Conservatorium of Music,
University of Adelaide, and Composer

Vincent Ciccarello (Deputy Chair until Dec '18)
Executive Director,
Adelaide Symphony Orchestra

Douglas Gautier AM
CEO and Artistic Director,
Adelaide Festival Centre w

Becc Bates
Director Creative Industries,
Government of South Australia,
Department for Innovation and Skills

Karen Marsh
Manager Creative Economy, Government
of South Australia, Department
for Innovation and Skills

Sean McNamara
Associate Director Community and Culture,
City of Adelaide

Clare Mockler
Director Community, City of Adelaide

Felicity Edwards
(Delegate) Senior Partnerships and
Project Planner, Culture and Lifelong
Learning, City of Adelaide

Lisa Bishop
CEO, Music SA

Lea Bacon
Director Policy, Local Government Association

Brent Hill
Executive Director of Marketing,
South Australian Tourism Commission

Rebecca Pearce
Director, Office of Adelaide UNESCO
City of Music | Associate Director
Programming, Adelaide Festival Centre

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Photo credit / Shaun Li

Activities of Adelaide as a UNESCO City of Music

The Adelaide UNESCO City of Music views the term 'City of Music' not in terms of geography but rather in terms of opportunity for all South Australians. Music means more than a genre or distinct form of music making, it means all activity related to making music, including, but not limited to: broadcast, performance, composition, recording, manufacture of musical equipment, technology, venue management, education and research.

2017-2018

The following selected activities have taken place across the period 2017-2018, and are in line with the strategic pillars of Adelaide UNESCO City of Music. Many of these selected activities sit across multiple strategic pillars, however for the purpose of this report they have been described under the area which they fit in line with the mission of the designation.

Music Education

Music Education Advocacy

Across industries including Health, Aged Care, Technology, together with other creative fields, we advocate for education and participation committed to fostering a lifelong love for, and engagement with, music within our entire community.

2017

Music Education Roundtable

In 2017, Music Education Roundtable continued to advocate for initiatives that would make a significant impact on the standard of music education in South Australia. It aimed to identify the needs of, and opportunities for, music in the State's education system and the broader community. This has been a commitment to the Music Education

Advocacy, and included providing all South Australian school students with daily music.

Adelaide Guitar Festival Winter School

In 2017, Adelaide Guitar Festival Winter School continued growth of the initiative. The 1-week guitar course, held during the July school holidays, provided an opportunity for students to learn from some of Australia's finest guitarists in a small, immersive, guitar playing and skills development intensive workshops. Adelaide Guitar Festival provided opportunities for guitarists of all ages to be tutored by leading guitarists during Adelaide Guitar Festival Winter School (AGFWS). The intensives then culminated in a concert during the Adelaide Guitar Festival.

Music Match

In 2017 Carclew was the successful recipient of \$88,200 grant from Perpetual, one of Australia's largest wealth managers to enable Carclew to deliver a Collaborative Music Education Program (CMEP) across seven disadvantaged South Australian primary schools. Music Match works to ensure South Australia's most disadvantaged primary schools enjoy equitable access to the best music education opportunities available. Working in collaboration with leading industry partners (Adelaide Symphony Orchestra, Adelaide Youth Orchestra, Musica Viva and the Adelaide Festival Centre), 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.

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Music SA initiatives

Music SA presented a series of free public workshops for contemporary musicians across various live music venues in Adelaide on topics including distal distribution, artist management, record labels, exporting and touring. These workshops ran in conjunction with APRA AMCOS and the Northern Sound System. Music SA also ran a series of school holiday songwriting bootcamps for children aged 13-17 including Autumn Jams, Spring Jams, Winter Jams and Girls To The Front.

Music SA, through its Registered Training Organisation, offered three scholarships to study a Certificate IV in Music Industry to a woman, an indigenous musician, and a musician with disability.

Winter Jams

In 2017, The Winter Jams series, an initiative of Music SA for youth and music development was created specifically for teenagers. The 3-day workshop on different styles of contemporary music and song writing provided opportunities to students to explore song writing, recording, rehearsal techniques and preparation for live performances in an actual live music venue: Club 5082.

City of Adelaide Music Education programs

The City of Adelaide had a range of music education programs including:

- Story time sessions for babies and young children aged 0-5 in which a large component is song and movement, reaching out to up to 1,000 people annually
- Adam Ritchie created 'Music is Everywhere', an audio-visual installation of the everyday sounds around us as ambient music, created from the sounds within the City library
- Partnering with the ASO to provide a series of music workshops for children
- 'Music is My Superpower!' Protest song writing workshop led by Kurna young woman Hannah Yates, with teenagers aged 12 to 14 years in partnership with the Centre for Democracy and the History Trust SA.

WATU Youth Choir Festival

WATU Youth Choir Festival for young people between the ages of 12-19 took place at the Adelaide Town Hall from 4-7 July 2018. Choristers worked with renowned Australian composer Lisa Young in a 4-day intensive music festival for singers, to bring young people together in a community of music-making, creativity and learning, rehearsing intensively and entertaining the public through accessible music-making throughout the City and in concert. Through WATU, young musicians experience a deeper understanding of Australian music through working over this intense period with composers who have written new works especially for them to learn and perform. Festival Participation: 189 choristers from 54 separate schools in metro and regional SA. Artists involved: 6 plus 4 male vocal mentors.

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- We see creativity as a strategic factor
- for sustainable urban development



Photo credit / Jack Felby

2018

The Government of South Australia through the Department for Education has developed the 'Music Education Strategy 2019 to 2029' which sets out 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 has the following main areas of action:

- 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.

The strategy has been developed 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. 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.

Musical Theatre Degree

Adelaide University announced in 2018 that it will create and offer a Musical Theatre degree. Musical theatre is an increasingly significant performing art form—economically and culturally—in both national and international contexts. It is an important employer of performers with singing, dancing and acting skills; creative artists in composition, choreography and theatre direction and technicians in staging, lighting and sound production. The first of its kind in South Australia available from 2019 as a 3 year Bachelor degree. Partnerships with Adelaide Festival, South Australian Film Corporation, Adelaide Cabaret Festival and Adelaide Fringe.

Adelaide Cabaret Festival: Class of Cabaret

Class of Cabaret 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 the 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.

Health and Wellbeing

2017

Resonance

Resonance is an initiative of the Adelaide Guitar Festival, and has continued to grow taking world class musicians to those who cannot otherwise attend.

Recognising the inherent human need for music, and inspired by the growing understanding of music's role in health, wellbeing and recovery, Resonance 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 Adelaide Guitar Festival Artistic Director Slava Grigoryan and features some of Adelaide's finest musicians including Adam Page and Kristy Manuel (Chispa Flamenca), Andy Salvanos, Cal Williams Jnr, Dylan and Emma Woolcock, Slava and Leonard Grigoryan, and Snooks La Vie and Nik Kiripidis (Snooks & Nik).

Resonance involved over 12 facilities including: Jack Young Seniors Centre (Salisbury), Women's and Children's Hospital, Lutheran Homes (Fullarton), ViTa Residential Aged Care (Daw Park), The Society of St Hilarion (Seaton), Helping Hand (Lightsvue), Helping Hand (North Adelaide), Kapara Residential Living (Glenelg), Uniting Care Wesley (Port Adelaide), SCOSA (Modbury), RSL Care SA (Myrtle Bank), and Anglicare SA (Ian George Court, Brompton).

PubSing

An initiative of the City of Adelaide, PubSing is an opportunity for Adelaide residents to join together to sing monthly in pubs in the City. The philosophy behind the event and the broader community is very much in tune with the reasons Adelaide was designated a UNESCO City of Music. The organisers of PubSing (BodySONG partnership) also run community choirs with women in prisons, women affected by homelessness, those with mental health issues, older people, and those affected by dementia or with a disability.

Music SA Programs

Music SA has worked with Headspace to run an all ages gig called Eat Your Greens, funded by the City of Adelaide. Music SA became a consortium partner with Headspace to develop other workshops, music therapy programs and all ages gigs in 2019. Many traditional services are not equipped to address the unique barriers that young people face to accessing mental health support. Headspace began in 2006 to address this critical gap, by providing tailored and holistic mental health support to 12 to 25 year olds. With a focus on early intervention, Headspace works with young people to provide support at a crucial time in their lives—to help get them back on track and strengthen their ability to manage their mental health in the future.

In addition, Music SA promoted Australian music t-shirt day to help raise funds for [Support Act, a registered charity founded in 1997 by the music industry, for the music industry. Support Act was established in recognition that a career in music brings its own unique rewards and challenges. Support Act has helped get artists and music workers back on their feet when they have hit a tough patch and just need a breathing space. Support Act's founding members are AMCOS, APRA, ARIA and PPCA.](#)

2018

Adelaide University & Flinders Medical Centre

Adelaide University began a research project from late 2018 till 2020 (over 18 months) on the effect of music on pain management. Research is led by Patsy Tan and Adelaide University.

Resonance

In 2018 Resonance continued to grow, visiting 23 facilities and expanding to the regions of South Australia including Port Pirie, Jamestown, Clare, Goolwa and Mount Gambier. Curated by Adelaide Guitar Festival Artistic Director Slava Grigoryan, several world class musicians were involved in the program including Emily Davis, Nathan May, Kelly Menhennet, Cal Williams Jnr, Aloysius Leeson, The Yearlings, Mike Bevan, Dylan Woolcock, Emma Luker, Nick Kiripidis, Tara Carragher and Alex Tsiboulski.

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Music Development Office Initiatives

The South Australian Government is committed to building the music industry in South Australia. It does this through the Music Development Office (MDO), a government office dedicated to supporting industry and creative development for South Australia's musicians and music businesses. The MDO manages a suite of annual programs tailored to the needs of the local music industry. It also facilitates creative industries hub and co-working space St Paul's Creative Centre, which is in the heart of the Adelaide CBD.

Live Music Events Fund

This partnership between the Music Development Office and South Australian Tourism Commission through Events South Australia provides funding to support unique music events that generate economic activity, provide local jobs, support local musicians and are financially sustainable. Events funded through this fund in 2017 and 2018 were:

- AIR Awards
- Indie-Con Australia
- Unsound Adelaide
- Umbrella: Winter City Sounds
- Porchland

AIR Awards & Indie-Con Australia

Through the Live Music Events Fund, Adelaide hosted the Australian Independent Record Labels Association Awards (AIR Awards) and the Indie-Con Australia national music conference, which brought industry stakeholders from around the world to Adelaide in both 2017 and 2018.

The AIR Awards and Indie-Con Australia were clustered together with Music SA's Umbrella: Winter City Sounds and Adelaide Festival Centre's Guitars in Bars. Together, these events supported activation of Adelaide during the traditionally quieter winter period. The events were further enhanced by the aligned Adelaide Beer & BBQ Festival and Winter Reds Weekend events.

Robert Stigwood Fellowship Program

This intensive annual program that is an initiative of the MDO provides mentorship and funding for the State's most promising artists and businesses. The program has established itself as a vital part of South Australia's music industry. It has played an integral role in building the careers of some of the State's most successful artists of recent years, including Tkay Maidza, Bad//Dreems and Electric Fields. Government investment in this program has been exceeded by significant commercial investment from the international music industry into Stigwood Fellows, through the signing of recording deals, publishing contracts and licensing agreements.

2017

Artists Fellows were: Heaps Good Friends, Electric Fields, Lonely Speck, Tom West and The Winter Gypsy

2018

Fellows were: Paradise Club, Jess Day, Wing Defence, Sleep Talk and Mario Spate

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Contemporary Music Program

The Music Development Office's Contemporary Music Grants program invested in 68 projects in 2017 and 55 projects in 2018, including festivals, recordings, and tours. The Contemporary Music Organisations program supported Music SA, Northern Sound System, COMA, Five Four Entertainment and Nexus to deliver industry development pathways for the local music sector.

The Jon Lemon Song-writing Program

The Music Development Office's Jon Lemon Artist in Residence program is offered in recognition of one of the world's leading and most experienced live-sound engineers and aims to support South Australian song writers, producers and engineers to create new music through collaboration.

South Australian-born Jon Lemon has worked with many world-class artists including Sia, Christina Aguilera, Lana Del Rey, Nine Inch Nails, Smashing Pumpkins and The Cure, just to name a few. When he's not traveling the globe for his craft, he resides in the State's Fleurieu Peninsula, and has a great passion for nurturing local songwriting.

Through the program, South Australian song writers, music producers and engineers can apply to become an 'Artist in Residence', working in one of two song writing rooms based at St Paul's Creative Centre. These rooms are purpose built and uniquely designed to provide a comfortable, creative space to assist artists with developing new work.

Regional Accelerator Music Program (RAMP)

In 2018 new funding of \$100,000 was provided by the South Australian Government to support regional live music development. This will be a priority for the Music Development Office in 2019, with its Regional Accelerator Music Program (RAMP) involving engagement with regional councils and community (schools, venues, musicians and industry) to grow live music activity across the State.

Great Wine Capital Convention

Great Wine Capital Convention took place in November 2018 in Adelaide. It was an opportunity to showcase SA's great wine regions and also show case some local SA

musicians that performers at the various events. This was a cross promotion for City of Music. The event was supported by CASA, Regional Development Australia and MDO.

City of Adelaide Initiatives

City of Adelaide provides festival and event partnership of approximately \$1.6 million annually to events with a live music component in the City. It facilitates programs under the annual Live Music Action Plan and Culture Strategy to the value of approximately \$280,000 including start up grants for local live music ventures and the Umbrella Winter City Sounds festival.

Christmas in the City 2017

City of Adelaide, together with Rundle Mall Management presented a special two-week long music initiative featuring Choirs from across South Australia and internationally as part of the Christmas in the City in 2017, culminating in a Gala event showcasing live choirs and using pre-recordings and digital technology to present pre-recorded choirs from regional areas.

The Lord Mayor of Adelaide organised and hosted a Christmas Lunch for around 120 members of the Adelaide Music Community.

Christmas Nights: Festive Lights 2018

In 2018 'Christmas Nights/Festive Lights' ran for 9 consecutive days, with music programming from 4-9pm daily. The event was held in the City's central square, Victoria Square/Tarndanyangga with local musicians performing each night and MC'd by DJ Bottle Rockets (Tim Whitt). 19 acts including contemporary, pop, rock and jazz and DJ's performed to approximately 11,500 people over the 9 days.

City of Adelaide New Year's Eve Live Music Concert 2017

In 2017, the City of Adelaide New Year's Eve Live Music Concert showcased exclusively South Australian musicians such as Abraska, Electric Fields, Wanderers, Zkye and the GuyZ, and Tim Whitt Sound (AUCOM branded event), with a crowd in excess of 60,000. The event also included a Fresh 92.7 'JumpStart' competition, won by Caroline Tucker 'CARZI' to open the show.

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City of Adelaide New Year's Eve Live Music Concert 2018

City of Adelaide hosted the biggest party in town with a huge turnout of 60,000 in attendance. Live performances from local groups Mudra Dance, China Roses, Max Savage & the West End Dirty Thirty, Alana Jagt & the Monotremes, Donnarumma, DJ Tim Whitt and Australia's super group, ARC The Antipodean Rock Collective. The event included two rounds of show-stopping fireworks (9pm and midnight) and a family fairground, with fun activities for kids and adults, a family street theatre stage program, an array of food stalls offering global cuisine, and roving entertainers. In celebrating the City of Music, the AUCOM logo was presented on large screens throughout the evening.

Music in the Square

The City of Adelaide and Music SA have been teaming up for Music in the Square, a series of free lunch time and twilight performances of live local original contemporary musicians in the major outdoor city squares of Adelaide during the spring, summer and autumn months. It provides a degustation of musical genres to be enjoyed with a pairing of Adelaide's most delicious food trucks in Victoria Square/Tarntanyangga and Hindmarsh Square/Mukata. In 2017, Music in the Square delivered 6 events, supporting and promoting 12 local live original bands.

Strategic Partnerships with Music Entrepreneurs: Play/pause/play

City of Adelaide seed funding through the Live Music Enterprise supported the new business play/pause/play to create a digital Australian only radio station and App. Play/pause/play is building success and has crowdfunded further for the project and secured a further City of Adelaide strategic partnership.

Community Feedback: 'As a local artist, a platform for me, and others like me, to get our music out there, and get people along to gigs is something I can get behind'; 'Loving the station, looking forward to seeing it grow'; 'Adelaide has a wealth of musicians, producers and shows which are well deserving of their own station. Love the idea and have been enjoying the test rotations!'; 'Luke is a long-time supporter

of Australian music and the local South Australian music community. His work in previous roles has helped benefit many live music events, venues, bands and projects I've been involved with and I have no doubt this new station will continue to do that for others' Play/pause/play held the first Heaps Good 50 countdown of the best South Australian bands, on Boxing Day, 26 December 2018.

Reinstating the Organ Concert Series

The Adelaide Town Hall has reinstated its popular Organ Concert Series in 2018/19. This is a program of free community concerts for you to experience the grandeur and power of Adelaide Town Hall's magnificent organ.

The Organ Concert Series has been made possible through the City of Adelaide's Live Music Action Plan. City of Adelaide has created a program of concerts that will delight and entertain audiences with a diverse range of organists and repertoires.

The first concert in 2018/19 was held on Wednesday 15th August. Local organist Peter Kelsall performed to a crowd of 650 at the Adelaide Town Hall over lunchtime on Wednesday.

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- Our vision is to be a creative city,
- with music as its heartbeat



Music SA initiatives

Umbrella: Winter City Sounds

Umbrella: Winter City Sounds is an open access festival. The 2-week live music festival offers an exciting smorgasbord of curated live music projects and other performances across Adelaide metropolitan and CBD to warm and illuminate the colder weeks. Partners include the City of Adelaide, funding assistance from the Australia Council, the Australian Hotels Association (SA Branch) and the Music Development Office (MDO) with the South Australian Tourism Commission through the Live Music Events Fund.

In 2017 Umbrella hosted a program of over 300 live music events, which included Guitars in Bars, across more than 100 different venues and locations throughout Adelaide. In 2018 the festival ran from 13th until 29th July, and saw hundreds of open access events as well as curated events across our wonderful city.

- **300** events incl. 147 Guitars in Bars shows
- **104** venues
- **1300** performers, over 90% local musicians
- **68** umbrella events (covers)
- **83** umbrella events (original)
- **21** music genres
- **25** curated events
- **77%** of promoters who responded to the survey made a profit, 15% broke even and 8% made a loss
- **49%** of events were free, 51% were ticketed
- **7000** inserts went interstate, 25,000 copies of program distributed locally
- **229** media items across 6 media types total audience of 3,860,963 and an Advertising Space Rate of \$835,228
- **55,000** attendances

SA Music Awards

SA Music Awards is an annual celebration of South Australian Music. The Awards exists to recognise, promote and celebrate excellence in the South Australian contemporary music industry and take place at Thebarton Theatre in November. There were 4500 public votes in 2017, and 500 people attended to support the best of South Australian contemporary musicians.

In November 2018, 450 people attended the gala ceremony in the Adelaide Town Hall, joined by the Premier of South Australia and the City of Adelaide Lord Mayor and hosted by national radio JJJ announcer. The event included stunning performances from award winning contemporary musicians and acknowledged achievements with awards presented in 26 categories. 6500 people voted in the People's Choice Awards.

The City of Adelaide sponsored the 2017 and 2018 National Live Music Awards (NLMA's), held in local live music venue the Grace Emily Hotel and simultaneously in venues across Australia. Four South Australian awards, are presented locally including Best SA Live Act. The event is also supported by community radio.

Adelaide Sounds

Adelaide Sounds is a unique partnership between Adelaide Airport and Music SA. For the last five years it has offered an in-transit music experience for passengers, friends and families that highlights the original work of South Australian songwriters, showcasing the wonderful talents of South Australian musicians to the world.

The curated original South Australian live music series is performed at Adelaide Airport every Friday afternoon, plus alternate Saturdays and Sundays. Since 2013 more than 60 artists have presented original live music performances with the total number of travellers experiencing live music performances reaching one million people.

Bands On Track

Bands On Track is a partnership between the Adelaide 500 and Music SA, who have worked closely together since 2012 in presenting South Australian musicians at the Adelaide 500 live concert events. It showcases local contemporary musicians who perform alongside international headliners. To date Music SA has programmed 44 bands over 7 years as part of the Adelaide 500 V8 car race through the streets of Adelaide city.

FRUSIC

Music SA programmed a 10 act line-up for the Fringe Opening Night called FRUSIC (Fringe + Music) and an associated 6 week marketing campaign to promote local musicians.

Regional Music Development

Music SA has been working on a project funded by the Local Government Association to develop a live music resources toolkit for metropolitan and regional councils. In 2018 we undertook a council survey, prepared a regular e-newsletter, have provided a presentation on the music industry to councillors and have commenced work on the toolkit.

International paths, collaborations and exchanges

UCCN Annual Meetings 2017 & 2018

In 2017 XI UCCN Annual Meeting was held in Enghien-les-Bains, UNESCO City of Media Arts in France, in June. The meeting gave the opportunity to nurture the ties and the spirit of the Creative Cities which is one of the main objectives of the UCCN Annual Meeting, as being a key platform for dialogue between the Cities and UNESCO by covering strategic objectives and operations as well as by fostering exchange of information and experiences.

In 2018, The UCCN Annual Meeting was jointly hosted by Krakow and Katowice (Poland) in June. This was a unique opportunity for members of the network to attend the meeting in Krakow for two days, and then travel to Katowice for the remaining conference. Cities gathered over the week to discuss the activities and collaborative opportunities to integrate creativity and culture at the core of sustainable urban development, mainly through international cooperation.

The UNESCO Creative Cities of Music Subnetwork Meeting 2018

In February 2018, the UNESCO Creative Cities of Music Subnetwork Meeting was held in Kingston, Jamaica. The meeting aimed to strengthen ties between designated Creative Cities of Music and served as a platform for discussions on musical creativity. Adelaide featured at 2018 Bob Marley Lecture for Best Practices of Creative Cities with AUCOM Director Beck Pearce as panelist together with Katowice and Glasgow.

2018 Indonesian Delegation: Bid for UNESCO Creative City

In October 2018, the delegation from Indonesia (Indonesian Agency for Creative Economy on behalf of City of Ambon) visited Adelaide to research the designation, its music industry and learn more about Adelaide as Creative City of Music. The delegation met with various music stakeholders and attended several music performances and venues in Adelaide.

International Jazz Day 2017 & 2018

In November 2011, the United Nations Educational, Scientific and Cultural Organization (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 is chaired and led by UNESCO Director General Audrey Azoulay and legendary jazz pianist and composer Herbie Hancock, who serves as a UNESCO Ambassador for Intercultural Dialogue and Chairman of the Thelonious Monk Institute of Jazz. International Jazz Day brings together communities, schools, artists, historians, academics, and jazz enthusiasts 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; and reinforce international cooperation and communication.

Adelaide Festival Centre produced and presented International Jazz Day events in 2017 and 2018. In 2017 International Jazz Day included a curated program by James Morrison and involved James Muller and the Mount Gambier Generations Jazz school.

In 2018 International Jazz Day featured the local South Australian jazz community with

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a program curated by Ross McHenry and Mark Ferguson, and featured performances by COMA. This concert was presented at Adelaide Festival Centre in the Space Theatre.

2018 Mix the City

In 2018 Adelaide was invited to be involved in the Mix the City project. This project was an interactive online project where the “user” could mix and create a soundtrack for the city using the samples provided. The project was led by Katowice Poland. The first stage of the Adelaide project was supported by AFCT, MDO and City of Adelaide, and featured the sample of Zephyr Quartet, Slava Grigoryan and Nathan May. The next stage of the project is due to take place in the future with further funding required.

Elder Conservatorium performance at Tongyeong Concert Hall

In July 2017, 10 classical guitarists from the Elder Conservatorium performed a free concert at the Tongyeong Concert Hall in South Korea as part of their Korean tour. The 2-week trip also included cultural activities and festival performances. Tongyeong is one of Adelaide’s partner cities within the UNESCO Creative Cities Network (UCCN).

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

In 2017, The Australian String Quartet and the Central Conservatory of Music (Beijing) partnered through a University of Adelaide collaboration. Over a 2-week period, the Australian String Quartet worked with visiting student string musicians from the Central Conservatory of Music, Beijing—China’s most prestigious music school. The 2-week exchange culminated in a public concert held with both the ASQ and the Chinese student quartet. The program included string quartet and octet works by Mendelssohn, Beethoven, Bartók, Schubert and Ross Edwards.

Prelude Residencies

In 2017 and 2018, Arts South Australia through the MDO 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. Residencies in Adelaide are available to Australian and international

songwriters and composers. The Prelude program has been created specifically for composers. Designed to establish the time and space needed to create new works, it allows composers to focus on their craft while residing in a heritage listed Australian home.

WOMEX

Participation in The World Music Expo In October 2017, Becc Bates from Music Development Office (MDO) was invited to present at The World Music Expo (WOMEX) in Poland. During this visit there was a week of subnetwork meetings and activities hosted in Katowice. Participation in these events continued to strengthen Adelaide’s networks within the subnetwork and to build new opportunities for our artists to work across the network.

UNESCO Creative Cities initiatives (Australia, Singapore)

Through the support of the Australian Department of Communications and the Arts, the UNESCO Creative Cities of Adelaide (Music), Melbourne (Literature), Sydney (Film) and Singapore (Design) worked together to seed projects for 2017/18 as initiatives of Australia-Singapore Arts Group. These included song-writing partnership with support of the Music Development Office (MDO) and Adelaide Festival Centre (AFC) in which several South Australian artists collaborated with Singaporean artists including Vandetta at St Paul’s Creative Centre, in the lead up to 2017 BigSound in Brisbane.



With four years of data we now have a strong indication that the live music sector of Adelaide is in a sustainably healthy State, which is great for musicians who rely heavily on venues to build their fan base, develop their technical skills and hone their stage craft through invaluable instantaneous audience feedback.

Lisa Bishop, CEO, Music SA

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Australia Singapore UNESCO Creative Cities Multi City Project

In Your Neighbourhood was the first ever collaborative project between Adelaide City of Music, Melbourne City of Literature, Sydney City of Film, and Singapore City of Design. The collaboration showcased a collection of collaborative design ideas inspired by music, literature and film. Two projects, Move Along and Community Thread have since been selected to be realised and showcased as part of Singapore Design Week in 2019.

The collaborative projects seek to encourage and develop links between Singapore and Australia funded through the Department of Communication and the Arts, Adelaide Festival Centre, Create NSW and Ministry Singapore. 'The Community Thread' from NSW museum professional and emerging writer Jane Beeke would draw on a historical narrative of the pre-war Singaporean artistic community to create an immersive literary walk experience from local street artists and digital designers.

'Move Along' led by South Australian creative producer Jennifer Greer Holmes, is a multi-artform performance bringing to life a uniquely contemporary Australian story of land ownership and love through storytelling, video, music, walking and skateboarding.

2017 Australia Singapore Cultural Leaders' Forum

Australia-Singapore Cultural Leaders' Forum was a major step in both nations' arts and cultural relationship following the signing of the Comprehensive Strategic Partnership (CSP) in 2015. Supported by the Australian Department of Communications and the Arts as an initiative by Australia-Singapore Arts Group, the Forum was hosted by the Adelaide Festival Centre and the South Australian Museum from 28-29 September 2017 during OzAsia Festival, and brought together approximately 150 chief executives and senior leaders in the arts and cultural sectors in both countries, providing opportunities to develop relationships and collaborative projects.

Made in Adelaide (MiA)

For three years from 2016 to 2018 Arts South Australia on behalf of the State Government led delegations to Edinburgh during the International Arts Festival

and the Edinburgh Fringe to support our local touring creatives and amplify their offering in this important marketplace.

Made in Adelaide supported our artists to increase their profile and achieve some outstanding professional outcomes within and beyond the Fringe. It has had a strong export market development component with other arts organisations using the brand to tour work and forge valuable collaborations internationally.

One of the highlights of Made in Adelaide 2018 was a performance by the Ukulele Death Squad, Carla Lippis and the Zephyr Quartet at the Edinburgh International Book Festival the launch of a graphic novel by author and illustrator Reinhard Kleist which features characters drawn from Nick Cave's music and writing. The musicians provided the soundtrack while Kleist created visual representations of his most famous songs. This project brought together two cities in the Creative Cities Network—Adelaide, City of Music, and Edinburgh, City of Literature.

Brumley's Suitcase & Tom West

In the initial project in 2016, South Australian songwriters Taasha Coates, Dan Crannitch and Kelly Menhennett travelled to Austin, USA (UNESCO City of Media Arts) to spend time collaborating with Texan artists writing songs based on the unfinished work of renowned gospel songwriter, 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. Funding support was provided by the City of Adelaide for four Adelaide events.

In 2018, the Music Development Office (MDO) funded South Australian musician Tom West to attend House of Songs in March 2018 as part of his latest US tour. While in the US Tom performed in Austin and at the Kansas Folk Alliance. The Kansas Folk Alliance is the world's largest folk-music-focused showcasing

- Our vision is to enrich the whole
- State of South Australia



event and conference. Tom's performance was attended by an influential part of Spotify US's team, resulting in Tom being added to much-vaunted playlists on Spotify. This has hugely increased his listenership from around 6,000 monthly listeners to 80,000 monthly listeners and growing.

Music Export Support

In 2018 Joel Byrne, Industry Development Coordinator for Music SA, took part in a 3 week South American trade mission arranged through music export organisation SOUNDS AUSTRALIA. He took part in a 2 day song hub where he co-wrote contemporary songs with South American musicians.

Residencies

In addition other opportunities that have arisen for South Australians in fellow UNESCO Cities of Music as a direct result of the designation included Gabriella Smart conducted a residency in Katowice Poland in 2018. She was provided with support to spend time in Poland including Katowice, Krakow and also spent time in the UK connecting with artists and undertaking further research.

Also South Australian artists Electric Fields travelled to Hannover for Fete de Musique in Hannover, Germany connecting with artists and performing, and also were invited to perform at Gardens of Sounds Festival in Katowice Poland.

Visibility & Promotion of Adelaide UNESCO City of Music

The leadership of State Government, City of Adelaide, Adelaide Festival Centre and other major music organisations have continued to highlight, in speeches and formal statements, the prestige and honour bestowed by Adelaide's designation as a UNESCO Creative City.

The contributing partners along with members of the Executive Committee have also worked together to build awareness and profile for the designation through a range of channels outlined below.

City of Adelaide

Dedicated marketing campaign to promote City of Music through a range of music sector

partners. This includes the promotion of the City of Music video, created by the City of Adelaide online and on the City to Airport Bus. Promotion of the City of Music occurs regularly through social media, street banners and the Adelaide Living Magazine, plus promotion of key music events in the city at key dates across the year through 'What's On.

Adelaide UNESCO City of Music Brief

1000 copies of a high quality A5 sized booklet were distributed through music venues during Fringe 2018 (February and March). The booklet was the first of its kind and developed by the Music Development Office and the City of Adelaide. It is due to be updated.

South Australian Tourism Commission (SATC)

SATC created a marketing campaign for South Australia, and in the process used 50 South Australian musicians with 5 of the artists going on to work with the SATC on future collaborations. The SATC is committed to using local musicians to highlight the depth of our City of Music, wherever they can in advertising. Over the past 3 years this has included artists who have achieved global and domestic acclaim (such as the Hilltop Hoods), but most prominently artists who are stepping out and attempting to make a living—again reinforcing that as a City of Music, music and local music and creativity is vital.

In addition the SATC has also committed to using its extensive digital platforms to promote music performances—further enhancing for tourists the visibility of live music performances—from theatre, to musicals, to gigs and band shows. The amount of music related events that are housed on the SATC website is growing, as is the interest, again a sign of a healthy City of Music!

Music SA Promotion

Music SA maintain a website with a gig guide and artist, venue and business directories for the contemporary sector. There is a large social media reach.

Brand South Australia (Brand SA)

There are several mentions in [Brand SA](#) profiling Adelaide's music culture. Brand South Australia has a key purpose to forge a prosperous future for South Australia.

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Website & Digital Presence

The AUCOM website address is adelaidecityofmusic.com.au and is maintained by Adelaide Festival Centre as is its Facebook page. We see room for continued growth and development of AUCOM's social media presence. Adelaide is represented on the Cities of Music Network website alongside other UCCN Cities of Music, and is also promoted on the City of Adelaide and MDO websites.

Branding & Visual Identity

The Adelaide City of Music logo and visual identity were created to work alongside the South Australian State brand, to be bold and recognisable, and distinctly South Australian with some musical references. It was designed to sit both as a standalone brand and alongside the UNESCO logo, indicating membership of the UCCN.

Government Reforms and Support

The South Australian Music Industry Strategy

The 'South Australian Music Industry Strategy', a plan to support growth for the sector that included consultation with more than 2100 industry stakeholders and music consumers, was released in 2018. The Strategy responded to the five major themes that arose during the consultation period, together with extensive research and analysis of local, national and international trends.

Live Music Action Plan 2017-2020

'Adelaide: City of Music, Live Music Action Plan 2017-2020' aligns with the City of Adelaide 2016-2020 Strategic Plan's vision to be a welcoming and dynamic city full of rich and diverse experiences. It is further informed by 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. The City of Adelaide Strategic Plan principles such as iconic and celebrated, inclusive, diverse, resilient, affordable, distinct districts are reflected in the delivery of the Live Music Action Plan. The City of Adelaide has developed a Live Music Action Plan which was endorsed by Council in September 2017, and is actively delivering on the actions. Some of these include:

- Designated loading zones for musicians in front of live music venues
- A commitment to rename city laneways after South Australian musicians
- Rock the Square, regular lunchtime live music in Victoria Square
- Free busking in the city
- Live Music Enterprise grants program
- The Lord Mayor hosted Christmas Lunch for approx. 100 music industry professionals

Live Music Venues Loading Zone Project

In 2017, The City of Adelaide rolled out an exciting new project to provide musicians with better access to live music venues across the city. The installation and promotion of Adelaide UNESCO City of Music musician loading zones near 16 live music venues which enable musicians to park in these bays for 30 minutes, rather than 10 minutes, regardless of vehicle type.

As part of the project development, loading options for musicians at a number of city based live music venues have been assessed and extensive consultation was conducted. Where private or other loading options were not available, At All Times loading zones have been created as close to the venues as possible.

Live Music Enterprise Grants

The Arts and Cultural Grants Program is intended to assist 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.

This new grants category Funding will be provided for live music enterprises and new music 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.

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Planned Activities for 2019

Clip Combat

An initiative developed by Music SA and the Government of South Australia's Music Development Office to encourage South Australian filmmakers under the age of 26 to build awareness of local SA musicians by submitting a music video to the Clip Combat! competition. It aims to shine a spotlight on young local musicians and filmmakers. The music video competition reminiscent of Battle of the Bands, Clip Combat will encourage 13–25 year olds to source an original song and then collaborate to shoot a video and go into battle against other entries. Sporting the tagline "Find a Band. Create a Clip. Upload and Win", the competition combines music and film and encourages young creatives to develop a passion for and skills in those areas.

Australia Singapore UNESCO Creative Cities Multi City Project

The premiere of the two commissioned works, Move Along and Community Thread will be showcased as part of Singapore Design Week in 2019. These projects are the first ever UNESCO Creative Cities multi city collaborative projects between Adelaide City of Music, Melbourne City of Literature, Sydney City of Film, and Singapore City of Design, inspired by music, literature, design and film. Supported by Department of Communication and the Arts, Ministry of Singapore, Adelaide Festival Centre, Create NSW.

International Jazz Day

Adelaide Festival Centre will produce, present and celebrate International Jazz Day on 30th April with a concert at Adelaide Town Hall. This will include SA musicians and two UNESCO Creative City of Music jazz artists from Scotland and New Zealand.

Arts, Health & Wellbeing Forum

A Roundtable Forum will take place in 2019 April jointly hosted by Flinders and Adelaide university to discuss Arts and Health.

This forum will involve various inspirational speakers from UK, and the involvement of renown academic and thinker Anita Collin.

Joint Choir Project: Hannover & Adelaide

A collaborative community choir project will take place in Adelaide in April 2019 between UNESCO Cities Hannover and Adelaide, involving Capella St Crucis City of Hannover Choir, and Adelaide Philharmonic Choir. The two choirs will partake in a workshop at Marryatville High School, and evening performance at Adelaide Town Hall.

Asia Pacific Creative Cities Forum

Plans for UNESCO Creative Cities Asia Pacific conference will take place in October 2019 alongside Adelaide Festival Centre's OzAsia Festival. There is an expected 40 Creative Cities that will participate and approximately 150 delegates are set to visit Adelaide.

City of Adelaide Research Project

City of Adelaide has supported an independent research project to reach out to Cities of Music globally to hear about exemplary practice, leading initiatives and successful strategies, and models of management and governance within the UNESCO Cities of Music network. This has the goal of informing City of Adelaide's next steps on the path to amplifying the activity and awareness of the designation of the City in the coming years. The report recommendations are to be presented to the City of Adelaide in early 2019.

Music Workshop in High Schools

The Music Development Office will facilitate the delivery of music workshops in high schools across the state. This initiative aims to complement the Department of Education's Music Education Strategy and to make pathways from high school into the music industry, visible to students.

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Areas of Action and Innovation

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 as a Creative City are implemented through the following areas of action:

- 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

- connecting complimentary initiatives and events
- proactively encouraging communication and cohesive collaboration amongst all facets of Adelaide's music sector
- facilitating inter-city collaborations across creative fields celebrated by the UCCN
- involving the full range of government, non-government, education and private sectors in activities which promote the Network's objectives
- coordinating research, promotion and advocacy for UCCN activities
- generating support in order to facilitate activities of the UCCN
- all administrative and reporting responsibilities associated with the designation
- attending meetings of the Network

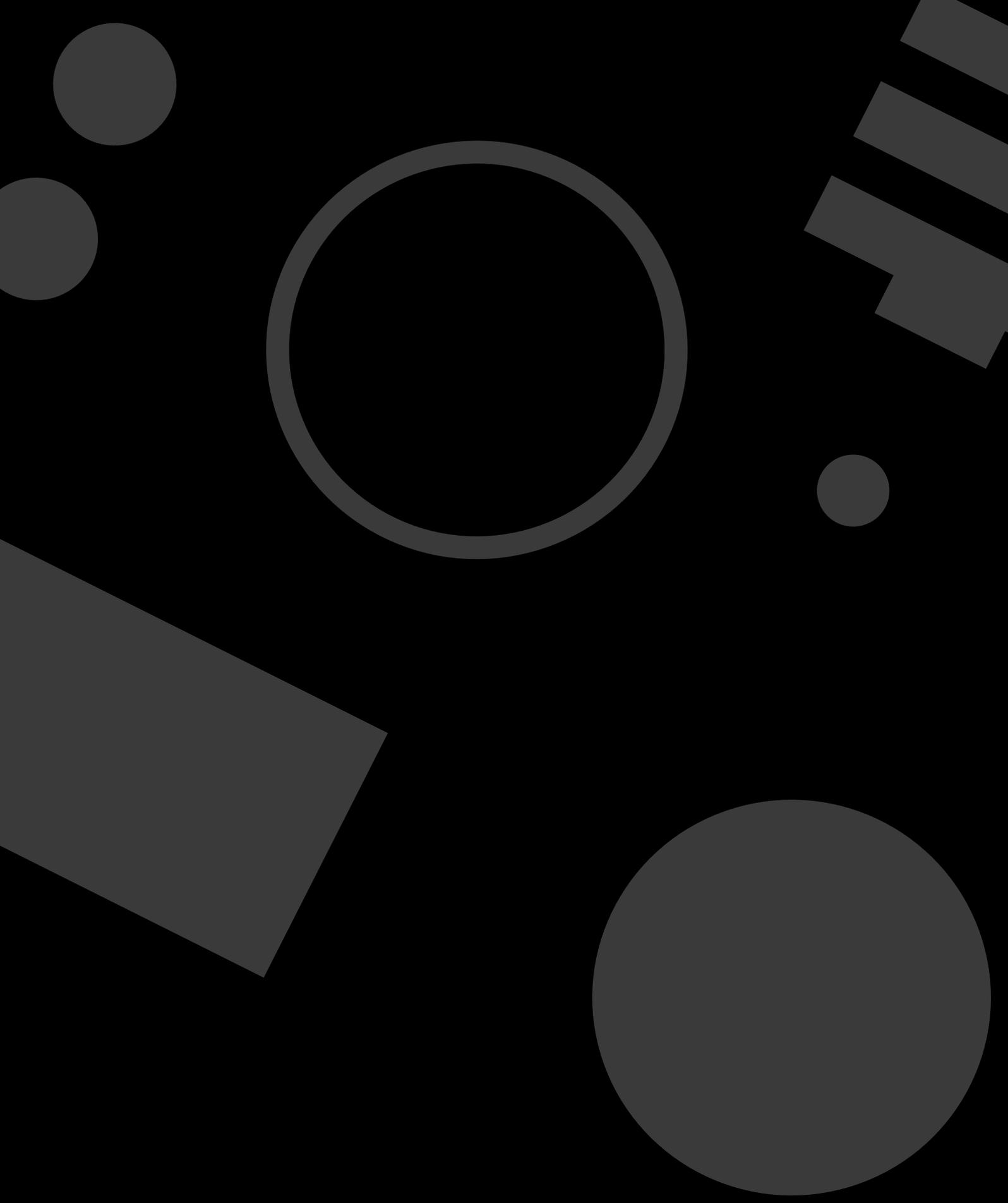
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From the trademark growls of Cold Chisel to catchy tracks from Hilltop Hoods, Adelaide has birthed a collection of musicians who have gone on to satisfy the eardrums of millions worldwide.

Brand South Australia

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United Nations
Educational, Scientific and
Cultural Organization



ADELAIDE
CITY OF MUSIC

Designated
UNESCO Creative City
in 2015