



MELBOURNE: LIVE MUSIC

DECEMBER 2018

Since laws were passed in 2010 protecting small music venues and allowing them to continue to entertain Melbourne's insatiable music-loving crowds, the city has become the indisputable Australian home of live music.

Melbourne has a long and celebrated tradition of nurturing contemporary music, from supporting the many city centre and neighbourhood venues, to welcoming the hundreds of music-makers who move to the city each year to hone their craft. The city's vibrant independent scene is on show every night of the week, on the streets, in pubs, clubs, warehouses, basements and parlour gigs.

The city caters for all music tastes with only one prerequisite – a heartfelt love of live performance. Visitors can choose to visit during one of the many festivals or events, or simply pick up a gig guide, choose a style and explore the city that has more live music venues per capita than any other city in the world.

FAST FACTS

- **Victoria** experienced live performance ticket increases of 45.3% in revenue (to \$639.9m) and 35.6% in attendance (to 7.4m) between 2016 and 2017 *
- Contemporary Music experienced an increase of 97.3% in revenue and 60.6% in attendance, driven by performances by major international artists such as Adele, Paul McCartney, Guns N' Roses, Bruce Springsteen and Justin Bieber.*
- For the first time since 2010, Victoria recorded the highest market share of revenue and attendance*
- Melbourne has more live music venues per capita than any other city in the world. ^
- Attendance figures were higher for live music than the AFL, Spring Racing Carnival, A-League, and other sports combined. ^
- In VV's drivers, triggers, barriers research, 32.5% of interstate respondents were interested in travelling for music events. ¹
- Live music generated \$1.4 billion in the City of Melbourne in 2017, up 16 per cent from 2012^
- Ranking as one of the World's Most Musical Cities, Melbourne dominates the [top songwriter postcode rankings](#). With Brunswick and Northcote the top two suburbs in Australia.
- *[LPA Ticket Attendance and Revenue Report 2017](#) ^ [Music Victoria live music census 2018](#) ¹ [Visit Victoria research](#)

MELBOURNE'S MUST-DO LIVE MUSIC EXPERIENCES

Melbourne Music Week

The City of Melbourne owned nine-day [Melbourne Music Week](#) is one of the council's premier events. Held every November the event plays host to an electric line-up of local and international acts, pushing the boundaries of traditional live music formats, blurring the line between art, film, design, and music. The extended program features multi-sensory and VR experiences, parties, workshops, talks, cinema and more – making for nine huge days of non-stop music.

Melbourne International Jazz Festival

The [Melbourne International Jazz Festival](#) celebrates the constantly-evolving style of jazz music at concert halls, art venues, jazz clubs and through the streets of Melbourne. From golden-age icons to genre-bending innovators, the festival's program appeals to young and old, enthusiasts and the uninitiated with headliners, intimate club gigs, late-night jams, close encounters, workshops, family events, and free concerts.

Stadium concerts

One of the added benefits of being a city obsessed with sport, is that Melbourne boasts a plethora of world-class stadiums that international music acts can fill to the rafters with their fans (as Bruno Mars and Ed Sheeran did when the both held major concerts here on the same weekend in March). From [AAMI Park](#), [Etihad Stadium](#), [Rod Laver Arena](#) and the iconic [Melbourne Cricket Ground](#) which holds up to 100,000 people, the world's most popular acts have got Melbourne firmly on the tour schedule.

Live music venues

On any given night of the week, live music can be heard emanating from the pubs, clubs, basements and rooftops in a city that values and fosters its live music scene. Whether it's a spot of Jazz at [Paris Cat Jazz Bar](#) or [Birds Basement](#), a neighbourhood gig at [The Workers Club](#), [Northcote Social Club](#) or the [Prince Bandroom](#), or international acts at [170 Russell](#) or the recently refurbished [Forum Melbourne](#), Melbourne's live music scene is second to none and it's the city that musicians flock to in order to hone their skills and learn their trade.

AC/DC Lane

The narrow, inner-city laneway which is home to rock stalwart, [Cherry Bar](#), changed its name in 2004 from Corporation Lane to be named after the legendary rock band, AC/DC. One wall of the laneway is adorned with a thunderbolt of name plaques calling out the music fans who helped contribute funds needed to soundproof Cherry Bar when apartments were built behind it. A new addition to the laneway is another tribute to AC/DC in the form of a sculpture coming out of the wall of Bon Scott, by street artist Mike Makatron. The entire laneway is in fact a work of art with many iconic art pieces including a Banksy, which visitors can hear more about on one of the [Melbourne Street Art walking tours](#).

The Australian Music Vault

Open daily and featuring a free permanent exhibition, digital and interactive experiences and an extensive learning program, the [Australian Music Vault](#) charts the story of contemporary Australian music from the 1950s until today. It showcases the iconic people, events and places that define Australian music in a

purpose-built exhibition space within Arts Centre Melbourne's Theatres Building on St Kilda Road, Melbourne. Patrons of the Australian Music Vault are co-founder of Mushroom Records *Michael Gudinski*, music legend *Ian "Molly" Meldrum*, songstress *Kylie Minogue*, Indigenous singer-songwriter *Archie Roach* and Australian singer/songwriter *Tina Arena*.

Melbourne Music Bus Tour

Arts Centre Melbourne's [Melbourne Music Bus Tours](#) allow music aficionados to get a deeper understanding of Melbourne's music history. Run by musicologist Bruce Milne, the three and a half hour tours include a broad and diverse range of inner Melbourne sites such as Dame Nellie Melba's first home, sites visited by the Beatles and ABBA as well as venues and locations associated with Nick Cave, AC/DC, the Seekers, the Easybeats, Men at Work, Paul Kelly, Kim Salmon, Frente, Gotye, King Gizzard & the Lizard Wizard and Courtney Barnett. There will also be some surprise stop-offs along the way to pick up announced guests.

Record shops

Before vinyl was cool... again, Melbourne has been a city that's loved its traditional bricks and mortar record stores. From north, south, east and west there are gems that have become part of the fabric of the areas they have called home. [Polyester Records](#) in Brunswick Street, Fitzroy has stood the test of time opening in 1981, and has been joined in the neighbourhood more recently by [Oh! Jean](#). In the south, [Greville Records](#) has been around since 1978 and featuring an extensive, eclectic selection of second-hand vinyl records and CDs. In the west, [White Rabbit Record bar](#) will serve you a beer while you browse the vintage collections in Kensington and the city centre is home to Basement Discs - a below-street-level record shop with a broad, global selection of vinyl and CDs, plus regular events - including Melbourne muso Dan Sultan playing his new album as part of [Australian Record Store](#) day on April 21, 2018.