

#### **2019 FINANCIAL YEAR**





## **OPENING STATEMENT**

Building on the success of its first year, the Australian Music Vault (AMV) at Arts Centre Melbourne has delivered its second financial year of operation. Key highlights include celebrating the AMV's first birthday on 19 December 2018 and our one millionth visitor on 1 May 2019, marked with a cake cut by Australia's iconic pop group Human Nature.

The AMV has continued to profile and amplify the stories of Australian contemporary music with fresh content and experiences, both online and in the physical exhibition space. Large scale exhibition changeovers have profiled the work of Australia's much loved guitar maker Maton and the rich roots and evolution of Australia's hip hop community. Collaborations with key industry stakeholders like the ARIA Hall of Fame and the National Indigenous Music Awards have facilitated displays which profile award-winning musicians in the exhibition and online, coinciding with important industry awards. Other collaborations with the Australian music industry have delivered Music Bus Tours, book launches and further written content. *Australian Music Vault presents*, the live performance arm of the AMV's operations, saw artists such as Deborah Conway, Sarah Blasko, C.W. Stoneking and Mojo Juju perform to adoring audiences, and showcased Arts Centre Melbourne's commitment to supporting live contemporary Australian music.

The AMV Learning and Education program continues to deliver a solid program with educator master classes including the ARIA Music Teacher of the Year, families and school workshops including poster making, lyric writing and music remixing, as well as Victorian Curriculum-aligned digital resource kits to further enhance school visitation. The AMV podcast series *Sound As Ever* was delivered and released in partnership with RMIT University and the ever popular AMV Choir Project continues to expand with eight new choral arrangements released and performed in the past 12 months.

Through this unique project, delivered in partnership with the Australian music industry and the Victorian Government, Australian music has been profiled to over 1.5 million visitors onsite and online.

This report details the activities of the AMV from 1 July 2018 to 30 June 2019.



## LEADERSHIP MESSAGE



"When we set out to establish the Australian Music Vault, we wanted to ensure that music lovers could immerse themselves in the rich history and stories of Australian music. It has had such a strong and meaningful impact since, that in this past year the Australian Music Vault welcomed over one million visitors. It was an incredible moment for us and the Australian music industry. We look forward to celebrating the many stories of Australian music into the future."

> Claire Spencer CEO Arts Centre Melbourne

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# EXHIBITIONS AND ENGAGEMENT



#### Exhibitions and Engagement Major Case Changeovers

#### **Exhibition Content**

During F19 AMV continued to evolve the story of contemporary music in Australia by profiling a total of 54 new artists and 74 new stories across the exhibition. Our ability to make periodic changes in the exhibition space as well as a major curatorial changes has kept the vault fresh and engaging.

#### Maton Guitars (1 July - 29 October 2018)

The Maton Guitars display was installed as part of our commitment to opening up discussions about various aspects of the industry, in this case instrument making. This display was curated in collaboration with Maton Guitars and Maton signature artists.

The display included rare guitars, tools and photographs from the Maton heritage collection including guitars played by Tommy Emmanuel, John Butler and Pat Davern of Grinspoon. This project also allowed us to create four new film stories featuring Maton signature artists Tash Sultana and Gordi, master luthier Andy Allen and members of founder Bill May's family: Linda and Neville Kitchen and Chantal de Fraga. Veteran music journalist Jeff Jenkins was commissioned to write an exclusive article on the company's history for publication on the website, distribution through social channels and via the AMV eDM.

Highlight objects kindly lent by Maton Guitars included:

- First guitar made by Bill May, 1932
- Maton 'shark bite' Fyrbyrd, c. 1965-1966
- Maton Mastersound 500 played by Pat Davern of Grinspoon, c. 1997 2006
- Prototype for Mini Maton EMD-6 Diesel Special, 2006
- Maton SRS70C played by John Butler

#### Hip Hop in Australia (March 2019)

Our second major display initiative for the year profiled hip hop in Australia. Our aim was to trace hip hop's development from a largely underground movement in the 1980s, drawing from American influences, to a unique form of self-expression referencing Australian life, politics, identity, aspirations and challenges. The new hip hop section in AMV is the culmination of six months of intensive research and consultation with almost 100 members of the community throughout Australia. Throughout late 2018 and early 2019 we built strong relationships with artists, labels and management to position AMV and as the natural home for culturally significant objects and stories documenting and evoking this important and largely underrepresented scene.

The project includes:

- 23 loans negotiated, documented, condition reported and insured
- 50 objects prepared for display
- 40 new digital label stories featuring interpretative text, photographs and 30 new songs to collect as part of the Mixtape experience
- Two commissioned essays The Changing Face of Australian Hip Hop by Sosefina Fuamoli and, Australian Indigenous Hip Hop – A Force To Be Reckoned With by Dr Suzi Hutchings, Arrente Nation
- New Hip Hop Engagement Zone featuring 10 short films exploring different aspects of old and new school hip hop in Australia
- New Hip Hop Digital Resource Kit for Schools created by hip hop artist Mantra, published online for pre, during and post visit
- Background notes and training for Arts Centre Melbourne's Welcome Team
- Almost 100 members of the national hip hop community consulted, leading to collaboration and advocacy for the Australian Music Vault nationally.



Stereo in the Hip Hop display. Photograph by Jason Lau.

Highlight objects include:

- Jumpsuit worn by Lino Ettia in performance with Backstreet Boogie, 1984
- First ARIA to be awarded to a hip hop act, 1200 Techniques, 2002
- Performance outfit worn by Maya Jupiter in the *Move* video clip, 2003
- Handwritten lyrics by 360 for the award-winning single, *Boys Like You* featuring Gossling, 2011
- Jumpsuit worn by Tkay Maidza at Splendour In The Grass, 2015
- Hand-painted denim jacket designed and worn by Lady Lash, 2018

#### Exhibitions and Engagement Responsive Zone Changeovers

## National Indigenous Music Awards (NIMA) Hall of Fame display – Roger Knox (August 2018)

Our collaboration with Music NT continued with the development of an annual display in the Responsive Zone honoring each year's NIMA inductees, coinciding with the award ceremony in August. We worked closely with recipient Roger Knox to co-curate the display and advise the best way to care for his collection and ensure safe access for his community. He also helped us select objects that had special meaning to him, including an Aboriginal flag signed by inmates he met when performing in prisons and correctional centres during the 1980s and 90s.

This changeover was also partnered with a live performance by Roger at MPavilion, an outdoor performance space close to the AMV. *Roger Knox in Story and Song* took place on 11 October 2018. It was extremely successful with a full house (approx. 80 people), with many coming back across to the AMV exhibition with Roger and his family.

In consultation with Roger and his family, AMV also curated a film story to accompany the display using rare archival footage held by the family in various formats.

Highlight objects kindly lent by Roger Knox and family included:

- Rare family photographs including one of Roger Knox with his brothers and sisters
  - on the Tongalini Tobacco Farm, c. 1961
- Aboriginal flag signed by inmates of various prisons where Roger Knox performed, c.1988-1997
- Poster for Variety Concert Spectacular for National Aboriginal Week, Sydney 1986
- NAIDOC Award for Aboriginal Artist of the Year, 1993.



#### ARIA Hall of Fame display – Kasey Chambers (November 2018)

We continued our collaboration with ARIA in creating a display for Hall of Fame inductee, Kasey Chambers; the youngest female recipient to ever be inducted. The display was curated in consultation with Kasey.

Highlight objects kindly lent by Kasey Chambers included:

- Pant suit worn by Kasey Chambers on the album cover of *The Captain*, 1999
- Golden Guitar Award for *The Captain*, 1999
- ARIA Award for the Album of the Year, *Barricades and Brickwalls*, 2002
- Rare archival family photographs featuring Kasey as a young performer with family act, The Dead Ringer Band.

#### APRA Ted Albert Award for Outstanding Contribution to Australian Music display – Rob Potts (April 2019)

A new display developed in partnership with APRA was installed on 29 April honouring this year's recipient – country music promoter, the late Rob Potts. Potts' foresight, belief and advocacy for Australian country music made him the first Australian-based member to sit on the board of the Country Music Association in Nashville. He was also instrumental in setting up the CMC Rocks festival brand and helped to nurture the careers of artists such as Lee Kernaghan, Keith Urban, Jasmine Rae and Morgan Evans.

Highlight objects kindly lent by Jeremy Dylan included:

- ARIA Platinum Award presented to Rob Potts for Lee Kernaghan's *Three Chain Road*, December 1994
- CMA SRO Award, International Talent Buyer/Promoter of the Year awarded to Rob Potts, Allied Artist and Event Services, 1997
- ARIA Gold Award presented to Rob Potts for Keith Urban's Golden Road, Warner Music Australia, 2003
- CMA Jo Walker Meador International Award awarded to Rob Potts, 2017
- Rob Potts Place street sign, signed by CMC Rocks QLD festival lineup, 2016.

#### Exhibitions and Engagement Regular Exhibition Content Updates

New content was added across the exhibition allowing AMV to 'rest' material from the Australian Performing Arts Collection, return items to lenders, and profile new stories and artists within existing themes as a part of AMV's evolving curatorial narrative.

#### The Wild Ones (March 2019)

New content was added to The Wild Ones section to profile new artists who have improvised, innovated and followed sparks of intuition to propel the home-grown industry in new and exciting directions. YouTube sensation turned international headliner, Tash Sultana; award-winning sound engineer Tony Cohen and Mushroom Group CEO Michael Gudinski AM have all been added to the case. In line with this changeover we also updated The Wild Ones page on the AMV website and added a new web story focusing on Tash Sultana in the lead up to a performance at the Sidney Myer Music Bowl in March.

Highlighted objects included:

- Epiphone guitar, case and notebook used by Tash Sultana, c.2015
- Brass 'No.1' hand sculpture owned by Michael Gudinski, AM c.1990s
- Suitcase containing a collection of back-up master tapes produced and collected by Tony Cohen, c.1970-2000



Michael Gudinski's brass 'No.1' hand sculpture. Photograph by Thomas Breakwell.



#### Two Way Traffic (April 2019)

Iconic pop group Human Nature was added to the Two Way Traffic story, which highlights the impact they have made on the international stage through a decade of performances on the Las Vegas strip. The display coincided with the band's 30th anniversary, as well as the one millionth visitor to AMV. They visited the space to cut a cake with CEO Claire Spencer. This changeover also allowed us to re-orient the Nick Cave and Rowland S Howard material to talk more about their careers overseas.

Highlight objects included:

- Performance outfits worn by Human Nature at the Imperial Palace Hotel and Casino, Las Vegas, 2001
- Handwritten notebook compiled by Nick Cave, 1984-1985
- Flyer for Nick Cave and The Bad Seeds at the Loft, Berlin, 1985
- Costume worn by Kylie Minogue, AO, OBE in the video for What Do I Have To Do, 1990
- Guitar, amp and pedals used by Rowland S Howard, 1978-2009 (previously in the Punk/New Wave section)



#### The Real Thing (June 2019)

Content was changed in The Real Thing to further explore the Australian musical identity.

New stories were added about Deborah Conway and Willy Zygier, focusing on the first album they co-created, *Bitch Epic*; Graeme 'Shirley' Strachan, highlighting Skyhooks ability to send up the excesses of the international 'glam' scene in a distinctly Australian manner; and early rock and roll pioneers The Planets and Beverley Dick.

Highlighted objects included:

- Sign used by The Planets displayed on top Graeme Howie's piano during performances,
  1059, 1060
  - c.1958-1960
- Cardigan worn by Beverley Dick in performance, 1958-1984
- Performance outfit worn by Graeme 'Shirley' Strachan of Skyhooks, c.1976
- Notebook compiled by Deborah Conway while composing *Bitch Epic*, c.1993.



Poster for Bitch Epic by Deborah Conway.



#### Exhibitions and Engagement Industry Collaborations

The AMV brand has developed a greater level of awareness and understanding within the Australian music industry after our initial launch phase. Our curators engaged with a broad range of industry identities across a range of genres, and built a strong level of trust and respect in the process.

This was clearly illustrated when we worked with the hip hop music community to tell their stories for the new Australian Hip Hop Showcase. The curators consulted with over 150 hip hop industry stakeholders including writers, musicians, management, dancers, producers, label managers and others to inform the narratives of this showcase and secure over 67 objects for display. Consultation for this showcase was largely conducted at the BIGSOUND Music Industry conference in Brisbane as well as with APRA, ARIA, ABC and key individuals as part of the AMV Advisory group.

There were also a number of high profile industry identities such as DJ Peril and Tash Sultana who posted very positive comments about the AMV and Arts Centre Melbourne as a result of how we acknowledged their respective achievements to date.



#### Participatory opportunities with external events:

- Australian Music Prize The AMV collaborated with the Australian Music Prize (AMP) to write a profile piece about this prestigious award which takes place in Melbourne each year, including assets provided by the AMP. The article highlighted the work of the nine shortlisted artists including the eventual winner Gurrumul along with Abbe May, Laura Jean, Courtney Barnett, The Presets, Rolling Blackouts Coastal Fever, Sam Anning, Grand Salvo and Dead Can Dance
- Melbourne Music Bus Tours The AMV Bus Tours are continue to grow and evolve, with the opportunity to develop more tours to further engage key stakeholder groups and the general public
- International Make Music Day Arts Centre Melbourne and the AMV engaged with this international initiative to invite the public to come to Arts Centre Melbourne and play our 'Play Me I'm Yours' pianos.
- Support Act The AMV website profiled the newly established 24-Hour Support Act Wellbeing Helpline, established with the help of Levi's.
- AMV filmed a piece with musician Stephen Cummings to coincide with the release of his collected works anthology with Bloodlines (Mushroom).

#### AMV presence at BIGSOUND Music Industry Conference, September 2018

AMV was well represented at last year's annual BIGSOUND conference with Senior Curator Carolyn Laffan, Partnerships Manager Del Robinson and Executive Advisor Lauren O'Dwyer in attendance. Meetings took place with AMV partners and prospective partners as well as label and artist managers. Attendance at the conference was paramount to the creation and success of the Hip Hop Showcase.

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#### Exhibitions and Engagement Associated Programming

#### Book launches

AMV supports the launch of Australian music stories by partnering with local publishers. In August 2018, we celebrated the launch of *Daddy Who?* by Craig Horne, a new book about the era defining band, Daddy Cool released by Melbourne Books. Author and musician Craig Horne was joined on stage at The Channel by Daddy Cool, band members Ross Wilson and Gary Young who performed a set to a packed audience.

Following the success of the August book launch, AMV partnered with Starman/ Bloodlines in October to launch the autobiography and album *Broderick Smith: Man Out of Time*. Known for his work with ARIA Hall of Fame act The Dingoes as well as Carson and Broderick Smith's Big Combo, this was Smith's first album release in nearly a decade.

#### Live performance

#### Roger Knox in Story and Song at MPavilion (October 2018)

This collaboration with MPavilion brought together three generations of the Knox family to perform and support Roger in telling his remarkable story of survival and resilience. Following the performance, Roger walked the audience over to AMV to share further insights sparked by discussion of the display.





#### **Exhibitions and Engagement** Australian Music Vault presents in F2019

#### Australian Music Vault presents (main stage)

As part of Art Centre Melbourne's commitment to supporting, sharing and celebrating Australian music stories the AMV co-presented five curatorially aligned main stage performances in F19 under *Australian Music Vault presents*. These performances highlighted the work of First Nations, heritage and emerging artists, and provided a great opportunity to bring to life AMV curatorial themes such as Identity and Belonging, and Journeys and Resilience.

Performances included:

- Mojo Juju: Native Tongue, Fairfax Studio, August 2018
- EPIC: Deborah Conway, Willy Zygier and The Men, Hamer Hall, June 2019
- Rockwiz Really, Really Good Friday, Hamer Hall, April 2019
- Treaty Project (Yirramboi), Hamer Hall, May 2019
- Seven Songs to Leave Behind (Sarah Blasko, CW Stoneking and Ali Barter), Hamer Hall, May 2019



#### Australian Music Vault Presents Kylie on Stage - tour of regional Victoria

Drawing on the success of international first *Kylie on Stage*, a major exhibition in 2016 celebrating magical moments from Kylie Minogue's highly successful concert tours. The AMV co-presented the Victorian regional tour of *Kylie on Stage*, which was supported by Creative Victoria via a touring grant.

Over 250,000 visitors experienced the original, free *Kylie on Stage* exhibition drawn from Kylie's spectacular stage wardrobe held in Arts Centre Melbourne's Australian Performing Arts Collection. Featured designers within the world-first exhibition include Dolce and Gabbana, John Galliano, Julien Macdonald, Karl Lagerfeld and Jean Paul Gaultier as well as local designers including Peter Morrissey and Mark Burnett.

The exhibition toured regional Victoria as an *Australian Music Vault presents* project, on show at Mildura Arts Centre, Geelong Gallery, Ararat Regional Gallery and Latrobe Regional Gallery during 2017-19. The exhibition then toured to WA Maritime Museum Fremantle (funded by the museum) and was on display from 16 February – 9 June 2019, attracting 25,094 visitors.

The exhibition saw increased and new audiences at each venue. Below are the attendance figures for each venue.

#### Mildura Arts Centre:

19 August – 29 October 2017 Visitation: 9,137

#### Geelong Gallery:

9 December 2017 – 4 March 2018 Visitation: 20,020

The Geelong Gallery reported that attendances to the gallery were up 20% on the same time in 2017 during *Kylie on Stage*, while 30% of attendees were first time visitors to the Gallery. (*G21 Report to the Regions*, 2018)

#### Ararat Regional Art Gallery TAMA:

4 August – 8 October 2018 Visitation: 3,620

#### Morwell:

20 October 2018 – 13 January 2019 Visitation: 3,704



Costume designed by John Galliano *Showgirl: The Homecoming Tour*, 2006 Gift of Kylie Minogue, AO, OBE 2008 Reproduced courtesy of Darenote Ltd.

# SHARING INTERACTING AND INNOVATING



#### Sharing, Interacting and Innovating Website

#### User Experience Updates

The Music Stories section of the AMV website has been developed as a new feature to house all online stories. This is a constantly growing resource with pieces published as accompaniments to physical changes in the exhibition as well as events, programming and partners associated with the AMV.

Website users can search or browse using new filters Listen, Read, Watch and Industry News (for up-to-date industry content).

Further improvements are being made to the website, which will include a refreshed homepage, hashtags for increased story filtering, a revised Exhibition page, an About Us page and new video content in F20.

#### Content

The redesign of the website gave us greater scope to write, commission and publish 'deep dive' essays to provide richer insights into the artists, art-forms and industry partners associated with the project. The accumulation of these essays and articles create a rich resource for industry and the public alike on Australia's vast and dynamic musical landscape.

- The Changing Face of Australian Hip Hop by Sosefina Fuamoli
- Australian Indigenous Hip Hop A Force To Be Reckoned With by Dr Suzi Hutchings, Arrente Nation
- Deborah Conway: Woman On A Mission by Jane Gazzo
- Kasey Chambers ARIA Hall of Fame 2018 by Georgina Greer
- Rob Potts Ted Albert Award by Georgina Greer
- 14th Australian Music Prize by Carolyn Laffan
- Wild One Tash Sultana by Carolyn Laffan
- Roger Knox National Indigenous Music Awards Hall of Fame by Carolyn Laffan in collaboration with Roger Knox
- Support Act Mental Health Week by Carolyn Laffan.

The AMV Learn section of the website has been expanded and developed to incorporate many of the exciting new projects and collaborations held this financial year.

## Sharing, Interacting and Innovating

**Onsite Digital Experiences** 

#### The Amplifier Experience - Unearthed

We launched a brand new experience for The Amplifier celebrating the community of artists, fans and programmers that is triple j Unearthed. Developed by our digital creative partners Grumpy Sailor in collaboration with the ABC who provided footage, and G Flip who allowed us special access to the stems from her song, Killing My Time.

This experience was launched to coincide with Melbourne Music Week and presents 33 Unearthed artists, including Alex the Astronaut, Baker Boy, Gang of Youths, Kwame, Mallrat, Middle Kids, Remi, Ruby Fields, San Cisco and Tash Sultana.

#### The AMV Mixtape Experience

Further improvements were made to the Mixtape experience in collaboration with Grumpy Sailor and Trend Intelligence to solve technical issues and refine the visitor experience to make it more cohesive and accessible. The work included new animated graphics for the Mixtape vending machine to assist with the user experience of purchasing a Mixtape; remedying issues some visitors had downloading playlists and linking the Mixtape vending machines to the Arts Centre Melbourne internal network for a more stable experience.

#### F19 Statistics for onsite Digital Experiences

- Label objects 57 added
- Engagement zones 15 added
- Mixtapes sold 1875
- Mixtape users 2506
- Songs added to Mixtapes by users 46523
- Most popular time 12pm Saturday
- Most popular postcode 3000





#### Digital Experiences in Development

Creative development work has commenced on scoping and conceiving two new AMV digital projects.

#### **Digital Connections Project**

Further research and development work was undertaken into the digital project that will provide the connective tissue of the AMV experience both in the exhibition and online, allowing users to uncover little known facts about Australian artists that have affected their creative journeys. An updated version will deliver a more curated experience that shines a light on the personal and creative connections between artists and the wider music ecosystem.

Using Design Thinking methodology, work has commenced on understanding the desired outcomes and uses for audiences and industry that will inform the design of a scalable digital platform allowing for application onsite, online and potentially off-site at community and industry venues and events in future iterations.

#### Poster Wall Activation – Augmented Reality Experience

Discussions have commenced with Dr Troy Innocent of RMIT's College of Design and Social Context to develop a prototype of and Augmented Reality music experience for the Poster Wall. The app is due to launch in mid-2020.

Photograph by Jayden Ostwald, 2018.

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# ARTS LEARNING AND EDUCATION



#### Arts Learning and Education Learning Events

#### Delivery of School Program

Three AMV schools workshops (Lyric Writing / Music Remixing / Poster Design) The AMV workshops are a valuable part of our Creative Learning program and have a high uptake. In F19 the program included 73 events with 73 facilitators, 1300 students and 149 teachers since AMV opened.

Quotes from educators who participated in the AMV School workshops:

"The experience saw all students on the same level entry point and subsequently our more disengaged/excluded students felt valued and confident."

"The students were from different Arts subjects and so to do an activity in another subject was a bit of a challenge – but they felt comfortable and supported."

"We did three experiences – the Backstage Tour and Director's Cut as well as the Music Remix. All were very positive, well organised and run by very positive people."

Thankyou so much for making AMV academy happen! It has been such an eye-opening & inspiring week that only makes me want to write & perform more. If (for some wird reason) you are ever in Canberra kare in need of some live music, you know who to call! lots of Q + thanks! Sophie

Student thank you note - AMV Learn

#### Expansion of AMV online Digital Resource Kit for Schools

These resources aligning with new exhibition content in the Maton Guitars and Hip Hop exhibition areas resulted in 5,202 online views. The resources contain pre, during and post visit and standalone tasks for schools to use free of charge.

#### Expansion and continuation of AMV Choir Project

This project had 172 page views, 13 teachers requesting arrangements and 390 students involved in singing arrangements. A suite of new arrangements was created for the AMV's first birthday on 19 December 2018 including:

- Gordi On my side
- Hunters and Collectors Holy Grail
- The Seekers Keep a Dream in Your Pocket
- Crowded House Don't Dream it's Over
- Emily Wurramara *Black Boy*
- Birds of Tokyo Lanterns
- Missy Higgins Everyone's Waiting
- Drapht It's the Music.

Pop up performances at the AMV exhibition by schools and Glee Club have occurred throughout the year. Glee Club is a community choir held at The Butterfly Club musically directed by Vicky Jacobs, with a more advanced Glee Plus group also participating.

We received the first video of a school choir using the arrangements (Bell Primary School Senior Voice Ensemble) in July 2018, which was uploaded to the AMV website as an excellent example of the arrangements in use. The teacher and students gave extremely positive feedback regarding the choir project.

Elizabeth Murdoch College visited Arts Centre Melbourne in June 2019 to see the AMV exhibition and participate in AMV workshops at The Channel. They requested ahead of time to perform the AMV Choir arrangement of *Lanterns* by Birds of Tokyo somewhere at Arts Centre Melbourne. Amy Bennett, Creative Learning Producer, arranged to have them perform at the Theatres Building 'Play Me I'm Yours' piano and the performance was a great success.

#### Masterclass with Maxwell

This event was delivered on 16 May 2019 with the ARIA Music Teacher of the Year, Scott Maxwell, and was attended by 50 teachers. The response to Scott's presentation was very positive with teachers commenting that the discussions greatly helped their practice. Many stayed afterwards to chat to Scott personally and he was subsequently interviewed by Australian Teacher Magazine.



#### Sound Bites

Sound Bites is a new partnership with The Song Room, producing short videos and resources around song-writing with Australian artists – Kram (Spiderbait), Olympia, Mohamed Komba and Girl Zone, an exciting new five-piece hip hop group from Melbourne's north whose average age is 11. Resources hosted on The Song Room's ARTS:LIVE and the AMV website were released in August 2019.

#### **Delivery of Public Programs**

#### Sound As Ever

The second season of the AMV podcast *Sound as Ever* was created with six episodes produced by young content producers and radio makers in a new partnership with RMIT University Music Industry, Journalism and Digital Media courses. Each episode focuses on a key Australian song and its story.

Sound As Ever Season 2 episodes: EPISODE 1 The Presets: My People Dance music with a social conscience

EPISODE 2 Peter Allen: I Still Call Australia Home An Iconic Australian Song

**EPISODE 3** *Hexdebt: Bitch Rising* A New Wave of Feminism in Australian Punk **EPISODE 4** *Regurgitator: If this is the Blues, Why do I Feel so Green?* The Band in a Bubble

**EPISODE 5** *30/70: Nu Spring* The creation of new music scenes

**EPISODE 6** Sampa The Great: Black Girl Magik Exploring stories from new voices in Australian hip hop





#### AMV Workshops for Families (Lyric Writing and Poster Design)

Lyric Writing workshops held around the launch of the Hip Hop display with a teaching artist running the sessions including N'fa Jones.

#### Process Labs (Arts Centre Melbourne Presents)

In August 2018 AMV held a Process Lab with electronic music producer Mike Callender. Attendees learned sampling techniques and how to build custom kits and racks from instrument samples.

#### Balcony TV

Balcony TV filmed and released four artists in partnership with The Push. Filming for this series commenced in December 2018 with artists including P-Unique, Gena Rose Bruce, Nancie Schipper and Jungle Cuffs. The videos were released via the Balcony TV platform and AMV social media in 2019 and further filming days will be scheduled.

- P Unique Hummingbird
- Gena Rose Bruce Wild One
- Jungle Cuffs Walter Street
- Nancie Schipper When You Get Home





# BRAND AND AWARENESS



### **Brand and Awareness**

#### Australian Music Vault Marketing Campaign

Promotion of the AMV was driven through Arts Centre Melbourne owned channels via the website, social media, eDM inclusions, onsite signage, exhibition collateral distributed on site and at visitor information centers and hotels ,and tourism publication inclusions. Arts Centre Melbourne's website directed 53% of total traffic to the AMV website.

Marketing budget and paid channels were leveraged for a dedicated campaign focusing on the new Hip Hop display as well as running general AMV 'always on' advertising across Google AdWords and social media channels. The AMV Google Adwords campaign resulted in 4.4 million impressions throughout the financial year. Of this, 16,000 customers clicked through to the website to learn more about the exhibition.



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#### Hip Hop Marketing Campaign

The new hip hop display provided an opportunity to focus on engaging and attracting new audiences to Arts Centre Melbourne. A dedicated marketing campaign was developed to run in market 1 April – 31 August 2019 with new creative designed and a mix of broad and niche media buy. This paid campaign was supported with free and low cost marketing opportunities through Art Centre Melbourne's owned channels as well as earned channels to promote the Hip Hop display.



Hip Hop Campaign Poster

#### Paid media channels included:

- Spotify display and audio advertising within the free streaming service
- MCN Locate targeting via apps and location data for those in close proximity to Arts Centre Melbourne to encourage visitation
- XaxisProgrammatic target audiences via premium websites in a highly targeted way using custom audiences and using display advertising. Cost effective to have longevity and traction in market over a longer period of time
- PBS radio on air advertising package plus eDM inclusions
- RRR radio on air advertising package
- **Beat** print advertising, sponsoring hip hop column (print and online) and eDM digital and accompanying online digital as bonus
- The Music print and digital advertising
- Broadsheet Melbourne online feature story and digital banners
- Rockposters two bursts of activity inner west and north
- Google Adwords campaign focusing on hip hop key words and artists represented within the exhibition
- Social media advertising campaign focusing on hip hop audience



## SOCIAL MEDIA

Over **46,000** Facebook fans and **2000** Instagram fans. Facebook growth has exceeded the target of 30,000 fans.

AMV Facebook page has a 4.8 star rating from 80 reviews, and 1,673 total check ins.

Out of the social platforms, Facebook was the top referrer to the website with 1,341 sessions and 1,169 users, followed by Instagram Stories at 123 users and 124 sessions.

## AMV WEB STATISTICS



**30,487** New visitors









Most popular age groups



Females 58.5% Males 41.5%

#### Media

Key media moments for F19 included:

- Maton Guitars display opened (July 2018)
- Season 1 of Sound As Ever podcast released (July 2018)
- NIMA Hall of Fame display honouring inductee Roger Knox (August 2018)
- Molly Meldrum, AM, conducts Melbourne Symphony Orchestra playing The Real Thing (August 2018)
- Melbourne Music Bus Tours second edition announced (September 2018)
- ARIA Hall of Fame display honouring inductee Kasey Chambers (November 2018)
- The Amplifier triple j Unearthed experience (November 2018)
- The Wild Ones display welcomed Tash Sultana, Tony Cohen and Michael Gudinski, AM (February 2019)
- The Australian Music Vault Choir Project new arrangements added to repertoire
- Kylie on Stage opened at WA Maritime Museum (February 2019)
- Hip Hop Display opened with media/industry launch (March 2019)
- Melbourne Music Bus Tours third edition announced (May 2019)
- One million visitors and Human Nature joint celebration/welcomed into the AMV (May 2019)
- Deborah Conway welcomed into the AMV (June 2019)
- Senior Curator of the AMV, Carolyn Laffan, was featured in an interview in "First Person" in *Domain Review* (June 2019)



Snapshot of media coverage

TV: Channel 7 (Melbourne and Brisbane), *Getaway* (Channel9), Network Ten (weather crosses).

**Radio:** 3CR, 3RRR, ABC Radio Melbourne, ABC Radio Gippsland, Curtin FM, Double J, Fox FM, Joy FM, PBS, Triple M.

**Newspapers:** Herald Sun, Koori Mail, La Trobe Valley Express, Southbank Local News, The Age.

**Online:** ABC, Australasian Leisure Management, Broadsheet, Business Insider, City of Melbourne, Concrete Playground, Destination Melbourne, Domain Review, Guardian Express, Hunter + Bligh, Impulse Gamer, *Limelight Magazine*, Mirage News, MTV Online, MTV Music, The Australian Institute for the Conservation of Cultural Material, The Industry Observer, Time Out, Toorak Times, Travel Weekly, Traveller.

**Music/Arts Blogs:** Amplify, Arts Hub, Australian Arts Review, *Beat Magazine*, Broadway World, Forte, *Mixdown Mag*, Noise 11, *Onya Magazine*, *Rhythms Magazine*, The AU Review, The Music, The Music Network.

**Interstate:** Adelaide Advertiser, Brisbane Times, Canberra Times, Canning Times, Coastal Times, Cockburn Gazette, Courier Mail, Daily News (QLD), Eastern Reporter, Illawarra Mercury, Melville Times, Murray Pioneer, Southern Gazette, Stirling Times, Sydney Morning Herald, WAMN News, Western Suburbs Weekly.

The Advertising Space Rate (ASR) is a measurement methodology that incorporates data on page impressions, unique visitors, content style, advertising rates, size, language scaling and placement across internet monitoring content.

## Total ASR value for F19 was **\$1,063,273**

AMV Learning - Families Workshop

Jele-s

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# PARTNERSHIPS AND PHILANTHROPY



### **Partnerships** Major Partners

The role of the AMV partners has been significant through their support and contribution predominantly provided through collaboration, advocacy, industry and audience awareness and provision of content.

The three Major Partners continue to provide strong strategic alliances as industry leaders that are focused on collaboration and advocacy both within the industry and the general public.



APRA AMCOS continues to collaborate and support all areas of AMV from Arts Learning, industry support for areas of the exhibition, awareness of events to their members and Government relations. Key areas of impact in FY19 have been through the Ted Albert Award display acknowledging Rob Potts and through industry support and connection with hip hop artists for the exhibition.



ARIA has continued to support AMV through advocacy and support with record labels and artists. In FY19 AMV celebrated the induction of Kasey Chambers into the ARIA Hall of Fame. This key exhibition saw both ARIA and Arts Centre Melbourne promote the award through media releases, online and social media stories.



The relationship with Spotify continues to create opportunities for promoting AMV through shared content, campaigns on both the Spotify platform and through social media channels. In FY19 the awareness, reach and access to a different audience has been enhanced particularly through the Hip Hop exhibition. Spotify collaborated with AMV curators and marketing to create Hip Hop stories.

### **Partnerships** Offical and Supporting Partners

Official and Supporting Partners have been key collaborators both creatively and with delivering budget relief across licensing and access to material and research areas.



ABC support the co-creation of new experience for The Amplifier: triple j Unearthed. Head of Music Chris Scaddan was a key collaborator in assisting with the connection of ABC nationally to support the AMV Hip Hop exhibition and content creation.



The National Film and Sound Archive (NFSA) continued their support with research and material for exhibitions. AMV has a positive and engaging relationship with NFSA Board, which includes key influencers in the industry, Federal Government and Indigenous landscape. The whole of organisation engagement has allowed us to further develop the strategic opportunities and explore new ways of collaborating for FY20.





Nightlife Music, acknowledged as Crowd DJ, delivers the curation of the 30 second playback on digital labels in the exhibition. This partnership provides significant benefits to resource and budget relief as all music permission and licensing is provided by Nightlife. In FY19 Nightlife music curated and licensed 74 songs for the AMV exhibition.



SYN Media has been a key partner in providing support and co-collaboration with Arts Learning to create and deliver training opportunities, podcast series, advocacy and profile with SYN FM and within the independent and community sector.

#### Additional Partner Support:

Young Henry's supported the Daddy Cool Book Launch for *Daddy Who?*, held in The Channel in August through provision of beer and cider along with social media support of the event.

Levi Strauss Australia and Support Act partnered with AMV for Mental Health Week, 7 – 13 October 2018.

The AMV website profiled the newly established 24-hour Support Act Wellbeing Helpline established with the help of Levi's. This content was profiled and shared through social media to raise awareness of the initiative within the AMV online community. The Helpline provides support to all areas of the music industry whose hours are not regular 9-5; it is a service that has been utilised much more than was expected.

As part of our support during Mental Health Week, an online story including video content was created by Levi's and Support Act, highlighting people from the music industry sharing their stories about mental health. The content has been created in the form of short vignettes and includes roadies, artists, management. Artists such as Briggs, Maggie Collins and Alex the Astronaut were profiled through a series of videos call *Tune Ups*, discussing ways of dealing with mental health issues.





### Philanthropy

#### **Donation Terminal**

The AMV donation terminal was installed at the exit of AMV in 10 September 2018 encouraging attendees to donate with \$901 raised by the end of June 2019. 100% of the proceeds raised by the terminal will go towards future AMV projects.

#### Philanthropic Contribution

AMV received an unexpected donation of \$50,000 honoring the late Barry John Murane, who was an ardent music fan.

# SUCCESS MEASURES







Visitors to the website





Arts Learning program participants

61,575 Regional and interstate visitors to *Kylie on Stage* tour





### AMV Team

The AMV is curated, produced and operated by passionate team of staff members who work to guide, create and maintain an evolving and high-quality public offer through the exhibition, arts learning programs, programming and online experiences.

Director, Australian Performing Arts Collection	Janine Barrand
Head, Collections Preservation and Access	Samantha Hamilton
Project Manager, AMV (from June 2019)	Rita Khayat
Project Manager, AMV (until March 2019)	Sarah Morris
Music Industry Consultant	Carl Gardiner
Senior Curator, AMV	Carolyn Laffan
Assistant Curator, AMV	Olivia Jackson
Assistant Curator, AMV	Georgina Greer
Collections Programs and Engagement Manager	Emily Kocaj
Collections Manager	Miriam Troon
Project Manager, Collections	Megan Williams
Project Manager, Collections Project Manager, APAC	Megan Williams Jenni Meaney
Project Manager, APAC	Jenni Meaney
Project Manager, APAC Digital Content Coordinator	Jenni Meaney Luke Monteiro
Project Manager, APAC Digital Content Coordinator Rights and Licensing Coordinator	Jenni Meaney Luke Monteiro Chrissy Chan
Project Manager, APAC Digital Content Coordinator Rights and Licensing Coordinator Registrar, Music & Art	Jenni Meaney Luke Monteiro Chrissy Chan Jenna Blyth
Project Manager, APAC Digital Content Coordinator Rights and Licensing Coordinator Registrar, Music & Art Loans Registrar	Jenni Meaney Luke Monteiro Chrissy Chan Jenna Blyth Kate Eastwick
Project Manager, APAC Digital Content Coordinator Rights and Licensing Coordinator Registrar, Music & Art Loans Registrar Photographer	Jenni Meaney Luke Monteiro Chrissy Chan Jenna Blyth Kate Eastwick Tom Breakwell

## AUSTRALIAN MUSTRALIAN MUSTRALIAN INCORPORATING THE ARIA HALL OF FAME