

# Port Hedland Live Music Policy Review

December 2024

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## Introduction

It is widely recognised that robust live music policy and planning can deliver numerous advantages for cities, towns and communities.<sup>1</sup>

### Economic & Tourism benefits

Live music can contribute to a city's economy, with some research suggesting that every dollar spent on live music in Australia returns \$3 in benefits to the community. Nationally, an estimated 65,000 full and part-time jobs are created by monies spent on live music, with taxation revenue generated for all tiers of government. Audiences are prepared to travel significant distances to attend live music, and this demonstrates live music is a source of regional competitive advantage.

### Social and Cultural benefits

Live music can help people feel less isolated and less likely to engage in antisocial behaviour. It can also encourage social interactions, cohesion, and community participation. Live music can contribute to a city's cultural offerings and diversity, and it can retain and draw young people and young families to a region.

### Emotional benefits

Music can have profound effects health and wellbeing. Research has shown that people with chronic conditions, such as those with Alzheimer's or Parkinson's disease are significantly positively impacted by music.

### Opportunities for Emerging Business

Live music events and music festivals can provide opportunities for artists to gain exposure to new audiences and engage in professional development. It can also provide important income and experience for local small business in areas such as production, marketing, event management and more.

### Opportunities for audiences

Music festivals can provide opportunities for audiences to see new artists while connecting socially and emotionally with like-minded others.

In short, a vibrant live music industry can

- generate diverse employment opportunities
- retain and attract young people to the region
- boost economic growth across the whole community
- promote tourism and positive images and stories of a region
- improve health and wellbeing of local residents
- foster social inclusion
- contribute to global sustainable development objectives
- strengthen the evening and night-time economy

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<sup>1</sup> <https://livemusicoffice.com.au/research/>

# Port Hedland Live Music Policy Review

December 2024

Despite this, music policy and planning are generally poorly developed and usually applied retrospectively. With good planning, management and development of music policy, the benefits listed above can be supported with clear accelerated growth that can have a flow-on effect across other creative industries such as film and screen, technology, fashion, design and so on and more broadly - the tourism, hospitality and education sectors.

However, music-related policies and planning are often underdeveloped and tend to be implemented after the fact. When music policies are thoughtfully planned, managed, and cultivated, they can significantly amplify the aforementioned benefits. This growth can extend to other creative industries—such as film, technology, fashion, and design—as well as to sectors like tourism, hospitality, and education.

This document reviews current Town of Port Hedland policies and planning to provide feedback on their positive and negative impact on live music.

This document also tracks where the region is currently in regards to Live Music best practice. It includes a SWOT analysis developed through deep and ongoing engagement with local stakeholders as well as a list of key stakeholders in development.

## About Port Hedland

Port Hedland is the second largest town in the Pilbara region of Western Australia, approximately 1,800km north of Perth and with an urban population of 15,298 as of the 2021 census, including the satellite town of South Hedland, 18 kilometres away.<sup>2</sup>

Port Hedland and South Hedland are the two main residential centres, whilst the Wedgefield Industrial Area contains iron ore crushing and shipping facilities and a variety of service industries, mainly supporting the region's most significant industry – Iron Ore mining and export. Ten ships, each containing approximately ten million dollars of iron ore, leave the port each 24 hours, making this the most significant mining port and the site of the highest tonnage, in Australia.

Port Hedland generated \$64 billion in export value for Australia in 2020, exported 57% of all resource exports from Australia and is a globally significant resource and mining hub.

Port Hedland is one of the wealthiest communities in Australia, ranking as the 13th highest personal income amongst all local government areas (LGAs), above every capital city. Unlike most other parts of regional Australia, Port Hedland also has a relatively young population (median age of just 31 compared to 36 for WA) and the local community comprises a high proportion of young families. Despite the high level of income, Port Hedland is absent many of the amenities and services that other towns in regional Australia have. Pockets of high socio-economic disadvantage also exist, primarily associated with the local Indigenous population.<sup>3</sup>

Although mining dwarfs every other industry locally, the Town of Port Hedland is aiming to diversify its economic base and build other industries, including potentially live music.

Port Hedland experiences high population turnover, with 20% of residents arriving or leaving annually. Factors driving young families away include education, childcare, community infrastructure, and essential services.

The mining sector's growth has made housing availability and affordability a critical issue, increasing business costs as employers provide housing or subsidies to attract staff. Housing shortages limit business expansion and new ventures, constraining the economy.

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<sup>2</sup> [https://en.wikipedia.org/wiki/Port\\_Hedland%2C\\_Western\\_Australia](https://en.wikipedia.org/wiki/Port_Hedland%2C_Western_Australia)

<sup>3</sup> [Economic-Development-and-Tourism-Strategy-2022](#)

# Port Hedland Live Music Policy Review

December 2024

While land availability and planning have improved, housing and new business development remains slow due to high development costs and developer hesitancy, driven by perceived financial risks from the region's fluctuating economy and housing market.

Port Hedland is also one of the most cyclone-prone regions in Australia.

## About the Live & Local Program

The Live and Local Program, led by the Live Music Office<sup>4</sup> (LMO), aims to expand live music opportunities in Australia by advocating for improved policies, regulations, and strategies. Live music is a key part of Australia's cultural and social identity, with a 2011 study showing more Victorians attended live music than AFL games.

Despite its popularity, the music sector faces challenges from digital disruptions and restrictive regulations. To address these, the LMO, established by the Federal Government and APRA AMCOS, reviews policies affecting live music, focusing on planning, licensing, and market development.

The LMO's goals include growing the live music sector, increasing performance opportunities, and fostering audience and industry development through strategies like promoting best practices, facilitating stakeholder dialogue, and supporting local reforms. It also provides tools, templates, research, and policy guidance to help stakeholders strengthen the music industry.

## First Nations Context

The Kariyarra People<sup>5</sup>, the Traditional Owners of the Port Hedland area, refer to it as Marapikurrinya, named after the hand-like shape formed by the tidal creeks branching from the natural harbor. According to Kariyarra knowledge, the land and water formations were shaped during the Dreaming when a creation spirit emerged from a landlocked body of water, now known as the Jalkawarrinya (currently the turning basin for ships navigating Port Hedland).

The Pilbara region is home to more than 31 Aboriginal language groups. Kariyarra country is surrounded by the lands of the Ngarluma, Yindjibarni, and Nyamal peoples, as well as sites of great cultural and historical importance, such as the Dampier Archipelago, the Burrup Peninsula, and the Hamersley Ranges. The Burrup Peninsula alone holds over 40,000 petroglyphs (rock engravings).

Today, Aboriginal cultural and language groups in the Pilbara remain deeply connected to their ancestral lands and cultural traditions. Practices of traditional law, as well as custodial responsibilities, continue to play a vital role in the cultural identity of Aboriginal communities.

Music remains a vital expression in Indigenous communities and there are very strong musical ties within the wider Pilbara region. Contemporary Indigenous artists from the wider region have always punched above their weight, including acts such as The Pigram Brothers, Bradley Hall, and more recently acts such as The Family Shoveller Band. Previous work has been undertaken by Western Australia Music (WAM) to document local songs and song makers through the Sounds Of The Pilbara recordings.

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<sup>4</sup> <https://livemusicoffice.com.au/>

<sup>5</sup> <https://kariyarra.com.au/>

# Port Hedland Live Music Policy Review

December 2024

## National Context

Australia's National Cultural Policy<sup>6</sup> included significant investments in contemporary music as well as the establishment of Music Australia<sup>7</sup>. From the website, "Australian contemporary music is any genre or subgenre of music currently composed, written, produced by Australians and licensed, recorded, presented, and distributed through commercial and non-commercial activity. For the purposes of Music Australia's initial investments, the focus will be on musical works that are new, original and relevant to contemporary Australia."

Music Australia specifically funds contemporary music organisations through a delivery partners pilot program. Music Australia also supports funding for projects through a number of pathways such as the Export development Fund, funding for international touring, Contemporary Music Touring Program and more.

- There is significant opportunity to bring national attention to the Port Hedland region by applying for funding through Music Australia.

## State Context

The Western Australian State Government Department of Local Government, Sport and Cultural Industries<sup>8</sup> (DLGSCI), is the key state government entity engaged in the development of contemporary music and live music.

The State's support for Live Music is firstly underpinned by the Creative WA 10 year Plan<sup>9</sup>, which envisions a "vibrant, booming and sustainable creative ecosystem that celebrates and supports the highest ambitions of creative endeavour. Our cities and regions are the best places to live, work and learn because everyone can participate and benefit from culture, art and creativity." The plans strategic priorities are to:

- Strengthen the creative, cultural and arts sector
- Share stories and celebrate place
- Increase access and participation for all Western Australians

They have three spotlight communities:

- Young People
- First Nations peoples
- Regional and Outer metro

The Department funds Western Australian Music (WAM)<sup>10</sup>, a not-for-profit that leads the development of contemporary music industry in Western Australia. Competitive funding from the State is also provided to musicians through the Contemporary Music Fund (CMF) grant program<sup>11</sup>, supporting homegrown contemporary music artists with projects that enable them to produce and promote their work, along with building links nationally and internationally.

The CMF's objectives are to:

- capitalise on available opportunities for the contemporary music sector
- contribute to the development of markets for WA music locally, nationally and internationally
- ensure a strong representation of musicians and music professionals from Aboriginal, regional, cultural and gender diverse backgrounds
- accelerate the recovery of the WA contemporary music sector following the effects of COVID-19.

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<sup>6</sup> [Australia National Cultural Policy](#)

<sup>7</sup> <https://creative.gov.au/music-australia/>

<sup>8</sup> <https://www.dlgsc.wa.gov.au/>

<sup>9</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/creative-wa-overview>

<sup>10</sup> <https://wam.org.au/>

<sup>11</sup> <https://www.dlgsc.wa.gov.au/funding/arts-funding/contemporary-music-fund-grant-program>

# Port Hedland Live Music Policy Review

December 2024

CMF has 'Targeted Initiatives' from 2021-25, including:

- Stompem Ground Festival — Revitalisation of historic festival in Broome 2022
- AFL Grand Final — Musical entertainment for the historic Perth Grand Final
- RTRFM The View From Here — Music video series in iconic WA locations
- APRA AMCOS Regional Sessions — Regional tour of professional development workshops for emerging songwriters across regional WA
- 2023 European Song Contest (Eurovision) — Supporting Voyager to represent Australia at the 2023 Eurovision Contest
- FIFA Women's Soccer World Cup Fan Festival — Programming local artists to perform at the FIFA Fan Festival.

CMF also has quick turn-around funding opportunities.

WAM is Western Australia's peak music body, who's mission is to cultivate and elevate the value of WA's unique and diverse soundtrack for the benefit and enrichment of the artform and the community. WAM produce WAMCon, an international music conference and an array of professional and industry development initiatives.

WAM's previous engagement across regional and remote WA has been noted by a number of stakeholders with the 2024 Regional Round Table and the previous *Sounds Of The Pilbara* project being notable mentions.

Local stakeholders were largely unaware of the role that State Government and / or WAM could play in supporting the development of music in the Port Hedland region.

## Regional Context

Port Hedland sits within the Pilbara region, "...a large, dry, sparsely populated region in the north of Western Australia. It is known for its Aboriginal people; its ancient landscapes; the prevailing red earth; and its vast mineral deposits, in particular iron ore. It is also a global biodiversity hotspot for subterranean fauna."<sup>12</sup>

The Pilbara has an estimated population of close to 65,000 and covers an area of 507,896 square kilometres. It contains some of Earth's oldest rock formations, and includes landscapes of coastal plains and mountain ranges with cliffs and gorges. The major settlements of the region are Port Hedland, Karratha and Newman, comprising the local government areas of Shire of Ashburton, Shire of East Pilbara, City of Karratha, and Town of Port Hedland.

There are very strong cultural connections across the wider region, with an estimated that 15% of the population of the Pilbara identifying as *Aboriginal and/or Torres Strait Islander* people.<sup>13</sup>

Soon after the first European explorers arrived in the region in the mid to late 1800's, Aboriginal people were forcibly removed off traditional land to allow pastoral undertakings. Many Aboriginal massacres and violence occurred in this period.

In the Pilbara it was common practise to forcibly retain Aboriginal people on pastoral stations to be used as slave labour. This practise continued even until 1946 when a mass walk off the stations by Pilbara Aboriginal people occurred. The people went on strike for better pay and living conditions.<sup>14</sup> This period is referred to as the Strike of 1946 and this is remembered as one of the most important moments in post-contact Indigenous history.<sup>15</sup>

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<sup>12</sup> <https://en.wikipedia.org/wiki/Pilbara>

<sup>13</sup> <https://abs.gov.au/census/find-census-data/quickstats/2021/IARE506001>

<sup>14</sup> <https://www.wangkamaya.org.au/history>

<sup>15</sup> <https://www.pilbarastrike.org/>

# Port Hedland Live Music Policy Review

December 2024

Many Aboriginal people, especially of mixed descent, were removed from their families and placed into missions, orphanages, and children's homes, adopted or fostered out during the first half of the 1900s. Many children were forcibly removed from their families by the Government of the day. These children are often referred to as Stolen Generation children.

Many Pilbara communities continue to face the many complex effects of colonisation, and lack adequate access to housing, health and education.] Many communities have poor infrastructure and relations between police and Aboriginal people are often tense.

## **Pilbara music**

The Pilbara region has echoed to music, song and story for eons, with First Nations people leading songlines, storytelling and Cultural performance for thousands of generations.<sup>16</sup> More recently contemporary and traditional First Nations songs have been captured through key projects including the *Sounds of the Pilbara - Songs in Language* and *Sounds of the Pilbara II* projects.<sup>17</sup> Local festivals continue to showcase local leadership such as the annual *Red Country Music Festival* in Newman and Port Hedland.<sup>18</sup>

There are some strong musical and creative business connections between Pilbara towns such as Port Hedland, Karratha, Newman and others and despite the many barriers, high turnover of residents and the tyranny of the dry distance, these connections remain strong and current.

## **Business Context**

There is no doubt that the overwhelming business focus of the region is mining, as outlined above. However The Town Of Port Hedland leads a business diversification program (also as outlined above) and the future of the region will undoubtedly see an increase in variety of successful business types, including music and creative business.

Port Hedland Business Chamber of Commerce leads the development of business in the region with a diverse offering of support for developing businesses.

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<sup>16</sup> <https://aiatsis.gov.au/collections/item/S0000161>

<sup>17</sup> <https://livemusicoffice.com.au/sounds-of-the-pilbara-ii-songs-in-language/>

<sup>18</sup> <https://www.eastpilbara.wa.gov.au/events/red-country-music-festival/670>

# Port Hedland Live Music Policy Review

December 2024

## Role Of Local Government

As is the case in almost every location, the Town of Port Hedland is the most important entity in the development or hinderance of local music industry development. Nationally, the Live Music Office have outlined a number of types of support that each region can be rated against.

The following table outlines the level of support and activation that Town of Port Hedland policy and planning and infrastructure provides to Live Music.

Local infrastructure / policy that supports the music industry	In place? (Yes / No / Somewhat)	Town Of Port Hedland infrastructure, policy and / or strategy	Examples of global best practice in other regions, states and nations
Arts & Culture and Community Planning	Somewhat	<ul style="list-style-type: none"> <li>• Town Of Port Hedland Arts and Culture Plan 2023-27<sup>19</sup> including the following goals:               <ul style="list-style-type: none"> <li>○ Removing barriers and creating more inclusive opportunities for everyone to engage, connect and participate in the Arts.</li> <li>○ Developing the cultural competency of our diverse community and celebrating local arts, storytelling and history.</li> <li>○ Education and training that provides new opportunities and inspiration to <i>enable creative pathways, with a focus on young people.</i></li> <li>○ Working in stronger partnership with regional Local Government's <i>to remove barriers for touring musicians and other performers and developing more homegrown talent.</i></li> <li>○ Increased forward planning to <i>make the most of our high-quality public spaces and community infrastructure</i></li> </ul> </li> <li>• Town of Port Hedland Strategic Community Plan 2022-2032<sup>20</sup> which includes themes of inclusion, red tape reduction, creative business development, economic diversification and more.</li> <li>• Town Of Port Hedland Access and Inclusion Policy<sup>21</sup></li> </ul> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>• Stronger focus in Cultural Plan on the positive role that music performance and experience can play in the community in terms of cohesion, social integration, retention of creative young people and more.</li> <li>• Development of stand-alone Live Music Strategy / Plan</li> </ul>	<p><b>Australia</b> – The National Cultural Policy 2022 includes a large cash investment into contemporary music including the development of a new body - Music Australia. A dedicated body to support and invest in Australian contemporary music.</p> <p><b>Yarra Council</b> – Major inclusion of contemporary music in the Arts and Culture Strategy 2022-2026</p>
Economic Development Planning & initiatives	Yes	<p>Economic Development-and-Tourism-Strategy-2022<sup>22</sup> includes the economic opportunities (mostly yet to be realised) of tourism, events and arts and culture.</p> <p>The Hedland Economic Development and Diversification Fund<sup>23</sup> offers music businesses the opportunity to gain business development support currently</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>• Encouragement for local music businesses to engage in current offering</li> </ul>	<p><b>NSW Australia</b> – Contemporary Music Strategy focussed on building vibrant night-time economic precincts in every region around NSW, supported by substantial budget and development support.</p>

<sup>19</sup> <https://www.porthedland.wa.gov.au/documents/4106/arts-and-culture-plan-2023-27>

<sup>20</sup> [Town Of Port Hedland Strategic Community Plan 2022-32](#)

<sup>21</sup> [Town Of Port Hedland Access and inclusion Policy](#)

<sup>22</sup> [Economic Development-and-Tourism-Strategy-2022](#)

<sup>23</sup> [Hedland Economic Development and Diversification Fund](#)

# Port Hedland Live Music Policy Review

December 2024

		<ul style="list-style-type: none"> <li>Inclusion of music businesses eg music studios, in publicity of the fund</li> <li>Combination of Federal, State and Local Government funding for local Music Industry development officer employed by WAM</li> </ul>	
<b>First nations music strategy</b>	No	<p>Previous Reconciliation Action Plan 2016-19<sup>24</sup></p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Stronger focus in Cultural Plan on the positive role that First Nations music plays in the ongoing expression of local First Nations Cultures</li> <li>Development of stand-alone Live Music Strategy / Plan with major focus on First Nations music industry development</li> <li>Combination of Federal, State and Local Government funding for local First Nations Music Industry development officer employed by WAM</li> </ul>	<p><b>Northern Territory Australia – Music NT’s</b> Remote Music Rangers program and Bush Bands Bash has provided excellent outcomes in remote NT communities.</p>
<b>Night transport</b>	No	<p>Public Transport is essentially non-existent in the region in the night time economy, with taxis between Port Hedland and South Hedland being an exorbitant expense (leaving a bitter taste) at the end of a great night. For this reason, own transport remains the key transport after a night out.</p> <p><i>“Our results confirm that not being able to get to and home from night-time venues via public transport is a barrier to participation, resulting in higher usage of personal vehicles than might be expected when compared to other metropolitan destinations. This situation compounds other issues, such as traffic congestion in destination precincts and road safety at night. Paradoxically, it is the availability of free local parking, costs and lack of taxis or rideshare options and a more recent increase of designated driver practices that make use of personal vehicles a more viable and attractive option “It’s cheaper and we always have a designated driver”.”</i></p> <p><i>The Sunshine Coast Night-Time economy report<sup>25</sup></i></p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Combined State and Local Government funding for night transport in the region, particularly between Port Hedland and South Hedland</li> </ul>	<p>Public transport between Port Hedland and South Hedland would provide significant benefits to each community and would help invigorate the nighttime economy of each location.</p> <p>Sunshine Coast Australia – Night-Time Economy report includes information on the importance of public transport options to the growth of the night-time economy.</p>
<b>Youth music strategy</b>	No	<p>There is no dedicated youth music strategy that oversees music industry development, programming and industry engagement in the region for young people.</p> <p>The region has a Youth Development Plan 2022-2025<sup>26</sup> which nominates <i>music activities</i> within a broad approach. The plan focusses on the JD Hardie Youth and Community Hub as the key location for youth development activities.</p> <p>Young people in rural and remote communities miss out<sup>27</sup> on opportunities that those in the cities enjoy. Community leaders in remote locations have an obligation to provide young people with these opportunities, supported by State and federal governments.</p> <p><i>“The literature makes it clear that employment and amenity are essential factors in individuals’ migration decision, and this research supported that. This research also highlights the importance of high quality digital infrastructure to millennials’ migration decisions”<sup>28</sup></i></p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Combined State and Local Government funding for youth music programs across the spectrum of health &amp; wellbeing; First Nations engagement; professional development; youth-led events and more.</li> <li>A stronger focus on supporting young people as leaders in their own creative pursuits would encourage as new generation of local young people interested in remaining in the area to lead further creative development opportunities and develop new businesses.</li> </ul>	<p><b>Victoria, Australia</b> - The Push has delivered music programs to thousands of young Victorians since its inception. It provides access and inclusion; pathways for talent, career pathways and access points; strengthens music infrastructure through partnerships and collaboration; advocates for young people; and provides vital funding for young people to participate in the sector.</p>

<sup>24</sup> [Town of Port Hedland Reconciliation Action Plan 2016-2019](#)

<sup>25</sup> [The Sunshine Coast Night-Time Economy Report](#)

<sup>26</sup> [Town-of-Port-Hedland-Youth-Development-Plan-2022-2025](#)

<sup>27</sup> [Young People in rural and remote communities frequently missing out](#)

<sup>28</sup> [Millennials And Regional Australia](#)



# Port Hedland Live Music Policy Review

December 2024

<p><b>Agent of Change / Special Entertainment Zones</b></p>	<p>No</p>	<p>There is no appropriate location for a dedicated Special Entertainment Precinct in Port Hedland or the wider region.</p> <p>Instead the focus should remain on supporting the stability of individual businesses and ensuring the appropriate policy and planning framework is in place to maintain important community creative infrastructure in the event of a residential complaint.</p> <p>This could enable important cultural venues such as C3, The Hedland Hotel and others close to residential areas, to securely continue to provide important community outcomes.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Engagement of local venues-liaison officer or inclusion of these tasks within a Town of Port Hedland staff role</li> <li>Development of a bespoke venue development and stabilisation program to build the number and quality of live music venues with staging, production, sound engineers, venues bookers, etc</li> </ul>	<p><b>Fortitude Valley, Qld</b>– as part of the valley music harmony plan, fortitude valley is in a unique position whereby there are significant relaxations on noise abatement with the special entertainment zone (sez) but also there are specific development requirements in place that put the onus on new residential and business developments within the sez to implement noise abatement protocols during construction.</p>
<p><b>Music Development Office / Nighttime governance</b></p>	<p>No</p>	<p>There is no dedicated music office, department or music advisory board that oversees the region's music industry development, programming and industry engagement.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Advocacy from industry and local government across the state for a state funded music development office</li> </ul>	<p><b>Victoria, Australia</b> - the Victorian Music Development Office prioritises future innovation, market development, business development, first nations business development and support for businesses to remove access barriers for under-represented community members.</p> <p><b>South Australia</b> – SA also has a Music Development Office</p> <p><b>Queensland, Australia</b> – Night-Life Economy Commissioner</p> <p><b>NSW Australia</b> – 24 Hour Economy Commissioner</p> <p>Melbourne, Australia – Night Mayor with 12 advisors</p>
<p><b>Town of Hedland-led grants</b></p>	<p>Yes</p>	<p>The Town of Port Hedland grants program<sup>29</sup> includes a number of opportunities, although focussed around not-for-profits or individuals.</p> <p>The Placemaking grants, in particular, include the opportunity for businesses to apply, although many creative projects that would see creative businesses require funding, would not fit within the concept of 'Place Making'.</p> <p>There is discussion around broadening current guidelines to recognise the benefits that locally owned and creatively led project bring to the region, including song writing, performance, original music events, tours and more.</p> <p>Town's Economic Development and Diversification Fund provides an excellent opportunity for locally owned creative enterprises to build their business acumen, expand their offering. It would be appropriate for Town to engage local creative business leaders in building the best way to promote the opportunity to local creatives and to offer the best pathways for local creatives to gain access to the funding. Linking with creative businesses could also be an excellent way of feeding locally owned creative business into other Town activities such as events, design, etc.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Ensure the inclusion of local song writers, musicians, producers and event managers, alongside sporting emerging stars as key representations of local success</li> </ul>	<p><b>Qld Australia</b> – RADF – Regional Arts Development Fund is a 35 year old partnership between state and local governments to fund creative projects including those led by businesses</p>

<sup>29</sup> <https://www.porthedland.wa.gov.au/our-community/community/town-of-port-hedland-new-community-grants.aspx>

# Port Hedland Live Music Policy Review

December 2024

		<ul style="list-style-type: none"> <li>Expand funding to include locally owned creative businesses to apply for funding for locally-led creative and cultural projects that build their creative business, in order to showcase the region's creative and cultural expertise</li> <li>Federal, State and Local government partnership to fund local creative leadership</li> </ul>	
<b>Major Events and Festivals</b>	Yes	<p>The region has a long history of major events, major touring artists, locally owned and led festivals and more.</p> <p>Town of Port Hedland previously owned and led the North West festival. More recently the Town tendered out this process and the Odyssey Festival<sup>30</sup> with a local event management company leading the development to continue to grow local capacity with Town support.</p> <p>Other important festivals in the region include the annual Red Country Music Festival, the Pilbara Pride Festival and more.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Local government-led major events sponsorship policy and funding program focussing on the development of local creative leadership</li> <li>Town of Port Hedland supported development process for the Odyssey Festival and others, in the absence of a Town-budgeted major local cultural event</li> <li>Critical to ensure that major funding is not given to attract external major events, where there is a local operator that can provide a similar activity.</li> <li>Ensure that procurement policy includes external major events are required to partner with local businesses providing similar products, so that local providers are developed and supported</li> </ul>	<b>Sunshine Coast, Qld</b> – the Sunshine Coast Major Events Sponsorship Program <sup>31</sup>
<b>Event permitting</b>	Yes	<p>Event permitting and planning information is readily available on Town's website.</p> <p>Applying for running an event is often tricky in most local government locations because of the wide range of event types and the need for a local government to understand the event before granting appropriate permissions.</p> <p>Town of Port Hedland has various online application processes including:</p> <ul style="list-style-type: none"> <li>Event inclusion on Events calendar<sup>32</sup></li> <li>South Hedland Town Square Community Events<sup>33</sup></li> <li>Temporary Food Premises<sup>34</sup></li> <li>Events Toolkit<sup>35</sup></li> </ul> <p>As well as venue booking documents and more.</p> <p>The Town of Port Hedland offers a Fee Waiver Policy which includes offering a reduction for "Activities, exhibitions or events that are run by local community not for profit groups substantially for community benefit or jointly delivered with Council to contribute to Council Plan objectives or actions."<sup>36</sup></p> <p>Liaison with local event producers has indicated there is some need for further process development around events. In particular:</p> <ul style="list-style-type: none"> <li>Reduction in hire fees if a local musical act is performing</li> <li>Very clear and simple booking processes with reductions in fees for local not-for-profits or events in which local musical artists are booked to perform (encourages local leadership and supporting local musicians)</li> <li>Online booking process</li> </ul>	<b>Ottawa, Canada</b> – the city of Ottawa maintains a <a href="#">23-page pdf document</a> outlining the event planning process from start to finish, with hyperlinked text to Make additional information convenient and accessible. Topics include vendor licenses, crowd management, Site-plan drawing and environmental sustainability.

<sup>30</sup> <https://www.porthedland.wa.gov.au/odyssea-music-arts-journey-2024.aspx>

<sup>31</sup> <https://www.sunshinecoast.qld.gov.au/business/major-events-sponsorship-program>

<sup>32</sup> <https://www.porthedland.wa.gov.au/forms/submit-your-community-event/2>

<sup>33</sup> <https://www.porthedland.wa.gov.au/forms/south-hedland-town-square-community-event-application-package/23>

<sup>34</sup> <https://www.porthedland.wa.gov.au/forms/application-for-trading-in-streets-and-public-places-or-temporary-food-premises/7>

<sup>35</sup> [https://www.porthedland.wa.gov.au/profiles/porthedland/assets/clientdata/events\\_toolkit\\_toph\\_pdf\\_final\\_reduced.pdf](https://www.porthedland.wa.gov.au/profiles/porthedland/assets/clientdata/events_toolkit_toph_pdf_final_reduced.pdf)

<sup>36</sup> <https://www.porthedland.wa.gov.au/documents/4458/2020-fees-and-charges-waiver-policy>

# Port Hedland Live Music Policy Review

December 2024

		<ul style="list-style-type: none"> <li>• Online tips / templates / information for people booking including video-based explainers and regular (at least annual) event booking information sessions</li> <li>• Regular developmental programs in partnership between Town, local music businesses, First Nations organisations and local youth services, leading to public performance in these spaces</li> <li>• Fee reduction for not-for-profits and events engaging local musicians for outdoor events with alcohol</li> <li>• Fortnightly internal Town meeting between all Town staff involved in events – creative team, planning, land use, environmental health, bookings, permits, etc so that any issues can be resolved as quickly and simply as possible for event managers</li> <li>• Clear written outline of state requirements (with links to the relevant legislation. Regulation) verses local Town requirements for items such as security, noise, electrical compliance, so that all community and business members understand clearly what is a statewide requirement and what is a local requirement</li> <li>• Inclusion and promotion of local placemaking grants to enable local not-for-profits and commercial companies to provide regular entertainment and developmental opportunities in local open space (this is in place already in Port Hedland but perhaps needs to have the doorway widened to ensure the funding is allocated</li> <li>• Clear published outline of what indicates a high or low impact event, how this decision is made and inclusion of community benefit to lower impact through items such as:             <ul style="list-style-type: none"> <li>○ Inclusion of local musicians / artists</li> <li>○ Inclusion of local businesses such as production, event management, food vans, etc</li> <li>○ Links to Town’s arts and cultural planning processes / team</li> </ul> </li> </ul> <p>The Western Australian State Government, through the DLGSCI<sup>37</sup>, also has event requirements, including requiring police presence for events over 5,000 attendees<sup>38</sup>. The police will have the final say on the number and cost of police required, although a fee reduction may be applied for. Events under 5,000 attendees without alcohol present currently do not require any State Government approval.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>• Expand Fee Waiver to include locally owned businesses to support the development of local creative leadership and / or if local artists are employed</li> <li>• Regular internal Town staff meetings to discuss up-coming events to ensure clarity and speed around permitting, etc and</li> <li>• Clearer process for local creative business leaders to engage with development of planning and opportunities such as new building and parkland developments to ensure that important events infrastructure eg three phase power is included in the planning process</li> <li>• Upgrading of key Town parklands to include vital events infrastructure such as three phase power, appropriate area that can be utilised as a short-term stage, covered area and toilets. These inclusions will save local not-for-profits and creative leaders many thousands of dollars annually that will enable a major increase in community activities.</li> </ul>	
Liquor permitting	Yes	<p>Globally, the main income generator for live music is alcohol sales, with festivals and venues utilising ticket sales to cover most of the costs of artist fees and using alcohol sales to create an income. Globally this is changing dramatically, with the amount of alcohol that young people drink lowering dramatically. This, of course, is highly beneficial, however music industry businesses are struggling to update their business models to cope with the new normal.</p> <p>Also linked to the above are incredible impacts of cost-of-living and the cost of everything, with attendees to live music more likely to drink before leaving home or simply not drink at all, at least partly because of the cost of alcohol and limited weekly personal budgets.</p> <p>Liquor Permits are issued through the state DLGSCI.</p> <p>Live music venues that sell alcohol would be licenced through a Club, Hotel or Nightclub Licence.</p>	<p>Best Practice sees the development of Special Entertainment Precincts which separate liquor licensing and noise.</p> <p><b>Qld, Aust</b> – State Liquor Licensing Laws have been updated to enable local not-for-profits to self assess the need for a permit with a simple online form.</p>

<sup>37</sup> <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/liquor-licensing/free-drinking-water>

<sup>38</sup> <https://www.wa.gov.au/service/security/law-enforcement/apply-police-services-major-events-or-road-closures>

# Port Hedland Live Music Policy Review

December 2024

		<p>Events with alcohol have various requirements, depending upon the type of entity running the event, the location and the number of attendees, all governed by the Liquor Control Act 1988<sup>39</sup>. Event managers seeking to sell or provide alcohol as a one off (or even up to a three week period) will require an Occasional Licence.<sup>40</sup> This must be applied for in advance:</p> <ul style="list-style-type: none"> <li>• if more than 500 and less than 5000 patrons are expected, the form must be lodged at least 60 days before the licence is to take effect</li> <li>• if more than 5000 patrons are expected, the form must be lodged at least 90 days before the licence is to take effect.</li> </ul> <p>Crowd controllers will likely be required as well as</p> <p>There are a few occasions that a licence is not required, even with alcohol present. These are outlined in the Exceptions to the Liquor Control Act 1988.<sup>41</sup></p> <p>The Town of Port Hedland also has a Consumption of Alcohol Policy<sup>42</sup>.</p> <p>Stakeholder liaison has indicated overly stringent requirements for local events with lack of clarity as to whether these are State or Town requirements. Although the cost of a permit is low, the extra costs associated such as noise plans, security can be insurmountable. For example one stakeholder indicated the requirement for a liquor permit at what could have been agreed as a low impact event, meant that the organiser had to fly in extra security from Perth, provide accommodation and extra fees to ensure the number of security required was covered. This of course, cost the event many thousands of dollars in what could have been considered a low impact event. These kinds of costs are easily covered by major mining businesses staging events, however there is no differentiation for these kinds of requirements when the event is led by a local not-for-profit or small local creative leader.</p> <p>Stakeholders also said that the high turnover of Town staff, meant that rightly, staff were being as stringent as possible to ensure that requirements are followed, whereas if staff had been in place for a number of years they would be more able to provide more individualised support.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>• Advocate for updating of State Liquor Licensing to be more flexible for not-for-profit entities</li> <li>• Town to more clearly publicise the nature of low impact versus high impact events</li> </ul>	
<p><b>Noise</b></p>	<p>Yes</p>	<p>Noise regulations are managed through the Town of Port Hedland Noise Policy<sup>43</sup> and underpinned by the State Government’s Noise Regulations under the states Environmental Protection Act 1986.<sup>44</sup></p> <p>Although not highly relevant to the Port Hedland region, the state government has proposed amendments to the Environmental Protection (Noise) Regulations 1997 to establish provisions for entertainment venues in approved <i>Special Entertainment Precincts</i>, to emit music noise in excess of the assigned (prescribed) levels. The Western Australian Planning Commission has released a position statement<sup>45</sup> and a consultation paper.<sup>46</sup></p> <p>Under the Town Noise Policy, any public event may require a Noise Management Plan, which includes application fees.</p>	<p><b>Toronto, Canada</b> – Toronto’s 2019 amendment to its Noise bylaws quantified measurement strategies by implementing specific decibel limits (the greater of 55db(a) or ambient between 7am-11pm), redefining the point of measurement and taking ambient noise into consideration.</p>

<sup>39</sup> <https://www.dlgsc.wa.gov.au/department/legislation/liquor-control-act-1988>

<sup>40</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/occasional-liquor-licence>

<sup>41</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/exemptions-to-the-liquor-control-act-1988>

<sup>42</sup> [Alcohol Consumption Policy](#)

<sup>43</sup> [Town Of Port Hedland Noise Policy](#)

<sup>44</sup> <https://www.wa.gov.au/service/environment/environment-information-services/noise-regulation>

<sup>45</sup> <https://www.wa.gov.au/government/publications/draft-planning-position-statement-special-entertainment-precincts>

<sup>46</sup> <https://www.wa.gov.au/government/publications/managing-amplified-noise-entertainment-precincts>

# Port Hedland Live Music Policy Review

December 2024

	<p>Liaison with local event producers has suggested that the following may be helpful:</p> <ul style="list-style-type: none"> <li>• No requirements for noise management plans for outdoor events without alcohol that finish at 10pm</li> <li>• Set noise and traffic management plans for low impact / high community benefit events</li> <li>• Fee removal / reduction for profit-making events which include local artists / local event producers</li> <li>• Templates and examples of Noise Management Plans to make this job less arduous for early career-event producers</li> <li>• Update of policy to include text around the importance of local creative events for the region and their likelihood to produce some noise.</li> <li>• Also update of the policy to include a warning that residing next door to a place of regular entertainment, is likely to see some higher noise on occasions, and showcasing the importance of spaces of entertainment and culture for the benefit of the wider community</li> <li>• Just as stringent building requirements are in place due to the chance of cyclones in the region, new buildings close to entertainment areas should be required to provide more stringent sound attenuation.</li> </ul> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>• Advocate for updating of State Liquor Licensing to be more flexible for not-for-profit entities</li> <li>• Town to more clearly publicise the nature of low impact versus high impact events</li> <li>• Remove need for costly noise management plans for a number of event types</li> <li>• Provide templates, resources and annual workshop processes to enable small not-for-profits and emerging local creative leaders to create documents such as Noise Management Plans</li> <li>• Update noise policy to identify the community benefit of local events with the short-term increase of noise due to a number of local residents participating in a community activity benefiting local residents and business and to clearly express that local events have a need to create short term noise, within clear guidelines, as do other normal community and business activities.</li> </ul>	<p><b>Fortitude Valley, Qld</b> – Noise levels within the Valley Special Entertainment Precinct are expected to be higher than other locations. Developers are required by law to provide more stringent sound attenuation in new dwellings to preserve the important creative business in the region.</p>
<p><b>Parks and Local Spaces</b></p>	<p>Significant work has been done recently in the development of new event spaces and public amenities in the region and the Town is currently reviewing its Public Open Space Strategy<sup>47</sup>.</p> <p>It is worth noting how highly local people value the various parks and spaces and how important these are to the Town generally.</p> <p>It is also worth noting how important it is to activate these spaces and what an opportunity this is to provide professional development, showcasing, engagement of local people, engagement of First Nations People, development of local creative businesses and much more. The Town is the steward of these spaces for local residents and can utilise these spaces to drive local community development. Having something happening in local parks is always better than having nothing happening and there is great opportunity to activate these spaces in driving community vibrancy in the future.</p> <p>Liaison with local event producers included the following provocations for the Town to consider in the development of new spaces:</p> <ul style="list-style-type: none"> <li>• Three phase, 15 amp and 10 amp power within safe lockable boxes at each BBQ site so that there is no requirement for costly electrical certification for small events (currently often \$400 or \$500 for a 10 minute job by an electrician and impacting significantly on the funds available to create quality events for and by the community)</li> <li>• Flat covered area (close to power) that can be utilised as a stage area with an adjoining space that could easily be utilised for a small audience</li> <li>• Toilets &amp; free access to filtered water at each BBQ area (eg no toilets currently at Koombana Lookout)</li> <li>• Regular reviews of permanent site lighting infrastructure at each site</li> <li>• Onsite storage capacity at high impact sites (eg heavy PA speakers stored safely onsite for high impact locations)</li> <li>• Vehicle access close to stage area</li> </ul>	<p><b>Inner West – Sydney NSW</b> – Various park activation programs.<sup>48</sup></p>

<sup>47</sup> [https://www.porthedland.wa.gov.au/Profiles/porthedland/Assets/ClientData/FINALVERSION140819\\_TOPH\\_FINAL\\_POS.pdf](https://www.porthedland.wa.gov.au/Profiles/porthedland/Assets/ClientData/FINALVERSION140819_TOPH_FINAL_POS.pdf)

<sup>48</sup> <https://www.innerwest.nsw.gov.au/explore/whats-on/annual-events/live-music-activations/2324-live-music-activations>

# Port Hedland Live Music Policy Review

December 2024

		<ul style="list-style-type: none"> <li>• Online tips / templates / information for people booking including video-based explainers and regular (at least annual) event booking information sessions</li> <li>• No requirements for noise management plans for outdoor events without alcohol that finish at 10pm</li> <li>• Review of requirement for Electrical Compliance Certificates due their excessive cost to small events. Opportunities for annual compliance certificates for event producers / Town-led compliance checks as part of a fee reduction program for events.</li> <li>• Set noise and traffic management plans for low impact / high community benefit events</li> <li>• Reduction on Town application fees for not-for-profits and events engaging local musicians for outdoor events with alcohol</li> <li>• Fortnightly internal Town meeting between all Town staff involved in events – creative team, planning, land use, environmental health, bookings, permits, etc so that any issues can be resolved as quickly and simply as possible for event managers</li> <li>• Clear written outline of state requirements (with links to the relevant legislation. Regulation) verses local Town requirements for items such as security, noise, electrical compliance, so that all community and business members understand clearly what is a statewide requirement and what is a local requirement</li> <li>• Inclusion and promotion of local placemaking grants to enable local not-for-profits and commercial companies to provide regular entertainment and developmental opportunities in local open space (this is in place already in Port Hedland but perhaps needs to have the doorway widened to ensure the funding is allocated</li> <li>• Inclusion of local creative and Cultural businesses within grants for development and professional showcasing of local stories and showcasing the region creatively</li> <li>• Clear published outline of what indicates a high or low impact event, how this decision is made and inclusion of community benefit to lower impact through items such as:             <ul style="list-style-type: none"> <li>• Inclusion of local musicians / artists</li> <li>• Inclusion of local businesses such as production, event management, food vans, etc</li> <li>• Links to Town’s arts and cultural planning processes / team</li> </ul> </li> </ul> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>• Expand Fee Waiver to include locally owned businesses to support the development of local creative leadership and / or if local artists are employed</li> <li>• Regular internal Town staff meetings to discuss up-coming events to ensure clarity and speed around permitting, etc and</li> <li>• Clearer process for local creative business leaders to engage with development of planning and opportunities such as new building and parkland developments to ensure that important events infrastructure eg three phase power is included in the planning process</li> <li>• Upgrading of key Town parklands to include vital events infrastructure such as three phase power, appropriate area that can be utilised as a short term stage, covered area and toilets. These inclusions will save local not-for-profits and creative leaders many thousands of dollars annually that will enable a major increase in community activities.</li> </ul>	
<p><b>Busking</b></p>	<p>Yes</p>	<p>Although there is no policy in place, Busking appears to be permitted under a licence application<sup>49</sup> although this is not clearly locatable on the Town of Port Hedland website.</p> <p>Included as an example of a busking policy in regional Australia, Byron Bay’s Busking Policy includes the follow following goals:</p> <ol style="list-style-type: none"> <li>1. To encourage activities that contribute to the colour and life to the town centres and provides opportunities for public performances</li> <li>2. To provide an equitable system of use for popular busking sites in the town centres among the buskers earning a living through their art form.</li> <li>3. Identify and qualify locations suitable for different busking types.</li> <li>4. Minimise complaints, criticism and other problems associated with buskers operating in the Byron Shire area.</li> </ol> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>• Inclusion of busking as an important and encouraged local activity within local cultural planning documents</li> </ul>	<p><b>Vancouver, Canada</b> – Vancouver operates a permit program allowing amplified performances between 10am-10pm in certain high-traffic areas. Permits cost \$45 for four months or \$135 for one year. Permits are not required for unamplified busking throughout the rest of the city.</p>

<sup>49</sup> <https://ablis.business.gov.au/service/wa/street-entertainers-permit-town-of-port-hedland/39086>

# Port Hedland Live Music Policy Review

December 2024

		<ul style="list-style-type: none"> <li>Clearly identified information about busking on the Town’s website including any licencing requirements</li> </ul>	
<b>Entertainment districts</b>	No	<p>There is no appropriate location within the wider region in which a number of live music venues provide an entertainment precinct / district.</p> <p>There may be issues in the near future where residents complain about noise form some existing live entertainment spaces. These could be protected with an adjustment to local law, such as what has occurred in Northbridge Perth.<sup>50</sup></p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Engagement of local venues-liaison officer or inclusion of these tasks within a Town of Port Hedland staff role</li> <li>Development of a bespoke venue development and stabilisation program to build the number and quality of live music venues with staging, production, sound engineers, venues bookers, etc</li> </ul>	<p><b>Northbridge, WA</b> – Special Entertainment Precinct</p> <p><b>Montreal, Canada</b> – Montreal’s quartier des spectacles contains 43 performance venues and an additional 31 exhibition spaces within one square kilometre. Visuals, Lights shows and art installations are integrated into previously unused or dilapidated spaces, and several open spaces now host free shows throughout the year.</p>
<b>Music workspace / hub</b>	No	<p>There are a number of locally owned recording facilities including the space managed by local charity Desert Wave Records<sup>51</sup>.</p> <p>These spaces could be supported to provide opportunities for local song writers to record and gain professional level outcomes for their work.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Ensure the inclusion of local song writers, musicians, producers and event managers, alongside sporting emerging stars as key representations of local success</li> <li>Expand funding to include locally owned creative businesses to apply for funding for locally-led creative and cultural projects that build their creative business, in order to showcase thew region’s creative and cultural expertise</li> <li>Federal, State and Local government partnership to fund local creative leadership</li> </ul>	
<b>Music tourism policy</b>	No	<p>There is currently no dedicated music tourism policy in place.</p> <p>There is significant opportunity to rebuild previously successful touring models with minor incentives to touring artists, for example reduced fees for the inclusion of a local support act or for the partnership with a locally owned business.</p> <p>Utilising the fact of Port Hedland being known as an export hub, the Town could develop an ‘<i>Export Port Hedland</i>’ Music program to grow the benefits and income for export of musical product.</p> <p>There is also very strong potential to build business relations between Port Hedland and other regions such as Karratha, Broome and Newman to build functional and successful touring circuits.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Combined federal, state and local funding to build regional touring circuits and to promote the region as a viable location</li> </ul>	<p><b>Austin, USA</b> – Austin branded itself as ‘the live music capital of the world’ and has a cultural tourism plan that is implemented alongside a music marketing strategy from the city’s tourism agency. City-led Music programs include concert series, local artist performances at trade shows, a comprehensive website with gig listings and professional contacts and support with regulatory challenges via the Austin music office.</p>
<b>Environmental sustainability / recycling</b>	Somewhat	<p>Because of the influence of mining in the region, there is a very strong focus on environmental sustainability that flows through to council permitting requirements.</p>	<p><b>Green Music Australia</b> offers support to music industry businesses and locations to</p>

<sup>50</sup> <https://www.wa.gov.au/service/environment/business-and-community-assistance/northbridge-entertainment-noise>

<sup>51</sup> <http://www.desertwaverecords.com.au/>

# Port Hedland Live Music Policy Review

December 2024

		<p>We have so far been unable to review the environmental practices of local music venues.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Undertake an environmental practices census in local venues</li> </ul>	<p>reduce their environmental impact.</p>
<b>Professional development training</b>	No	<p>There is no Town of Port Hedland-led professional development program for local emerging creative businesses.</p> <p>Liaison with local creatives had indicated that regular developmental programs in partnership between Town, local music businesses, First Nations organisations and local youth services, leading to public performance in public spaces, would provide excellent opportunities for:</p> <ul style="list-style-type: none"> <li>developing local creators</li> <li>building income streams for local musicians and workers</li> <li>build interest and anticipation from the local public</li> <li>provide excellent opportunities for local First Nations people</li> </ul> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Similarly to the Youth Music Strategy above, Combined State and Local Government funding for professional development and capacity building programs are required</li> <li>A stronger focus on supporting local creatives as local leaders in their own creative pursuits would encourage as new generation of local people interested in remaining in the area to lead further creative development opportunities and develop new businesses.</li> </ul>	<p><b>Cairns Qld</b> – Flame Arts professional development process for local musicians and music workers</p> <p><b>Hamilton, Canada:</b> since 2017 Hamilton has held an annual Musician entrepreneur conference which offers practical career assistance To musicians. The city also hires Local music businesses to offer free one-on-one mentoring and support for musicians, further aiding their development.</p>
<b>Live music loading zones</b>	No	<p>N/A</p> <p>There is limited relevance in this region</p>	<p><b>Adelaide, South Australia:</b> the live music loading zones project is an initiative of the city of Adelaide, as part of its commitment to the city’s vibrant live music culture. It is initiatives such as this that have resulted in Adelaide being designated Australia’s first <i>Unesco City of Music</i>. The zones are easy to find, using an orange city of music sign.</p>
<b>Fair payment policy</b>	No	<p>There is no current publicised policy for Town to ensure appropriate payment for musicians.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>Implement a process for all events led by the Town of Port Hedland to pay a minimum fee</li> <li>Reductions in permit fees for local events that pay minimum fees to artists</li> </ul>	<p><b>Musician’s Union (Australia)</b> developed a minimum fee of \$250 per musician for a three-hour call and this has been endorsed by the SA, Qld, WA, Vic and ACT state/territory governments.</p>
<b>Resources for music history and research</b>	No	<p>Significant previous programs documenting songs from the wider Pilbara Region – Sounds Of The Pilbara<sup>52</sup> is not yet appropriately resourced locally.</p> <p>There is a great opportunity to revitalise this project, especially through the local First Nations-led not-for-profit Desert Wave Studios.</p> <p>The Live and Local program has partnered with researchers at Griffith University to provide in-depth research on the outcomes of the project.</p> <p><b>Potential Future Focus:</b></p>	<p><b>Brisbane, Australia</b> – the Museum of Brisbane, a Brisbane City Council cultural institution, showcased a 30-year history of music in the city covering the musicians, iconic venues, festivals, music businesses and fashion from the period.</p>

<sup>52</sup> <https://livemusicoffice.com.au/sounds-of-the-pilbara-ii-songs-in-language/>



# Port Hedland Live Music Policy Review

December 2024

		<ul style="list-style-type: none"> <li>As per First Nations Music Strategy above,, develop a stronger focus in Cultural Plan on the positive role that First Nations music plays in the ongoing expression of local First Nations Cultures</li> <li>Development of stand-alone Live Music Strategy / Plan with major focus on First Nations music industry development</li> <li>Combination of Federal, State and Local Government funding for local First Nations Music Industry development officer employed by WAM</li> <li>Maintain current Griffith University partnership to extend research</li> <li>Build new research opportunities in First Nations music</li> </ul>	
<b>Trademarked branding</b>	No	N/A	<p><b>Nashville, USA</b> – Nashville is known globally as ‘The Music City’.</p> <p><b>Brisbane, Australia</b> – A new cross river bridge linking communities has been named after the iconic local act <i>The Go Betweens</i></p>
<b>Health &amp; Wellbeing</b>	Somewhat	<p>The Town of Port Hedland is similar to many regional and remote Australian towns, with issues such as:</p> <ul style="list-style-type: none"> <li>Cost of rents</li> <li>People are working 12hrs a day 6 days a week</li> <li>Lack of diversity in employment</li> <li>Major turnover of population</li> <li>Commercial premises too expensive for micro-business / emerging creative enterprise</li> <li>Town staff pay is lower than in the mines – brain drain away from public service</li> <li>Tyranny of distance</li> <li>Problems with alcohol &amp; illicit drugs &amp; minor crime</li> <li>Town interdepartmental communication</li> </ul> <p>However, the town also has many strengths:</p> <ul style="list-style-type: none"> <li>Australia’s most important town for our state and federal budgets - Billions through Port Hedland annually</li> <li>Very young average population with young families</li> <li>Solid incomes from mining</li> <li>Incredibly rich Indigenous Cultures – 31 different languages in the wider region</li> <li>This area is an important Cultural hub for thousands of generations</li> <li>Some great outdoor spaces &amp; events</li> <li>Local leadership not-for-profit organisations such as Activate South Hedland / Desert Wave / PHLMA (Port Hedland Live Music Association), etc</li> <li>Strong existing cultural &amp; business &amp; creative connections to wider region inland</li> <li>Funding available from Mining for arts &amp; culture</li> <li>Active Business Chamber</li> <li>Talented people in the council business &amp; in town</li> <li>Annual festivals – Odyssey / Spinifex Spree / Good Nights</li> <li>Connections and interplay between Geraldton, Karratha, Derby, Broome, etc</li> <li>Strong Multicultural Community</li> </ul> <p>With the above in mind, it would be simple and sustainable to create a music writing, development and performance program that would:</p>	<p><b>Victoria, Australia</b> – The Victorian ‘Using Music’ program utilises music experiences to improve children’s communication, social and emotional wellbeing and inclusion in early childhood settings.</p>

# Port Hedland Live Music Policy Review

December 2024

		<ul style="list-style-type: none"> <li>● Develop skills, confidence long term outcomes for local young people</li> <li>● Activate local outdoor spaces with musical performance</li> <li>● Partner with local business</li> <li>● Provide inclusion and creative outlets for local Indigenous young people</li> </ul> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>● See Youth Music Strategy above</li> <li>● Weekly music song writing and hip hop / rapping skills in the South Hedland square in partnership with local youth services and First Nations organisations</li> <li>● Musical instrument tuition vouchers (similar to sporting vouchers that are already provided by the Town of Port Hedland)</li> <li>● Facilitated music writing, recording &amp; rehearsal program in partnership with Desert Wave Inc, or businesses such as PCC Productions</li> </ul>	
<p><b>Event Sponsorship</b></p>	<p>Yes</p>	<p>Similarly to most other locations, local organisations and events enjoy strong financial support from commercial companies based in the region.</p> <p>This is more complex for Port Hedland, because of the major focus on mining. Liaison with stakeholders based outside the region indicated an un-ease about seeking and maintaining financial support from mining, however local stakeholders are not interested in engaging within any political discussions regarding the source of support and are tightly connected to mining through family and friendship circles, focusing on the many benefits this provides the region.</p> <p><b>Potential Future Focus:</b></p> <ul style="list-style-type: none"> <li>● Town Economic Development team-led approach to all mining companies to attend a briefing on live music to present a request for short and long-term funding for music development in the region</li> <li>● Local government-led major events sponsorship policy and funding program focussing on the development of local creative leadership and sponsorship development</li> <li>● Town of Port Hedland supported development process for the Odyssey Festival and others, in the absence of a Town-budgeted major local cultural event</li> <li>● Critical to ensure that major funding is not given to attract external major events, where there is a local operator that can provide a similar activity.</li> <li>● Ensure that procurement policy includes external major events are required to partner with local businesses providing similar products, so that local providers are developed and supported</li> </ul>	<p><b>Margaret River, WA</b> - The Shire of Augusta Margaret River offers major events sponsorship funding up to \$20,000 for groups (including businesses) to offer events that attract visitors and support local businesses</p> <p><b>Newcastle NSW</b> – Newcastle has a sophisticated Major Event Sponsorship Policy and Guidelines that includes major funding to businesses but also focuses on development of local leadership and link to the Community Plan</p>

# Port Hedland Live Music Policy Review

December 2024

## SWOT Analysis of Local Music Industry

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Australia’s most important town for our state and federal budgets</li> <li>• Mining &amp; Export town</li> <li>• Very young average population</li> <li>• Solid incomes from mining</li> <li>• Incredibly rich Indigenous Cultures – 31 different languages in the wider region</li> <li>• This area is an important Cultural hub for thousands of generations</li> <li>• Long history of gigs in mines &amp; solid pay</li> <li>• Some great outdoor spaces &amp; events</li> <li>• Local not for profits - Desert Wave / PHLMA / Activate Sth Hedland, etc</li> <li>• Strong existing cultural &amp; business &amp; touring connections to wider region inland</li> <li>• Funding from Mining for arts &amp; culture</li> <li>• Active Business Chamber</li> <li>• Talented people in Town &amp; in town</li> <li>• Annual festivals – Odyssea / Spinifex Spree / Good Nights / Red Country Music Festival / Pride Pilbara Rainbow Family Day and more</li> <li>• Activation of South Hedland Square for live music</li> <li>• Connections and interplay between Geraldton, Karratha, Derby, Broome, etc</li> <li>• Strong Multicultural Community</li> <li>• Had the WAM Regional Round table in 2023</li> <li>• Large list of stakeholders &amp; interested parties</li> <li>• Procurement Policy that already enables buying creative talent</li> <li>• Arts &amp; Culture Plan, Econ Dev &amp; Tourism Strategy, Yth Development Plan, Access &amp; Inclusion Plan, Community Grants Program</li> <li>• Economic Diversity plan &amp; funding</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Cost of rents</li> <li>• People are working 12hrs a day 6 days a week</li> <li>• Lack of diversity in employment</li> <li>• Going out on a Friday night is not a thing as people are working Saturday</li> <li>• Major turnover of population &amp; people just in town for short term for health services</li> <li>• Previous Town in administration...trust being rebuilt?</li> <li>• Commercial premises too expensive for micro-business / emerging creative enterprise</li> <li>• Town staff pay is lower than in the mines – brain drain away from public service</li> <li>• Housing a massive issue (eg most workers FIFO)</li> <li>• Limited support from WAM (state music)</li> <li>• Tyranny of distance – often gets missed on tours</li> <li>• Lack of various size venues with production</li> <li>• Alcohol</li> <li>• Town departments communication?</li> <li>• Town staff new and taking extra time to give approvals, etc</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Regular Town staff planning meetings</li> <li>• Funding processes &amp; opportunities</li> <li>• Key businesses event certification</li> <li>• Increase music around food truck type events</li> <li>• Local leadership group</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• ‘Export’ Pt Hedland / Pilbara Creativity</li> <li>• Cultural leadership &amp; connection</li> <li>• Diversify economy</li> <li>• Activate outdoor stages</li> <li>• Retain creative leaders</li> </ul>

# Port Hedland Live Music Policy Review

December 2024

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| <ul style="list-style-type: none"><li>• Build regional touring opportunities</li><li>• Mining gigs</li><li>• Build partnership with WAM</li><li>• Link to State Tourism &amp; Culture strategies</li><li>• Pilbara touring within closest towns</li><li>• Micro festivals</li><li>• Song writing &amp; professional development</li><li>• Manchester / Seattle / Portland / Newcastle</li><li>• Local supports for bigger acts</li></ul> | <ul style="list-style-type: none"><li>• Projects that build local storytelling</li><li>• Local live music plan / strategy</li><li>• Identify appropriate regulatory changes</li><li>• Whole of Town, Community &amp; Business approach</li><li>• Toolkit</li><li>• Cost reduction for local live original music</li><li>• Complaints processes consider value of culture &amp; business</li><li>• Night markets development (new people / new activities / food)</li><li>• Agents partnerships (eg North West Brewery)</li><li>• West Coast Agents – regular chats about Pt Hedland</li></ul> |
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# Port Hedland Live Music Policy Review

December 2024

## Local Stakeholder Mapping

The Stakeholder Group is large yet still developing and has been removed from this version due to privacy. The list is shared between Town Of Port Hedland, Live Music and the consultant.

## Research

The yet to be published research undertaken by Griffith University, outlines:

- Project Background & information including the micro-festival, workshops and more
- Research Methods
- Survey Results
- Live Music Working Group Meeting information
- Stakeholder Interviews
- Outcomes

Key notes in the research include:

- Regional Round Table, June 2024, led by WAM, was instrumental in bringing together local stakeholders with community and business leaders, and has seeded regional conversations including:
  - the importance and survival of WA regional festivals;
  - building community by creating hubs;
  - music education in schools, TAFE and other teaching facilities;
  - networking for artists and industry professionals in the regions;
  - careers, skills and training;
  - access to mentoring and professional development;
  - touring for both regional artists, Perth artists and international artists;
  - mental health and music/songwriting;
  - working with LGA's in regional WA;
  - WAM in the regions;
  - funding across WA.
- Recent West End Street Party, linked with professional development opportunities and a venue liaison role provides an excellent outline for potential future activities in the region
- Significant support and interest in local live music
- Some notable barriers for local producers, event managers and musicians in developing their business locally
- Nearby / regional towns such as Karratha and Broome which are perceived to be much more active musically and easier to work with local council
- Major issues with transience, cost of housing, costs of business, costs of living – all due to major influence of mining in the region
- Strong support for a local leadership mechanism sitting outside of local government

# Port Hedland Live Music Policy Review

December 2024

## Conclusions

This document attempts to review current Town of Hedland policies, procedures and practices, compared to other regions across the state, the nation and globally, in order to move towards high quality local music industry policy and planning.

This document has been developed within the Live Music Office's frameworks including on the ground stakeholder engagement; activation of local pilot events and processes; local professional development and highest quality research.

It is worth noting that because of the high staff turnover compared to other local governments, processes that local music industry rely on are highly vulnerable, making the development of a written endorsed plan all the more essential.

It is also worth noting the major investment being made from the Town, into local parks and the vital importance of these in the development of a local 'vibe' and the intimate role that these spaces play in the development or hindering for local creative business; development of local youth cultures; engagement of First Nations people and much more.

It may be fair to say that Port Hedland's parks and public spaces are some of the most important assets for the development or hindrance of local creative and cultural development. The role that these spaces play in the development of local musicians, song writers, story-tellers, project leaders, event managers and more, is quite remarkable compared to other regions.

Local music venues have previously been spaces where live music from locals and touring artists alike has formed an important role in the life of the town. I was a touring artist that travelled from Melbourne and included Port Hedland as a key part of a West Australian tour. This is less so currently, but with a small amount of appropriate support, the Town's music scene can be re-activated, which will:

- Retain creative young people in the region
- Encourage and retain young families
- Build the town's reputation as more than a mining town
- Provide exciting and fun regular activities for locals
- Provide creative pathways for local kids
- Activate local spaces and places
- Provide event permit income to the Town

It is therefore recommended that the Town of Port Hedland:

- Advocate to State and Federal counterparts to develop tri-funded music development processes in the region including actions listed below
- Engage with WAM as the state-wide leader in music industry leadership development
- Engage with local Traditional Owners in the development of all plans and activities
- Proceed to undertake the development of a full Live Music Strategy with actions and budgetary requirements, to be brought to Town leadership for Councillor endorsement, with potential inclusions as Federal (where possible), State Government, WAM and LGA supported:
  - Plan to hire a music teacher for the Highschool
  - Plan to develop an annual six-month introduction to music certification through TAFE with the opportunity to partner with Desert Wave as venue for onsite delivery
  - Employment of a local Live Music Officer or at least inclusion of this work within an existing officer role
  - Development of an annual local census and databased of music businesses
  - Development and ongoing annual provision of professional development opportunities for local creative business leaders, song writers and musicians culminating in a micro-festival event
  - Development of youth events led by local young people in partnership with The Push & WAM

# Port Hedland Live Music Policy Review

December 2024

- Development of First Nations song writing process in South Hedland Square to proactively lead the development of this space into a First-Nations led local attraction and regular professional development and event space
  - Support for a local 'What's On' featuring local live music
  - Profiling of local song writers and musicians within Town documents and promotions
  - Maintenance and further development of a live music working group, leading to the supported development of a local not-for-profit music leadership organisation, funded by the Town
  - Support for the annual development of an industry forum similar to the previous 'Regional Round Table'
  - Development of a live music venue support program including opportunities such as support for sound attenuation; stage and production development; funding support for weekly open-mic events; support in engaging with local residents to ensure long term peaceful co-existence
  - Development of touring circuits in partnership with adjoining local governments and State Government
  - Pilbara Touring Circuit and First Nations Touring Circuit
  - Annual / Biennial Regional & Remote Forum & showcase
  - First Nations song writing and recording program in partnership with NATSIMO
- Ensure a variety of outdoor event spaces with permanent infrastructure including three phase power, covered stage, sound and lighting
  - Ensure reductions in event permit and other fees as well as simplified streamlined approvals for events led by local promoters and producers and / or involving local artists
  - Develop a Major Events Sponsorship policy and plan to build major local events and local event producers and drive tourism to the region

It is recommended that local music industry practitioners:

- Develop local leadership and set up a not-for-profit leadership group
- Join the local business chamber and advocate for music business development as a special initiative
- Advocate for introductions from Town leadership and State leadership to mining leaders to build potential for industry development funding
- Advocate for music inclusion within all key local Town strategic documents
- Build industry and cultural connections with other towns such as Karratha and Broome to fast-track the development of viable touring circuits
- Take the lead in the development of an annual / biennial regional round table event
- Take the lead in the development of a North West Touring Circuit
- Partner with state and national music industry leadership to build a case for support by state and federal government in the lead up to each election