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| **Yarra City Council**  **Speech & Briefing Information**  **Leaps and Bounds Festival Media Launch** |

**PREPARED FOR:** Cr Jackie Fristacky, Mayor Yarra City Council

**EVENT:** Media Launch of Leaps and Bounds Music Festival

**DATE:** Wednesday 9th April

**EVENT TIME:** 6.00pm

**ARRIVAL TIME:** 5.50pm

**SPEECH TIME: 6.15pm**

**VENUE & ADDRESS:** The Yarra Hotel

295 Johnston Street Richmond

**PARKING:** Surrounding streets

**CONTACT PERSON & PHONE NUMBER:**

Justin Rudge, Launch Organiser, 0413 018 844

Kirsty Baird, CoY, 0447 502 699

**HOST NAME:** The Yarra Hotel

**TO BE MET BY:** Kirsty Baird, CoY, 0447 502 699

**OTHER SPEAKERS:** Justin Rudge

Patrick Donovan – Music Victoria

Adrian Basso – PBS 106.7FM

**OTHER COUNCILLORS ATTENDING:**

**Accepted -**

**Declined -**

**Tentative -**

**IS THERE MEDIA:** TBC

**WHO IS AUDIENCE:** Musicians, venue operators, other stakeholders, media

**DRESS:** Smart casual

**Order of Proceedings**

6:00pm Guests Arrive

6:15pm Welcome Speech by Justin Rudge

**6:16pm Speech, Mayor City of Yarra**

6.21pm Speech, Patrick Donovan, Music Victoria

6:25pm Speech, Adrian Basso, PBS 106.7FM

6.29pm Speech, Ben, The Corner Hotel

6.45pm Fraser Gorman Plays

**Speech notes**

**Aboriginal Welcome**

Council acknowledges the Wurundjeri [*pronounced*: WA-RUN-JA-REE] community as the first owners of this country. Today, they are still the custodians of the cultural heritage of this land. Further to this, Council acknowledges there are other Aboriginal and Torres Strait Islander people who have lived, worked and contributed to the cultural heritage of Yarra.

* Welcome everyone, and thank you for coming to the media launch of Yarra’s wonderful and unique Music Festival, Leaps and Bounds.
* **I would like to acknowledge all the musicians, venue operators, distinguished guests, and my fellow Councillors who are here with us today**….Catherine Brown.
* We are delighted that Leaps and Bounds is now in its second year and will once again shine a light on Yarra’s music industry and culture and liven us up in the middle of winter.
* Our support for this Festival is very much an acknowledgement of the importance of live music to the City of Yarra.
* Music is central to the identity of the City of Yarra and our suburbs, such as Richmond, Collingwood and Fitzroy, and here in Abbotsford at the aptly named Yarra Hotel. There is a truly musical community - living, working and performing in Yarra and made up of dedicated, enthusiastic and talented artists, audiences and entrepreneurs.
* Once again Council is very happy to be working with some of those people and industry professionals: Jon Perring, Justin Rudge and Mary Mihelakos. Together they are producing and programming the Festival with the support Music Victoria.
* The inaugural Leaps and Bounds Music Festival exceeded all expectations and included more than 293 events at 34 different venues and other locations and took place over 17 days. The total attendance estimate across the whole Festival was 30,000.
* Highlights included: Bus Tours with Bruce Milne covering a variety of aspects of the musical history of Yarra, *Morning Ritual* gigs at Copacabana, and the sold out gig *I Thank You: The Powder Monkeys* at The Tote paying tribute to Tim Hemensley.
* This year Leaps and Bounds has received funding from The Lord Mayor’s Charitable Foundation, who are Council’s partners in the Room to Create Fund, a charitable fund account that has been established to support arts infrastructure and creative spaces in Yarra in perpetuity.
* Live music venues are essential to the music industry in Melbourne and around the world. Yarra is blessed to have many iconic venues and new venues are opening all the time.
* It is essential that we can find the balance between amenity for residents and the continued existence of our venues and what they provide to musicians and audiences, including the opportunity for established and emerging musicians to perform live, and for audiences to enjoy their music.
* The Room to Create Fund will support infrastructure and requirements that will mitigate against the impact of our increasing population on live music venues such as for sound proofing and compliance. And on other aspects of our music scene..ADD?
* At Yarra we are committed to supporting opportunities to encounter art and culture as a part of the everyday experience within Yarra. This is exactly what Leaps and Bounds promises to do.
* Thank you.

(End)

**Background**

**Leaps & Bounds Music Festival Brief Outline**

**Background**

The **Leaps & Bounds****Music Festival** was born out of the struggle to survive faced by inner city live music venues over the last few years, specifically in the City of Yarra. Venues are the breeding ground for new musical expressions and are an integral part of Australia’s world famous music scene. Increasing property values and the changing demographics associated with gentrification have seen some venues forced to close. For other venues ongoing development pressure and associated population growth have necessitated upgrades and other expenses to enable continued viability. In this environment, it is vital that venues and the music industry are given the status and support that they deserve.

**Leaps & Bounds Music Festival**

The inaugural **Leaps & Bounds Music Festival** took place from 5th July until 21st July 2013. Over 17 days, 293 live music events were presented at 34 different venues and other locations.

The 2013 Festival exceeded the expectations of the organisers and key partner Music Victoria.

The Festival program was designed to promote venues; to shine a light on the history and endurance of established venues and on the diversity and invention of newer venues. In doing so, Leaps & Bounds showcased music in all its forms; new and old musical expressions, new and old ways of presenting music.

Leaps & Bounds offered specialist programming and additional and centralised promotions to venues across Yarra, as well as curating and producing special events.

The Festival was a celebration of the local music scene, for and by the local music industry. Leaps & Bounds supported and acknowledged the considerable contribution that local musicians, venues, bookers, radio stations, studios, labels, record stores and punters make to our community, our city and our culture.

The Festival has been applauded by major funding partner the City of Yarra for these and other many reasons.

**Funding**

Leaps and Bounds 2014 is funded by the City of Yarra and the Lord Mayor’s Charitable Foundation.