

## Designing a New Funding Program - Music Works

### > THE CONTEXT

Victoria's Music Works is the largest financial commitment to contemporary music by a State Government or Territory. It comprised a \$22 million, four-year investment in the development of long-term and viable careers for Victorian musicians and music businesses. The commitment also comprised a series of grant programs and sector development initiatives, as well as a Music Market to house a new Victorian Music Development Office (VMDO).

### > THE BRIEF

While the outline of Music Works had been announced as a 2014 Victorian State Election commitment, the detailed implementation of each of the programs had not been determined, nor the model for establishment of the VMDO. Positive Solutions was engaged to investigate and advise on the most effective delivery mechanisms for each element as well as articulating further the role of the VMDO and how this entity should be established.

### > OUR APPROACH

Positive Solutions employed a three-stage approach:

- Market analysis, including review of relevant documentation, benchmarking and consultation with nearly 70 individuals involved in the music industry through individual interviews and focus group discussions

- Submission of a Discussion Document
- Organisation of round-table discussions with Victorian Government officers from a range of departments and agencies which have an interest or engagement with the music sector

### > THE RESULTS

Our report concluded with twenty-two recommendations addressing refinement and implementation of the programs, and options for the development of the Victorian Music Development Office. An action plan was included to provide a clear route map for Creative Victoria to effect the recommendations. Several of the programs have been rolled out, and positively welcomed by the industry – including the grant programs, quick-response grants, and mentorship program.

In 2017, Positive Solutions undertook an additional assignment, providing advice on the governance of the VMDO.

### SEE ALSO:

- > [Creative New Zealand, Multi-year Funding / Investment Programme Review](#)
- > [Northern Territory: Arts and Cultural Policy, Indigenous Arts Strategy, Arts Funding Program, Arts Policy Review, Darwin Festival](#)
- > [Arts NSW Review of Arts and Cultural Development Program](#)