

THIS STATE ELECTION NOVEMBER 2026

# YARRA DECIDES



## Keep our vibrant live music scene alive!

### Our thriving live music scene is the envy of the world, but is in trouble

*“Over the last three years we’ve seen bands break up, workers leave the industry, fan networks disperse and venues suffer major losses. We must not underestimate the challenges ahead.”*

— Music Victoria



Live music is part of Melbourne’s economic and cultural fabric. Live music brings people together, cutting across social, cultural and generational barriers. Live music stimulates local economies and night-time activations.

#### The City of Yarra is Melbourne’s #1 destination for live music

- 77 small and medium sized live music venues.
- 2.5 million people spending over \$160 million at 20,000 gigs in a year
- That’s almost a million hours of work generated by the industry.

#### But our live music industry is in trouble

Live music venues and performers are under increasing pressure from rising rents, higher operating costs (especially public liability insurance) and broader cost-of-living challenges.

#### We are calling on the Victorian Government to:

- Establish live music precincts in planning schemes
- Reduce regulatory controls and red tape
- Support upgrades to venues, grants to music makers and music producers
- Offer under 25s a “cultural pass” to spend on live music in small venues
- Fund local live music festivals like Yarra’s Leaps and Bounds and a reactivated Brunswick Street Festival.

**Liquor Control Victoria’s licensing and security requirements continue to treat live music as “high risk”, even all ages gigs.**

Other states, like NSW, are spending tens of millions of dollars and reforming regulations to save their live music industries. Some of our venues will close their doors and artists put down their instruments without similar support from the Victorian Government.



## LET’S SPEAK UP FOR YARRA

Scan to learn how you can take action