

VICTORIAN MUSIC DEVELOPMENT OFFICE

2023 – 2025

Strategic Plan

Vision

Victoria is the preferred destination/home for independent music business

Mission

The Victorian Music Development Office builds projects to ensure sustainable music industry careers, to create sustainable business opportunities and to leverage Victoria's global music brand

To achieve this the Victorian Music Development Office will work with and for Victorian Music Businesses to:

- 1) Develop Capacity
- 2) Increase Revenue
- 3) Seed Innovation

Goal 1

The Victorian Music Development Office will work with and for Victorian Music Businesses to

Develop Capacity

In the future Victorian Music Industry Businesses are

The Victorian Music Development Office will achieve this through

1.1

Outward and connected

- Networking, skills sharing events and exchange
- Programs that enhance music professionals' understanding of markets, including international and cross sector markets
- Strong relationships with key stakeholders locally, nationally and internationally including in trade, small business and innovation
- Understanding and disseminating relevant news, information and trends from around the world

1.2

Powered by innovative, business focused and skilled people

- Encouraging and developing new talent, and identifying industry pathways
- Professional development programs
- Strategic events and opportunities for industry development that lead new thinking
- Supporting greater diversity and representation in Victorian Music Businesses
- An Expert in Residence program
- Practical tools and projects focused on business capacity
- Initiatives to retain skilled and experienced professionals within Victorian Music Businesses

Goal 2

The Victorian Music Development Office will work with and for Victorian Music Businesses to

Increase Revenue

In the future Victorian Music Industry Businesses are

The Victorian Music Development Office will achieve this through

2.1

Accessing relevant markets

- Inbound programs for international industry exchange
- Developing an export ready tool kit
- Analysing and sharing data to make informed, evidence based and focused decisions
- Facilitating peer knowledge sharing
- Engaging with other Industries to broker better outcomes and to establish new collaborations for Victorian Music Businesses
- Exploring the untapped capacity and unmet demand for Victorian Music Industry Businesses and their clients

2.2

Seeking new investment

- Brokering relationships
- Identifying existing and emerging new revenue sources for businesses

Goal 3

The Victorian Music Development Office will work with and for Victorian Music Businesses to

Seed Innovation

In the future Victorian Music Industry Businesses are

The Victorian Music Development Office will achieve this through

3.1

Participating in and accessing relevant research and information

- Bench marking of sector impact, reach and indicators, with follow-up annual comparisons
- Evaluating and analysing the current consumer landscape
- Commissioning and partnering with relevant research projects
- Identifying trends in market opportunities within the music business sector
- Sharing research and findings

3.2

Learning from other industries

- Providing timely information, inspiration and provocation from news and sources around the world
- Collaborative events and resources

3.3

Market leaders in new thinking

- Researching and celebrating the economic and social value of the Victorian Music Industry Businesses
- Playing a pivotal role in informing best practice public policy for music in Victoria.
- Promoting and showcasing music business leaders in wider public forums and external industry events

Contact

info@vmdo.com.au

vmdo.com.au