MUSIC CITIES AWARDS

BY MUSIC CITIES EVENTS

Music Cities Awards 2021

The 2nd edition of the global Music Cities Awards

IN PARTNERSHIP WITH VISIT BENTONVILLE

9 NOVEMBER 2021

OFFICIAL LIVE, VIRTUAL CEREMONY

Music Cities Events alongside Sound Diplomacy and Visit Bentonville are proud to present the second edition of the Music Cities Awards, a global competition designed to acknowledge and reward the most outstanding applications of music for economic, social, environmental and cultural development in cities and places all around the world.

As part of this live, virtual ceremony we will be hosting a live panel discussion for each of our 10 award categories. Each session will see the three award nominees present their projects and share useful tips and information on how similar initiatives could be introduced to improve places, lives and our world as a whole. A mix of award judges and global experts will be moderating the talks and announcing the winner at the end of each webinar.

Music Cities Events

Music Cities Events organises world-leading international conferences on the topic of music cities, produces the leading international awards ceremony Music Cities Awards, and runs the Music Cities Community, the first-ever platform for professionals in all industries using music to create more value in towns, cities & places.

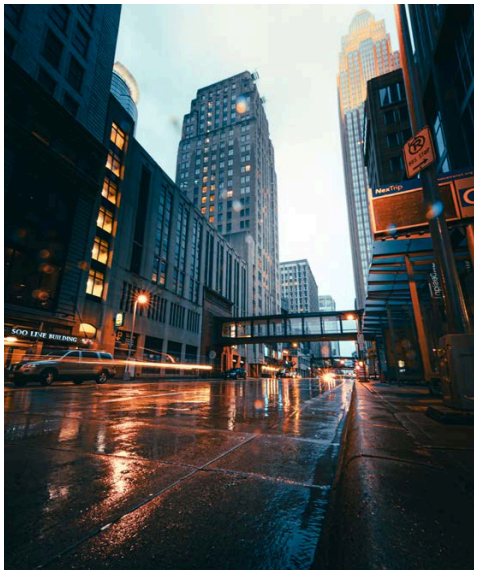
In everything Music Cities Events does, it aims to showcase the best uses of music by individuals, organisations and cities all over the world.

UPCOMING GLOBAL EVENTS:

Music Cities Convention Alberta, Canada
Live from Calgary & Edmonton
and streamed worldwide
9-11 February 2022 | More info here

Music Tourism Convention
Cape Breton Island
Live from Sydney, Cape Breton, Canada
5-7 October 2022 | More info here

Music Cities Convention
Live from Tulsa, OK, US
2-5 November 2022 | More info here



HEADLINE SPONSOR

VISIT Bentonville
A NEW AMERICAN TOWN

Bentonville is an up-and-coming music destination with musical roots that run deep throughout Northwest Arkansas. If you're a songwriter, musician, touring band, entertainment entrepreneur, or just someone who loves live music – this New American Town and its vibrant music scene is the place for you.

Find out more here







A town of culture, community and music in Northwest Arkansas.

Plan your next trip today!

visitbentonville.com
479.271.9153

Follow us to learn more.

VISIT Bentonville







Discover Northwest Arkansas music, art, and culture for yourself.

Plan your next adventure today at visitbentonville.com.

479.271.9153

Follow us to learn more.

VISIT Bentonville

What are the Music Cities Awards?

The Music Cities Awards is a global competition designed to acknowledge and reward the most outstanding applications of music for economic, social and cultural development in cities and places all around the world.

The awards also aim to promote best practice and demonstrate the value of music to the world.





CATEGORY #1

Best Use of Music in Towns & Cities

in partnership with Visit Macon

CATEGORY #2

Best Initiative to Support Diversity & Inclusion in Music



CATEGORY #3

Best Initiative to Directly Support Musicians



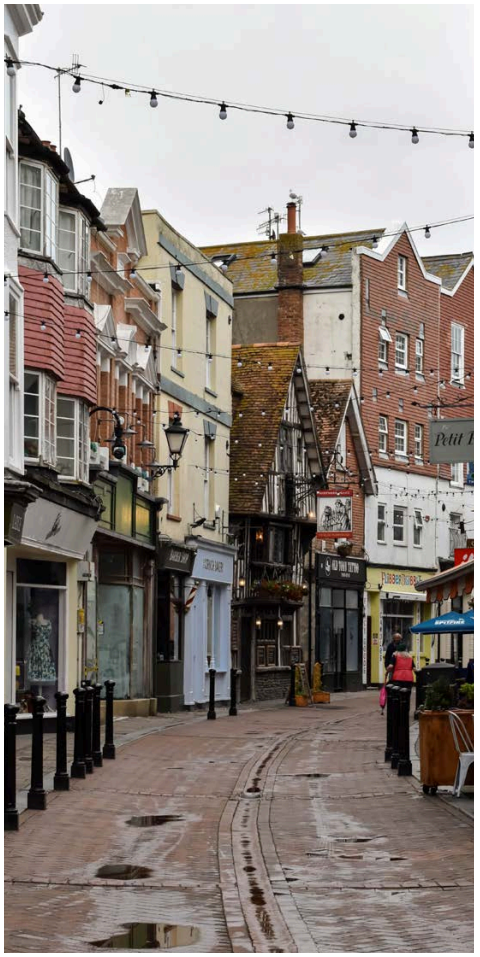


CATEGORY #4

Best Use of Music to Drive Tourism

CATEGORY #5

Best Use of Music to Support Sustainability



CATEGORY #6

Best Night Time Economy Initiative

in partnership with
Visit Tulsa



CATEGORY #7

Best Use of Music in Real Estate



CATEGORY #8

Best Global Music Office

CATEGORY #9

Public Service Award for a Leading Music Cities Advocate





CATEGORY #10

Best Innovation to Support Musicians or Music in Cities

in partnership with
Kirklees Year of Music 2023

The Jury

Our 2021 Music Cities Awards jury is formed by an inclusive global mix of music cities professionals; from Grammy award winning musicians to economic development managers to festival organisers and leading diversity advocates.

ANGEL IGOR LOZADA RIVERA MELO, GENERAL COORDINATOR OF EXTENSION AND CULTURAL DIFFUSION OF THE UNIVERSITY OF GUADALAJARA (MEXICO)



Igor is one of the most important performing arts producers in México. He works for the University of Guadalajara as the Coordinator of the Extension and Cultural Diffusion General Office. He founded the international company "Teatro de Ciertos Habitantes", and he is an active member of the National Arts Strategies. He is part of the Board members of the International Society of the Performing Arts (ISPA), and has been mentor and Jury for the National Fund for the Culture and Fine Arts in Mexico.

AMMO TALWAR, CEO, PUNCH RECORDS (UK)



Ammo started life selling vinyl at his specialist record shop, which became a local hub for DJs and artists. His leadership and vision built the company into an award-winning music agency; working internationally and in partnership with leading private and public sector companies to support music and innovation.

He received an MBE for contributions to music and young people, and also an International Cultural leadership award. Currently Chairman of UK Music Diversity Taskforce, BPI board member and leads on charting Punch's future.

ANGELA NDAMBUKI, REGIONAL DIRECTOR FOR SUB-SAHARAN AFRICA, IFPI (KENYA)



Angela is the Regional Director Sub-Saharan Africa of IFPI; the organisation that represents the recorded music industry worldwide. She works across the region's 46 countries to promote the value of recorded music, campaign for the rights of record producers and expand the commercial uses of recorded music. She took on her role from her position as Chief Executive Officer at the Kenya National Chamber of Commerce and Industry. She has also served as Chief Executive Officer of the Performers Rights Society of Kenya.

HAL REAL, FOUNDER & PRESIDENT (WCL), CO-FOUNDER & BOARD MEMBER (NIVA & NIVF) (USA)



Hal is the founder and president of World Cafe Live, an independent live music, music education and events venue. He launched LiveConnections, a nonprofit organization dedicated to music education, and in 2020, the two organizations became one unified. Hal is a co-founder and board member of NIVA and NIVF, and president of the Foundation board. He is the board chair of the Mid Atlantic Arts Foundation, chair of People's Light's Honorary Board and a board member of the Freire Foundation.

ISABELLA PEK, HEAD OF MUSIC AT KUALA LUMPUR CITY HALL (MALAYSIA)



Isabella is the Head of Music Unit at Kuala Lumpur City Hall since December 2019. She also leads the 70-piece full-time Orkestra Kuala Lumpur, while the Music Unit supports cultural, tourism, sports and City Hall events with music performances. From 2008 to 2018, she taught music composition and arts management at the National Arts, Culture and Heritage Academy (ASWARA). She has also worked as a piano player and music orchestrator at the Orkestra Radio TV Malaysia from 1994 to 2008.

KIRSTY RIVERS, HEAD OF MUSIC, SECTOR DEVELOPMENT AND ADVOCACY TEAM, AUSTRALIA COUNCIL (AUSTRALIA)



Kirsty is the Head of Music at the Australia Council. Prior to this, she was the Senior Manager for Contemporary Music at Creative Victoria, responsible for ground-breaking policy development of music programs that responded to sector needs and new opportunities. As well as establishing various awards and Fellowships for music professionals, Kirsty has been acknowledged multiple times by the music community as one of the most influential people in Australian music policy.

RICKY KEJ, COMPOSER, MUSIC PRODUCER AND ENVIRONMENTALIST (INDIA)



Grammy® Award Winner & US Billboard #1 artist, Ricky Kej is an internationally renowned Indian Music Composer and Environmentalist. He has performed at prestigious venues in over 30 countries, including the United Nations Headquarters in New York and Geneva. Ricky has won more than 100 music awards in over 20 countries. He is the UNESCO "Global Ambassador for Kindness", UNCCD "Land Ambassador", UNICEF "Celebrity Supporter" & Ambassador for "Earth Day Network".

The Jury

PAM FORD,
GENERAL MANAGER, AUCKLAND UNLIMITED (NEW ZEALAND)



Pam leads economic development at Auckland Unlimited, the city's cultural and economic development agency. She is chair of Economic Development New Zealand and co-chair of Auckland City of Music steering group. Pam has worked in city development, international business and investment and place branding for over 20 years for the New Zealand government in Wellington and west coast USA, and now the city of Auckland. Prior to this she worked in the private and not for profit sectors.

SILJA FISCHER, SECRETARY GENERAL, INTERNATIONAL MUSIC COUNCIL (FRANCE)



Silja joined the General Secretariat of the International Music Council in 1993, and her appointment as Secretary General took place in 2009. She is in charge of official representation, cultural policy matters, membership relations, fundraising as well as programme implementation. Since the International Music Council is an NGO official partner of UNESCO, Silja also ensures the liaison with the UNESCO Secretariat as well as with diplomatic representations of Member States to UNESCO.

SAMM FARAI MONRO, CREATIVE DIRECTOR: MAGAMBA NETWORK/CO-FOUNDER: MOTO REPUBLIK/EXECUTIVE PRODUCER: MAGAMBA TV & THE FEEDZW FESTIVAL DIRECTOR: SHOKO FESTIVAL (ZIMBABWE)



Samm AKA Comrade Fatso is Zimbabwe's trailblazing festival organiser, a leading creative entrepreneur and a media disruptor in a country with very little democratic space. Comrade Fatso is co-founder of the Magamba Network, one of Zimbabwe's most dynamic organizations working on the cutting edge of arts, digital media, activism and innovation. He is also Co-Founder of the country's longest running urban culture festival, Shoko Festival, and Zimbabwe's first creative hub, Moto Republik.



Where legends of the past are kept alive, and a new era of music greats is born. From our music heritage attractions to our live music venues – the music keeps playing in Macon, Georgia.

MACON
where soul lives

VisitMacon.org
800-768-3401

The Schedule

ALL TIMES ARE IN UTC.
USE THIS CONVERTER TO SEE WHAT THEY CORRESPOND TO IN YOUR TIME ZONE

6.15PM–6.30PM UTC

Official Welcome

Luke Jones, CEO, Music Cities Events (UK)

Kalene Griffith, President & CEO, Visit Bentonville (USA)

6.30PM–7.00PM UTC / AWARD #3

Best Initiative to Directly Support Musicians

Angela Ndambuki (moderator), Regional Director for Sub-Saharan Africa, IFPI (Kenya)

Stephen Mutuku, Chief Music & The Arts Development Officer, Government of Makueni County (Kenya)

Jordan Knepper, Executive Director, Piqua Arts Council (USA)

Lisa La Rocca (CATEGORY WINNER), Director of Operations, Sonic Unyon Records (Canada)

MEET THE NOMINEES:



Makueni Recording Studios, Government of Makueni County (Kenya)

The Government of Makueni County is one of the 47 County Governments in Kenya. Makueni Recording Studios is a recording studio that was set up by the government of Makueni County to provide free recording services to upcoming artists. The Studio was completed in April 2017 and since inception it has recorded 467 singles and 73 full albums for individual musicians and organized groups, including choirs. Recording at the studio is free for all artists from or based within Makueni. Before the studio was created, upcoming artists from the rural area of Makueni County used to travel hundreds of kilometers to Nairobi, the capital city of Kenya, to access recording studios, and studio fees, as well as transportation and accommodation costs were extremely high. It is with this background that The Government of Makueni County decided to set up a state of the art recording studio in its county headquarters to directly support upcoming artists through free recording at the studios.



Musician's Benefit Concerts, Piqua Arts Council (USA)

Piqua Arts Council is a 501c3 dedicated to making the arts accessible to the community through presentation, support and education. As a way to help musicians impacted by the COVID-19 pandemic, Piqua Arts Council produced a series of video concerts that have been used as a vehicle to raise more than $100,000 to support the musicians of Miami and Montgomery Counties in Ohio. This project went to directly help the musicians of Miami and Montgomery Counties recoup some of the money from lost gigs during the pandemic. By creating the concert videos (and paying the musicians along with providing them professional photographs and video), the project raised more than $100,000 to support the musicians.

Musicians Fair Payment Policy, City of Hamilton – Tourism and Culture Division (Canada)

CATEGORY WINNER

The City of Hamilton – Tourism and Culture Division supports the City's heritage, culture, arts and tourism. As part of this mandate, T&C oversee the Hamilton Music Strategy, which celebrates "all things music" in Hamilton. The Strategy nurtures an environment where music and the music industry can flourish, grow and prosper. On June 23, 2021, the City Council approved the Musicians Fair Payment Policy that supports and increases community awareness of the importance of paying musicians fairly for their music performances. The policy will ensure that musicians hired for City-led events are paid, at minimum, the current minimum annual rates established by the Canadian Federation of Musicians, who are represented locally by the Hamilton Musicians Guild Local 293.

The Schedule

7.00PM–7.30PM UTC / AWARD #10

Best Innovation to Support Musicians or Music in Cities – in partnership with Kirklees Year of Music 2023

Kath Wynne-Hague (moderator), Head of Culture and Tourism, Kirklees Council (UK)

Amanda & Matt Masters Burgener (CATEGORY WINNER), Co-Founders, Curbside Concerts (Canada)

Ben Price, Director, Everything Is Music by Crack Magazine & Landmrk (UK)

Anne Dvinge, CEO, Low-Fi Concerts (Denmark)

MEET THE NOMINEES:



Curbside Culture Delivery Service, Curbside Concerts (Canada) C

CATEGORY WINNER

Curbside Concerts is a live music delivery service. Thanks to a dedicated online portal, Canadians can book a safely distanced, live music experience at their curb or driveway. In the past 16 months, Curbside Concerts have successfully delivered over 800 music concerts across 5 provinces. By removing physical and logistical barriers to live music, the organisation has developed a new marketplace in the industry, with the online portal acting as a menu for clients to browse local musicians and discover new artists in their area. Communities that may not have been a part of the music ecosystem are now able to have live concerts delivered to their street and local musicians are safely back to work and connecting with new listeners in an inclusive setting.



Everything Is Music, Crack Magazine & Landmrk (UK)

Active in Bristol and Bath, UK, Everything Is Music is a brand new location-based digital museum for mobile which maps out a city's musical history through a musical treasure hunt. Everything Is Music is a collaboration between international music publication Crack Magazine and geo-location technology specialist Landmrk. The project's mission is to provide a resource for amazing musical discovery, that also creates opportunities for artist's work to be supported. A huge range of musical genres throughout seven decades of musical history have been covered, while local researchers from a diverse range of communities have been involved to authentically tell these stories. The platform combines this authentic storytelling with cutting-edge geo-technology using innovative techniques such as audio wallet collection, video, 2D hologram and AR.



Low-Fi Concerts (Denmark/Sweden)

Live in Denmark and Sweden, Low-Fi Concerts is a community focused concert platform connecting artists and hosts with their audience to can create unique, intimate, live music experiences in local homes, gardens, cafés, galleries or any other non-traditional spaces you can think of. Since its creation in 2018, Lo-Fi has put a lot of effort into creating a diverse and equal platform, with the aim of having a diverse mix of artists and providing each and every artist, host and guest with a safe space to meet, create and enjoy music together. As of today, Lo-Fi has brought together more than 800 artists, 700+ hosts and 15.000 concert guests.

The Schedule

7.30PM–8.00PM UTC / AWARD #7

Best Use of Music in Real Estate

Ambre Dromgoole (moderator), Research Associate, Sound Diplomacy (USA)

Josh McNorton, Cultural Director, Wembley Park & **Kate Jones (CATEGORY WINNERS),** Director at Busk in London (UK)

Dayna Frank, CEO First Avenue Productions – Board President NIVA (USA)

Teresa Knox, CEO, The Church Studio (USA)

MEET THE NOMINEES:



International Busking Day, Wembley Park (UK)

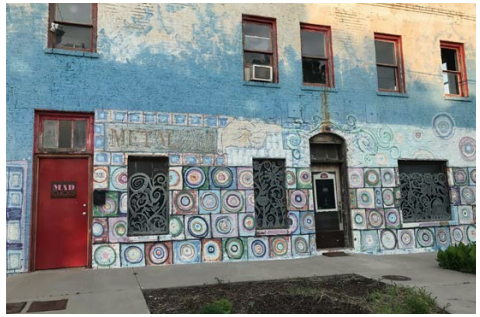
CATEGORY WINNER

Home to world-famous Wembley Stadium and London's most iconic concert venue Wembley Arena, Wembley Park has over the last decade been transformed by Quintain from an event-day destination into a 365-day creative residential neighbourhood for London. Quintain's cultural strategy for Wembley Park features a year-long cultural programme of free public events. Recent highlights include International Busking Day, an annual global celebration of busking and street performance. The free festival features world-class street performers, along with home-grown talent joined by renowned artists who began their career or supported busking. A key part of Wembley Park's regeneration strategy is making music accessible at all levels of audience and talent and developing performance spaces and programmes to extend Wembley's reputation as a global music centre.



Live Venue Recovery Fund, Grubb Properties/Dayna Frank (USA)

Live Venue Recovery Fund is a partnership between Grubb Properties and Dayna Frank, CEO of First Avenue Productions. The Fund helps live venue operators who are leasing their space by creating a path to ownership. By providing capital to live music venues throughout the United States, the Fund aims to better position operators to weather storms and establish long-term ownership to create a more diverse and sustainable independent live music ecosystem. The initiative focuses on venues that are culturally significant to the communities in which they operate, susceptible to redevelopment, and have strong operators. The Fund provides a return to its investors, but it caps those returns and has committed to donating any profits above that return threshold to the National Independent Venue Foundation.



The Studio Row District, The Church Studio (USA)

The Studio Row District which is anchored by The Church Studio, the former historic world-class recording studio of Rock & Roll Hall of Famer and Grammy Award-winning performer Leon Russell – is a regeneration of a blighted neighborhood. The Church Studio was an abandoned, desolate building with structural problems inhabited by the homeless when purchased in 2017. After five years of rehabilitation and renovation, a vibrant neighborhood with commercial, shopping, music, art, and dining has emerged, with hundreds of visitors driving by monthly and enjoying the many offerings of the new district.

The Schedule

8.00PM–8.30PM UTC / AWARD #9

Public Service Award for a Leading Music Cities Advocate

Silja Fischer (moderator),
Secretary General,
International Music Council (France)

Mark Roach, Auckland UNESCO City of Music (New Zealand)

Tiffany Kerns (CATEGORY WINNER),
Executive Director,
CMA Foundation on behalf of Sarah Trahern, Country Music Association (USA)

Stephen Mutuku, Chief Music & The Arts Development Officer,
Government of Makueni County (Kenya)

MEET THE NOMINEES:



Mark Roach, Auckland UNESCO city of Music | Tāmaki Makaurau UNESCO Pā Puoro (New Zealand)

Mark has over 25 years' experience in the music industry across a number of roles such as recording artist, indie record label owner, artist manager, licensing & copyright manager, music reviewer, broadcaster and creative director. He co-founded Independent Music NZ, and founded and chaired the Music Managers' Forum NZ. He is also a former chair of the Music & Audio Institute's Performance Advisory Committee. Mark has a proven track record of initiation, innovation and leadership, and has frequently been at the grassroots of key music industry movements. His career has been one of constant and unwavering advocacy for creators and the infrastructure surrounding them, which is what led him petitioning the city of Auckland to become a UNESCO City of Music. The city is a powerhouse of music activity, both in civil and private sectors, but until the City of Music brand existed there was no cohesion to the multitude of individuals, organsations and businesses inhabiting this space. The City of Music also serves to drive the amplify our music heritage and deliver long-term projects which will lead to increased music tourism for the city; creating placemaking opportunities for the city overall. The long-term vision is a permanent exhibition space for music (a museum) which has already been tested with the landmark exhibition, "Volume". This project, also instigated by Mark, was a testing ground for the idea and the results bore out the concept, with the exhibition trumping all previous metrics for a major exhibition, including repeat visitation, dwell time and reaching the notoriously difficult 18-24 demographic.



Sarah Trahern, Country Music Association (USA)

CATEGORY WINNER

Entertainment industry leader Sarah Trahern was named CEO of the Country Music Association in 2014. Sarah Trahern has been a catalyst for effective change throughout CMA and the larger Country Music landscape over the course of the last 18 months. She has been a key voice in the genre and the Nashville community, patiently listening, thoughtfully considering, and confidently leading amid a variety of challenges no one saw coming. She demonstrated this most prominently through CMA's Music Industry Covid Support (MICS) initiative. Sarah led her staff to proactively respond to the challenges surrounding COVID-19, tapping industry leaders to listen, learn, gather information, share resources and develop long-term strategic initiatives to generate solutions across the industry. As the music industry begins to resemble the landscape we were once familiar with, Sarah continues to be a leading voice representing and inspiring those in the Country Music community. Her resilience has primed CMA, and Nashville as a whole, to be at the forefront of the industry, acting as a portal for information, resources, discussion and leadership across all facets of our industry.



Stephen Mutuku, Government of Makueni County (Kenya)

Stephen Mutuku is the Chief Music and the Arts Development Officer in the Government of Makueni County, Kenya, East Africa. Steve Mutuku joined The Government of Makueni County in Dec 2013. Since joining, he has initiated the set up of a music recording studio, a community radio station, secular and gospel music concerts, cultural festivals, creatives forums and trainings as well as drafting policies and strategies for the local creative sector. These have contributed to the growth of the creative sector in the rural Makueni County in the South Eastern part of Kenya. Many upcoming local artists have been able to record for free in the county government-owned Makueni Recording Studios. They have also benefited from a lot of publicity during the music concerts and cultural events that have been organized by Steve Mutuku and his team. Some of the artists use music for advocacy on climate change, civic education and social issues and this has helped the local community in awareness and change.

The Schedule

8.30PM–9.00PM UTC

Break

9.00PM–9.30PM UTC / AWARD #4

Best Use of Music to Drive Tourism

Aaron Mullins (moderator), Director of Communications & Market, Visit Bentonville (USA)

Anna-Luise Oppelt & Mareike Neumann (CATEGORY WINNER), Managing Directors, Bach by Bike (Germany)

Julie Turpie, General Manager, Events, Destination NSW (Australia)

Major Kathy Versfeld, Mission Director, Strawberry Field (UK)

MEET THE NOMINEES:

Bach by Bike (Germany)

CATEGORY WINNER



Bach by Bike is a travel agency lead by two musicians offering musical guided cycling tours along the places where Johann Sebastian Bach lived. The tours include the birthplace Eisenach and continue almost chronologically to end at the deathplace in Leipzig, and feature concerts by the Bach by Bike Ensemble. Since 2012, BbB has built up a network of local Bach-initiatives and -societies, opening up hidden Bach-places to tourists from all over the world. A sustainable tour concept was also developed, covering all distances by bicycle, thus experiencing the whole route (not only the "highlights"), staying at local hotels, supporting the local economy and culture and bringing live-music to local ventures. The project brings additional value to the towns it visits, because cyclists stay at local hotels (other than using tourist buses) and drive local tourism and culture. A constant flow of international visitors is brought to the Bach-sites thanks to this project.

Great Southern Nights 2020, Destination NSW (Australia)



Destination NSW is the lead Government agency for the tourism and major events sector in the Australian state of New South Wales. Its purpose is to deliver economic and social benefits for the people of Sydney and NSW by growing the visitor economy and securing major events. The inaugural Great Southern Nights was presented in November 2020 to reboot the live music and entertainment sectors and, in turn, the visitor economy following the crippling effects of the COVID-19 pandemic. Delivered by Destination NSW, with the Australian Recording Industry Association (ARIA), Great Southern Nights 2020 saw 2,500 Australian artists perform at 1,135 live music gigs in 313 venues in Sydney and across the state of New South Wales. A state-wide initiative, it heralded the state's reopening for business; it stimulated the visitor economy, targeting both intrastate and interstate visitors; and supported the live music and entertainment sector across NSW (including venues, musicians, crew and other support workers). The event unified all sectors of the music industry and provided a sense of optimism and positivity amongst artists, industry, fans and media. The Great Southern Nights program had a quantifiable impact on getting artists, venues and the broader live music industry back to work and ensured music fans could enjoy music safely in 2020 – as a result, the Great Southern Nights brand earned a great deal of credibility and trust within both the music community and general public.

Strawberry Field (UK)



Owned by the Salvation Army and made famous by the Beatles and John Lennon, Strawberry Field has a long-standing connection with young people in Liverpool. In 1936 it was opened as a children's home for girls, later accepting boys. From then on, for nearly 70 years, it gave some of Liverpool's most vulnerable children a refuge from turmoil and unhappiness – a safe, calm and spiritual home. The young John Lennon found solace playing in the grounds of the old house, describing the place as 'paradise' and later, writing 'Strawberry Fields Forever', inspired by the place he loved. Thanks to the connection with John Lennon and the Beatles, before opening, Strawberry Field saw over 60,000 tourists a year come to stand outside the gates alone. Upon opening in 2019, the new Strawberry Field centre proved popular, with over 40,000 Beatles fans visiting in the first few months. The target market is diverse; visitors include tourists and Beatles fans, travelling from far and wide to see the place that was so special to John, but also include neighbours and the local community, keen to support the project. Strawberry Field also works closely with Beatles partners across the city, Marketing Liverpool and Visit Britain, to encourage tourists to visit the plethora of remarkable music attractions across the city. New for 2022, Strawberry Field will see the addition of a brand-new Bandstand in the gardens, where they will host music events and performances.

MUSiK

MUSIC IN KIRKLEES

YEAR OF MUSIC 2023



musicinkirklees.co.uk

The Schedule

9.30PM–10.00PM UTC / AWARD #1

Best Use of Music in Towns and Cities in partnership with Visit Macon

Valerie Bradley (moderator), Vice President of Marketing & Communications, Visit Macon (USA)

Kath Wynne-Hague, Head of Culture & Tourism, Kirklees Council (UK)

Phil Plata (CATEGORY WINNER) , Founder & Director, Pueblos Blancos Music Festival (Spain)

Dr. Sophie Galaise, Managing Director, Melbourne Symphony Orchestra (Australia)

MEET THE NOMINEES:



MUSiK – Year of Music 2023, Kirklees Council (UK)

Kirklees Council is a Local Authority in the heart of the North of England. Made up of towns and villages it is part of the West Yorkshire Combined Authority & the Leeds City region, it sits within the new West Yorkshire Mayoral Authority & has a population of 440,000. The Council and its partners have placed culture at the forefront of its people centred regeneration, policies and development strategies, with music as the strategic priory for the district. MUSiK – Year of Music 2023 will be a ground up, community and music led programme, a catalyst for change, with strands on aspiration & skills, children, young people and families, music industry and tourism, and community. The work has already strengthened the support and investment in music, from support to venues during COVID, to NHS and Council initiatives to support long covid sufferers, to new festivals emerging and our long running festivals gaining confidence in the future.



Pueblos Blancos Music Festival (Spain)

CATEGORY WINNER

A multi-village event held in Andalusia, Spain, Pueblos Blancos Music Festival offers 4 days of free concerts & cultural exchanges, featuring bands & artists from all over the world playing on outdoor stages in mountain-top villages of Andalusia. All the villages hosting stages are in or abutting the Sierra de Grazalema Natural Park, a designated UNESCO Biosphere Reserve. The project fosters community & kinship among artists, visitors & local people and many international artistic collaborations were created during the festival.

The Schedule

Melbourne Symphony Orchestra

Sidney Myer Free Concerts, Melbourne Symphony Orchestra (Australia)

With a reputation for excellence and innovation, the internationally acclaimed Melbourne Symphony Orchestra inspires and engages audiences around the world. As Australia's oldest professional orchestra, MSO is a cornerstone of Australia's rich cultural heritage. It was late 1929 and early 1930 when MSO held its first free outdoor public performances. Intended to bring beautiful music to the people of Melbourne, journalists at the time estimated that more than 100,000 people had been in attendance; they were a phenomenal success. In 1959, Melbourne's premiere outdoor music venue, the Sidney Myer Music Bowl, officially opened and became the new home of MSO's Sidney Myer Free Concerts. In 2021 MSO celebrated 92 years of these free concerts and 62 years in the Sidney Myer Music Bowl. These free concerts have entertained millions of people since their inception. They have been a meeting place for family and friends, an introduction to a life-long love of classical music, an opportunity to be entertained by world-class performers, and to be moved by beautiful music. Today, they are the soundtrack to Melbourne's summer, attracting on average around 30,000 people annually (pre-COVID). Despite COVID disruptions, the outdoor venue enabled audiences to attend when restrictions on indoor venues applied, thus enabling MSO to uphold this free tradition.

10.00PM–10.30PM UTC / AWARD #6

Best Night Time Economy Initiative in partnership with Tulsa Office for Film, Music, Arts & Culture

Brea Mullen (moderator), Program Manager, Tulsa Office for Film, Music, Arts & Culture (USA)

Carly Heath (CATEGORY WINNER), Night-Time Economy Advisor, Bristol City Council (UK)

Nicholas White, YCK Laneways Association Inc (Australia)

Martina Brunner, Organization Developer, Vienna Club Commission (Austria)

MEET THE NOMINEES:



Bristol Rules Safety Campaign by Bristol Nights, Bristol City Council (UK)

Bristol @ Night is an independent advisory group set up in 2018 to tackle the challenges facing the sector, to make sure that issues affecting the night time economy are considered in council decision making. The panel is made up of representatives from some of Bristol's largest venues and operators. Launched in September 2021, The Bristol Rules campaign is the first awareness project by the organisation and is a collaboration between Bristol City Council, education institutions and venues across the city. The campaign offers advice and support to those enjoying nights and focuses on five safety themes: drugs and alcohol harm reduction, women's safety, looking out for your friends, river safety and tackling harassment. It also aims to improve confidence in the night-time economy after 18 months of Covid restrictions. This is the first time venues, festivals, Bristol City Council and safeguarding charities have worked together on one campaign to target the priorities in helping people feel safe on the city's streets after dark. The initiative launched on 16 September 2021 and the early response from patrons and stakeholders alike has been phenomenal, with venues welcoming the project with open arms.



Foundation of the YCK Laneways Precinct, YCK Laneways Association (Australia)

YCK Laneways Association is a non-profit business association encouraging business development and growth and organising cultural activations to attract local and new

The Schedule

customers to the precinct surrounding York, Clarence, and Kent (YCK) Streets in Sydney's CBD. Over the past 10 years, a thriving small bar precinct has developed in the area, yet, until recently, this precinct lacked a formal identity. In the wake of the 2020 COVID-19 outbreak, 15 small bar owners banded together to put the precinct on the map – and to help drive footfall back into the CBD when it was needed most. With support from local and state government grants, the collective launched the precinct with two multi-week festivals known as YCK Laneways Blockparty (6 weeks), and Night Over Light (2 weeks). At the core of these festivals was a vibrant programme of intimate live music performances, taking place nightly within participating venues. Both also featured major outdoor live music events as programme highlights. In delivering these festivals, the collective of small bar owners has worked cooperatively to launch a brand and identity for the precinct, and in doing so brought together more than 20000 attendees, created more than 200 paid performance opportunities for the arts sector and 536 extra shifts for hospitality workers.

Pilot Project Vienna Club Commission, MICA – Music Austria (Austria)

The Vienna Club Commission established club culture at the forefront of Austrian culture discourse, while the pandemic sent the public into lockdown. Funded by the cultural department of the city of Vienna, the organisation started its work on 1st January 2020 with the aim to survey the problems and needs of Vienna's culturally driven night time economy, to evaluate nightlife in the 23 districts of Vienna, to analyse the local service points for clubs and event organizers as well as international service points. Due to the crisis of Covid-19 the funding of the pilot project was extended and in September 2021 the Vienna Club Commission was financed as a permanent service agency. Thanks to the Commission, clubs and event organizers now receive professional services such as counsel and advice, workshops, know-how, evidence-based exchange of all shareholders in club culture.

10.30PM–11.00PM UTC / AWARD #2

Best Initiative to Support Diversity & Inclusion in Music

Ammo Talwar (moderator), CEO, Punch Records (UK)

Vicki Gordon, Founding Executive Producer, Australian Women in Music Awards & Conference Program (Australia)

Peter Mandel, Co-Founder, Handiclapped (Germany)

Dwyn Griesel (CATEGORY WINNER), CEO, Kronendal Music Academy (South Africa)

MEET THE NOMINEES:



Australian Women in Music Awards & Conference, Cicada International (Australia)

The Cicada Board of Directors comprises industry professionals with expertise in the Arts, stakeholder engagement, government programs, communications, finance, not for profit governance and policy development. In 2018, Australian Women in Music Awards (AWMA), a Cicada International initiative, recognised the achievements of women and established support for diverse female creatives and practitioners. In just two years, AWMA has delivered programs which have driven systemic change to make visible female First Nations and multicultural artists, women working in remote and regional communities, female producers, engineers and technicians, emerging artists, elders, leaders and music practitioners across all genres of music. AWMA have utilized partnerships to integrate community engagement and to create an environment of creative, cultural and economic wellbeing for women in the music industry.



Inclusive Live Music Events, Handiclapped Barrierefrei e.V. (Germany)

"Inclusion rocks! Music for All." Berlin based charity Handiclapped organizes and promotes barrier-free live music events along this motto. Artists with and without handicap share the stage and make music together for an audience just as inclusive and diverse. The Berlin based charity has 38 members, over 50% of which have a formal disability, and its main goal is to make barrier-free live music happen as often and for as many people as possible, creating occasions to experience music as a common language and bring people with different backgrounds together. In

The Schedule

2020 and 2021 alone, Handiclapped have organised a total of over 20 live concerts, a professional congress, two inclusive online parties, a hackathon for tools to make live events barrier free, a Blog that introduces over 50 inclusive bands and much more.



Kronendal Music Academy (South Africa)

CATEGORY WINNER

Kronendal Music Academy provides stable, safe and nurturing afternoons where the magic of music tuition develops children's self-confidence and enhanced cognitive, emotional and social skills, whilst advancing and preserving South African musical culture. Based in Hout Bay (Cape Town, South Africa), the Metamorphosis Through Music project serves impoverished youth (aged 7-20) from Hangberg fishing village and the Imizamo Yethu informal settlement. Kronendal Music Academy offers a stimulating and safe after-school environment where friendship, laughter and encouragement thrive. Children are welcomed every day of the week and given safe transport, a nourishing meal, school homework assistance and psycho-social support. In conjunction with the recently launched music therapy programme, this music course helps to decrease stress and contributes to helping children grow into confident, thriving and employable citizens of the world.

11.00PM–11.30PM UTC

Break









With a music ecosystem generating an annual economic impact of $335 million, it's no doubt that Tulsa is a top music city!

Discover incredible local talent of all genres at one of our many music venues every night of the week. Home to the BOK Center, Cain's Ballroom, Leon Russell's The Church Studio, the Woody Guthrie Center, and the upcoming Bob Dylan Center opening March 2022, Tulsa's unique music scene has something for everyone.

Explore more and plan your trip today at VisitTulsa.com.

Scan this QR code to plan your upcoming trip to Tulsa. Find things to do, lodging, events, and more!

TULSA VISITTULSA.COM

Follow @VISITTULSA

The Schedule

11.30PM–12.00AM UTC / AWARD #8

Best Global Music Office

Kate Durio (moderator),
CEO of North America, Sound Diplomacy (USA)

Mark Roach (CATEGORY WINNER),
Director, Auckland UNESCO City of Music (New Zealand)

Simone Schinkel,
CEO, Music Victoria (Australia)

Abby Kurin,
Executive Director, Tulsa Office for Film, Music, Arts & Culture and Vice President of Film, Arts & Culture at Tulsa Regional Tourism (USA)

MEET THE NOMINEES:



Auckland UNESCO City of Music | Tāmaki Makaurau UNESCO Pā Puoro (New Zealand)

CATEGORY WINNER

In late 2017, Auckland was designated a UNESCO City of Music within the UNESCO Creative Cities Network, supported by the Prime Minister, the Mayor, the city's Governing Body and the vast array of music stakeholders. The designation acknowledged the long, rich musical history of the region and the cities commitment to further strengthening all aspects of music culturally, institutionally and from an industry standpoint. The Auckland Music Strategy was launched in November 2018 with the aim to strengthen and improve Auckland's identity as a music-friendly city far into the future, as wells as provide a framework for projects that will help Auckland flourish as an internationally renowned creative city with music at its heart.



Music Victoria (Australia)

Music Victoria is an independent, not-for-profit organisation and the state peak body for contemporary music representing musicians, venues, music businesses and professionals, and music lovers across the contemporary Victorian music community. Several projects have been led in 2020 and 2021 by Music Victoria, such as The Victoria Together Commission Program – thanks to which select nominees of the Music Victoria Awards 2020 were given the opportunity to perform in professionally filmed live concerts, the Regional Music Development program – which supported the employment of three Regional Music Workers in three regions across the state, and the No QR No Entry Campaign – enabling fast contact tracing in venues, a strategy which was later adopted by the State Government across the wider community.



Tulsa Office of Film, Music, Arts, and Culture (USA)

The Tulsa Office of Film, Music, Arts, and Culture (Tulsa FMAC) is the music office and accredited film commission of the city of Tulsa. The mission of Tulsa FMAC is to develop and connect resources to further grow and enhance northeast Oklahoma's creative industries, including film, music and the arts, all while promoting Tulsa as a creative hub and cultural destination. Tulsa FMAC launched the music recovery program Play Tulsa Music in 2020 with funding from Tulsa County CARES. With the goal of reinvigorating Tulsa's music industry to provide more job opportunities for Tulsa-based musicians and tech positions, the Play Tulsa Music recovery program allocated $190k to 24 Tulsa venues helping to create 700+ live performances. In 2021, Play Tulsa Music launched for its second year. With the assistance of private funds totaling $100k, the goal remains the same: to provide an economic boost to Tulsa's music industry and support venues in hiring local talent.

The Schedule

12.00AM–12.30AM UTC / AWARD #5

Best Use of Music to Support Sustainability

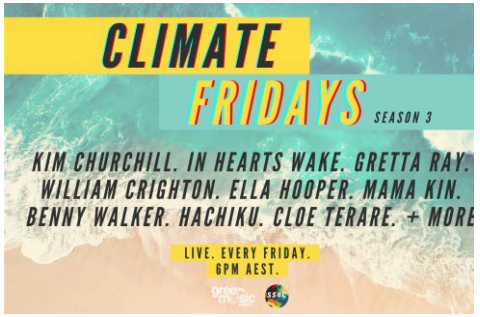
Lorena Sander (moderator),
Legal Innovation Advisor, UNDP (USA)

Berish Bilander (CATEGORY WINNER),
CEO,
Green Music Australia (Australia)

Ruth Weber,
Music Professor, Ruth and Emilia (USA)

Dora Gyorfi, Sinden, Wayang Sampah – Wangsa (Hungary/Indonesia)

MEET THE NOMINEES:



Climate Fridays, Green Music Australia (Australia)

CATEGORY WINNER

Set up by musicians, for musicians, Green Music Australia helps harness the power of the music industry to lead the way to a greener, safer world. A not-for-profit charity, Green Music Australia organises, facilitates and inspires the music scene to make changes to improve its environmental performance, from energy use to packaging and waste to transport. The project Climate Fridays was created in partnership with School Strike 4 Climate (SS4C) during Australia's COVID-19 lockdown to galvanise public opinion against the gas industry, strengthening the growing solidarity between the music scene and the climate movement. Over three seasons, weekly livestream events were broadcast featuring performances from musicians, plus panel discussions with First Nations guests and young climate activists. The livestreams reached over 23,000 viewers on Facebook and associated posts reached 33,600+ people across social media, with livestreams supplemented by recap videos of each show, shared widely by musicians and industry.



Kokowanda Bay, Ruth and Emilia (USA)

Ruth and Emilia are a multi award-winning children's duo with a mission of taking care of the environment. The duo's most recent album, "Kokowanda Bay," received a Parent's Choice Award, a Mom's Choice award, a NAPPA award, a Creative Child Magazine, CD of the Year award, The John Lennon Songwriting Competition (children's) and many more accolades. Ruth and Emilia are both music educators and they perform their musical show based on this album in schools, children's museums, symphonies, children's concert series, and other events which promote saving the environment. During the pandemic the duo had a weekly online Sunday Funday which featured songs about sustainability and crafts made out of recycled articles readily available around the house.



Trash Gamelan, Wayang Sampah (Wangsa) (Indonesia)

Wayang Sampah (Wangsa) is an oganisation that cares about the environment and culture. Community Wangsa was born in June 2018 in Surakarta, Central Java, Indonesia and started with a campaign to care for the environment featuring puppet performances made from plastic waste. In its development the organisation also introduced The Trash Gamelan Project, an environmentally sound cultural arts development project using traditional Javanese art facilities and a set of gamelan musical instruments made from waste. With the goal to invite people to love culture and care about the environment, this project indirectly provided education to the community on how to use waste to create works of art and develop creativity, receiving positive responses from the community and attracting people's interest to learn traditional music.

MUSIC CITIES COMMUNITY



We are a community of people in every profession and sector using music to create more value in towns and cities all over the world. We're committed to learning, sharing and networking to ensure that **every town and city is advocating for music.**

Attend live events & watch past in-person and online events videos

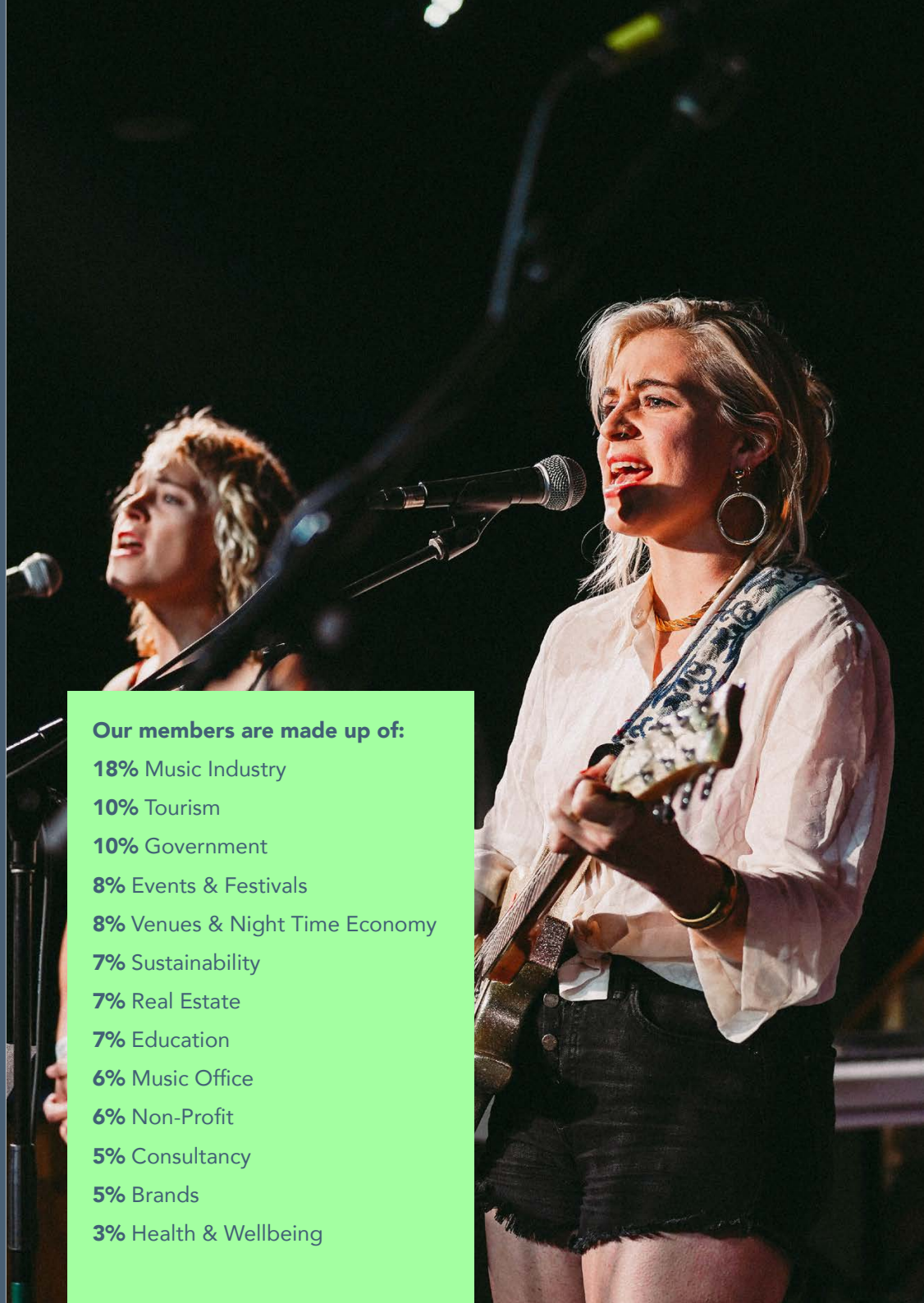
Join groups of interest, including the Global Job Board.

Connect & network with our other global members

Learn from & keep up with the latest global music cities news, reports & data

Access to free tickets or discounts for our global events

Free and paid plans available. Find out more and connect with 1200+ music city advocates today: **musiccitiescommunity.com**



Our members are made up of:

18% Music Industry
10% Tourism
10% Government
8% Events & Festivals
8% Venues & Night Time Economy
7% Sustainability
7% Real Estate
7% Education
6% Music Office
6% Non-Profit
5% Consultancy
5% Brands
3% Health & Wellbeing

Partners

MUSIC CITIES AWARDS HOSTS

SOUND DIPLOMACY

MUSIC CITIES EVENTS

VISIT Bentonville
A NEW AMERICAN TOWN

SUPPORTING PARTNERS

MACON
where soul lives

MUSIK
MUSIC IN KIRKLEES
YEAR OF MUSIC 2023

TULSA OFFICE OF FILM, MUSIC, ARTS & CULTURE

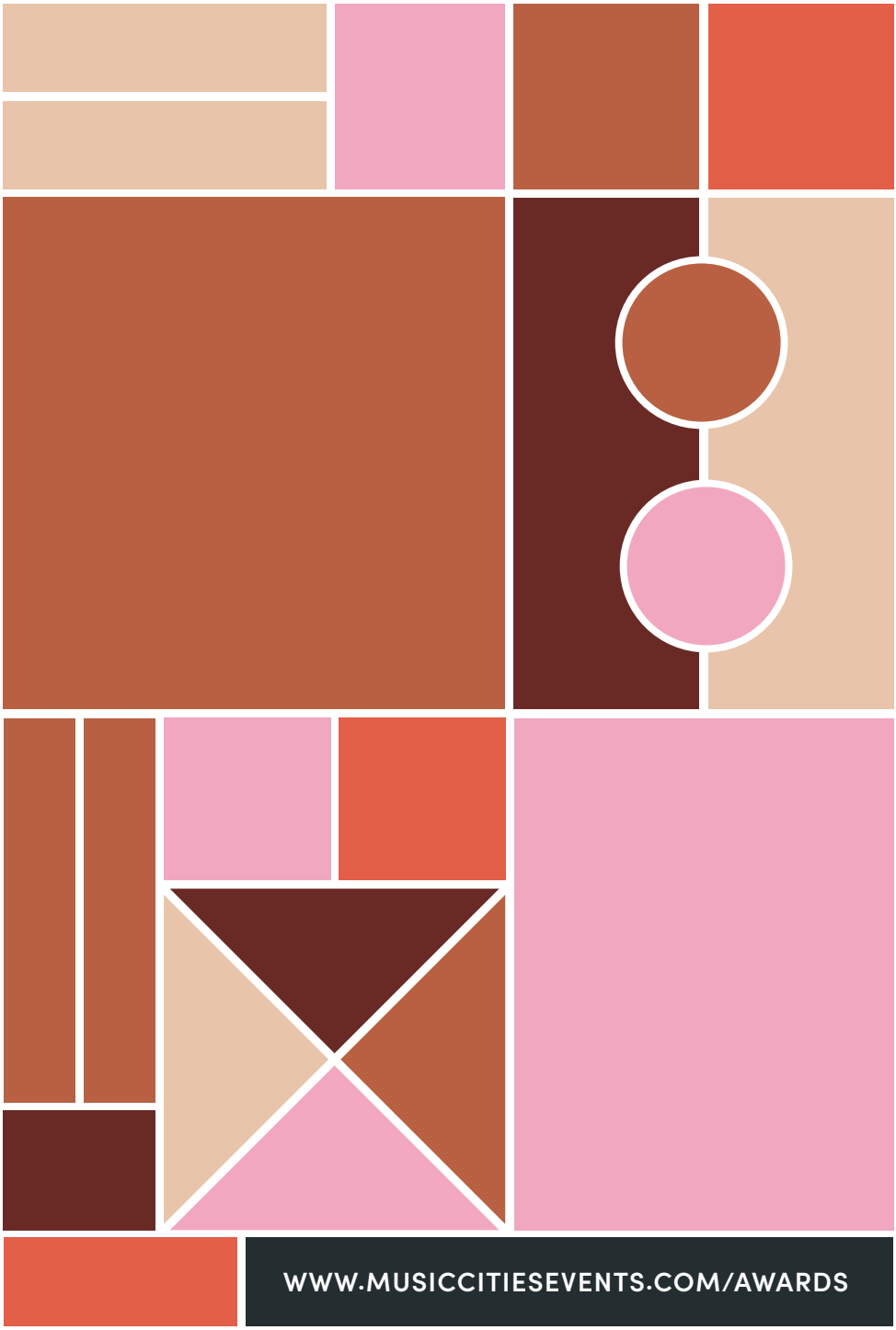
MUSIC CITIES EVENTS

CREATING VIBRANT AND SUSTAINABLE GLOBAL CITIES



Interested in sponsoring, partnering or hosting one of our events, the Music Cities Awards or the Music Cities Community?

Get in touch with Cami at **camila@sounddiplomacy.com**


WWW.MUSICCITIESEVENTS.COM/AWARDS