

## BEHIND THE PEOPLE BEHIND LIVE MUSIC

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### LEADERSHIP



**Erin Benjamin, President & CEO**

Leader of the CLMA since its creation in 2014, Erin Benjamin has worked in the Canadian music industry for over 25 years-first as a touring and recording artist and then as executive director of both Folk Music Ontario (2001) and the Canadian Arts Presenting Association (2008).

**YOUR VOICE,  
YOUR ASSOCIATION**

**CLMA MEMBER BENEFITS DIRECTORY**

**2024**

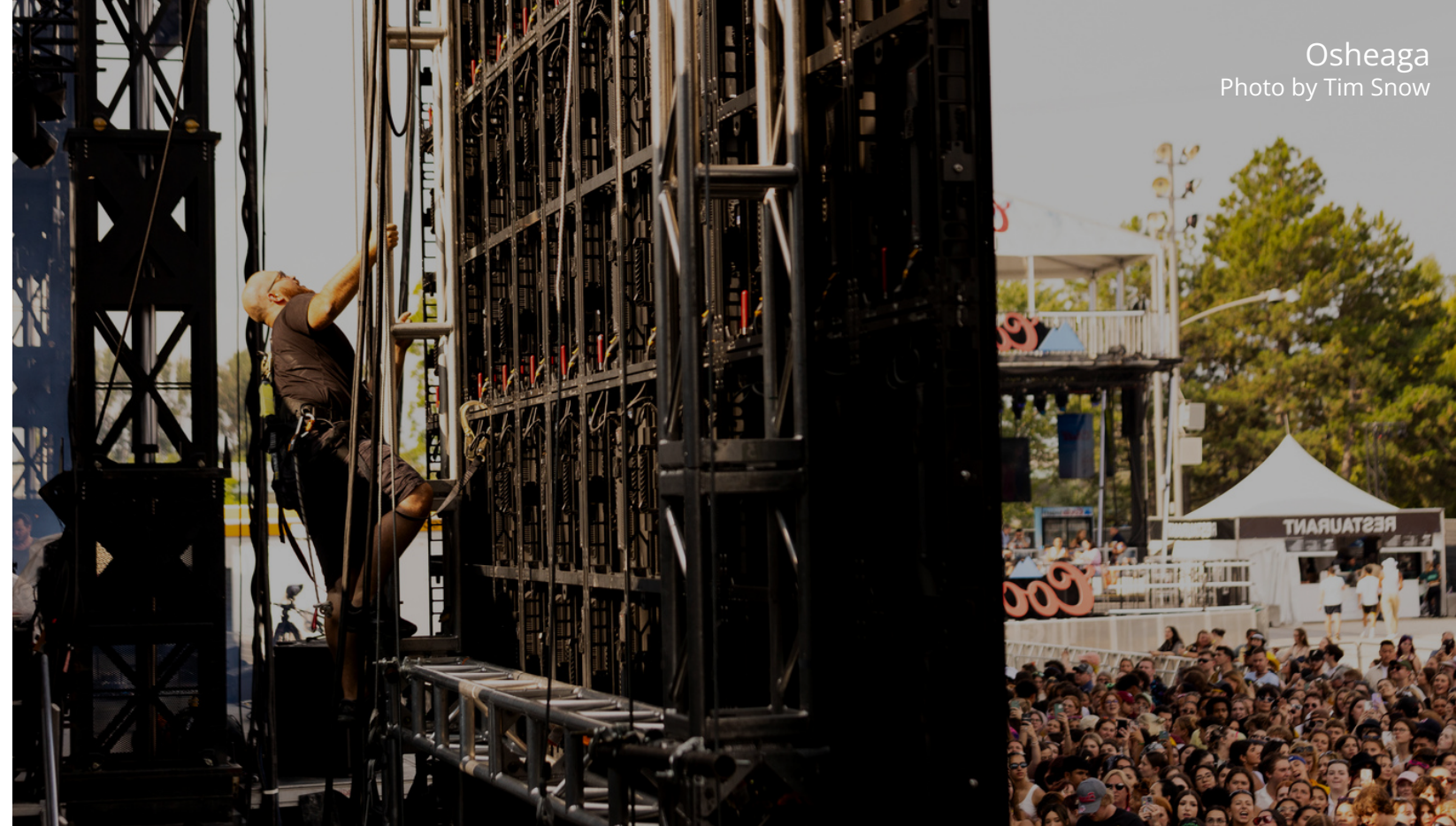


# About the Canadian Live Music Association

The Canadian Live Music Association (CLMA) is the voice of Canada's live music industry, advancing and promoting its many economic, social, and cultural benefits.

The CLMA, formerly known as Music Canada Live, was founded in 2014 as a champion for the collective mission of the live music industry, from suppliers to promoters; for-profit and not-for-profit. It serves as an expert resource for its members, including venues, promoters, festivals, presenters, talent agents, industry associations, and suppliers.

Advocacy efforts focus on policy advancement, funding, public awareness, research, and activities that unite, highlight and galvanize the work of the live music sector - because a united voice is a strong voice.



## What we do

Our work is focussed on the following pillars:

### ADVOCACY & AWARENESS

Entrenching the value of live music by impacting policy, funding, and growth opportunities for the live music sector.

### SECTOR DEVELOPMENT

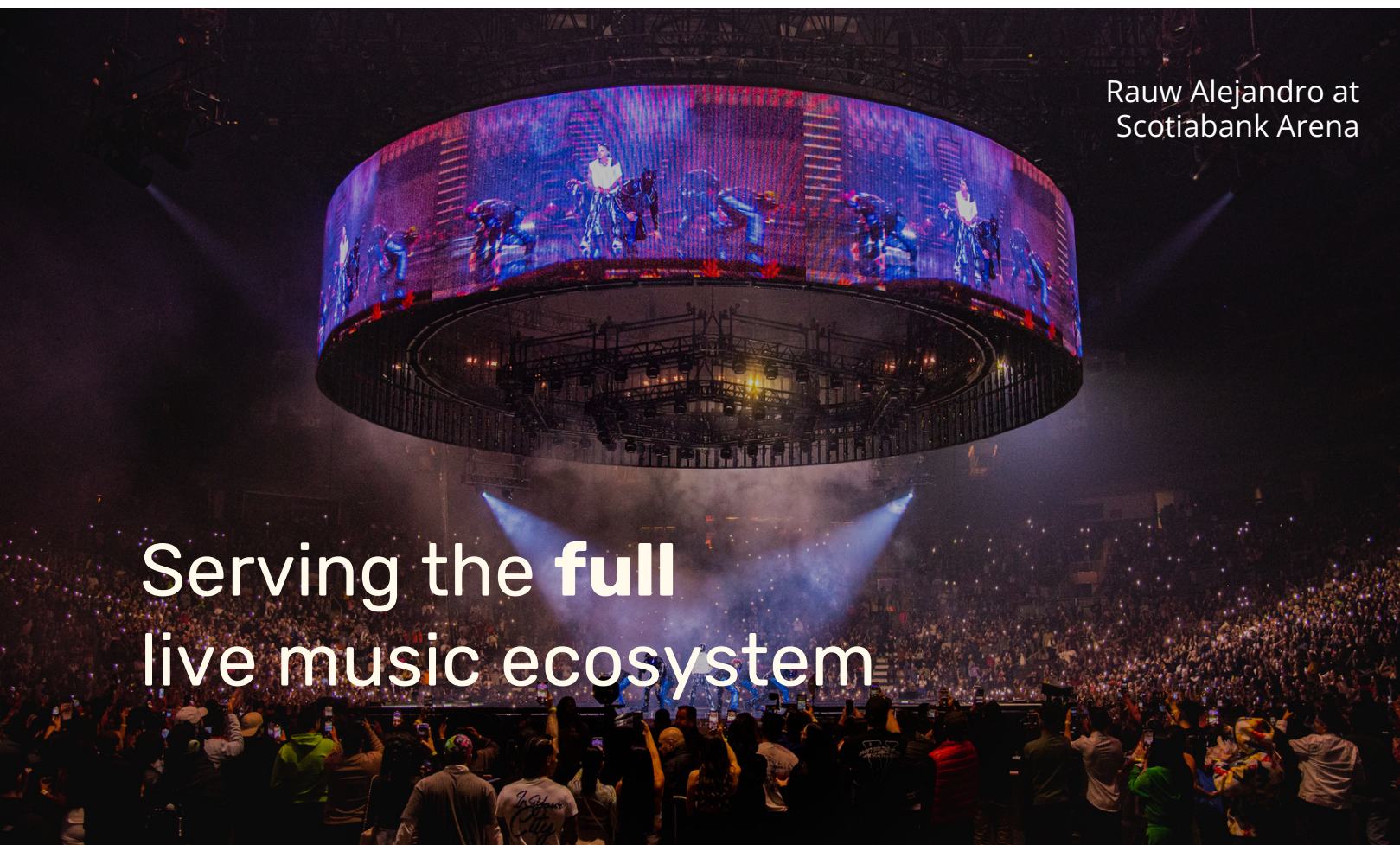
Deliver professional development training and build partnerships with industry, complementary brands, and other organisations.

### NETWORKING

Creating opportunities, digital and in-person, to connect members: with each other and with professional resources.

### RESEARCH

Identifying need and quantifying industry specific data; applying findings to support the evolution and development of a healthy, sustainable industry.



Rauw Alejandro at Scotiabank Arena

# Serving the full live music ecosystem



Pierre Kwenders at Calgary Folk Music Festival  
Photo by Jarrett Edmund



## All about advocacy

The CLMA amplifies the concerns of and opportunities within the live music industry to key policy- and decisionmakers to enable, nurture, and enhance live music activity in Canada.

### **Impactful advocacy has direct benefit on your bottom line.**

The CLMA builds relationships and tells the story of live music, leading to impactful change like over \$450 million dollars in federal funding, including the first-ever inclusion of live music and venues in the Federal Budget, as well as policy work that enables you to do business.

## RESEARCH

Harnessing [research and data](#) to impact policy and inform business strategies:

- Reflections on Challenges in the Live Music Industry (2023)
- Live Music Public Perceptions (2022)
- Closing the Gap: Impact and Representation of IBPOC Live Music Workers in Canada (2021)
- Re:Venues: measuring the economic and cultural impact of Toronto's live music venues (2020)

In development: Canada's **first-ever** Economic Impact Assessment of the live music industry.



## Impactful networking

CLMA members have first-chance, exclusive, and/or discounted access to meaningful, strategic networking events in and out of the live music industry. Ongoing programming includes:

The Next Stage (pictured below), a networking event series sparking development opportunities between corporate executives and live music leaders;

Canadian Live Music Industry Awards (pictured right), bringing together live music community to recognize excellence;

And more.

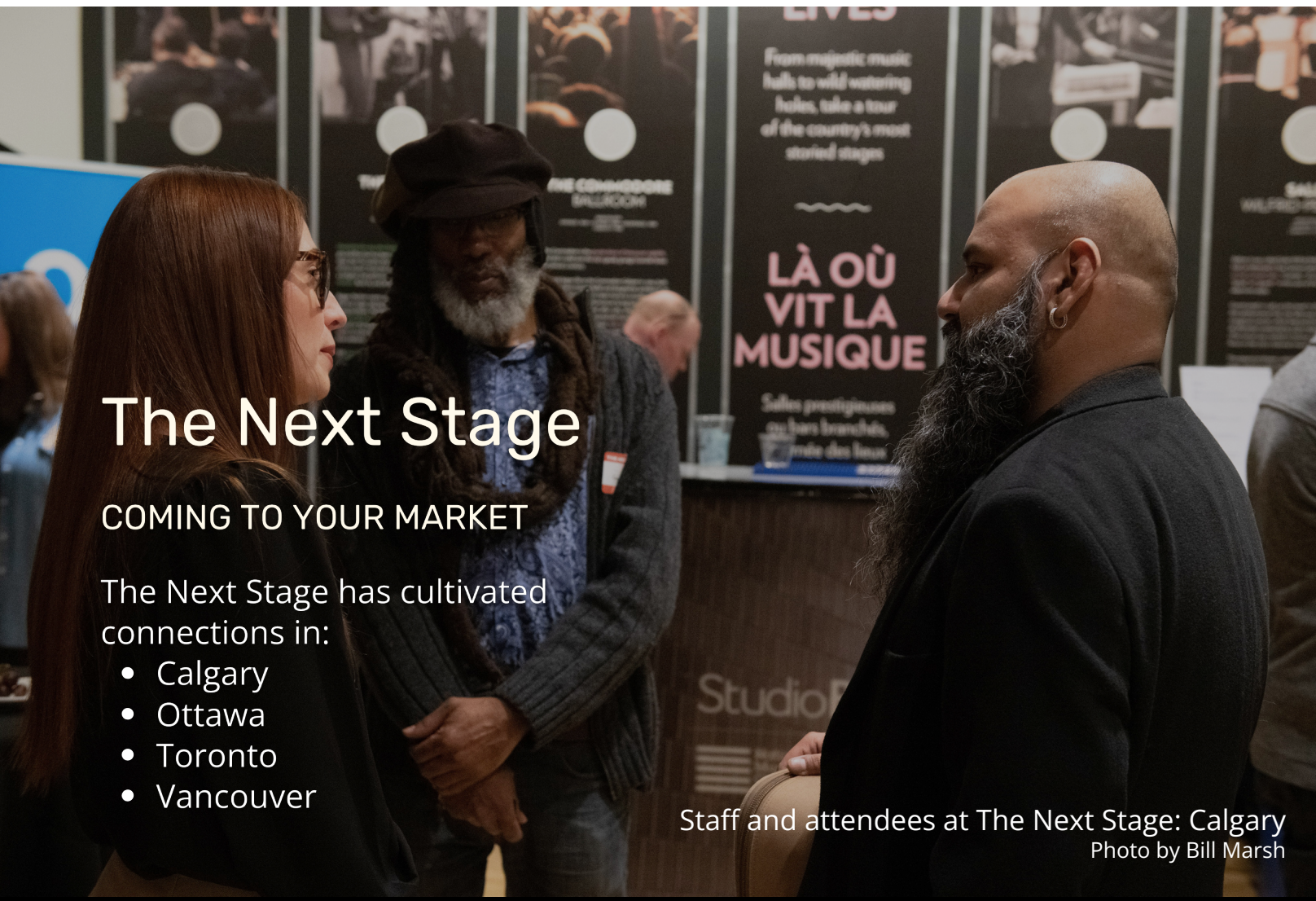


## Canadian Live Music Industry Awards

IN PARTNERSHIP WITH CMW

An annual celebration of the people behind live music.

Digging Roots at Canadian Live Music Industry Awards  
Photo by Daniel Dorta



## The Next Stage

COMING TO YOUR MARKET

The Next Stage has cultivated connections in:

- Calgary
- Ottawa
- Toronto
- Vancouver

Staff and attendees at The Next Stage: Calgary  
Photo by Bill Marsh



## PROFESSIONAL DEVELOPMENT

Live U, the CLMA's professional development programming, delivers training sessions and courses on issues impacting live music businesses.

As a CLMA member, access Live U sessions for free and courses at a significantly discounted special rate.

Recent Live U session topics have included:

- Cancellation insurance
- Labour shortages for festivals & large presenters
- Basics of protective spaces
- Bystander intervention
- Mental health & touring

Recent training & course topics have included:

- Indigenous cultural competency training
- Foundations of equity



## Hear it from your peers

"The dedication and tenacity the team at CLMA have demonstrated in lobbying the federal government for much-needed funding could only come from an organization that both cares deeply for and understands the community that it serves. As well, the CLMA's continued work supporting professional and infrastructure development for independent music in Canada is crucial in growing the sector for today, tomorrow and years from now."

- **NATE SABINE**, DIRECTOR OF BUSINESS DEVELOPMENT, THIS IS BLUEPRINT, BC

"After our 2022 music festival, we received a policing bill far larger than we had anticipated. We began advocacy on social media, highlighting for our community the barriers grassroots, community event organizers like 5X experience. The CLMA provided a letter of support on our behalf to the municipality. It effectively helped our cause, and the year after we saw significantly reduced prices for policing at our event."

- **HARPO MANDER**, EXECUTIVE DIRECTOR, 5X FEST, BC

"Whether it be advocating for policy, protection or funding, CLMA has become an essential part of building the live music sector in Canada."

- **LISA ZBITNEW**, OWNER/OPERATOR, PHOENIX CONCERT THEATRE & BRONSON CENTRE MUSIC THEATRE

"Here in Atlantic Canada, we have deeply appreciated all the ways that the team at CLMA has kept us connected, inspired, and unified from Coast to Coast to Coast."

- **JANET LARKMAN**, PRESIDENT, ATLANTIC PRESENTERS ASSOCIATION

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