



PHOTO COURTESY: ANNA ENCHEVA

STRIKING A NEW A-CHORD: RECOMMENDATIONS FOR THE GROWTH AND DEVELOPMENT OF CANADA'S EAST COAST MUSIC INDUSTRY

Striking A New A-Chord, a report spearheaded by the East Coast Music Association (ECMA), Music Canada, and Music Canada Live, was released during the 2017 East Coast Music Awards represents a landmark partnership between all five music industry associations – Musique/Music NB, Music Nova Scotia, Music NL, Music PEI, and the Cape Breton Music Industry Cooperative – who have committed to working with the ECMA, Music Canada, and Music Canada Live to establish this regional strategy.

It emphasizes that concentrated investment in the music industry is beneficial not only for those who work in the sector, but ultimately for the region as a whole. It calls for the development of an Atlantic Canadian Music Fund that would seek to provide resources to complement existing programs, attract investment, and develop and incentivize musicians and music related businesses to reinvest in Atlantic Canada.

THE 2ND ANNUAL CANADIAN LIVE MUSIC INDUSTRY AWARDS

Music Canada Live partnered with Canadian Music Week (CMW) and continued to celebrate the live music industry with the 2nd annual Live Music Industry Awards.

The inaugural Canadian Live Music Awards were presented at CMW, with 29 award categories, in 2015. The awards boasted a total of 133 nominees from across the country including an impressive selection of live music greats - for and non-profit, big and small, rural and urban. On April 19th, during CMW, the sold-out awards – hosted by Paul Schaeffer, were held to acknowledge live music's contribution to the music industry, as well as cultural landscape of Canada. Many members attended and received awards.

DEVELOPING ONTARIO'S LIVE MUSIC STRATEGY

Music Canada Live continues to lead, with the Province of Ontario, the development of a Live Music Strategy. The goal of the strategy is to capitalize on the energy and potential of Ontario's live music sector by establishing a roadmap of actions for industry to take with the support of government, to grow Ontario's live music sector. The Strategy will set out a vision for the next wave of growth in the sector, by laying out a vision, identifying priorities, reflecting all key parts of this complex ecosystem, recommending actions, and fostering collaboration. The end result, to be released in March 2018, will be a plan for growth that includes clear, measurable targets.



PHOTO COURTESY: BOBAN MARCOVICH

WE ARE BEHIND THE PEOPLE BEHIND LIVE MUSIC



The voice of live music in Canada



ANNUAL REPORT
2016 - 2017

PHOTO COURTESY: ASHLEY ORZEL

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BEHIND THE PEOPLE BEHIND LIVE MUSIC: MUSIC CANADA LIVE

The second full year of the association was extraordinary in many ways. Services and activities increased, membership grew, knowledge and awareness of the existence and efforts of the organization spread. This report seeks to capture the highlights of the 2016-17 fiscal year.



WU-TANG CLAN, METHOD AT RBC BLUESFEST, OTTAWA PHOTO BY STEVE GERECHE

PASSIONATE PEOPLE: WE ARE OUR MEMBERS

Memberships in 2016-17 have increased by close to 50%, with a total of 145 members from across Canada. Members range in size, type and activity.

Our members aren't just the lifeblood of this organization, they are the heartbeat of the country. From concert promoters to clubs in cities and towns across from coast to coast to coast. We are companies that fuel our economy, we are agents who represent the artists who inspire us, we are festivals that put Canada on the international map as a global destination for live music. Together we contribute the social, cultural and economic backdrop of Canada.

50% INCREASED MEMBERSHIPS IN 2016-2017

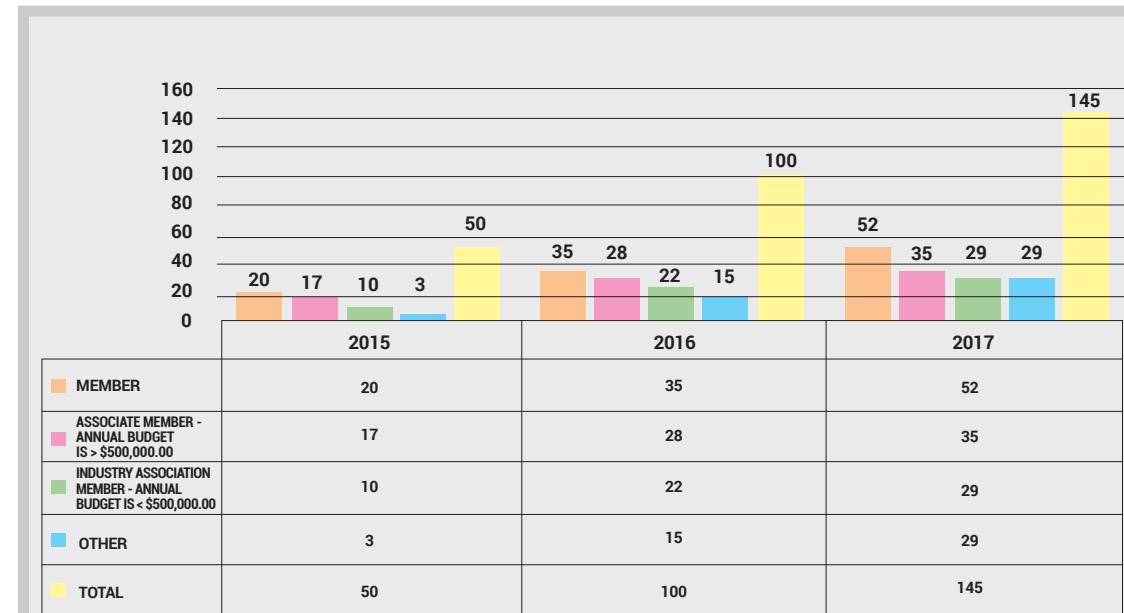
145 MEMBERS ACROSS CANADA

INVESTING IN AN IMPORTANT IDEA: FINANCIAL ACCOUNTABILITY

Music Canada Live is now a known entity. People think of it when they think about "live music in Canada". Media, industry and other stakeholders are aware of our efforts and identify us as "the voice of live music in Canada". This is a significant achievement. Last year saw a marked improvement in the association's overall financial health from the previous year. However, the challenge remains that the only two sources of revenue available at this time are government grants and membership dues. The membership fees were structured to be highly accessible to the majority of live music stakeholders, and while targets are realistic and progress is steady, revenue diversification is required for sustainable growth.

Music Canada Live stands behind the people behind live music. The sector benefits from a strong, united voice. Board and staff continue to work vigorously to identify, build and maintain sustainable sources of revenue, as well as invest in key partnerships and collaborations. No other association is advocating for the needs of Canada's live music industry – this is Music Canada Live's value proposition, and our commitment to the growth and sustainability of the sector is steadfast.

MEMBERSHIP GROWTH



REGIONAL ADVISORY COUNCIL PROGRAM

Launched in October 2015, the Regional Advisory Council (RAC) program is a mechanism by which live stakeholders are connected to their national association on issues impacting the sector. The program was quickly identified as a significant benefit for members and continued to be a key engagement tool for the association throughout the 2016-17 year. Active RAC's include Toronto, BC, Halifax and Ottawa.

NETWORKING 202

Music Canada Live worked to develop, produce and then deliver a series of Music Industry 202 events gearing networking and professional development support for member organizations with "mid-tier" employees. The program was aimed towards those who have already gained live music industry experience, are currently working in the live music industry and are looking to advance their careers in live and hone their skills. Music Canada Live will continue to build and deliver a series of Networking 202 events.

KEY ADVOCACY WORK

On behalf of its members, Music Canada Live has engaged in key issues impacting the sector:

- Secondary Ticketing Legislation
- The development of the BC music fund
- Challenges facing small venues
- Noise bylaw and zoning reviews
- Strategic music cities work
- Research and development initiatives that help to tell the story of live music. Music Canada Live was quoted in the media on a variety of live music-related matters more than 20 times.



PHOTO COURTESY: LISA SAKULENSKY

GOING FORWARD

In the 2017-2018 year, Music Canada Live will:

- Continue to develop and administer programs and activities deemed priorities by its member base such as:
 - Best/smart practices
 - Networking
 - Professional Development
 - Advocacy
- Elevate the association's and live music's profile via a comprehensive publicity effort, underlining and underscoring Music Canada Live as the voice of the live music sector
- Continue to activate and convene Regional Advisory Councils across Canada
- Ensure more and enhanced activity in all provinces and regions
- Diversify and implement Music Canada Live branded networking and business development activities and events

ADVOCACY GOALS

In addition to specific provincial targets, in 2017-2018, Music Canada Live will continue to champion the following:

- A federal investment strategy that supports and includes the live music industry
- A federal live music strategy connected to emerging provincial strategies
- A national live music economic impact study to benchmark growth
- An economic impact study of live music in the province of British Columbia
- Continuing efforts to ensure the BC Music Fund is renewed for future years
- Enhanced effort promoting and protecting Canada's concert venues
- Continuing efforts to develop an Atlantic Canadian Music Fund
- Ensure the Ontario Music Fund continues to reflect the needs of Ontario's live music industry
- Consultation and input regarding ticketing legislation across Canada
- Other research and development as necessary to ensure the growth and sustainability of Canada's live music industry

2016-2017 BOARD

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Jack Ross, Jean Wilkinson, The Agency Group

Harvey Cohen, Union Events

WITH OUR THANKS

Sincere thanks to the partners, supporters, funders and especially our members, for standing together and building a strong, united voice for Canada's live music industry. Special thanks to Music Canada, our colleagues at the Ontario Music Fund and the Ministry of Tourism, Culture and Sport, Creative BC and our founding Board of Directors without whom we would not be here today.

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