



Your Opinion is Music to Our Ears

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For Immediate Release

VICTORIA, BC – Music is for people. That’s why a public survey has been released to assess the economic and social impacts of Victoria’s music scene. The results will help inform the City’s first music strategy.

“Building Victoria’s Music Strategy will help enhance our vibrant community,” said Victoria City Councillor Jeremy Loveday, “We want to make the music scene accessible to all and support the musicians and audiences that call Victoria home.”

The City of Victoria’s Music Advisory Committee is collaborating with Sound Diplomacy and the Music BC Industry Association to build the strategy. Sound Diplomacy is a consulting firm comprised of researchers, data analysts, economists and strategic consultants, with extensive expertise in the music industry, music economics, cultural planning and placemaking.

Sound Diplomacy will launch a public survey on March 4, 2020, which will remain open until April 13, 2020. Take the survey here: <https://bit.ly/victoria-music-survey>

The survey gathers ideas for input on a wide range of topics including Spaces & Places, Governance, Sustainable Music Industry, Audience and Artist Development. It also assesses Victoria’s diverse music communities across genre, ethnicity and sector, to recognize their impact and value across the city.

“I want to thank all Victoria musicians, music businesses and fans for giving up their time to fill out this survey,” said Dr. Shain Shapiro, Founder & President, Sound Diplomacy. “This data helps create better, more music-friendly policies, supports regulatory change and ensures the needs of musicians and the music ecosystem is recognized across the city and its policies.”

The online survey is aimed at all musicians, music industry professionals and music lovers to make their voice heard and be part of the development of Victoria’s first music strategy.

“Victoria has a strong and active music community,” said Kathryn Calder, Chair of the Victoria Music Advisory Committee, “I’m excited to be helping with Victoria’s Music Strategy to see how we can best support and protect our local scene so that musicians living and working in Victoria can thrive.”

The Victoria Music Strategy was a part of the Create Victoria Arts and Culture Master Plan adopted by City Council in December 2017. Create Victoria aligns ideas, people, and resources around a shared vision to realize the city’s creative potential and guide investment over five years. For more information on Create Victoria, visit: victoria.ca/create.

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