

Tuesday, August 30, 2022 | For Immediate Release

Registration Opens for the City of Victoria's First Music Symposium

VICTORIA, BC – The City of Victoria, in partnership with Rifflandia Festival, Music BC and Creative BC, are excited to present the City of Victoria Music Symposium.

The three-day event, from September 16-18, will feature free professional development workshops and presentations for local musicians and music industry professionals and add another layer of music programming during the Rifflandia Festival.

“We’re so excited about presenting the Victoria Music Symposium as an opportunity for local musicians and music professionals to learn from some of the best industry leaders,” said Mayor Lisa Helps. “Our new Music Strategy is all about creating a city with a strong music ecosystem to support local musicians at all stages of their careers. This is one example of how we are working to create synergies with great music partners who are already doing great things in our community, to grow the skills and knowledge that will help contribute to a robust music industry in Victoria.”

Workshops include:

- Life on the Road – Touring Wellness
- Decolonizing the Music Industry
- Learn about Creative BC Funding Programs
- Insights on International Music Markets: Seeing the Global Picture
- Market Spotlight: Breaking Through to the UK Music Community
- Live from the UK: Insights into Booking, Showcasing and Touring

The launch of the Victoria Music Symposium is part of the City’s newly created Music Strategy that targets five broad areas, including:

- Connecting People and Spaces: Create space for music
- Nurture the Talent: Support musicians and music organizations
- Grow the Audience: Everyday Musical Encounters
- Be Future-Ready: Music Innovation and the Creative Economy
- License to Create: Music Friendly Policy and Licensing

In 2017, Victoria’s music sector created 3,630 direct jobs in Victoria and contributed \$223.61 million of direct Gross Domestic Product (GDP) to the local economy. Victoria accounts for 22 per cent of total GDP of the B.C. music industry, with Vancouver accounting for 51 per cent and the rest of B.C. at 27 per cent.

The Victoria Music Strategy is 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. Council allocated \$75,000 in 2022 to fund the first year implementation of the strategy including support for the Music Symposium.

For more details about the Music Symposium and to register for the free workshops visit victoria.ca/musicstrategy.

Did you know:

- Victoria has the highest per capita number of music educators and music venues as compared to Vancouver, Calgary and Halifax.
- There are 128 private music teachers, 30 professional and community choirs, 28 orchestras and community bands, 27 music associations and non-profits, 25 music schools and eight tertiary music education institutions in Greater Victoria.
- To help create the Victoria Music Strategy, 1,498 respondents participated in an online survey, and 16 roundtables and 20 online and in-person interviews were conducted with over 100 music industry and policy representatives.

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