

Tāmaki Makaurau Pā Puoro  
Auckland City of Music



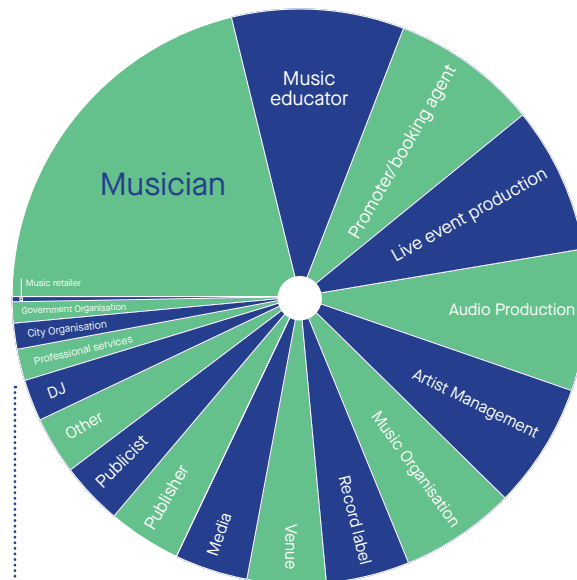
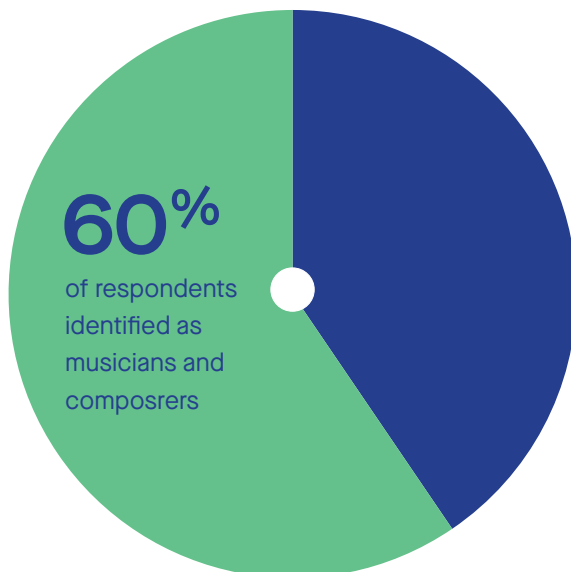
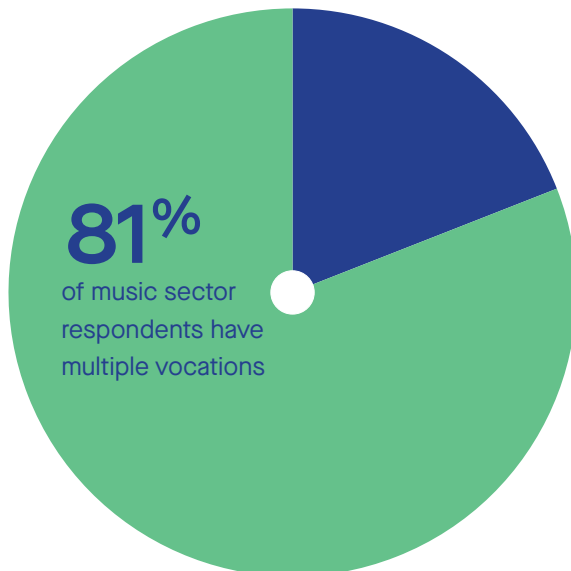
CONSULTATION SURVEY RESULTS  
NOVEMBER 2024

Auckland City of Music (ACOM) wishes to thank everyone who responded to the consultation survey. We are also grateful to the members of the ACOM Music Advisory Board and their input support for this kaupapa.

## KEY FINDINGS

- Musicians were the most engaged respondents to this survey.
- Respondents were overwhelming in support of the need for a regional music office such as ACOM.
- Most believe that a regional music office should be predominantly resourced by Council and Government.
- Support and funding for grassroots music venues and local gigs/festival is paramount.
- Public safety on late-night public transport is highly important.
- The top three ACOM project areas of most importance were (in order): Music In Venues funding, the development of a national music city strategy, and Equaliser.

## RESPONDENT DEMOGRAPHICS



### VOCATIONS REPRESENTED IN SURVEY

- Musician
- Music educator
- Promoter/booking agent
- Live event production
- Audio Production (Producers, engineers, studio staff)
- Artist Management
- Music Organisation staff
- Record label
- Venue (owners and/or staff)
- Media (broadcaster, journalist, reviewer, etc)
- Professional services
- DJ
- Other (historian, academic, instruments, etc)
- Publisher
- Publicist
- City Organisation staff
- Government Organisation staff
- Music retailer

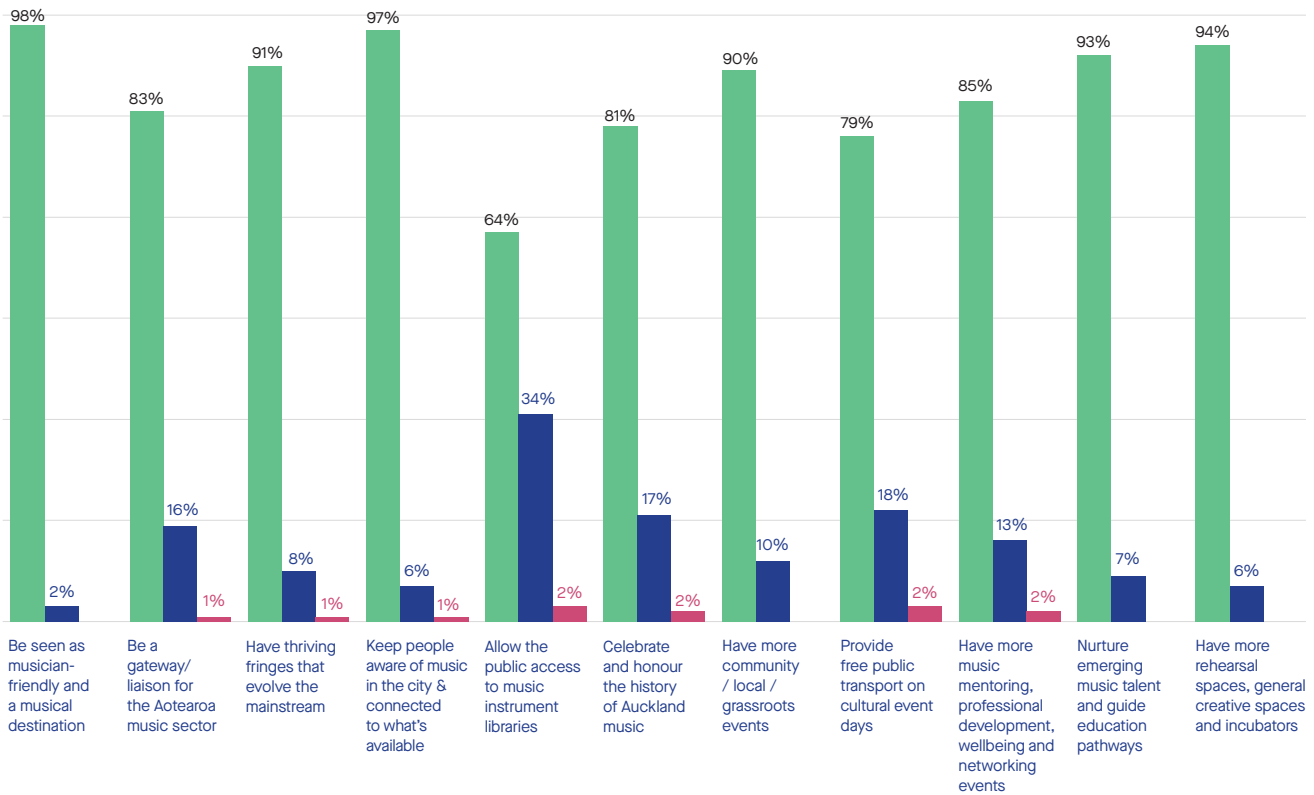
# SECTION 1: THEMES



## COMMUNITY, EDUCATION, EMPLOYMENT

As a city, Auckland should...

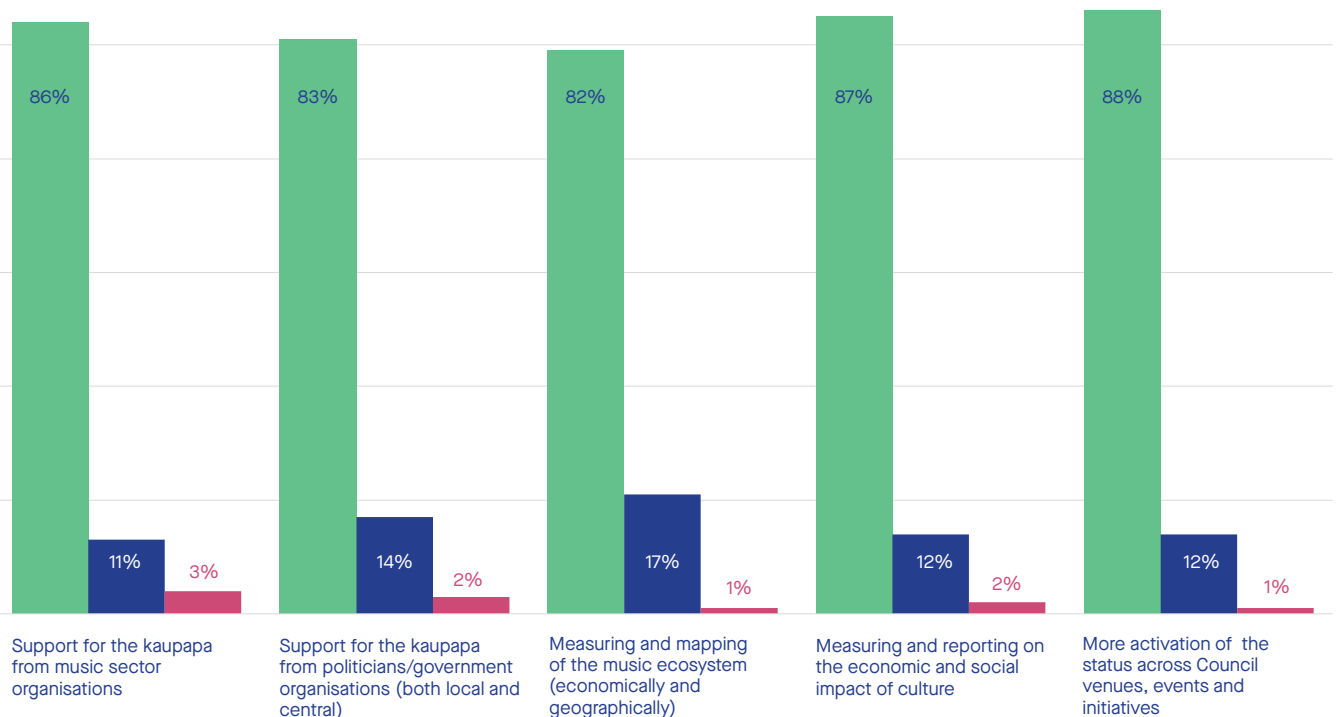
● AGREE   
 ● NEITHER AGREE OR DISAGREE   
 ● DISAGREE



## INFRASTRUCTURE, SUPPORT & FUNDING

As a UNESCO-designated City of Music, there should be...

● AGREE   
 ● NEITHER AGREE OR DISAGREE   
 ● DISAGREE



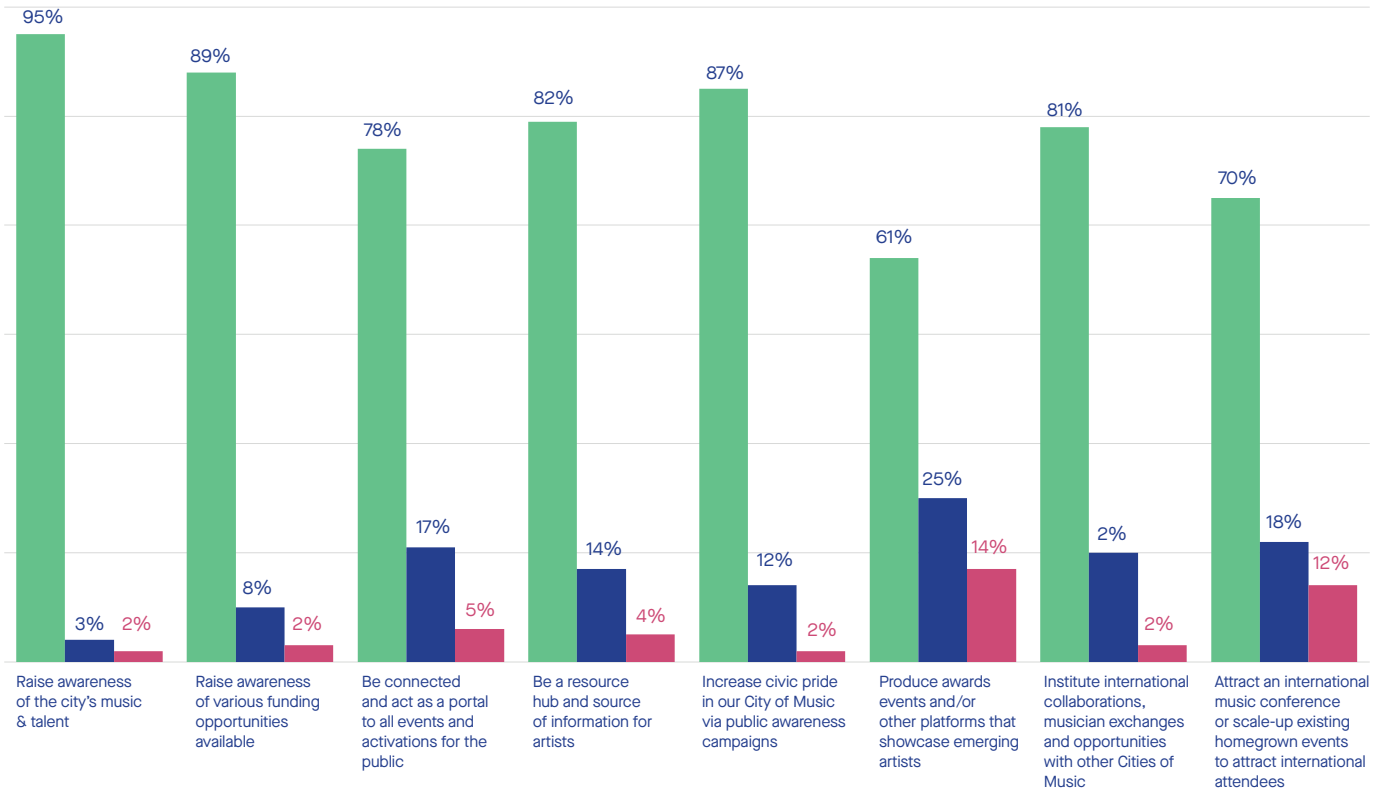
# SECTION 1: THEMES



## MARKETING & AWARENESS

As a regional music office, ACOM should...

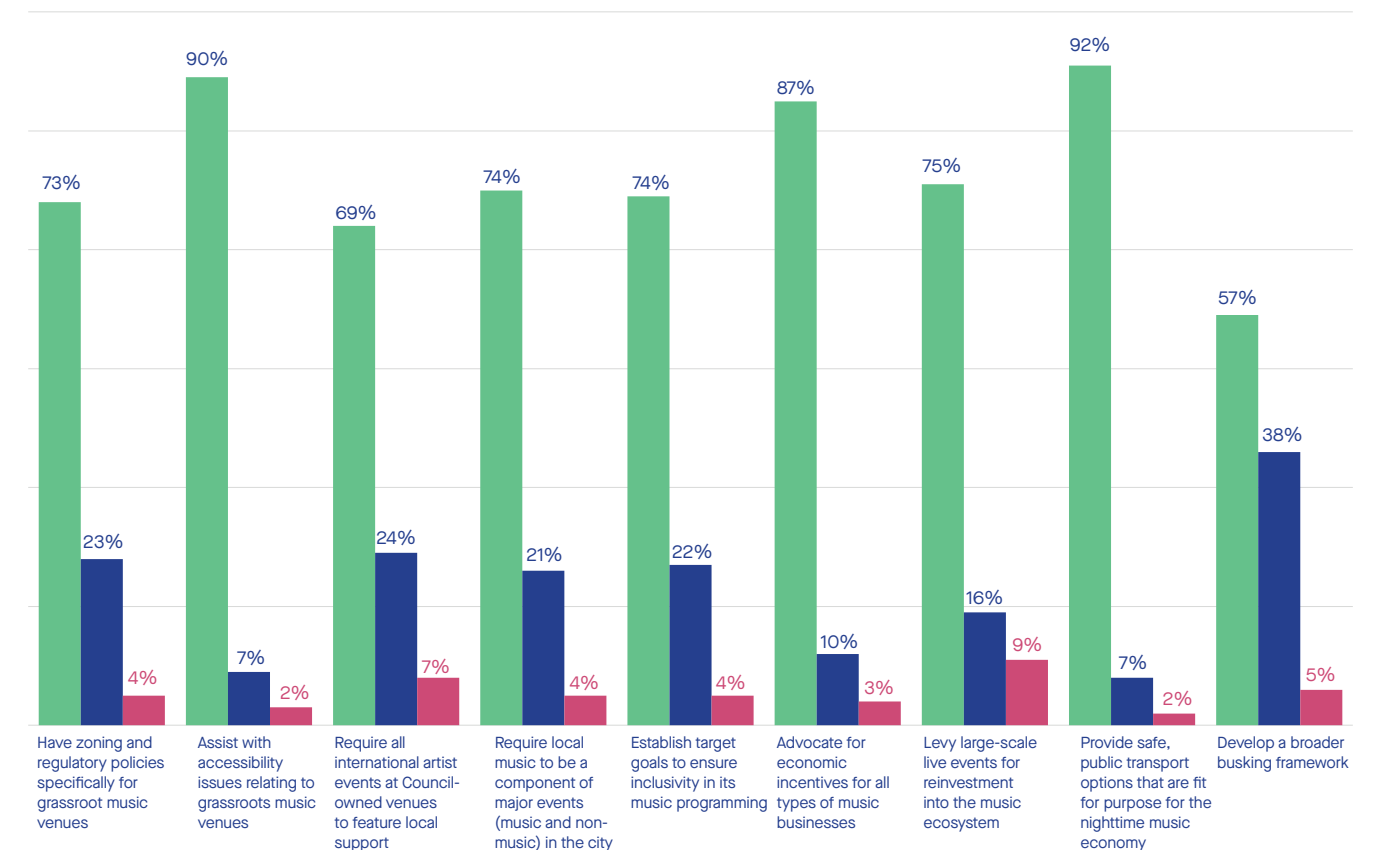
AGREE NEITHER AGREE OR DISAGREE DISAGREE



## POLICY & REGULATION

As the governing municipality, Auckland Council should...

AGREE NEITHER AGREE OR DISAGREE DISAGREE



# SECTION 2: GENERAL



## UNESCO

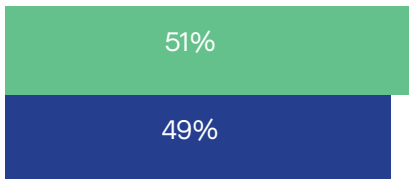
Are you aware of the following acronyms and initiatives?

● YES ● NO

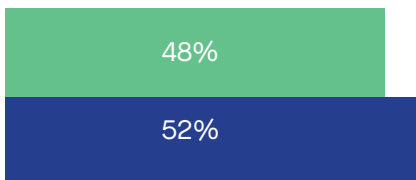
### UNESCO



### UCCN UNESCO Creative Cities Network



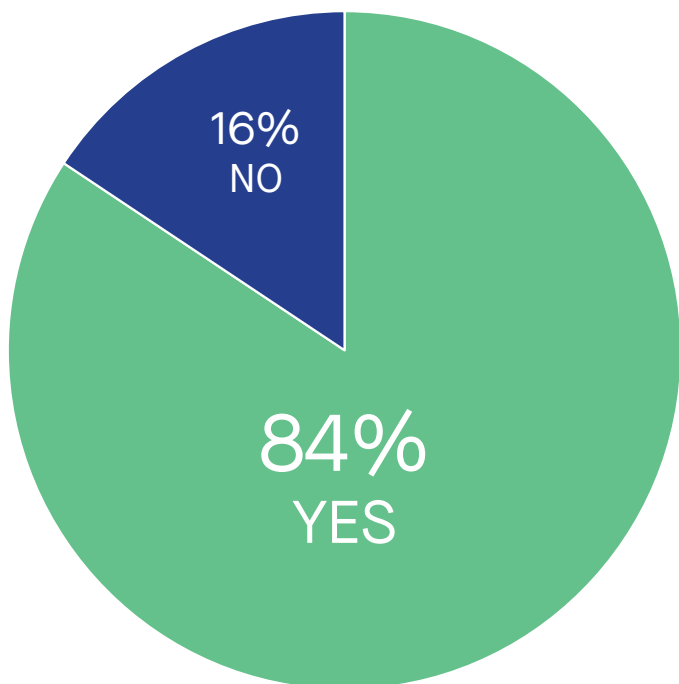
### UN SGD United Nations Sustainable Development Goals



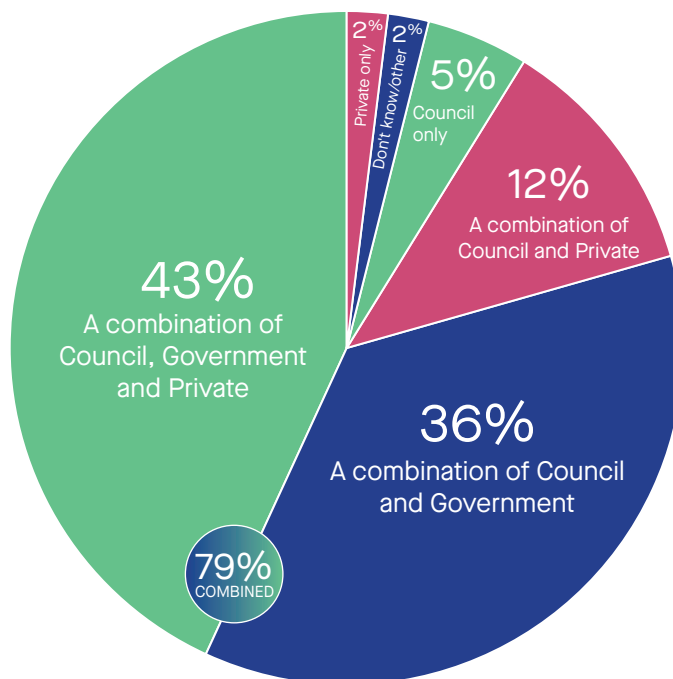
## AUCKLAND CITY OF MUSIC

Regional music office need and resourcing

Does Tāmaki Makaurau Auckland need a regional music office to address issues on a city/regional level?



If YES, who do you consider should have the responsibility to fund such an office?



# SECTION 2: GENERAL

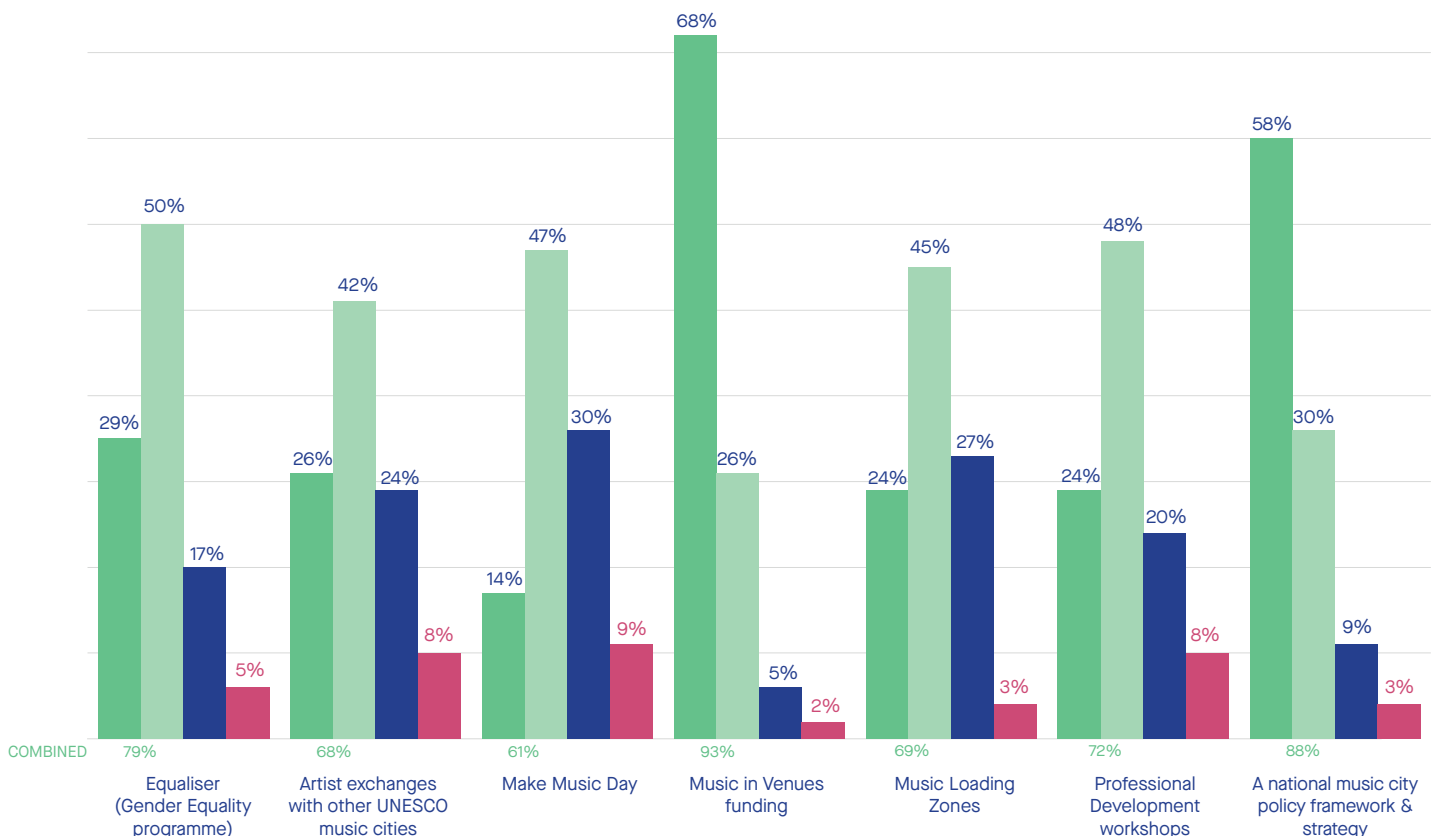


## What would you most like to see budgets directed to?



**Summary of additional comments:** Community music hubs, Online directory for Auckland music, Policies and regulations pertaining to venues, public transport rates rebates, music precincts and local performer quotas, Music export funding, Funding for local music publications, all-ages venues, and improving venue accessibility.

## Importance of slated 2025 ACOM projects:





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**unesco**

Member of  
the Creative Cities Network