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TERMS OF REFERENCE:

LONDON'S MUSIC INDUSTRY DEVELOPMENT TASK FORCE

COMPOSITION:

Voting Members:

Thirteen members (minimum) consisting of:

- **The Mayor or designate**
- **2 members from each of the following sectors of the music industry (or as may be appropriate):**

Independent Artists

- Representative(s) from a pool of independent artists.

Events and Venues

- Venues
- Events/Festival
- Promoters
- Production Management

Artist and Business Management, Representation and Marketing

- Booking Agents
- Talent Development Firms
- Artist Management

Music Creation

- Recording Studios
- Mastering Studios
- Recording and Distribution Labels
- Publishers

Associations, Organizations and Partners

- Trade Associations
- Unions and Guilds
- Educational and Training Institutions
- Artist Associations

Music Awards Programs

- Media and Broadcasting
- Music Technology
- Retail and Distribution

DUTIES:

London's Music Industry Development Task Force will play a key role in overseeing the development of a community wide comprehensive music strategy intended to promote and support music in London. The purpose will be to bring the community together as an industry to collaborate, build and prosper.

The objectives of the group will be to:

- a. oversee the creation of a local strategy that will support the Province of Ontario Music Fund initiative in London, as well as other sources of funding;
- b. guide initiatives by supporting the development of London's music industry;
- c. develop recommendations and rationale of the strategies and actions proposed to be undertaken in order to support growth and innovation in London's music industry by: exchanging ideas, discussing opportunities and challenges, as well as providing input and advice;
- d. strengthen and embrace London's diversity and cultural identity;
- e. consider the health, competitiveness and viability of London's music sector;

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- f. achieve long-term sustainable economic growth and job creation;
- g. develop, support and showcase talent;
- h. enhance local and regional positioning and branding of the city and its music sector;
- i. support a dynamic and innovative business climate;
- j. promote collaboration;
- k. build partnerships

GOVERNANCE:

Advice and recommendations which require action and/or implementation by City of London staff must be considered by the Investment and Economic Prosperity Committee and approved by Council before any action is taken. Please note that this is an industry led Task Force.

Recommendations by London's Music Industry Development Task Force for inclusion in the comprehensive music strategy will be arrived at by consensus or by vote where a consensus cannot be reached.

TERM OF APPOINTMENT:

The London Music Industry Development Task Force shall be disbanded upon submission of a community wide comprehensive music strategy to the Investment and Economic Prosperity Committee for consideration and approval by Municipal Council.

The Task Force shall be Chaired by the Mayor (or designate) and the Vice-Chair shall be selected from among the members of the Task Force.

MEETINGS:

London's Music Industry Development Task Force will meet Monthly, and may meet more frequently at the call of the Chair.

Corporate Investments and Partnerships, and the Culture Division staff will provide meeting organization and administrative support to London's Music Industry Task Force.

APPOINTMENT POLICIES:

Through an advertisement on the Mayor's Face Book Page and posting on the Prosperity for London website, qualified residents of the municipality will be invited to apply for appointment to the London's Music Industry Development Task Force.

Applications for membership to the Task Force will be considered by the Chair of the Task Force, who will subsequently appoint the members to the London's Music Industry Development Task Force.

REMUNERATION:

No remuneration is paid to the London's Music Industry Development Task Force members.

CONTACT:

CHAIR:

Name:
Phone:
E-mail:

TASK FORCE STAFF SUPPORT:

Name:
Phone:
Fax:
E-mail: