

# **Terms of Reference**

## **Toronto Music Industry Advisory Council**

### **A. Purpose**

1. The Toronto Music Industry Advisory Council provides a forum for the discussion of opportunities and challenges, exchange of ideas, input and advice, and development of recommendations to:
  - a. ensure the health, competitiveness and viability of the Toronto music sector;
  - b. achieve long-term sustainable economic growth and job creation;
  - c. develop, support and showcase talent;
  - d. enhance local and global positioning and branding of the city and its music sector;
  - e. establish Toronto as a respected global centre of excellence for music;
  - f. facilitate signature events; and
  - g. collaboratively develop positions on provincial, national and international issues.

### **B. Governance and Organizational Alignment**

The Toronto Music Industry Advisory Council will provide and receive advice and recommendations to City Council through the Economic Development Committee. Operationally, the Toronto Music Industry Advisory Council is aligned with the Economic Development and Culture Division through the Director responsible for the music sector.

### **C. Name**

The Toronto Music Industry Advisory Council shall be known as the **Music Advisory Council**.

### **D. Key Action Areas and Tasks**

1. The Music Advisory Council will provide advice and make recommendations in regard to:
  - 1.1 Strategic Planning
    - a. strategies and long term plans to enhance the attractiveness and competitiveness of Toronto for live music performances and sound recording;
    - b. capacity development to enhance and expand the base of local talent;
    - c. marketing and promotion to attract new and retain music-related business;
    - d. ensuring a positive atmosphere for live music performance and events in the City of Toronto;
    - e. amplifying the presence and image of Toronto's music industry locally and internationally; and
    - f. establishing a unified identity that represents the true diversity of Toronto's music industry.

## 1.2 Outreach and Networking

- a. improving relationships, and building and strengthening networks with all industry stakeholders including representatives of Toronto based venues, festivals, studios, artists associations, talent developers, marketing and promotion firms, communications media, software developers, education and training institutions, unions and guilds, and suppliers;
- b. developing an integrated and collaborative music industry;
- c. engaging the businesses and business associations, community organizations, individuals, and the public to engender support for the music industry;
- d. increasing Toronto's visibility and profile by establishing linkages and building networks to major music markets and stakeholders around the world; and
- e. engaging international markets by supporting talent exchanges, exporting and importing of talent, products, services and events.

## 1.3 Advocacy

- a. awareness of and participation in the development and implementation of legislation, regulations, policies and programs of other orders of government, government agencies and organizations which impact on Toronto's competitive position; and
- b. assisting in advocating City positions.

## 1.4 Research and Policy Development

- a. researching the size, depth and trends in Toronto's music sector and identify economic growth and job creation opportunities;
  - b. reviewing existing and proposed policies, programs and practices of City Divisions, Agencies and Corporations, as well as local and global industry and industry stakeholder initiatives, best practices, and emerging issues which affect the economic competitiveness of the music industry to embed a practice of continual improvement and renewal;
2. A first task of the Music Advisory Council will be to develop a strategic action plan that maximizes the impact of City support for the Toronto Music Industry, including the preferred forms of this support.
  3. All Members of the Music Advisory Council have a responsibility to communicate with and seek input from non-Advisory Council Members on an ongoing basis in regard to advancing Toronto's music industry and to share relevant input with the Advisory Council.
  4. The Music Advisory Council shall convene a Music Town Hall at least annually to report to industry stakeholders on its activities and plans, and to receive feedback and input.

## E. Composition and Membership

1. The Music Advisory Council will be composed of up to 34 members, including:
  - a. Chair of the Economic Development Committee, or designate who shall be a Member of Council;
  - b. one other Member of the Economic Development Committee;
  - c. one other Member of Council-at-large;
  - d. Executive Director, Toronto Association of Business Associations, or designate;
  - e. President & Chief Executive Officer, Tourism Toronto, or designate;
  - f. 29 music industry stakeholders collectively representing a range of knowledge, skills and experience in the following areas:
    - i. Independent Artists
      - representative(s) from a pool of four independent artists
    - ii. Events and Venues
      - Venues
      - Festivals
      - Promoters
      - Production Management
    - iii. Artist and Business Management, Representation and Marketing
      - Booking Agents
      - Talent Development Firms
      - Artist Management
    - iv. Music Creation
      - Recording Studios
      - Mastering Studios
      - Recording and Distribution Labels
      - Publishers
    - v. Associations, Organizations and Partners
      - Trade Associations
      - Unions and Guilds
      - Educational and Training Institutions
      - Artist Associations
    - vi. Music Awards Programs
      - Media and Broadcasting
      - Music Technology (i.e. software developers, digital, etc.)
      - Retail and Distribution

The membership should reflect the diversity of Toronto's music industry, music genres, and population and balance representation from independents and majors. Consideration should be given to members with out of market (national and/or international) experience and connections.

2. The Music Advisory Council shall be Co-Chaired by the Chair of the Economic Development Committee (or designate who shall be a Member of Council) and a representative of the music industry stakeholder community who is a member of the Music Advisory Council and who shall be appointed by the Chair of the Economic Development Committee.
3. The Music Advisory Council may create a committee composed of both Co-Chairs and three or five additional members elected by the Advisory Council to provide leadership and coordination between meetings and to represent the views of the Advisory Council in time-sensitive matters.
4. The Music Advisory Council may establish other working groups and sub-committees as required to undertake focused research and/or address specific issues or initiatives. Where additional expertise is desired, Working Groups may include participants who are not members of the Music Advisory Council.
5. Music industry stakeholder members of the Music Advisory Council shall be appointed by City Council on the recommendation of the Economic Development Committee or a Selection Panel established by the Economic Development Committee.
6. The non-Chair member of the Economic Development Committee shall be appointed by the Economic Development Committee on the recommendation of the Chair of the Economic Development Committee.
7. The at-large Council Member shall be appointed by City Council on the recommendation of the Striking Committee.
8. When not able to attend a meeting, non-Council members of the Music Advisory Council may send a designate preferably from the same organization. The designate will be a Member of the Music Advisory Council for that/those meeting(s) and assume all of the responsibilities and privileges of a Member.
9. Music Advisory Council members may be requested to participate in and provide senior level support for international marketing and inward investment initiatives.
10. Membership on the Music Advisory Council is voluntary and a public service. Appointees will not be remunerated and no honoraria will be paid as a result of their appointment.

**F. Term of Office**

1. Citizen members shall be appointed for the term of Council or until their successors are appointed.
2. Citizen members may be appointed to serve a maximum of two consecutive terms.
3. Members of Council shall be appointed for half a term of Council and can be reappointed.
4. Citizen members who miss two consecutive meetings without notification to the Advisory Council will be deemed to have resigned.
5. If members wish to resign during the term of their appointment they will submit a letter of resignation to the Chair. A replacement member will be appointed using the process outlined in Section E of these Terms of Reference

**G. Procedures**

1. The Music Advisory Council will meet quarterly, and may meet more frequently at the call of the Chair.
2. Advice and recommendations which require action and/or implementation by staff, must be considered by the appropriate Standing Committee or Community Council and approved by Council before implementation.
3. All meetings of the Music Advisory Council, its Working Groups and Sub-committees, and Town Halls will be open to the public.
4. Decisions taken by the Music Advisory Council will be arrived at by consensus or by vote where a consensus cannot be reached.
5. The Advisory Council's Working Groups will meet at the call of the Chair of the Working Group who shall be a member of the Music Advisory Council and will be responsible for reporting on the progress, findings and conclusions of their Working Group to the Advisory Council.
6. Economic Development and Culture Division staff will provide meeting organization and administrative support to the Music Advisory Council.
7. The Director responsible for the Music Sector and other appropriate City staff will attend meetings and provide input and professional advice as required.

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