

Music Industry Unites to Demand Action at National Contemporary Music Roundtable

Embargo – 1pm Thursday 4 August

Australia's peak music institutions including ARIA, APRA AMCOS, AMPAL, AMIN, AIR, Live Music Office, Country Music Association of Australia and others have banded together to speak as one, creating a National Contemporary Music Plan which was launched today at Music Australia's Contemporary Music Roundtable.

Facilitated by music advocacy body Music Australia and ratified by fourteen organisations, the white paper is the result of twelve months planning and consultation with the sector and provides a united voice for the music industry.

A key commitment from attendees at the inaugural 2015 Roundtable, the plan which creates six strategies for the development of Australia's music industry, paints a realistic and optimistic pathway to the future. Despite over 40 million live performance attendances, \$4-6 billion to the Australian economy, and tens of thousands of jobs in the sector, the industry has been buffeted by digital change and a concerning drop in global market share. This has resulted in this whole-of-industry approach to engage government and the public in understanding the value of Australian music both culturally and economically.

"Music is not just part of our identity as Australians, it's a key part of the Australia's economic balance sheet," said Music Australia Chair Michael Smellie. "Despite this, Australia's recorded music sector has dropped from third to sixth in the IFPI global export list and copyright exports have halved over the last decade. We know that Australians still value music, so it's time for the industry and government to make a stand together to secure the value chain for our culture. It is an important time and to have all of the major players in our industry speaking with one voice. The National Contemporary Music Plan is the first step on our way to taking Australian music back to the top of the charts."

The plan is underpinned by six key strategies to stimulate the industry including:

1. Increase Australia's music exports and international market share of music
2. Ensure there is a robust and effective copyright framework as the foundation of industry growth and prosperity
3. Increase consumer demand for both recorded and live music through audience development, public engagement and promotion
4. Foster industry skills and business development to build capability and competitiveness
5. Strengthen artist development to deliver a more secure vocational livelihood for musicians and a more globally competitive industry
6. Deliver best practice regulatory environments, effect regulatory reform, and implement targeted investment incentives

The plan was launched today at Music Australia's second Contemporary Music Roundtable in Sydney where the industry has debated the next steps to further the plan, with delegates attending a Civic Reception at Sydney Town Hall hosted by Major Sponsor City of Sydney.

With guest speakers including Katie Noonan, Michael Chugg and a host of other industry identities, the important forum will once again set the agenda for Australia's national music voice as government and industry join together to implement the bold strategy.

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