# Australian Music Industry Statistical Snapshot

*Australia is brimming with music talent and we love our music and music making. However we have real work to do to keep it this way and to fully embrace this creative potential in our times of constant change.*

MUSIC AUSTRALIA

A VOICE FOR ALL MUSIC

## Opportunities

### International: strong growth

Australian music offers tremendous creative and international potential. Billboard's Lars Brandle's 2014 survey for Music Australia labelled it a Golden Generation. Our creative talent continues to blossom, with several artists achieving number one status in the US and other global markets. Four Australians were in Time Magazine's top ten songs streamed over the 2014 US summer. This success was reflected in overseas royalties collected for members by royalty body APRA/AMCOS which increased by 24 per cent to $27.1 million to June 2014.

### Domestic: we love our music

The 2014 ARIA charts show that 36 of the year's top 100 albums were by Australian artists, nine more than the previous two years. More Australians are making music: one in five were involved in music making in 2013, a 20 per cent increase over four years.

Live Performance Australia data show 7.8 million attendances at music performances in 2013. Classical and opera's share is 1.5 million, with contemporary music reaching 6.3 million. When small companies and venues are added in these figures would easily top the 8 million mark, bigger than sport.

### Economic Contribution

Copyright industries have moved from being Australia's 7th biggest industry in 2011 to 4th place in 2014, with recorded music being one of the most significant contributors. Within the software dominated creative industries, music and performing arts are the standout performers, with a seven year average growth rate of 4 per cent. Live music injects over $1.2 billion into the Australian economy annually, and the broader Australian entertainment sector is valued at $ 3 billion.

### Employment

Music and performing arts employs over 43,000 people in Australia. The venue-based live music industry supports employment of over 14,800 positions.

## Realities

### We are a net cultural importer

Copyright has declined as a percentage of total exports since 2003 and now accounts for 1.8 per cent of total exports compared to 4.1 per cent 10 years ago. In the early 1990s, Australian recorded product was ranked third in the world, in 2012 it was ranked seventh. Some three quarters of recorded music product sold in Australia is imported.

### Live Music pressures

National arts body the Australia Council's most recent study into arts participation showed a two percent drop in attendance at live music over four years to 2013 from 41 to 39 percent.

This matters because live music is the major source of income for most musician. A Victorian study found 70 percent of musicians identified live performance as their primary source of income.

### Economic Contribution

Despite being our 4th biggest industry, recent growth in Australian copyright industries has been negligible. Their GDP contribution has decreased from 8.2 per cent in 2008 to 7.1 per cent in 2014.

Creative industries growth is lower than average GDP growth rates for all Australian industries, and has declined over seven years, compared with 3 per cent growth in the broader economy.

### Employment

A study showed more than half of all Australian musicians (56 percent) earned less than $10,000 from their creative income, and only 16 percent earned more than $50,000 from this source

### Size of businesses

99 per cent of Australia's music and performing arts businesses turnover less than $2 million per annum. Some 88 percent are micro businesses, turning over under $200 000 per annum.

This data came from a 2013 report (Valuing Australia's Creative Industries Final Report Creative Industries Innovation Centre) which showed 99 per cent (14786) of Australia's 14,786 music and performing arts businesses turnover less than $2 million per annum. The same report also showed that over 88 per cent (13,003) of the total are micro businesses with a turnover under $200,000 per annum.

## STRATEGIES

Music Australia has convened a national Contemporary Music Roundtable to identify strategies for advocacy and action to strengthen Australia's music industry.

This work will complement a comprehensive set of existing initiatives across the whole sector and all levels of government, aimed at maximising the tremendous creative and economic potential of our popular music.

*Prepared by Chris Bowen for Music Australia*
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### Sources


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- Valuing Australia's Creative Industries Final Report Creative Industries Innovation Centre (2013)
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- Creative Victoria - Music Distribution and Income: A Survey (2011)
- Do you really expect to get paid? An economic study of professional artists in Australia, David Throsby and Anita Zednik (2010)
- The economic contribution of the venue-based live music industry in Australia, by Ernst & Young for APRA / AMCOS (2010)