

Australian Contemporary Music Industry

A multi-billion dollar contributor to Australia's economy & culture



Australian contemporary music is big business

- Music Australia has estimated the music sector contributes \$4 to \$6 billion to the Australian economy¹
- Copyright industries generate more value add to the Australian economy than manufacturing and health care; recorded music is one of the most significant contributors²
- More Australians attend live music than sport³; over 40 million people attend contemporary music performances annually⁴
- Australia's live contemporary music industry generates revenues of \$1.5-\$2 billion annually⁵.

Contemporary music generates jobs and growth

- Expenditure associated with live music making in Australia is estimated to generate in the order of 64,747 jobs, 37,652 of which are full-time⁶
- Creative Industries are strong contributors to employment growth, growing 40 per cent faster than the economy as a whole⁷
- Australian music and performing arts businesses comprise almost one per cent of all Australian small businesses⁸.

Investing in music strengthens our economy

- Research for APRA AMCOS by Ernst & Young has shown that tax incentives for Australian music could generate⁹:
 - 250,000 additional public performances each year
 - Over 30 million additional attendances at live music performances
 - Increased investment in sound recordings by new and current artists
 - Cashflow positive economic activity that returns \$40 M to the Australian economy
- Every dollar Australians spend on live music, circulates three dollars back into the economy¹⁰
- Strategic partnerships between the Australian Government, APRA/AMCOS, industry, and the *Sounds Australia* music export office have delivered an increasingly sophisticated export presence with substantially improved market access¹¹.

Music is central to our culture and identity

- Music contributes to quality of life for all Australians:
 - 99% of Australians listen to music and attend a music event in any one year¹²
 - 32% of young people between 15 and 24 make music¹³
 - 14% of Australians play a musical instrument¹⁴
- Music leads to improvement in health, well-being and social capital¹⁵.

Industry and Government working together can address key challenges and opportunities for Australian music

- ***Australia is a net cultural importer:*** Copyright has declined from 4.1 per cent to 1.8 per cent of exports in 10 years ¹⁶, and Australian recorded product has dropped from 3rd to 7th in the world ^{17,18}.

However music and performing arts have been the strongest recent performers within the creative industries ¹⁹

Australian songwriters broke 2014/15 royalty records with a 25 per cent increase in international performance incomes ²⁰

- ***Australian music must compete globally*** with content from the rest of the English-speaking world, and domestic consumption of Australian music is low by international standards ²¹

36 of the top 100 albums in the 2014 ARIA were by Australian artists, nine more than the previous two years ²²

- ***We need to invest in our creators:*** 56 percent of all Australian musicians earn less than \$10,000 from their creative income, with only 16 percent earning more than \$50,000 ²³.

We are successfully opening export doors for our artists. The number of Australian artists showcasing at international events, supported by our music export office Sounds Australia grew from 49 per year in 2009 to 263 in 2014 ²⁴.

- ***Globally Australia has a small creative sector*** compared with our counterparts ²⁵, at between 4 and 9 percent of GDP, it is well short of the 20 percent for most advanced economies ²⁶.

In Australia music and performing arts are driving creative industries sector growth, with 6 percent average growth ²⁷

- ***The live music industry faces pressures,*** with regulatory and planning barriers, urban development, changing consumer trends, and increasing touring and other costs. A 2014 arts participation study showed a two percent drop in live music attendance over four years ²⁸.

Regulatory reforms in states working with the National Live Music Office are delivering planning improvements and recognition for small music venues

Research for Tourism Australia has shown that music, after food and wine, is the most popular attractor for tourists to regions and a key driver of overnight visits ²⁹

- ***We want government recognition for our industry,*** we generate significant revenues, employ thousands of people, are an exporting industry, and a major part of the tourism economy. Yet we lag other countries and industries in government backing and investment.

Integrated approach Australia's contemporary music industry is working collaboratively and cohesively to advocate for the economic and cultural impact and importance of the sector and to drive industry development.

Prepared by Music Australia
for of a music industry partnership developing a
National Contemporary Music Plan



Partners

Music Australia
Association of Artist Managers
Australian Independent Record Labels Association
Australian Music Industry Network
APRA AMCOS
Australian Music Association
Australian Recording Industry Association
Australasian Music Publishers Association Ltd
Country Music Association of Australia
Folk Alliance Australia
Live Music Office
Live Performance Australia
Music Rights Australia
Sounds Australia

¹ Estimating the Value of the Music Sector (2005-2014)– [Music in Australia Knowledge Base](#)

² Australian Copyright Council (2015)

³ Roy Morgan Research (2014) [Rocking on or all jazzed up, more Aussies go to see live music than live sport](#)

⁴ University of Tasmania (2014)

⁵ E&Y for APRA Economic contribution of the venue-based live music industry in Australia (2011) & 2014 Ticket Attendance and Revenue Survey Live Performance Australia (2015)

⁶ The Economic and Cultural Value of Live Music in Australia, University of Tasmania (2014)

⁷ ARC Centre of Excellence for Creative Industries and Innovation (CCI) CREATIVE ECONOMY REPORT CARD (2013)

⁸ Valuing Australia's Creative Industries Final Report (2013) Creative Industries Innovation Centre

⁹ [Investment initiative to cultivate the Australian contemporary music industry](#) E&Y for APRA AMCOS 2015

¹⁰ The Economic and Cultural Value of Live Music in Australia, 2014, University of Tasmania.

¹¹ Sounds Australia [available here](#)

¹² Australia Council for the Arts, Australian Government (2012) *Music Sector Plan 2012-14*

¹³ Australia Council for the Arts (2014)

¹⁴ Australia Council for the Arts (2014)

¹⁵ University of Tasmania (2014)

¹⁶ Australian Copyright Council (2015) *The Economic Contribution of Australia's Copyright Industries 2002-2014*, prepared by Pricewaterhouse Coopers (PwC)

¹⁷ Australia Council for the Arts (2012) *The Music Recording Sector in Australia: Strategic Initiatives*

¹⁸ IFPI (2015) *Recording Industry in Numbers*

¹⁹ Valuing Australia's Creative Industries Final Report (2013) Creative Industries Innovation Centre

²⁰ APRA AMCOS (2015) *Year in Review 2014-15*, [available here](#)

²¹ IFPI (2014) Digital Music Report 2014

²² 2014 ARIA charts

²³ Australia Council for the Arts, Australian Government (2010) *Do You Really Expect To Get Paid? An Economic Study of Professional Artists in Australia*

²⁴ Sounds Australia [available here](#)

²⁵ Culture, Creativity, Cultural Economy: A Review (2014) Justin O'Connor and Mark Gibson

²⁶ Schultz J, Comparative advantage. Culture, citizenship and soft power (2015) [available here](#)

²⁷ Valuing Australia's Creative Industries Final Report Creative Industries Innovation Centre (2013)

²⁸ Australia Council (2024) [Australian Participation in the Arts](#)

²⁹ Tourism Research Australia (2014) *Impact of Regional Events*, Report prepared by GfK Australia