



2017 Contemporary Music Roundtable Forum and Conference Sessions

Date: Tuesday 1 August – Thursday 3 August

Venue: Customs House, Circular Quay, Sydney

Agenda at a Glance

Tues 1 August	Forums	Location
9.00am	Registration and Coffee	<i>L1, Customs House</i>
9.30am - 12.30pm	Sound Solutions Forum	<i>Meeting Room</i>
10.00am - 5.00pm	National Contemporary Music Educators Forum	<i>Barnet Long Room</i>
2.00 - 5.00pm	Regional Policy Makers Forum	<i>Meeting Room</i>
3.00 – 5.00pm	'State of Play' Workshop for Women in Music	<i>Board Room</i>
5.15 - 6.30pm	Drinks at Circular Quay Bar, sponsored by Aon	<i>Venue TBA</i>
Wed 2 August	Roundtable Sessions	Location
9.00am	Registration and coffee	<i>L1, Customs House</i>
9.30am - 10.15am	Welcome, Keynote Presentation	<i>Barnet Long Room</i>
10.15am - 12.30pm	Panel sessions	<i>Barnet Long Room</i>
12.30pm - 1.30pm	Lunch	<i>TBA</i>
1.30pm - 3.30pm	Panel sessions	<i>Barnet Long Room</i>
3.30pm - 4.00pm	Coffee	<i>L1, Customs House</i>
4.00pm - 5.00pm	Final session & Wrap Up	<i>Barnet Long Room</i>
5.30pm - 7.00pm	Reception, harbour boat trip from Circular Quay, sponsored by Moshtix. Meet at Customs House	<i>Circular Quay</i>
Thurs 2 August	Roundtable Sessions	Location
9.00am	Registration and coffee	<i>L1, Customs House</i>
9.30am - 10.00am	Meet the delegates	<i>L1, Customs House</i>
10.00am - 12.30pm	Panel Sessions, In Conversation	<i>Barnet Long Room</i>
12.30pm - 1.30pm	Lunch	<i>TBA</i>
1.30pm - 3.30pm	Panel Sessions	<i>Barnet Long Room</i>
3.30pm - 4.00pm	Coffee	<i>L1, Customs House</i>
4.00pm - 5.00pm	Plenary & Wrap Up	<i>Barnet Long Room</i>

Note: all times, sessions and speakers subject to change, please check website for updates.

Tuesday 1 August – Forums

Music Educators Forum

Time: 10.00am - 5.00pm

Venue: Barnett Long Room, Customs House

Co-Presented with Collarts

This one-day Forum is the national platform for educators to gather, build networks, compare notes, share data, foster best practice and forge new approaches. It is suited to educators teaching popular or contemporary music in vocational and higher education, related policy makers, trainers and music industry professionals.

The Forum will provide:

- briefings on scope of provision and key music industry trends, priorities for further development
- key training needs identified by industry
- foster commitment to ongoing collaboration and action between educators and with industry
- advocacy issues in music education and accreditation bodies
- interactive sessions – breakout groups, fast meet to grow network

We aim to formalise creation of a Music Australia subcommittee to bring together educator interests.

Convenor: Ben O'Hara, Dean, Collarts

Keynote Address: Tony Mott, Music Photographer

Interviewer: Tracee Hutchison, Broadcaster

Industry briefings: Maria Amato, General Manager AIR (Australian Independent Record Labels Association), Damian Cunningham, Industry Liaison Consultant, Live Music Office; Patrick Donovan, CEO Music Victoria, Chair AMIN; Matthew O'Sullivan, General Manager, AMPAL.

Moderators: Tim Dalton SAE Creative Media Institute; Dr Tim Weir, Head of School, Creative Arts Melbourne Polytechnic

Speakers: Dr Christina Ballico, Research Fellow Queensland Conservatorium Research Centre Griffith University; Jenni Hillman Doctoral candidate Melbourne Graduate School of Education, The University of Melbourne; Linda Lorenza, Director Learning & Engagement, Sydney Symphony Orchestra.

Sound Solutions Music Forum for Cities

Time: 9.30am - 12.30pm

Venue: Meeting Room, Customs House

Co-Presented with City of Sydney

Balancing the interests of live music and citizens in inner cities isn't getting any easier. A Roundtable forum to grapple with key challenges, share best practice and successes and forge solutions. This interactive forum is aimed at stakeholders from major metropolitan and regional centres fostering live music in their communities. It will suit venue managers, urban planners, music policy makers, researchers, music industry professionals, and interested stakeholders.

Convenor: Hugh Nichols, Strategy Advisor for Live Music and Performance, City of Sydney

Speakers / Panellists: Kat Dopfer, Founder and Director Heaps Gay and Freelance Event Producer; Frank Henry, Principal Environmental Protection Officer, Brisbane City Council; Dr Jos (Johannes) Mulder, Lecturer in Sound Murdoch University; Jon Perring, licensee & co-owner Bar Open, and The Tote Hotel, Melbourne.

Facilitator: Leanne de Souza, Consultant, Executive Director Association of Artist Managers (AAM), Director Rock and Roll Writers Festival, QPAC board member

Lunch

Time: 12.30pm - 1.30pm

Venue: TBA

Regional Music Policy Makers Forum

Time: 2.00pm - 5.00pm

Venue: Meeting Room, Customs House

Co-Presented with Live Music Office

A forum for those developing music policies and implementing live music initiatives beyond our major cities. We survey what's working, what the data tells us, what's needed, and opportunities, particularly for networked action. The forum explores good transferrable initiatives, the potential for regional city music strategies, offers access to best practice thinking, and highlights innovative approaches in regional areas.

Convenor: John Wardle, Director, Live Music Office

Speakers / Panellists: Esther Anatolitis, Director Regional Arts Victoria; Paul Mason, Director of Music Australia Council; Associate Professor David Cashman Head of Creative Arts, Central Queensland University; Duncan Esler, Co-ordinator Cultural Development Unit, City of Greater Geelong, Sue Savage, Community and Cultural Development Manager at Wollongong City Council, Geoff Bell, Booking Agent, Laing Entertainment

Tuesday 1 August – Workshop

'State of Play' Workshop for Women in Australian Music

Time: 3.00pm - 5.00pm

Venue: Board Room, Customs House

An open source workshop for women working and creating across all facets of the Australian Music Industry. The session will encourage sharing collective experience and information gathering. Outcomes will inform industry of strengths and opportunities to improve gender equity nationally. Open to creators, employers, staff, board members, small & large public and private sector businesses and bodies.

Facilitator: Leanne de Souza, Consultant, Executive Director Association of Artist Managers (AAM), Director Rock and Roll Writers Festival, QPAC board member

Drinks at Circular Quay

Time: 5.15pm - 6.30pm

Venue: Join us at a bar near Customs House for drinks sponsored by Aon.

Wednesday 2 August - Roundtable Conference

Venue - Customs House

Registrations and Coffee

Time: 9.00am - 9.30am

Welcome and Introductions

Time: 9.30am - 9.45am

Official opening by City of Sydney and welcome by Chris Bowen, CEO, Music Australia and Michael Smellie Chair, Music Australia

Keynote Address

Time: 9.45am - 10.15am

Speaker: Andrew Jenkins, President Universal Music Publishing Group, Australia and Asia Pacific Region

Audience Development for Live Music

Time: 10.15am - 11.15am

Co-presented with the Australian Music Industry Network (AMIN) and Live Music Office

Developing audiences and public engagement is central to music sector growth, where tomorrow's fans are developed today. There are significant opportunities - and a need - to broaden demand for music consumption. Our ticketing partner Moshtix, together with Live Performance Australia, share the latest data, we examine the biggest issues and challenges and explore collaborative marketing and other proactive approaches.

Convenors: Damian Cunningham, Live Music Office, Patrick Donovan Chair, AMIN and CEO, Music Victoria

Moderator: Matthew Lazarus-Hall, Managing Director and Founder, Uncommon Cord, Former CEO Chugg Entertainment

Panel: Hon Tony Burke MP, Shadow Minister for the Arts, Victoria Doich, Marketing Consultant; Harley Evans, Managing Director, Moshtix; Matt Rule, Music and Booze Company; Kim Tran, Director, Policy & Programs, Live Performance Australia.

National Contemporary Music Plan - Update

Time: 11.15am - 11.30am

What has been achieved? Twelve months on, a progress report on the first integrated National Plan for contemporary music, and discussion on implementation activities.

Convenor: Chris Bowen, CEO, Music Australia

How Do We Create a Truly Inclusive Music Industry

Time: 11.30am - 12.30pm

A session dedicated to strengthening representation of women in the Australian music industry, particularly in decision making roles and on industry boards. We share a roundup of key national initiatives and good practice advancing women across the creative industries, present the latest statistics, identify challenges and goals and share strategies to develop a national action plan. This is an initiative flowing from the 2016 Roundtable.

Convenors: Vicki Gordon, Founding President Cicada International, Program Director, Australian Women in Music Awards & Creative Producer Vicki Gordon Music Productions, Lindy Morrison OAM, Musician, Educator and Social Worker

Moderator: Tracee Hutchison, Broadcaster, Journalist, Educator, Head of Journalism, Australian College of Arts, and Music Victoria Board Member

Panel: Marianna Annas, Manager, ABC Music Publishing; Grainne Brunsdon, Director Engagement, Partnerships and Development, Create NSW; Joel Edmondson, Executive Officer Q Music; Kween G, MC, Hip Hop performer.

Lunch

Time: 12.30pm - 1.30pm

Venue: TBA

Continued overleaf.

Fostering Live Music Engagement with Young People

Time: 1.30pm - 2.30pm

Co-Presented with The Push

A third of young Australians are involved in making music, yet a cultural shift away from all-ages live music and decreasing live events for younger people could lead to a loss of young audiences. Better education and best practice models can contribute to youth audience renewal. We share a proposal for a National Youth Live Music initiative to provide a vital boost to this important sector.

Convenor: Kate Duncan, Creative Producer, The Push

Moderator: Zan Rowe, Presenter, triple j

Panel: Shaad D'Souza, Freelance Writer, Social Media Coordinator The Push Inc, Executive Producer BalconyTV; Richard Moffatt, Director, Way Over There; Chris Scaddan, Head of Music, ABC

Mental Health in the Music Industry Workplace

Time: 2.30pm - 3.30pm

Co-Presented with Support Act

We summarise the many key developments in this important issue in the past twelve months, present personal perspectives, invite interactive discussions, and discuss proposals for a national music and mental health industry plan.

Moderator: Leanne de Souza, Consultant, Executive Director Association of Artist Managers (AAM), Director Rock and Roll Writers Festival, QPAC board member

Panel: Joanna Cave, Chief Executive Support Act; Rick Chazan, Ground Control Management, Co-Chair Association of Artist Managers (AAM), Jeffrey Crabtree, Musician/Composer/Author.

Coffee

Time: 3.30pm - 4.00pm

Digital Rights Management for Australian Artists

Time: 4.00pm - 4.45pm

Co-Presented with the Association of Artist Managers (AAM)

We examine what the commercial market offers, unpack and explain the services and distributors and explore how music businesses can maximise streaming for Australian artists.

Moderator: Dan Medland, Managing Director, IE Music

Panel: Simon Cahill, Head of Digital and Brand Development Warner Music Australia; Tom Mee Manager, Label & Artist Services, Spotify Australia & New Zealand; Simon Moor, Managing Director, Kobalt Music Group Australia and New Zealand; Vanessa Picken, Comes With Fries Digital Agency; others TBA

Day One Wrap Up

Time: 4.45pm - 5.00pm

Reception and Boat Trip on Sydney Harbour

Time: 5.30pm - 7.00pm

Meet at Circular Quay, included for registered delegates. Sponsored by Moshtix

Thursday 3 August - Roundtable Conference

Venue - Customs House

Registrations and Coffee

Time: 9.00am - 9.30am

Meet the Delegates

Time: 9.30am - 10.00am

An informal, interactive session where delegates meet speakers, convenors and each other.

Facilitator: Leanne de Souza, Consultant, Executive Director Association of Artist Managers (AAM), Director Rock and Roll Writers Festival, QPAC board member

Music Industry Updates – current developments

Time: 10.00am – 10.45am

An information rich session on key issues and initiatives impacting on the sector. Issues covered include a roundup on music export research and market intel from *Sounds Australia*, and work to improve remuneration and conditions for freelance musicians being undertaken by Australian Music Industry Network and Media Entertainment and Arts Alliance.

Moderator: Poppy Reid, Managing Editor, Seventh Street Media

Speakers: Millie Millgate, Executive Producer, Sounds Australia; Assoc Prof Shane Homan, Monash University; Lisa Bishop General Manager Music SA; Bow Campbell, Director, Musicians, Media Entertainment and Arts Alliance.

In Conversation with ABC's Chris Scaddan

Time: 11.00am - 11.30am

Head of Music Chris Scaddan provides an overview of ABC's music coverage, how it works and where the network is heading during a time of considerable change. Includes a moderated Q&A.

Speaker: Chris Scaddan, Head of Music, ABC

Interviewer: Tracee Hutchison, Broadcaster, Journalist, Educator, Head of Journalism, Australian College of Arts, Board Member, Music Victoria.

Music Industry Innovations

Time: 11.30am - 12.30pm

How innovation is growing the music industry pie - from technological breakthroughs such as AI, to new licensing models, and harnessing music and tech. We explore opportunities for new products and services with potential music industry and consumer demand. We share interesting global approaches unpack some emerging opportunities and showcase four local innovations: GiggedIn, OneMusicAustralia, Nightlife Music and Popgun.

Moderator: Ed St John, Music Australia Board, Music Australia, Chairman, Valleyarm Digital, former CEO, Warner Music Australia

Panel: Richard Mallett Head of Revenue & Licensing, APRA AMCOS (OneMusic); Edwin Onggo, Founder, GiggedIn; David O'Rourke, CEO Nightlife Music; Stephen Phillips, CEO Mawson Ventures (Popgun).

Lunch

Time: 12.30pm - 1.30pm

Venue: TBA

Continued overleaf.

The Viewpoint - Valuing Music

Time: 1.30pm - 2.30pm

Music is an enigma. Massively popular and valued by the public; yet affording equal value to our creators and makers is a fundamental challenge. A new *Viewpoint* session argues that we must re-value our music and our nation's cultural foundation. We explore three aspects: valuing the niche, fair pay for a fair gig and closing the value gap; and invite your input:

- Valuing the niche
- Broadcast music on ABC, the activist's view
- Fair pay for a fair gig
- What's happening, and what's required, the advocates case
- Closing the value gap
- Re-balancing the digital music equation, the muso lawyer speaks

Moderator: Councillor Jess Scully, City of Sydney, Creative Industries Expert, Event Director, Public Art Curator.

Panel: Brendan Gallagher, Musician/Composer/Producer, Vice Chair Asia Pacific Music Creators Alliance, Artist Director APRA Board; Ruth Hazleton: musician, folklorist, advocate, convenor #saveRNmusic campaign.

OR (concurrent session detailed overleaf)

Capital, Investment and Finance for Music Businesses

Time: 1.30pm - 2.30pm

Capital raising options for micro and small music businesses. We explore optimum capital structures for phased growth of robust music enterprises, examine pros and cons of debt, grants, crowd-funding, loans and equity, and share a case study. Includes Q&A with finance experts and funding agencies.

Moderator: David Sharpe, Director Advisory and Consulting, Generate

Speakers: Jacqui Crouch, Founder & Director, Generate; Jacqui Louez Schoorl, CEO & Co-Founder Jaxsta; more TBA

State of the Industry Report

Time: 2.30pm - 3.30pm

Chief executives from our major music bodies share the latest data on recorded and live music sales, royalties and attendances. They will also offer insight into key trends and developments impacting on the industry in the year ahead. Having turned the recorded music corner, is there a cause for continued optimism?

Moderator: Lars Brandle, Music Journalist & Presenter, Australia correspondent Billboard Magazine

Speakers: Brett Cottle, Chief Executive, APRA AMCOS; Dan Rosen, CEO, ARIA, Evelyn Richardson, Chief Executive Live Performance Australia

Coffee

Time: 3.30pm - 4.00pm

Closing Plenary

Time: 4.00 - 4.45pm

Conference convenors present a summary of key outcomes and agenda items to take forward to industry.

Closing Address and Thanks

Time: 4.45pm - 5.00pm

Note: all times, sessions and speakers subject to change, please check website for updates.

Conference Objective

The Roundtable's broad objective is to contribute to Australian music industry growth.

2017 priorities:

- Foster and drive implementation of industry identified policy and development initiatives
- Stimulate a strategic professional dialogue across the sector
- Contribute to sector capabilities
- Achieve consensus across industry and commitment to joint action
- Increased reputation for Sydney as an innovative and creative city

Roundtable Convenors and Staff

- **Conference Organiser and Programmer** - Chris Bowen, CEO, Music Australia
- **Forum Convenors** - Ben O'Hara (Educators Forum), John Wardle (Regional Music Policy Makers Forum), Hugh Nichols (Sound Solutions Music Forum for Cities)
- **Session Convenors** - Lindy Morrison, Vicki Gordon, Kate Duncan, Damian Cunningham, Patrick Donovan
- **Music Australia Conference Staff** - Cara Anderson, Clare Kenny, Scarlett Di Maio

Contemporary Music Advisory Group

- **Brigid Dixon** - Lawyer, Legal and Business Affairs, Mushroom Group
- **Brendan Gallagher** - Musician, Artist, Director, APRA AMCOS Board
- **Catherine Gerrard** - Director, Publisher Relations and Repertoire, APRA AMCOS, Music Australia Board
- **Stephen Green** - Managing Director, SGC Media, Music Australia Councillor
- **Kate Duncan** - Creative Producer, The Push
- **Lindy Morrison OAM** - Musician, Educator, Social Worker
- **Hugh Nichols** - Live Music Strategy Advisor, City of Sydney
- **Ben O'Hara** - Dean, Collarts, Australian College of the Arts
- **Michael Smellie** - Businessman, Chair Music Australia
- **Leanne de Souza** - Executive Director, Association of Artist Managers (AAM)

The full program will be released in late June here:

<https://musicaustralia.org.au/program/contemporary-music-roundtable/>