

**Submission
No 655**

SYDNEY'S NIGHT TIME ECONOMY

Organisation: APRA AMCOS

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**APRA
AMCOS**

10 July 2019

**The Hon Natalie Ward, MLC
Committee Chair
Joint Select Committee on Sydney's night time economy
Parliament House
Macquarie Street
SYDNEY NSW 2000**

Dear Chair

JOINT SELECT COMMITTEE ON SYDNEY'S NIGHT TIME ECONOMY

APRA AMCOS has been representing Australian songwriters, composers and publishers since 1926. With over 100,000 members across Australia and New Zealand, our membership includes the very best and brightest of established and emerging musical talent at home and around the globe. We administer rights on their behalf, supporting songwriters, composers and publishers in an industry that is a flagship of Australian culture and creativity, generating billions of dollars each year for the Australian economy.

We are affiliated with similar collective management organisations around the world. So when Australian and New Zealand songs and compositions are played overseas, Australian and New Zealand writers get paid. We also help music customers in Australia and New Zealand access music from the rest of the world.

We work in partnership with government to support the development and career paths within Australian music through the cornerstones of live music, digital distribution, local venues, education and the global stage. APRA AMCOS has successfully initiated and lead industry and government co-investment strategies, developing highly regarded capacity building programs, most notably; SongMakers, Live Music Office, SongHubs and SOUNDS AUSTRALIA.

As well, we advocate on behalf of music creators' rights and the Australasian music industry locally, nationally and internationally. Our Ambassador Program includes over 150 influential music creators representing the breadth and diversity of our membership, music publishers, and other industry stakeholders such as music venue operators and music managers. Collectively we promote the importance of music creators' rights and our role in administering those rights to industry, all levels of government, the media and the wider community.

Most recently, APRA AMCOS worked with the Australian Government on the development of their \$30.9 million Australian Music Industry Package which provides funding for a range of measures and includes grants to assist Australian small businesses to host more live music and new mentoring programs to encourage greater representation of women and Indigenous artists in the music industry.

APRA AMCOS established the Live Music Office (LMO) in 2013 and continues to fund the LMO. The LMO works to increase opportunities for live music in Australia by identifying and advocating for better policy, regulation and strategy in connection with live music. APRA AMCOS has been provided a copy of LMO's submission to the Inquiry and endorses the recommendations contained in that submission.

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The music industry is a sector that touches the lives and provides enjoyment for millions across the state, generating millions in economic and tourism revenue. And Sydney is a major industry centre for music in Australasia. However, this is at risk as the sector faces significant disruption by rushed government policy and a lack of a meaningful whole-of-government consultation with the sector.

APRA AMCOS is strongly of the view that the roundtables, inquiry and public hearings into Sydney's night-time economy comprise an important step by the Parliament to ensure that live music builds on its existing contribution to NSW's economy and helps enhance the liveability of the state for the foreseeable future.

Live music in cities, regional centres and towns provides them with a competitive advantage. More than half of the national population attends live music, with every dollar spent on live music in Australia - three dollars' worth of benefits are returned to the wider Australian community. One in seven Australians make music and over 40,000 Australian songwriters were paid royalties for their works last year.

A Goldman Sachs report into music released in September 2017 estimated the global recorded music market would hit \$US41 billion by 2030. Add publishing revenue and live music to this figure and it is likely music will become a \$US100 billion industry within a decade. Australia has the potential to earn a 5% market share of this by 2030.

The state's policy setting and government partnership with industry needs to evolve significantly if Sydney and NSW is going to be part of this national success story. Sydney and NSW must develop a whole of government and partnership approach to ensure the music industry achieves its potential without over-regulation and red-tape, and where artists have sustainable careers, venues are viable, and we have a vibrant local music culture.

In particular, we note the urgency for the NSW Government to match funding, per capita, for contemporary music with that of the Victorian Government over the next four years to fully reflect music's cultural, economic and social capacity to drive employment, exports, local economic rejuvenation, tourism, hospitality, entertainment, youth development and health benefits across the state. As well as this, the NSW Government should match any funding that may be delivered to NSW through the Australian Government's Australian Music Industry Package.

If we can be of any further assistance in regards to this inquiry please do not hesitate to contact me.

Yours sincerely,

Nicholas Pickard
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APRA AMCOS