

**Submission
No 787**

SYDNEY'S NIGHT TIME ECONOMY

Organisation: Live Nation Australasia

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Joint Select Committee on Sydney's Night-Time Economy
Legislative Council
Parliament House
6 Macquarie Street
SYDNEY NSW 2000

By email: nighttimeeconomy@parliament.nsw.gov.au

Dear Chair,

Submission to the NSW Parliamentary Inquiry into Sydney's Night-Time Economy.

As a key global player in the music industry and the Night-Time Economy Live Nation Australasia welcomes the opportunity to comment on NSW Parliamentary Inquiry into Sydney's Night-Time Economy.

Live Nation Entertainment is the world's leading live entertainment company producing 35,000 concerts, touring over 4,000 artists and operating 200+ venues across 41 countries in 2018. Listed on the NYSE, Live Nation Entertainment is a Fortune 400 company and the parent company for both Live Nation Australasia and Ticketmaster Australia and New Zealand.

Live Nation stages over 100 festivals globally including the biggest festival brands such as Lollapalooza (US, Sweden & Germany), Electric Daisy Carnival (US), Rock In Rio (South America), Creamfields (UK & China), Isle of Wight, Reading and Leeds and Download (all UK).

In Australia, Live Nation entered into a joint venture partnership with Secret Sounds in 2016. Secret Sounds sees the production of leading Australian festivals including Splendour in the Grass (Byron Bay), Download (now in Melbourne in Sydney) and Falls Festival in four locations across Australia: Lorne (VIC), Byron Bay (NSW), Fremantle (WA) and Marion Bay (TAS).

Over the past few years Live Nation has embarked on a proactive expansion into venues in the Asia Pacific region, with a focus on Australia and New Zealand. We have recently acquired venues such as Spark Arena, a 12,000 capacity arena in Auckland and in partnership with the City of Port Phillip Council operate the Palais Theatre, a 3,000 capacity theatre in St Kilda Melbourne. We are also about to open the new Fortitude Music Hall, a 3,300 capacity theatre on the Brunswick Street Mall in Brisbane in partnership with Secret Sounds.

Sydney is a world-renowned city with a strong cultural identity and sustained population growth, all factors which should point to a prosperous night-time economy. It is Live Nation's view that the 2014 policies, known as the 'lock out laws', have however created a barrier to an integral part of Sydney's cultural and fiscal economy.

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The after-dark offering of music must be broadened for Sydney's Night-Time Economy and international reputation to improve. The city is experiencing a diminished night-time offering as a result of the reforms, and Live Nation requests a review of these reforms in light of the consequences now being seen across the city.

There is a gap in the current venue provision close to the Sydney CBD, left by the closure of the Sydney Entertainment Centre. In order to secure the top artist tours for Sydney audiences, we need higher capacity stadiums and arenas that can accommodate the larger tours, productions and fans.

On a wider point, Government needs to encourage diversity in the cultural offering at night and Live Nation believes live music has a large role to play, contributing not only to the success of venues and festival spaces, but also to the success of other night-time businesses, including retail and hospitality.

Case study - Canada

As stated in the 2015 report *Mastering of a Music City* by Music Canada, more and more cities around the world are leveraging their music scene to boost visitor numbers and the economic benefits they bring.

The main benefits being:

- Revenue from concert and festival tickets, merchandise, hotels, restaurants, and other spinoffs
- Job creation – hotels, restaurants, venues and other places where tourists spend money need staff to meet the demand
- Building a city's brand by leveraging its musical heritage or music scene

Case study – UK

As stated in the 2017 report *Wish You Were Here* by UK Music, the music industry contributes hugely to the economic success of London. London has a Music Board which was set up by a Mayor-appointed Night Czar which makes culture a central economic plank, empowering and energising the creative community in the UK.

The report findings revealed:

- £1 billion generated by music tourism in London in 2016
- 3.6 million music tourists attending music events in the capital in 2016
- 8,615 full time jobs sustained by music tourism in 2016
- 40% of music audience made up of tourists

Case study – Live Nation

Live Nation's 2018 report *The Power of Live: A Global Music Fan Study* showed the importance of live music to people around the world.

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LOVE OF LIVE: LIVE MUSIC IS A CONTAGIOUSLY GROWING EXPERIENCE

LIVE MUSIC GROWTH IS OUTPACING RECORDED / STREAMING MUSIC

Year	Recorded / Streaming Music (Revenue Billions)	Live Music (Revenue Billions)
2011	\$20.801	\$22.510
2015	\$18.891	\$24.334
2020	\$19.478	\$28.242

LIVE MUSIC ATTENDANCE CONTINUES TO GROW

MORE THAN 2/3 13-TO 49-YEAR-OLDS HAVE BEEN TO A LIVE MUSIC EVENT IN THE PAST YEAR

62% have been to both a concert & festival

MUSIC IS AN INCREASINGLY IMPORTANT PART OF WHO WE ARE

IDENTITY

Music says more about us than our hometown, race or religion

VALUES

People are more likely to value live music over sex in their lives

LIVE NATION & TICKETMASTER ARE THE TOP DESTINATION FOR LIVE MUSIC TICKET PURCHASES

500 MILLION

GLOBAL TICKET TRANSACTIONS PER YEAR

Sources: PwC Global Entertainment and Media Outlook Music Report; 2018 Live Nation "Global Live Music Fan Study" ©2018 LIVE NATION ENTERTAINMENT

The above case studies highlight the importance of the sector, the value of live music to a city, and the benefits of prioritising the night-time economy. We would ask that the Committee look to these examples of successful cultural policies and consider what can be done in Sydney to learn from them.

One specific ask would be to consider the example of the Live Music Roundtable set up by Creative Victoria and Music Victoria as a way of formally engaging the industry on a regular basis. The Roundtable provides a forum for coordination and discussion between industry and Government and, as in other cities around the world, is a great starting place for the creation of sensitive and effective policy making.

We would be pleased to engage in any further discussion and work with you on how we can collectively improve Sydney's Night-Time Economy.

Should you wish to discuss these issues further, please do not hesitate to contact us at any time.

Yours sincerely,

Roger Field
 Chief Executive Officer - Live Nation Australasia

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