
Request for response to question from the Legislative Council Inquiry into the music and arts economy in New South Wales

Question:

1. Could Destination NSW provide for the last three years: a breakdown of expenditure (dollar value and percentage of total expenditure) supporting contemporary music in the following categories:

- a) Vivid's music program at the Opera House
- b) Vivid's music program at venues other than the Opera House
- c) Outside Vivid – how this has been apportioned
- d) Funding for specific festivals and events (please specify event)

Response:

Vivid Sydney is Australia's largest event and the world's largest festival of light, music and ideas. It is owned, managed and produced for the NSW Government by Destination NSW. The program features large-scale light installations and projections (Vivid Light); music performances and collaborations (Vivid Music, including Vivid LIVE at the Sydney Opera House); and creative ideas, discussion and debate (Vivid Ideas), all celebrating Sydney as the creative services hub of the Asia-Pacific.

Vivid Sydney delivers exceptional visitor spend to the NSW economy each year. In 2018, the festival celebrated its tenth anniversary with 2.25 million people attending over 23 nights and spending around \$172 million.

In the last three years Vivid Music has featured more than 800 performances at Sydney Opera House and venues across the city. The number of performances in each of the last three years is as follows:

2016	227 performances at 31 venues
2017	396 performances at 44 venues
2018	183 performances at 25 venues.

The Vivid Music program showcases both local and international artists to promote Sydney's live music scene. Vivid LIVE is presented at and curated by Sydney Opera House, questions associated with their program are best directed to them. Over the last three years the Vivid LIVE program has seen artists such as Solange, Ice Cube, Morrissey, Bjork Digital, New Order and Bon Iver perform at Sydney Opera House helping to enhance Vivid Sydney's reputation as the world's largest festival of light, music and ideas. Artists such as St. Vincent, Goldfrapp, Hiatus Kaiyote and Branford Marsalis have also performed at Carriageworks and the City Recital Hall.

Sydney's live music scene is further supported through X|Celerate, a partnership between Vivid Sydney and the City of Sydney, which showcases grassroots and emerging local music talent to enliven music venues in Kings Cross, Darlinghurst, Surry Hills, Redfern, Chippendale, Newtown, Enmore, and Marrickville.

The Vivid Music guides for 2016 to 2018 are included at Attachment C to inform the Committee on the scope of music events supported through the festival.

Major event investment

Destination NSW works in partnership with major event owners by providing expertise, marketing support and financial assistance to support events, further develop the NSW Events Calendar and to deliver benefits to Sydney and NSW.

All Australian states and territories plus neighbouring countries in the Asia-Pacific region compete to acquire and retain major events in order to develop the most compelling calendar of events to increase visitation and visitor spend in their jurisdictions. The competitive environment around the acquisition and retention of major events therefore requires the level of investment by Destination NSW in individual events to remain as commercial-in-confidence.

Regional Flagship Events Program

In regional NSW, Destination NSW delivers the Regional Flagship Events Program which provides grants to support events that have been identified as having the potential to act as 'cornerstone', or flagship, tourism events for their area by attracting overnight visitation and delivering long term benefits to their region.

Event expenditure outside Vivid Sydney

Over the past three years Destination NSW has invested in 38 events, festivals or conferences that support contemporary music outside of Vivid Sydney, with a total investment in excess of \$3.8 million. This represents two per cent of the agency's total event development expenditure.

Details of major events supporting contemporary music outside of Vivid Sydney that Destination NSW has invested in over the last three years are outlined in the table at Attachment A. For the reasons stated above investment levels are not included.

Details of Regional Flagship Events and Regional Conferences supported by Destination NSW over the last three years outside of Vivid Sydney are included in Attachment B.

Attachment B - Major events supporting contemporary music

Event	Venue	Year/s
ARIA Awards	Sydney	2015 to 2020
Deni Ute Muster	Deniliquin	2016 to 2018
Electronic Music Conference	Sydney CBD	2016
Harley Days	Wollongong	2016 to 2017
MTV Beats and Eats	Western Sydney, Hunter Valley, Orange/Mudgee, Wollongong/ Shoalhaven and Southern Highlands.	2015 to 2017
Parkes Elvis Festival	Parkes	2016 to 2018
Snowtunes	Lake Jindabyne	2016 to 2018
Sydney International Piano Competition of Australia	Sydney	2016
Tamworth Country Music Festival	Tamworth	2017 to 2018
Vanfest	Forbes	2015 to 2017

Attachment B - Regional Flagship Events supporting contemporary music

Event	Venue	2016	2017	2018
Bangalow Music Festival	Bangalow	\$10,000		\$20,000
Best Kept Secret Presents Gaolbreak	Dubbo			\$18,000
Burradise Festival	Culburra		\$20,000	\$20,000
Clarence Town River Country Festival	Clarence Town		\$20,000	
Cobargo Folk Festival	Cobargo	\$10,000	\$20,000	\$20,000
Cotton Capital Country Music Muster	Wee Waa			\$14,000
End2End Festival	Pokolbin			\$20,000
Fairgrounds Festival	Berry			\$20,000
Girrakool Blues Festival & BBQ	Kariong			\$20,000
Granite Town Festival	Moruya			\$20,000
Jazz in the Vineyards	Pokolbin			\$20,000
Kidgeeridge Music Festival	Milton	\$10,000		
KLC Country Gold	Kiama			\$20,000
Latin Spirit - The Sounds of Tango & Flamenco	Bermagui		\$20,000	
Opera by the Lake	Tuncurry		\$20,000	
Peak Festival (formerly Snowy Mountains Music Festival)	Perisher	\$20,000	\$20,000	\$38,850
Peter Allen Festival	Tenterfield			\$20,000
Rewind the Vines	Griffith			\$10,000
River Daze	Barham			\$15,170
Summer Sounds	Bermagui			\$20,000
The Mullum Music Festival	Mullumbimby			\$27,500
The O'Heart Festival	Tyalgum			\$20,000
The Riverboats of Music Festival	Echuca/Moama	\$20,000	\$20,000	\$32,076
Trundle Abba Festival	Trundle		\$20,000	\$20,000
Tumbafest	Tumbarumba			\$18,418
Wingham Akoostik Festival	Wingham	\$25,000	\$25,000	\$25,000
Yours & Owls	Wollongong		\$20,000	
Total grants		\$95,000	\$205,000	\$459,014

Regional conferences supporting contemporary music

Event	Venue	Year	Grant
Resonate - 2018 Australian National Association of Teachers of Singing National Conference	Blue Mountains	2018	\$33,620



Attachment C – Vivid Music program guides 2016 to 2018