

Portfolio Committee No. 6 – Planning and Environment on Friday 24 August 2018 for the inquiry into the music and arts economy in NSW.

SOUNDS AUSTRALIA questions on notice

1. What assistance could the NSW Government provide to Sounds Australia?

The most effective support that the NSW Government could provide to SOUNDS AUSTRALIA is a multi-year contribution commitment towards the core operations of the export program. This includes showcasing, networking and promotional activity undertaken at international events, delivered in parallel to professional development and capacity building initiatives for the benefit of New South Wales artists and industry.

This support would not be peer assessed nor awarded through the current Create NSW grant funding model, rather it would be a strategic and discretionary investment resulting in a partnership between SOUNDS AUSTRALIA and the NSW Government.

Ideally the investment would not be limited to just the arts, with the support for SOUNDS AUSTRALIA also provided across trade and industry portfolios too.

2. Is there examples of support provided from other State Governments we could look to?

Following is an example of the partnership proposal with Creative Victoria 2018/2019.

Sounds Australia



Fast-Tracking Australian Music Success Globally

CREATIVE VICTORIA

SOUNDS AUSTRALIA PARTNERSHIP 2018/19

- **INTERNATIONAL EXPORT PROGRAM**
- **CAPACITY BUILDING, PROFESSIONAL DEVELOPMENT, EXPORT READINESS**
- **ADD ON INITIATIVES AND TAILORED OPPORTUNITIES**

Aligning with Creative Victoria's core values and dedication to supporting creative industries both locally and internationally, SOUNDS AUSTRALIA delivers a program that;

- **BACKS CREATIVE TALENT**
- **STRENGTHENS THE CREATIVE INDUSTRIES ECOSYSTEM**
- **BUILDS INTERNATIONAL ENGAGEMENT**

This is achieved by strategically addressing both the professional development of artists and industry domestically, and delivering an international program that will drive Australian artists to increased global opportunities and revenues.

Nine years of development, established cumulative music industry networks and constant evaluation, has resulted in the creation of a robust and cost effective premier international program that offers Victoria a recognised international platform to promote its artists and industry professionals.

Respected world-wide for showcases and networking events, SOUNDS AUSTRALIA offers a unique service supporting emerging Victorian artist and music businesses to reach global audiences.

SOUNDS AUSTRALIA fuels the growth of the Australian music industry, connecting small businesses to global opportunities, contributes to arts excellence and innovation, seeds economic prosperity and job creation for the sector and contributes to cultural identity.

INVESTMENT REQUEST: \$40,000

INTERNATIONAL EXPORT PROGRAM

Investment in SOUNDS AUSTRALIA's core program incorporates **four distinct areas of activity.**

1. Create and produce international **performance opportunities** for Victorian artists
2. Develop and deliver **B2B networking events** for Victorian music industry professional
3. Undertake **marketing & promotion**
4. Implement a **digital strategy** to support in-market activity

SHOWCASES & NETWORKING

Each of the Blockbuster, Sector focussed and Genre events will see a combination of the below activity presented in market. SOUNDS AUSTRALIA's suite of **SHOWCASING** events includes:

- **THE AUSSIE BBQ** - the biggest showcase of Australian music outside of Australia.
- **SOUND GALLERY** - a carefully curated selection of Australia's acoustic, blues, soul, folk & country acts.
- **2 FOR THE SHOWCASE** - it only takes 2 songs to attract the right influential ear.

To complement and support the artist showcase infrastructure that has been developed, SOUNDS AUSTRALIA has created an array of proprietary **NETWORKING** events, trade services and business to business opportunities offered to exporting artists (predominately via their management representatives) and other Australian industry in market.

- The Luncheon
- 'Meet the Australians' receptions
- Tim Tam Slams Icebreaker roundtables
- One-on-one meetings
- Trade stand management
- Country Connections co-presented with other export offices from around the world
- Agitating for Australian delegates to be featured on international conference panels
- Present Australian market panels
- Lead industry Trade Missions

MARKETING & PROMOTION

SOUNDS AUSTRALIA's marketing and promotion includes: Online Social Media Strategy, Ads in Conference & Festival Programmes, Promotional Collateral, Posters, Flyers, Postcards, Venue/Pull-Up Banners, Press Releases, Website, and the engagement of a publicist if required in certain markets.

DIGITAL EXPORT

The Digital Export Producer, will be responsible for creating and maintaining SOUNDS AUSTRALIA playlists, made up of songs from the 800 plus artists that have showcased under the SOUNDS AUSTRALIA banner since inception.

Pitch specific playlists in advance of each international showcase conference event (such as SXSW, The Great Escape, Classical:NEXT, Americana, Jazzahead), assembled from the Official Artists chosen to showcase by the local programming and booking teams at the respective events.

Employ their wealth of expertise and reputation to highlight yet to be discovered artists, ahead of their respective exporting journeys and cultivate long-term IRL relationships with streaming curatorial teams and build partnerships with key platform gatekeepers on behalf of the Australian industry.

Investigate pivoting SOUNDS AUSTRALIA's existing web presence from a more practical educational resource, in to a premier go-to content discovery channel. With a focus on digital streams, the export program will also explore opportunities available through new technology and innovation to drive Australian artists further and faster, whilst decreasing costs and providing exposure for culturally and geographically diverse Australian artists to audiences around the world.

PROPOSED 2018/2019 INTERNATIONAL MARKET EVENTS

BLOCKBUSTER EVENTS

- | | | |
|------------------------------|--------------------|----------------|
| • REEPERBAHN FESTIVAL | (Hamburg, Germany) | September 2018 |
| • SXSW - SOUTH BY SOUTHWEST | (Austin, USA) | March 2019 |
| • THE GREAT ESCAPE | (Brighton, UK) | May 2019 |
| • THE AUSSIE BBQ SUMMERSTAGE | (New York, USA) | June 2019 |

SECTOR FOCUSED (NON SHOWCASE) EVENTS

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|-----------------------------------|------------------|--------------|
| • NY:LON CONNECT | (London, UK) | January 2019 |
| • NASHVILLE MUSIC BIZ | (Nashville, USA) | May 2019 |
| • A2IM: INDIE MUSIC WEEK (Labels) | (New York, USA) | June 2019 |
| • MIDEM (Publishers) | (Cannes, France) | June 2019 |

GENRE EVENTS

- | | | |
|-------------------------------|-------------------------------------|------------------|
| • AMERICANA FEST | (Nashville, USA) | Sept 2018 |
| • WOMEX | (Las Palmas de Gran Canaria, Spain) | October 2018 ** |
| • M FOR MUNDIAL | (Montreal, Canada) | November 2018 ** |
| • FOLK ALLIANCE INTERNATIONAL | (Montreal, Canada) | February 2019 |
| • JAZZAHEAD! | (Bremen, Germany) | April 2019 |
| • CLASSICAL: NEXT | (Rotterdam, Netherlands) | May 2019 |

NON MARKET ACTIVITY EVENTS

- | | | |
|------------------------|------------------------------|--------------|
| • MONDO.NYC | (New York, USA) | October 2018 |
| • EUROSONIC | (Groningen, The Netherlands) | January 2019 |
| • CANADIAN MUSIC WEEK | (Toronto, Canada) | May 2019** |
| • LIVERPOOL SOUND CITY | (Liverpool, UK) | May 2019** |

EMERGING MUSIC MARKET EVENTS

| | | |
|--------------------|---------------------------|------------------|
| • MUSIC MATTERS | (Singapore) | Sept 2018 |
| • MU:CON / ZANDARI | (Seoul, South Korea) | Sept 2018** |
| • FLUVIAL | (Valdivia, Chile) | Nov / Dec 2018** |
| • BAFIM | (Buenos Aires, Argentina) | December 2018 |
| • SIM | (Sao Paulo, Brazil) | December 2018 |
| • FIMPRO | (Guadalajara, Mexico) | May 2019** |

PROPOSED INTERNATIONAL RECONNAISSANCE ACTIVITY

| | | |
|--------------------|-----------------------------------|--------------|
| • MAPAS | (Tenerife, Canary Islands, Spain) | July 2018 |
| • THE VISIT | (Perth and Edinburgh, Scotland) | August 2018 |
| • SHIBUYA SHOWCASE | (Tokyo, JAPAN) | October 2018 |

***Dependent on the number of artists chosen*

CAPACITY BUILDING, PROFESSIONAL DEVELOPMENT, EXPORT READINESS

Throughout 2018/2019, SOUNDS AUSTRALIA will continue to build industry capacity and export preparedness amongst Victorian artists and music businesses. The suite of proprietary export training services implemented by SOUNDS AUSTRALIA includes; the presentation of topical master classes, online resources, market knowledge intelligence and tailored meeting management all aimed at stimulating professional development for Victorian managers, label executives, publishers, agents and self-managed artists.

In partnership with the **Victorian Music Development Office (VMDO)**, representatives from SOUNDS AUSTRALIA will deliver;

- At least one Export Masterclass in Victoria
- A minimum of three, six hour One on One meeting sessions in Victoria, designed for Victorian artists and industry to access insights and advice on exporting opportunities from experienced professionals who can encourage, guide, goal set and support their international creative ambitions.
- Host at least one pre-market mixer for participating artists and industry in Victoria
- Coordinate two pre-event teleconferences for Victorians attending Classical:NEXT and those artists showcasing at BIGSOUND.

In addition to the above stand-alone tailored export initiatives, SOUNDS AUSTRALIA will partner and participate in Victorian music events throughout the year, including and not limited to CHANGES, Leaps & Bounds, Laneway Festival and Melbourne Music Week, whilst continuing to commit time to serve on the *Music Passport Advisory Panel* for The Push and ongoing consultation with Music Victoria.

ADD ON INITIATIVES AND TAILORED OPPORTUNITIES

In addition to the Victorian Government's partnership and ongoing support of SOUNDS AUSTRALIA's core export program and professional development series, there is also the aspiration to create specific initiatives and tailored opportunities for the sole benefit of Victorian artists and music professionals, as identified in consultation with the VMDO.

Examples might include;

- SOUNDS AUSTRALIA works with the VMDO to present **Victorian indigenous artists** on the main stages of key international showcase events including SXSW (Austin, Texas) and The Great Escape (Brighton). These artists will be selected by SOUNDS AUSTRALIA in consultation with the directors of the festivals, outside of the competitively assessed Victorian artists also invited. These indigenous artists will be presented as an important celebration of Australia culture, whilst delivering export pathways and opportunities for Aboriginal artists. SOUNDS

AUSTRALIA will work closely throughout the year with Victorian music associations, governments and businesses that occupy this space, so as to ensure the acts are well prepared and supported whilst overseas and away from community.

- Partner with the VMDO to instigate and deliver targeted industry **Trade Missions** to strengthen people to people connections, market knowledge and professional development. The focus may include a particular territory (eg Germany or Canada), an emerging market (LATAM) or specific activity with a focus of increasing the use of Australian music in Film/TV, Advertising and gaming globally, such as attendance at TIFF, Lion Cannes or Sundance.
- To further build capacity and strengthen the international buyers and presenters networks around the world for Victorian artists, SOUNDS AUSTRALIA could look to develop a **boutique In-Bound Buyers Program specifically targeted to support Victoria's Folk, Jazz, Contemporary Classical, Blues, Roots and World music genres.**

The proposed *Look See Experience* would create a unique and tailored opportunity to host hand-picked international programmers and bring them in to Victoria as part of a curated VIP offering, with SOUNDS AUSTRALIA and the VMDO Co-Presenting with a combination of existing festivals, regional performing venues, tourism associations and local governments across Victoria.

- SOUNDS AUSTRALIA seeks to provide advice, pre-event support and in-market assistance, relative to advocating for a strong music presence to be included in the Victorian governments' proposed activations at **AustraliaHOUSE @ SXSW 2019**, that raises awareness of and promotes Visit Victoria and Melbourne as a leading music city.

If any of the above or alternative service offerings or programs are triggered throughout the agreement term, the associated costs and deliverables will be identified by SOUNDS AUSTRALIA and the VMDO and funding allocated or sort accordingly. These additional opportunities afford Victorian artists and industry professionals a greater focus on their creative and commercial export pursuits and an overall stronger platform to present and market their work to international buyers and international audiences.

EVALUATION & REPORTING

A combination of methodologies will be employed in order to effectively measure results of the SOUNDS AUSTRALIA program. For the purposes of measuring the success of the project and subsequent acquittal report, the following will occur:

- A Feedback Survey will be issued to participating Victorian artists post international events they participate in, that will include both quantitative and qualitative questions, whilst collecting key priority demographics such as gender, ethnicity and place of residence.
- These results will be extrapolated and included as part of the annual artistic report, to be delivered on the 30th April 2019. Particular attention will be given to how successful the artists were in achieving the objectives they set out to meet by participating in each market event.
- Success of the program will also be determined by the increase in the number of Victorian artists selected and invited to officially showcase at international events.
- Testimonials received from Victorian artists and industry acknowledging SOUNDS AUSTRALIA's role in supporting them at international and domestic events, will contribute to measuring the value and need for the national export initiative and the platforms and access provided by the program.
- KPMG engaged to undertake a financial audit of SOUNDS AUSTRALIA

Commencing in 2016, SOUNDS AUSTRALIA has taken a lead role in commissioning research into "*The economic and cultural value of Australian music exports*," with the aim of establishing an understanding of the potential of music export as a contributor to GDP, after successfully being awarded an ARC Linkage grant in partnership with Newcastle and Monash Universities, APRA AMCOS and the Australia Council for the Arts.

Those findings are due to be delivered at the end of 2018 / early 2019 and upon completion of the research SOUNDS AUSTRALIA will have access to a more refined data collection and evaluation mechanism, for the future of reporting on music export ROI, with both quantitative and qualitative information that will assist in policy development and investment strategy recommendations.

SOUNDS AUSTRALIA offers Victorian artists the opportunity to build on their export potential and strengthen their professional development. Success in international markets can have long-term and far-reaching benefits contributing to arts excellence and innovation, in addition to substantial increased economic impacts.

SOUNDS AUSTRALIA has established cumulative music industry networks and undertaken constant evaluation, which has resulted in the creation of a robust and cost effective premier international program that offers Australia a recognised international platform to promote its artists and industry professionals.

SOUNDS AUSTRALIA's aims are;

- To provide **the best possible environment** for Australian artists at international showcase events
- To provide industry **value-add networking and business matching** opportunities at international events
- To **harmonise export activity** across national and state funding agencies and industry bodies to reduce duplication of available resources
- To **raise the profile and visibility of Australia** at key international markets by implementing a strong national (sum of its parts) umbrella branding tactic; and
- To **facilitate the introduction of buyers and sellers** of Australian music