

**Submission
No 61**

**INQUIRY INTO THE MUSIC AND ARTS ECONOMY IN
NEW SOUTH WALES**

Name: Mr Andrew Ballard

Date received: 17 February 2018

Hi,

I think artist management need to expand their artists' tours to more than just the capital cities in Australia. I think the NSW Government should use indent NSW to encourage bands to tour up and down the regional centres of NSW. For example, starting from Sydney and going north, first gig after Sydney at central coast at Long Jetty Hotel, then Newcastle next night at small ballroom or Cambridge hotel, then west to Tamworth who needs to expand from just country music to a variety of different genres such as rock, punk, blues, acoustic; next to port Macquarie and/or Armidale for another gig. Next to south west rocks/Kempsey area or to Bellingen; next to go straight to Coffs Harbour at CEX or a smaller venue, next Grafton or straight to Lismore at university venue to engage with that musical audience then try a few gigs touring around Ballina/Lennox Head/Byron Bay (beaches hotel, PCYC)/Brunswick Heads (BH Hotel) for a straight of shows over a week. Then finishing going up to Gold Coast and/or Brisbane.

This will make music touring a more fundamental working career where artists can do these types of tours twice a year or more. There should be an incentive for venue to take gigs for artist and ensure the NSW Government are giving both parties a fair deal of finance, so the venues can break even and the artists are playing gigs for accomodation and not losing my money in the process. Indent NSW can act as a third party to ensure the artists and venues are both happy to putting on shows.

This will revitalise regional centres and people don't have to always drive or train to Sydney for a show of Smith st, camp cope or Kim Churchill. We need to connect our towns to do more shows with the expectations of not just making money but creating a community and culture around these venues and the artists that tour there.