

**Submission
No 83**

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

Name: Ms Yvette Myhill

Date received: 19 February 2018

To Whom It May Concern,

Thank you for the opportunity to provide a submission to this important inquiry.

I have recently moved from NSW to Victoria after more than 17 years working in the NSW music industry. This move was in part due to the lack of opportunities and growth in the music sector in NSW as compared to other Australian states. When I started my career, NSW was the leading state for music. Most of the record labels, agents, managers and most innovative arts companies were located in Sydney, and the venues and nightlife was robust and well supported.

Over these years I have seen growth and industry support in Adelaide, Melbourne and Brisbane that has not been matched in Sydney. Sydney is subsequently losing its place as the leader in the music industry.

This became most apparent in my last place of employment in Sydney at what is now known as Create NSW. My role was as a Senior Program Officer specialising in Music. As part of the restructure from Arts NSW to Create NSW, this role (and all art form specific roles) were dissolved, and Create NSW staff now work across all artforms (music, dance, theatre, film, visual arts, museums, literature etc).

From my experience, I don't see how it is possible to maintain current and relevant industry contacts, monitor trends, and be able to provide advice to the minister, within a complex industry such as the music industry (which encompasses contemporary, classical, opera, festivals etc), if you also have to do this across every other art form in NSW.

In comparison, other state departments, such as Creative VIC and Arts SA, have dedicated Music teams (some even have staff dedicated full time just to contemporary music) and their place in the music landscape, volume of new artists, export opportunities, cross-industry relationships, innovative outcomes, and many more are valued and apparent.

Studies from Live Performance Australia (<http://reports.liveperformance.com.au/ticket-survey-2016/states#state-results>) showed that more than 2.5 million people attended a paid live music event in NSW in 2016. That is a large percentage of the state, and does not include interaction with radio/streaming services or attendance at free events. Music is not just an optional leisure item. It is an integral part of the lives of NSW people, as well as providing an economic boost to the state of hundreds of millions of dollars, and employing hundreds of thousands of people.

Music is an enormous part of the lives of NSW residents and should be supported by the government, both with policy and financially, to ensure its future growth and development.

Kind regards,

Yvette Myhill