

**Submission
No 266**

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

Organisation: Sounds Australia

Date received: 28 February 2018

At the 2017 ARIA's, the Hon. Don Harwin, NSW Minister for the Arts said: *“The ARIA Awards have once again celebrated Australian music and our home-grown talent in spectacular fashion. I congratulate all of the winners and am proud to see the nation's pinnacle music industry celebration held in Sydney.”*

Sadly we don't believe this pride has been reflected in the level of support (or lack thereof) Create NSW is offering to its contemporary music sector, both locally, or abroad.

Some key points for consideration:

Create NSW and previously ArtsNSW have championed SOUNDS AUSTRALIA, the national music export initiative, since its inception in 2009, with the partnership cultivating numerous results for New South Wales artists over the period.

However in light of frequent staff changes and the agency's restructure, we feel any comprehension of the importance of an international export program and the integral role it plays in the success stories of NSW artists abroad has been lost.

Support for NSW artists shouldn't be limited to the state's borders. In instances where organisations with a proven track record of not only supporting, but advancing the international opportunities of NSW artists and industry are having funding refused on the grounds that it cannot fit in to the criteria put in place for traditional, domestic arts programs is an enormous oversight.

We were advised to apply for the Annual Program funding for 2018, as we met the criteria in having secured a history of at least 3 grants from Arts NSW in the 5 years prior. According to the assessment panel though we were uncompetitive as we did not present an artistic and cultural program of new work - which we never will and previously staff have understood and know that to be the case.

SOUNDS AUSTRALIA should be involved in Create NSW's strategy for getting NSW artists and industry recognised internationally. As it stands, there is a disconnect between Create NSW's existing visions for progressing international success, and the criteria it outlines for Arts bodies to meet in order to access funds and have that vision realised.

*“NSW stories will be told around the world... International exhibitions, partnerships and exchanges will grow, supporting and extending Sydney's reputation as a global city, and **progressing artists' careers internationally.**”*

Nominating criteria and selecting NSW artists that participate in international exhibitions, partnerships and exchange is at once a necessary part of the grant and funding structure, but also fraught with risk in terms of how Create NSW execute the decision making around this. How do a group of local peers understand what an international market is hungry for, and which NSW artists have the best chances of finding or delivering success abroad?

We are always challenged in meeting priority areas, as the NSW showcasing artists that participate at international events are deliberately selected and invited by the respective Festival Programmers, within each territory. SOUNDS AUSTRALIA remains at arms distance to this selection process, in order to ensure the artists with the most potential to succeed in the market are chosen by an expert from each international event. It is undeniably a factor in why so many Australian artists succeed in incredibly competitive showcasing conference events, however also a drawback in our applications, as we are never able to specify exactly which artists will be selected, and which priority areas they may sit in.

Local/domestic accomplishments do not always translate overseas, and we have found being challenged (or in some instances penalised and disqualified) for funding due to the fact we let international markets select the NSW artists they believe have the best chance of achieving significant professional outcomes counter intuitive to Create NSW's international goals.

When referencing NSW as home to Australia's LEADING MUSIC COMPANIES, not one of them sits inside the contemporary music sector, they are all classical. Why the omission? It reads as if Create NSW are not open to supporting the contemporary sector at all.

"Our ambition for excellence will be achieved through a focus on:

- *Innovation*
- *Leadership*
- *Aboriginal Arts And Culture*
- ***International Connections***
- *Revitalising Infrastructure."*

International connectivity, which places NSW's arts and cultural work in a global context, is critical to ensuring a culture of excellence. We will work to achieve this through artist-exchange opportunities and export support to showcase our artists, companies and their works to the widest possible audience.

SOUNDS AUSTRALIA's application for funding was declined, despite being the only organisation explicitly dedicated to exporting Australian music at showcase events around the world.

The selection criteria outlined in the grant application is not talking directly to the Create NSW's Cultural Policy Framework.

We will maximise existing government services to build on the profile and engagement of the NSW arts and cultural sector across export activities and marketing programs.

In 2013, we established the Office of International Engagement and released the NSW International Engagement Strategy. This identifies critical industries (not music or Arts) to promote. NSW Trade & Investment has business offices in key international locations. International trade missions and exhibitions organised by NSW Trade & Investment, offer export-ready NSW companies an effective way to identify new international business opportunities. They also help companies to acquire the knowledge and connections critical to export success. Opportunities for key discussions with consular networks are a priority

Relationships with the SSO is an example of fully established artists engaging internationally, but how is the State supporting contemporary NSW artists overseas, and those at the formative stages of their careers? At this stage, we don't believe it is.

We believe it's time the State government recognised musicians, their teams and the industry they work in as legitimate businesses, significant earners, and real trailblazers in their fields globally.

Sounds Australia



Fast-Tracking Australian Music Success Globally

LEGISLATIVE COUNCIL PORTFOLIO COMMITTEE NO. 6 - PLANNING AND ENVIRONMENT –
INQUIRY INTO THE MUSIC AND ARTS ECONOMY IN NEW SOUTH WALES

BACKGROUND & CONTEXT

- ORGANISATIONAL MISSION, GOALS & OBJECTIVES
- GOVERNANCE, STAFFING AND STAKEHOLDERS
- GOALS AND RELATED SUCCESS FACTORS / KPIs
- PROGRAM OF ACTIVITY

ORGANISATIONAL MISSION: Fast-tracking Australian Music Success Globally.

Entering our tenth year of activity, 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.

Respected world-wide for showcases and networking events, SOUNDS AUSTRALIA role is:

- To create, develop and implement a **broad range of initiatives** to advance the export interests of the Australian contemporary music sector.
- 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 **centralise export strategy** across National, State and Territory funding agencies and industry bodies to **reduce duplication** of available resources
- To **raise the profile and visibility of Australian artists and industry** in key international markets; and
- To **facilitate the introduction of buyers and sellers** of Australian music

In order to achieve and deliver its remit, SOUNDS AUSTRALIA undertakes **four distinct areas of core activity** as follows;

1. Create and produce international performance opportunities
2. Develop and deliver networking events
3. Undertake marketing & promotion
4. Provide export training, resources and strategic market knowledge

SOUNDS AUSTRALIA, is expected to:

- Enhance the opportunities for Australian artists at international contemporary music markets;
- Strengthen Australia's reputation as a sophisticated and artistic nation with a confident, outward-focused arts sector;
- Nurture leadership and innovation in the contemporary music sector;
- Expand and deepen existing international music market strategies for Australian artists promoting participation in, and access to, Australia's arts and culture;
- Represent Australia as cultural ambassadors.
- Explore and develop new business models to support the long term sustainability of SOUNDS AUSTRALIA beyond Australian Government funding.

GOVERNANCE

SOUNDS AUSTRALIA's principle funding partners, the Australia Council for the Arts, APRA AMCOS and the Department of Communications and the Arts (Arts Investment and Cultural Diplomacy), meet throughout the year to review SOUNDS AUSTRALIA's strategic direction.

SOUNDS AUSTRALIA continues to consult with its multifarious stakeholders (see below) through both formal and informal engagements, including but not limited to: key industry conferences, including BIGSOUND and Face the Music; video-conferencing, email surveys and face to face meetings.

APRA AMCOS as custodian of SOUNDS AUSTRALIA is well equipped to provide the strategic, administrative and management support required to deliver the agreed program of activity. The APRA Board and Board Committees provide high level governance and the SOUNDS AUSTRALIA team is located within the Member Services Group of APRA AMCOS.

STAFF

DEAN ORMSTON, HEAD OF MEMBER SERVICES GROUP, APRA AMCOS

Vision and strategic direction, oversee governance, funding and management.

MILLIE MILLGATE - SOUNDS AUSTRALIA, EXECUTIVE PRODUCER

Vision and strategic direction, responsible for general management and execution of strategy. Manages the day to day operation of SOUNDS AUSTRALIA. She is pivotal in the direction of the business and achieving KPIs set by funding bodies. Travels to numerous domestic and International Markets to deliver performance and networking opportunities for Australian artists. She also oversees all staffing requirements.

GLENN DICKIE - SOUNDS AUSTRALIA, EXPORT MUSIC PRODUCER

Development, direction and coordination of SOUNDS AUSTRALIA's representation at key international music markets and events throughout the world. Works closely with Executive Producer to achieve KPIs and independently represents SOUNDS AUSTRALIA at various markets.

ESTI ZILBER - SOUNDS AUSTRALIA, ASSOCIATE PRODUCER

Works closely with Executive Producer to achieve KPIs and represents SOUNDS AUSTRALIA at priority markets events including SXSW and The Great Escape. In addition, oversees all SOUNDS AUSTRALIA's marketing activity and collateral creation, assists Executive Produce with Government report writing and acquittals, along with carriage of Sponsorship procurement and subsequent delivery.

DOM ALESSIO – SOUNDS AUSTRALIA, DIGITAL EXPORT PRODUCER

Create and maintain SOUNDS AUSTRALIA playlists across multiple streaming platforms, made up of songs by artists that have showcased under the SOUNDS AUSTRALIA banner since inception in 2009. Create playlists specific for each music market event in advance of the in-market activity, curated from the artists confirmed to showcase at the respective events. Market the playlists across all social media channels, whilst managing SOUNDS AUSTRALIA's social media accounts including: Twitter, Facebook, Instagram. Cultivate and maintain long-term relationships with the curatorial teams and gatekeepers from key streaming platforms and position SOUNDS AUSTRALIA as the "go to" source for discovering and accessing Australian music.

STAKEHOLDER MANAGEMENT

SOUNDS AUSTRALIA is a partnership of government agencies, industry associations, commercial companies and others to raise the profile and visibility of Australian musicians.

Key to SOUNDS AUSTRALIA's success is engagement with stakeholders.

Stakeholder	Aim
<p>Music Creators/Artists Music that is currently being written, recorded and/or performed by Australians. Genres include but are not limited to blues, country, electronic/dance, experimental, folk, Christian, funk, hip hop, urban, metal, pop, rock, roots and world.</p>	<p>Increase the export potential of Australian artists and their musical works.</p>
<p>Federal Government:</p> <ul style="list-style-type: none"> • Department of Communications and the Arts, Australia Council, Department of Foreign Affairs and Trade, AUSTRADE, G'Day USA, Tourism Australia, Australian High Commissions, Consulates and Embassies. 	<p>Provide a coordinated focus for whole of government investment in music's ability to deliver on export, cultural diplomacy, regional development, tourism and innovation.</p>
<p>State/Territory Governments</p> <ul style="list-style-type: none"> • Create NSW, Creative Victoria, Arts QLD, Arts SA, Arts NT, DCA, WA, Arts Tas. 	<p>Maximise the resources and centralise efforts across national, state and territory funding agencies.</p>
<p>Music Businesses The primary suppliers of musical product, service providers who sell to those suppliers, and buyers of music product. Covers songwriters, composers, artists, record labels, publishers, radio, television, film, advertising, venues, promoters, video games and other technology, recording studios, managers, agents, music teachers, lawyers, music instrument manufacturers, wholesalers, retailers, distributors, aggregators and media.</p>	<p>Facilitate introductions and networking of buyers and sellers to maximise market opportunities.</p>
<p>Industry Associations/Organisations: APRA, AMCOS, PPCA, AIR, AMPAL, AMC, AAM, Music Council of Australia, AMIN, Folk Alliance Australia, MusicNSW, Music Victoria, MusicNT, WAM, Q Music, Music Tas, Music ACT, MusicSA.</p>	<p>Coordinate the resources and impact of state based and national industry associations.</p>
<p>Events International: SXSW, The Great Escape, Reeperbahn Festival, Primavera Pro, MIDEM, A2IM Indie Week, AmericanaFest, Folk Alliance International, Jazzahead, Classical:Next, WOMEX, Music Matters. Domestic: BIGSOUND, WAM, Face The Music, EMC, AMW, iTune. AIR Indie-Con.</p>	<p>Develop and expand relationships with events locally and internationally.</p>

GOALS AND RELATED SUCCESS FACTORS / KPIs

1. SOUNDS AUSTRALIA WILL CONTINUE TO ACTIVATE CURRENT PROGRAMS AS WELL AS EXPAND OUR ACTIVITY INTO NEW TERRITORIES, INCLUDE ALL GENRES AND EXPLORE NEW MEDIUMS AND POTENTIAL NEW SERVICE OFFERINGS.

Outcomes	2018	2019	2020
Networking and showcase events as well as business to business opportunities are coordinated in key global markets: <ul style="list-style-type: none"> • Number of international markets attended • Number of activities undertaken in international markets. • Number of Australian artists supported in international markets. • Representation of all music genres and subsequent activity undertaken 	6	7	7
Reconnaissance conducted in emerging markets and any identified opportunities will inform market access strategies unique to each region (Asia, South America). Limited activation subject to budget constraints.	6	6	6
Music export opportunities at cross-medium events are investigated and any identified opportunities activated in-market, resource permitting.	Reconnaissance	2	3
Existing and emerging digital export platforms are explored and any identified opportunities activated.	1	2	3
Export advisory service portal is established. Continue to develop digital resources.	Ongoing/ Updated	Ongoing/ Updated	Ongoing/ Updated

2. SOUNDS AUSTRALIA WILL LEVERAGE ITS MOMENTUM, EXPERIENCE AND REPUTATION TO FURTHER FOSTER ECONOMIC AND CULTURAL PARTNERSHIPS, DEMONSTRATE LONG TERM SUSTAINABILITY AND LEAD ECONOMIC DIPLOMACY.

Outcomes	2018	2019	2020
Business Development Consultant engaged to broker partnerships and generate long term diversified income streams.	Pitch to potential partners and commence securement of a sponsorship portfolio.	SOUNDS AUSTRALIA Staff to deliver Sponsorship Strategy	Ongoing
Value (\$) of partnerships brokered: <ul style="list-style-type: none"> Corporate investors are secured. A philanthropic program is activated. List of partnerships brokered. 	Target of \$40,000 Target of \$ 5,000 To be reported	Target of \$50,000 Target of \$10,000 To be reported	Maintained Maintained To be reported
Whole of government support is obtained.	advocacy	with key	Government portfolios.
Operational skill-set is split and reallocated cost effectively.	Contract Staff engaged at 1-2 key events	Contract Staff engaged at all key events	Ongoing
Engagement with Australian international embassies and high commissions and additional events and activities that are undertaken in collaboration with post.	5	8	8
Engagement with Arts Organisations: <ul style="list-style-type: none"> International Domestic 	10 8	12 10	12 10
List of Arts Organisations partnered.	To be reported	To be reported	To be reported

3. SOUNDS AUSTRALIA WILL DETERMINE THE VALUE AND RETURN ON INVESTMENT OF AUSTRALIAN MUSIC EXPORT AND ITS FUTURE POTENTIAL.

Outcomes	2018	2019	2020
ARC Linkage research will have identified the significant value and contribution of Australian music export and findings will be published and presented as follows:			
STAGE 1: Report produced on the state of the Australian music industry within the export market.			
STAGE 2: Report on new business models and entrepreneurial approaches in an export environment.	June 2018		
STAGE 3: Report on comparison of Australian Export office with overseas	Oct/Nov 2018		
Publish 3 papers, Panel discussion on findings at BIGSOUND, Academic Workshop and symposium, launch findings at International event	Multiple dates throughout 2018		
Develop an ROI evaluative tool to measure the value of export activity outcomes.	Developed	Licensed or shared internationally	Ongoing

2018 PROGRAM OF ACTIVITY

➤ ANNUAL INTERNATIONAL PROGRAM

SOUNDS AUSTRALIA seeks to build the export capacity of and increase commercial opportunities for Australian contemporary music artists and music businesses, by providing unified promotion and strategic activity at international showcase conference events, in tandem with comprehensive digital support.

OUTCOME: Offers Australian artists and industry a valuable mechanism to secure international performances, touring and festival opportunities, label or record company signings, distribution deals, promotional opportunities, media relationships, song placement and synchronisation offers, co-management and management deals in overseas territories, notwithstanding general global networking. Building their capacity for economic growth and global exposure and impact.

INTERNATIONAL MARKET ACTIVITY

SHOWCASES & NETWORKING

SOUNDS AUSTRALIA's suite of **SHOWCASING** events includes:

- **THE AUSSIE BBQ** - the biggest showcase of Australian music outside of Australia.
- **BEAT PIE** – highlighting the best of Australian electronic, hip hop, pop, soul, RnB and dance artists.
- **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 **NETWORKING** events, trade services and opportunities offered to exporting artists (predominately via their representatives) and other Australian industry in market.

- THE LUNCHEON
- TIM TAM SLAMS
- ONE-ON-ONE MEETINGS
- TRADE STAND
- COUNTRY CONNECTIONS
- AUSTRALIAN DELEGATES ON CONFERENCE PANELS
- COORDINATED INFORMATION PANELS
- AUSTRALIAN MARKET PANELS
- TRADE MISSIONS

MARKETING & PROMOTION

SOUNDS AUSTRALIA launched its Mobile App in March 2013. The first of its kind in the world for an export body, the App has proven to be an innovative and effective tool for the international delegates attending market events. The App includes individual artist pages, audio/video content, artist achievements, showcase details, contact information and company profiles.

Additional marketing is undertaken as follows: Online Social Media Strategy, Ads in Conference & Festival Programmes, Promotional Collateral, Posters, Flyers, Postcards, Venue/Pull-Up Banners Press Releases, Website, and Engagement of a Publicist if required.

GLOBAL STREAMING AND CROSS MEDIA STRATEGY

In 2018 for the first time SOUNDS AUSTRALIA aims to maximise the performance of Australia artists across all streaming platforms, evaluate the effectiveness of the organisation's global streaming marketing efforts and identify opportunities for artists on streaming platforms. This activity will give SOUNDS AUSTRALIA an advantage in the important world of "playlists".

In addition to the curatorial and editorial teams at digital streaming services the dedicated activity will cultivate relationships with key players across film, television and gaming networks in order to develop innovative and pioneering opportunities for Australian artists to showcase and exploit their works both in-market and through ongoing pitching structures.

MANAGE SOUNDS AUSTRALIA PLAYLISTS & SOCIALS

- Create and maintain our own SOUNDS AUSTRALIA playlists across multiple streaming platforms: Spotify, Apple Music, Google Play Music, Deezer, Tidal, Rhapsody and Youtube Chanel etc

These would be made up from songs by artists that have showcased under the SOUNDS AUSTRALIA banner since inception in 2009. Approximately 720 + artists.

- Create playlists specific for each music market event in advance of the in-market activity, curated from the artists confirmed to showcase at the respective events.
 - Each playlist would look to include 50 tracks, generally between 3 and 3.5 hours' worth, which feels substantial but not overwhelming.
 - A cover image that reflects the playlist at a glance
 - A short written description, usually no more than one or two sentences.
 - The playlists styles include general themes along with activity/mood, artists, genres

Examples might include;

- THE AUSSIE BBQ @ SXSW 2018
 - CLASSICAL:NEXT 2018
 - AUSTRALIANA & AMERICANA 2018
 - SOUND GALLERY @ THE GREAT ESCAPE 2018
- Market our playlists across our social media channels, those of the individual artists and the international events too, so that as many people as possible listen and share the songs.
- Manage SOUNDS AUSTRALIA'S social media accounts including: Twitter, Facebook, Instagram

In cultivating and maintaining long term relationships with the curatorial teams from key streaming platforms, we aim to establish the role and SOUNDS AUSTRALIA as the "go to" source of Australian music. Ensure that these key playlist gatekeepers are kept up to date and informed of the latest music coming out of Australia, along with informing them weekly of Australian releases and touring activity.

MARKET EVENTS

PROPOSED 2018 INTERNATIONAL MARKET EVENTS

BLOCKBUSTER / PRIORITY EVENTS

- | | | |
|-----------------------------|--------------------|----------------|
| • SXSW - SOUTH BY SOUTHWEST | (Austin, USA) | March 2018 |
| • THE GREAT ESCAPE | (Brighton, UK) | May 2018 |
| • PRMAVERA | (Barcelona, Spain) | June 2018 |
| • REEPERBAHN FESTIVAL | (Hamburg, Germany) | September 2018 |

SECTOR FOCUSED / PRIORITY EVENTS

- | | | |
|-----------------------------------|------------------|-----------|
| • AZIM: INDIE MUSIC WEEK (Labels) | (New York, USA) | June 2018 |
| • MIDEM (Publishers) | (Cannes, France) | June 2018 |

GENRE / SECONDARY EVENTS

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

NON MARKET ACTIVITY EVENTS

- | | | |
|------------------------|-------------------|--------------|
| • CANADIAN MUSIC WEEK | (Toronto, Canada) | May 2018 |
| • LIVERPOOL SOUND CITY | (Liverpool, UK) | May 2018 |
| • MONDO.NYC | (New York, USA) | October 2018 |

EMERGING MUSIC MARKET EVENTS

- | | | |
|--------------------|----------------------------|-----------------|
| • MUSIC MATTERS | (Singapore) | Sept 2018 |
| • MU:CON / ZANDARI | (Seoul, South Korea) | Sept 2018 ** |
| • SOUTH AMERICA | (Chile, Argentina, Brazil) | December 2018** |

* Activity dependent on the stability of the event

**Dependent on the number and quality of artists chosen

PROPOSED 2018 INTERNATIONAL RECONNAISSANCE ACTIVITY

- NY:LON CONNECT (New York, USA) January 2018
- FIMPRO (Guadalajara, MEXICO) April 2018
- ECMAS (Halifax, CANADA) May 2018
- FOCUS WALES (Wrexham, WALES) May 2018
- NASHVILLE MUSIC BIZ (Nashville, USA) May 2018
- DOT TO DOT FESTIVAL (Manchester, Bristol, Nottingham, UK) May 2018
- THE GIFT (TBC City, SCOTLAND) August 2018
- FESTIVAL HERMOSO RUIDO (Bogota, COLOMBIA) September 2018
- TOKYO INTERNATIONAL MUSIC MARKET (Tokyo, JAPAN) October 2018

DOMESTIC ACTIVITY: CAPACITY BUILDING, EXPORT TRAINING, PROFESSIONAL DEVELOPMENT, RESOURCES & STRATEGIC MARKET KNOWLEDGE

Throughout 2018, SOUNDS AUSTRALIA will continue to build capacity and export preparedness amongst Australian artists and music businesses.

During the year, representatives from SOUNDS AUSTRALIA will deliver Export Workshops, undertake tailored One on One planning sessions and coordinate focussed round-table meetings to prepare for upcoming international events.

OUTCOME: Primes Australia's music creatives for career advancement through guidance and dedicated professional strategising. Connecting inbound international industry/buyers with vetted export ready Australian artists, in the form of multiple tailored one-on-one meetings; builds export capacity, whilst facilitating the introduction and supporting the growth of global relationships and opportunities.

PROPOSED 2018 DOMESTIC MARKET EVENTS

A combination of the following events will remain on the SOUNDS AUSTRALIA schedule for 2018 as locations for undertaking export-focused activity, such as Business to Business Meeting Coordination as well as running Export Master Classes, and/or moderating and/or speaking on Panels.

- iTune (Darwin/Alice Springs): June/August 2018
- BIGSOUND (Brisbane): September 2018
- AUSTRALIAN MUSIC WEEK (Cronulla): November 2018
- WAMi Festival (Perth): November 2018
- Face The Music (Melbourne): November 2018

The continued inclusion and importance of the domestic events also supports the need to build the capacity for working with inbound international industry in the form of tailored one-on-one meetings with quantities of export ready artists that are applying to international events from each State.