

INQUIRY INTO THE MUSIC AND ARTS ECONOMY IN NEW SOUTH WALES

Organisation: SAE Creative Media Institute

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The Director

Portfolio Committee No. 6 – Planning and Environment Parliament House

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SAE Creative Media Institute response to the inquiry into the music and arts industry in NSW

SAE Creative Media Institute welcomes the opportunity to provide feedback to the inquiry into the music and arts industry in NSW.

For the purpose of this response, SAE Institute refers to the music and arts industry as part of the creative industries. This is supported by the NSW Creative Industries Action Plan, prepared by the Creative Industries Taskforce in 2013, which defines the creative industries as a *“broad conglomeration of sub-sectors including music, performing arts and visual arts”*.

SAE Institute believes the music and arts industry, as key elements of the creative sector, are on a growth trajectory. However, to leverage the opportunities this sector presents, and drive innovation and productivity, it is essential that all tiers of Government work in close collaboration with industry, education providers and the community. Only in partnership can we leverage opportunities for growth, and help to grow the global profile of the NSW arts and industry sectors.

Attached as Addendum 1 is SAE Institute’s response to the NSW Creative Industry Development Strategy, submitted in January 2019. This response articulates our position on key initiatives aimed at developing and positioning NSW as a globally competitive market for the creative industries.

SAE Institute welcomes the opportunity to present a more detailed to response to the inquiry, and extends an invitation to the Director to host a future hearing at the SAE Byron Bay campus in the NSW Northern Rivers region.



ANIMATION



AUDIO



DESIGN



FILM



GAMES



WEB & MOBILE

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Bright future for music and arts

The value of the creative industries, including the music and arts sectors, cannot be underestimated.

The Creative Economy Report Card 2013, developed by the ARC Centre of Excellence for Creative Industries and Innovation (CII) using 2011 census data, showed that employment in the creative industries and creative work in other industries had grown by 2.8 percent per annum from 2006 to 2011, 40 percent faster than the economy as a whole. This made the sector, as defined by the CCI, one of the nation's strongest economic performers.

Employment trends identified in the CCI Report Card identified that the largest general growth was in largely self-employed creative artists, jumping 7.4 percent between 2006 and 2011.

In 2014 creative industries in Australia were valued at \$33 billion (ABS), and the entertainment and media market was predicted to grow by 3.4% to \$39.8 billion in 2018.¹

Further The NSW Government and Jobs for NSW, which released the *Jobs for the Future* report in 2016, targeted the creative industries as one of the 11 globally competitive tradeable segments that 'have the potential to contribute an average of four percent of the NSW jobs growth needed in the next four years'.

Policies, strategies and initiatives for growth

SAE advocates for the development of policies and strategies that support development of stronger, strategic relationships between industry, education and government that are focused on delivering tangible growth outcomes.

We also welcome initiatives that promote NSW as a leading destination for creative media, including music and the arts.

Promoting live music venues

NSW has the capacity and opportunity to strengthen its position as a destination renowned for cultural tourism and major events. SAE supports policies that

- encourage the growth of the live music industry in both regional and metropolitan locations

¹ PwC Australia Entertainment and Media Outlook 2014



- encourage community engagement in developing initiatives
- provide employment opportunities for local and regional businesses
- provide performance and learning opportunities for aspiring creatives.

SAE recognises the opportunities that live music events afford to music and arts students. For example, SAE students at our Byron Bay campus have the unique opportunity to develop their knowledge, skills and professional networks through internships and work placements at major international events such as Bluesfest, Falls Festival, Splendour in the Grass and the Byron Bay Writers Festival. Most recently, more than 35 film, audio and design students worked alongside industry professionals at the 2018 Bluesfest event.

Venues such as North Byron Parklands, which host major international events including Bluesfest, encourage participation in artistic and cultural endeavors and stimulate the local and State economies through increased local employment opportunities and tourism. These venues:

- Provide a cultural hub for locals
- Build on the region's reputation as a creative epicentre
- Encourage community engagement in locally driven initiatives
- Provide an outdoor space for emerging creatives, community groups and associations to reach local and wider audiences
- Encourage participation in artistic and cultural endeavours
- Increase local employment opportunities
- Provide aspiring creatives with opportunities to get hands on experience in event management, marketing, design, film, audio etc
- Provide a venue to showcase local superstars
- Help build a vibrant, healthy, engaged community.

Supporting a night time economy

SAE believes it is essential that government, industry, education and community leaders come together to develop a night time economy master plan for Sydney with initiatives that support growth of a thriving, engaging and innovative music and arts scene. Leadership and clear governance will be critical to success of this master plan.

With increased exposure to noise restrictions, and the complexity surrounding noise complaints, SAE supports an interrogation of the current regulations. Policy development must consider the valuable cultural, economic and social contributions of creative and performance-based activities to metropolitan communities. European cities such as Amsterdam and Berlin have demonstrated how communities can come together to drive employment and boost local economies through live music and creative arts initiatives.

SAE calls on the NSW Government to take a leadership role in connecting key music and arts industry leaders with organisations outside the creative media space to identify initiatives that will enhance the Sydney precinct and create long-term learning, employment, cultural and business opportunities.

Other growth initiatives

SAE advocates for a range of policies and initiatives as outlined in Addendum 1. These include:

- Initiatives that promote NSW as a leading destination for the arts and music sectors
- Initiatives that promote education opportunities to international markets
- A holistic promotional campaign including profiling of successful creatives and start-ups from NSW (including those working in the arts/music sectors)
- Promoting NSW as a home for businesses, start-ups, aspiring creatives (students) and international projects
- NSW Government funding for incubators/start-ups/accelerators, recognising that many graduates (including musicians and artists) go on to establish their own enterprises
- Promoting NSW as a desirable destination for international education
- Initiatives to retain graduate talent locally (particularly in regional NSW)
- Creating links from education to incubation; acceleration, and investor access for funding at different levels (angel, seed, series A, series B etc.)
- Initiatives that extend creative learning programs developed in partnership with private and public education institutions
- More obvious connections and links between the creative sector and large corporations that have not engaged the creative sector previously but now require, and are seeking, creative talent to keep pace with technological advancement and innovative practices
- Strategies that support entry level, school-based and VET education in the arts and music sectors - including scholarships, welfare and learning support programs that enhance the access to education and outcomes for these learners.

Improved access to Government funding

Australian and State Governments have historically funded a number of programs aimed at growing the creative industries. However, in many instances these have not been made available to private education providers.

For example, in 2017, SAE Byron Bay was encouraged to apply for funding under the Australian Government's Regional Jobs and Investment Package funding. SAE subsequently submitted a concept to fund the development of a Diploma of Augmented and Virtual Reality at the campus.

While being commended for proposing an exciting submission with potential applications across all Government local investment strategies, SAE was subsequently advised that non-university higher education providers were ineligible to apply.

Further, SAE has only been successful in securing a nominal amount of funding under *NSW Smart and Skilled*. Despite that SAE delivers education programs to almost 900 creative media students across our Sydney and Byron Bay campuses, we currently only access funding for one Certificate III in Music program at our Byron Bay campus. Of the 12 students who completed this course in 2017, nine graduated and two progressed to Higher Education studies at SAE, demonstrating the value of the program.

SAE has been faced with complex reporting requirements associated with *NSW Smart and Skilled*, and cuts to financial caps threatened delivery in 2018. While SAE is grateful that funding has been maintained for our current student cohort, uncertainty still exists about access to funding for future programs.

SAE advocates for Government funding and tender processes that are accessible and eligible to both private and public education providers that demonstrate quality experiences and outcomes, and can delivered expected outcomes. This extends to funding for music and arts programs.

About SAE Creative Media Institute

SAE Creative Media Institute is a dual sector private higher education provider. Established in 1976, SAE provides niche creative media programs to about 10,000 students at more than 50 locations globally.

Since 2011, SAE has been part of the Navitas Group, and since 2016 SAE has operated within the Careers and Industry division of Navitas. This division brings together niche entities delivering accredited Vocational Education and Training (VET), Higher Education (HE) and Language, Literacy and Numeracy programs (LLN) in sectors with strong job prospects.

SAE has a strong history of compliance since RTO registration in 2011 and received an Outstanding TEQSA Quality Audit Report in 2011. Further, SAE achieved strong results in the 2016 Australian Government QILT survey, outperforming the top five Australian Universities in student support, skills development and teaching quality.

In Australia, SAE operates six campuses delivering VET and Higher Education programs to approximately 3,000 students. Within NSW, SAE has campuses at Byron Bay and Sydney, representing both regional and metropolitan locations. Programs offered include certificate III, diploma, associate degree, degree and Masters programs across the following major fields of study; audio, film, games, animation, web & mobile and design.

SAE Byron Bay campus plays a major role in educating approximately 250 aspiring creatives and entrepreneurs. It is also one of the region's largest employers, with over 60 staff, and is the head office for our Southern hemisphere operations which includes Australia, New Zealand and Indonesia.

The SAE Sydney, relocated to Chippendale in 2017, is Australia's largest dedicated creative media education institute featuring seven stories of dedicated teaching and learning space, and fitted out with industry-standard facilities and equipment.

Further information about SAE is available at www.sae.edu.au

About Navitas

Navitas is an Australian global education leader providing pre-university and university programs, English language courses, migrant education and

settlement services, creative media education, student recruitment, professional development and corporate training services to more than 80,000 students across a network of over 120 colleges and campuses in 31 countries. Navitas is an ASX top 200 company. Further information can be found at www.navitas.com

Contact information

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