

**Submission
No 90**

INQUIRY INTO INTEGRITY, EFFICACY AND VALUE FOR MONEY OF NSW GOVERNMENT GRANT PROGRAMS

Organisation: Live Music Office

Date Received: 23 August 2020

The Director,
Public Accountability Committee,
Parliament House, Macquarie Street, Sydney NSW 2000.
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RE: Inquiry into the integrity, efficacy and value for money of NSW Government grant programs

The Live Music Office (LMO) appreciates this opportunity to provide our contribution to the Inquiry into the integrity, efficacy and value for money of NSW Government grant programs.

Referring to the inquiry terms of reference, our submission is supported under the following:

That the Public Accountability Committee inquire into and report on the integrity, efficacy and value for money of NSW Government grant programs, and in particular:

- (a) the range and availability of funding programs, including but not limited to:
 - (iii) arts funding such as the Regional Cultural Fund,

As background, established by the Federal Government, in partnership with APRA AMCOS, the Live Music Office was set up to review the impact of policy frameworks on the Australian live music sector. Our scope includes planning, licensing and regulatory policies, as well as cultural, audience and market development strategies.

The Live Music Office has been recognised for our work in recent Federal and State Parliamentary Inquiries, a number of which refer to funding support and programs.

2018 - NSW Parliamentary Music and Arts Economy Inquiry Recommendations:

Recommendation 8 - That Create NSW collaborate with existing industry organisations such as the Live Music Office and MusicNSW in determining the allocation of funding for government programs related to music.

Recommendation 12 - That Create NSW lobby its Commonwealth counterparts to reinstate funding to the Live Music Office in recognition of its excellent work.

Recommendation 13 - That the NSW Government contract the Live Music Office to provide advice on the range of regulatory issues that this report identifies, in order to assist with their rapid resolution.

Recommendation 44 - That the NSW Government work with the Live Music Office and other music industry stakeholders to develop measures to remove outdated conditions that unnecessarily restrict music in venues.

Recommendation 54 - That the NSW Government continue to fund and expand the Live and Local Micro Festival Strategic Initiative delivered by the Live Music Office.

2019 - Federal Music Inquiry Recommendation¹

Recommendation 4) That the Australian Government invest in the Live Music Office, to continue its work developing and advising on regulatory best practice.

¹ The House Standing Committee on Communications and the Arts inquiry into: *Factors contributing to the growth and sustainability of the Australian music industry:*

Reflected in the 2018 NSW Parliamentary Music and Arts Economy Inquiry recommendations, the LMO was supported by the NSW Government across 2016/18 to deliver the Live and Local Strategic Initiative delivered with Western Sydney and Regional Councils in partnership with Create NSW.

This program was a flagship vehicle for providing live music opportunities for cultural and linguistically diverse (CALD) communities, young people, first nation's artists, people living with a disability and those residing in Western Sydney and Regional NSW.

To demonstrate the program integrity, ongoing evaluation was indexed to the initiative, with reporting publicly available, through submissions and evidence to the NSW Parliamentary Music and Arts Economy Inquiry, and also a dedicated website <https://liveandlocalnsw.com/about-live-and-local/>

Evaluated program data demonstrates that this investment provided:

- A total of 852 performances were programmed, with 348 male performances, 283 female performances and 231 mixed-gender performances. A total of 514 all-female or mixed-gender performances were programmed, representing 60% of the total number of performances
- Create NSW Priority Areas were represented in every program, with a total of 236 CALD, 46 ATSI, 12 people with disabilities and 450 youth artists, with all events held in Western Sydney and Regional NSW
- The program presented a broad range of ages, from 9 years to 71 years
- Total audience attendance is estimated over 53,000 across the 18 LGAs in NSW. Based on findings by the Blue Mountains City Council economic development officer, a sample size of 2080 visitors was estimated to have generated around \$242,080 into the local economy from a single event
- An estimated total of \$448,514.00 of additional funding was contributed by councils including both in-kind and cash contributions.
- A total of 262 venues participated in the program

Evaluated program outcomes include:

- Live and Local built capacity for local councils to provide sustainable, locally specific music based events, often for the first time
- Live and Local provided paid work for 1,359 musicians, some of whom have since gained ongoing work through their local council
- Live and Local enabled councils to develop new databases of local musicians, which they continued to use beyond the program period
- Councils were provided with a positive platform upon which to build or rebuild positive relationships with local businesses and communities
- Communities were introduced to new original music free of charge
- Councils and artists engaging with the NSW Parliamentary Inquiry into the music and arts economy and participation in the consultation and development of the Create NSW Contemporary Music Strategy
- Connecting roles within Councils – cultural / events / development assessment / planning
- Enabling briefings on live music action plans, town planning models, best practice
- Supporting Night Time Economy dialogue and consideration

Building program evaluation and data transparency into our contemporary music program model was a key deliverable alongside the employment, diversity, priority area and capacity building structures provided, which in our view greatly supports communication of the value of public investment in contemporary music programs as well as to make the case for future investment.

This program was also notable for the breadth of genre diversity and age demographics supported, which was demonstrated by the diverse range of artists engaged in the program.

In acknowledgement of the genre and age inclusivity of Live and Local, and to underpin the range and participation in NSW Government programs, we would like to raise the following additional priority eligibility criteria to the existing priority areas as a key metric for grant assessment and also for program and organisation evaluation.

That NSW contemporary music program funding support diverse contemporary music genres, including but not limited to (in alphabetical order); blues, *cultural and linguistically diverse (CALD)*, country, dance, electronic, experimental, *first nations*, folk, funk, hip hop, indie, jazz, metal, pop, and rock artists.

Whilst recommendation 54 from the 2018 Inquiry recommends further investment in the Live and Local program, there has been no further support secured from the NSW Government to date, nor for recommendations 13 - *That the NSW Government contract the Live Music Office to provide advice on the range of regulatory issues that this report identifies, in order to assist with their rapid resolution*, or for recommendation 8 - *That Create NSW collaborate with existing industry organisations such as the Live Music Office and MusicNSW in determining the allocation of funding for government programs related to music*.

We should also note in this context that last year the LMO applied to the EOI process for Create NSW Artform Advisory Boards however our application was not supported.

The level of contemporary music funding in NSW was one of 4 key findings from the 2018 Music and Arts Economy Inquiry:

Finding 2 *That if New South Wales were to match Victorian funding for contemporary music per capita, it would require an expenditure in New South Wales of at least \$35 million over the four years of forward estimates.*

With recommendation 7 supporting an associated per capita funding for NSW

Recommendation 7 *That the NSW Government match funding, per capita, for contemporary music with that of the Victorian Government over the next four years.*

Boilerplate responses to unsuccessful applicants from grant rounds in NSW can often reference oversubscription and the limited funding pool available in relation to the applied for amount. The quantum of contemporary music funding in NSW should therefore be a matter of consideration for this Inquiry if the range and availability of state government grants in NSW are to provide commensurate support as counterparts in neighbouring states.

Also in 2018, In September Create NSW developed a survey to collect vital information from NSW musicians and their representatives to assist in the development of a Contemporary Music Strategy for the state. Whilst contemporary music program funding available across other states and territories can be evidence based indexed to industry research, funding data, and or strategic plans for the sector, the delivery of a strategic plan to underpin NSW Government investment in

contemporary music has not been progressed to date to the best of our knowledge. This action was also a top line item identified through the 2018 Inquiry².

Along with prioritising First Nations artists and music, our industry has united in recognition of a number of key principles including supporting young people, sustainable careers through an artist's lifecycle and also to promote the participation of women in the industry. The young artists of today are the mid and later career artists of the future, so ensuring that NSW Government programs provide for mid and later career artists will not only benefit artists in these demographics (now experiencing widespread loss of employment through loss of gigs and teaching), but also better provide for younger musicians across the course of their career into the future, whilst also supporting venues, festivals, genre diversity, and associated industry across generations.

Age related questions for funding programs may also have the effect of discouraging applications, with women in particular potentially disheartened when asked their age, understanding the music industry can be youth focused. Consider the position of a woman in her 40's 50's 60's etc. when asked her age in a grant funding application for contemporary music and whether or not this might be a barrier to reach and availability in NSW. Like genre and location data, making available both the application data and then also the funded contemporary music program and grant data by age and gender would communicate metrics identifying participation of women through NSW Government contemporary music funding across demographics, and help identify any gaps in support where an intervention could increase the range and availability of NSW Government grant programs.

Other potential barriers to application for arts funding generally can be the perception of make-up of assessment panels and shifting timelines in any grant round process.

Where peer assessment panels may be perceived as underrepresented with genre diverse arts practitioners alongside peak bodies, administrators and other recognised and important industry roles, if artists don't also see other arts practitioners on advisory boards, then this may discourage applications and also impact confidence in the grant round, process, and funded initiatives.

Applications are also premised on timelines for funded activity, with applicants working to commence programs indexed to dates identified in the application process. Anecdotal feedback from the arts sector has been that some funding rounds may not have been announced until after the actual commencement date, resulting in a range of issues for applicants as they navigate the associated uncertainty and turbulence. Any data that could be also available on these issues would hopefully clarify any founded or unfounded concerns, help to ensure greater participation in applications, and support the aims of this inquiry to increase the range and availability of NSW Government grant programs moving forward.

The COVID environment provides a critical opportunity to reassess the role of government funding in NSW as the live music and performing arts sector in NSW faces varying and shifting conditions and circumstances to counterparts in the other states and territories. Six months into the COVID-19 crisis and the live music, performance, education, and hospitality sectors continue to experience serious and widespread impacts as a direct result of the government's necessary and important response to the COVID-19 crisis.

These include the immediate and ongoing closure of theatres, nightclubs and festivals, reduced capacity and increased costs for hotels, clubs, restaurants and small bars and widespread loss of

² NSW Music and Arts Inquiry (2018) Recommendation 4 - That Create NSW immediately complete and release its strategic plan for contemporary music.

employment for performers, agents, managers, crew, venue and event staff. COVID-Safe Guidelines for NSW schools introduced this week that prohibit group singing, as well as the use of wind instruments in group settings have resulted in a dramatic loss of employment for music teachers and education for students, particularly those preparing for their HSC. These impacts will compound further as jobs and opportunities continue to be constrained or restricted for the foreseeable future.

With targeted financial support available in Victoria, and venues operational in WA and the NT for example, for the NSW sector to remain operational further intervention is going to be needed at this time in August 2020, acknowledging the Create NSW Funding \$50m for not-for-profit organisations.

Whilst current programs including the NSW Great Southern Nights program and recent [Federal Government Live Music Australia](#) funding support future programming and events, venue financing and business costs are not supported by existing programs and also require urgent attention.

We raise the following Victorian, South Australian and Queensland initiatives and a proposed NSW subsidy model for both live music and small to medium performing arts sector for consideration:

- The \$15M Victorian Live Music Venues Program seeks to support Victoria's sector by helping venues respond to the devastating effects of the coronavirus pandemic. Funding can support immediate business costs caused by the shutdowns and help businesses reopen in a COVID-safe way, providing employment opportunities for music industry workers ranging from musicians, actors and crew to bookers, promoters and more
- \$1M Music Development Office (MDO) Project Support Grants in South Australia to aid South Australian musicians who write and perform their own music as well as local music businesses who support these artists in the development, delivery or production of original music
- The Queensland Live Music Venue Support program supports Queensland-based live music venues with a track record in presenting original live music that have been significantly impacted by COVID-19.
- We also propose a program where venues could apply for subsidy to cover ticket shortfalls from reduced capacity to sustain venues and assist them to remain operational, recognising venues face reduced capacity and increased costs and staffing to comply with COVID Safety conditions. This would provide a democratic and equitable funding model commensurate with the venue's size and scale.
- Additional COVID support for the Creative Kids Program
- Sustainability support for teachers, students and programs impacted by COVID-Safe Guidelines for NSW schools

We trust that this submission is of value to the Committee and this Inquiry, Please advise if the LMO can be of any further assistance to the guiding of NSW Government funding and support for music in NSW.

Yours sincerely,

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