

# Australian Contemporary Music Policy Priorities 2011

There is a critical need from the contemporary music sector for the Federal Government to introduce the policy commitments and priorities that have been passed over now on an annual basis in the last decade.

Cultural policy must address the asymmetry in the music budget and priorities of the Australia Council to be more inclusive of programs to support Australian contemporary music.

Strategic policy intervention needs to take a whole of government approach, across education, trade, immigration, communications and tax and treasury to begin to make Australia a nurturing place for contemporary music.

Action / Policy	
Fulfill 2007 / 2010 election commitments to the contemporary music sector.  Walk the talk.	<ul style="list-style-type: none"> <li>▶ Strategic Contemporary Music Industry Plan (Election promise 2007 / 2010).</li> <li>▶ Social Security and the Arts policy - Art Start (Election promise 2007).</li> <li>▶ Amend the <i>Migration Regulations 1994</i> for the Temporary Entertainment Visa to require Australian supports for all international acts (Election promise in 2007).</li> <li>▶ Work with States, Territories and local government to reduce barriers to live music performance and encourage live music precincts (Election promise 2007).</li> <li>▶ Boosting music industry exports through a more coordinated and consistent approach to international marketing (Election promise in 2007).</li> </ul>
Complete the Strategic Contemporary Music Industry Plan and introduce its components, including;	<ul style="list-style-type: none"> <li>▶ Establish the Australian Contemporary Music Industry Advisory Council. Including DPMC Arts Office, Australia Council, State arts agencies, APRA, AMIN state associations, ARIA, AMA - to develop a coordinated investment strategy.</li> <li>▶ Assist State and Territories in reducing regulatory barriers to live performance.</li> <li>▶ Develop best practice guide to improve workplaces for live performance.</li> <li>▶ The creation of a National Live Music Coordinator position.</li> </ul>
Securing the future: Contemporary music and the small to medium arts sector.	<ul style="list-style-type: none"> <li>▶ The contemporary music sector is facing similar issues that the major performing arts companies faced ten years ago. Funding, access, financial viability and artistic vibrancy.</li> <li>▶ Commission a Nugent-style report to investigate the financial viability of the music (and small to medium arts) sector <i>and secure the future</i>.</li> </ul>
Music education in the national curriculum.	<ul style="list-style-type: none"> <li>▶ Delivering on a commitment to the provision of an arts education including music for all Australian school students (Election promise 2007).</li> </ul>
Address the asymmetry in the music budget and priorities of the Australia Council.	<ul style="list-style-type: none"> <li>▶ The Australia Council invested \$83.5 million in music in 2011, of which only \$5.3 million goes to the Music Board <i>and not all of that to contemporary music</i>. This needs to be increased by at least \$5 million targeted at contemporary music industry development.</li> </ul>
Negotiate investment/tax incentives for the establishment of an industry supported fund for recording grants.	<ul style="list-style-type: none"> <li>▶ To provide financial support to assist Australian artists and bands to produce broadcast-ready commercial products for radio and export. <i>NZ invests \$5.4 million per year on funding for recording and music videos through NZ On Air.</i></li> </ul>
Expand the existing education tax rebate.	<ul style="list-style-type: none"> <li>▶ Increase the family tax benefit to allow parents to claim \$500 + p/child on private tuition in music and the arts . To support participation, literacy and jobs prior to the introduction of music in the national curriculum.</li> </ul>
A commitment to research.	<ul style="list-style-type: none"> <li>▶ Secure investment in research and statistics for improving data relating to the contemporary music industry to further inform policy.</li> </ul>
Copyright Issues for contemporary music.	<ul style="list-style-type: none"> <li>▶ The evolving digital environment creates significant challenges for the music sector. The rights of Australian artists must be protected by regulators.</li> </ul>
Ensure that the <i>temporary</i> exemption from local content requirements for digital radio is not renewed.	<ul style="list-style-type: none"> <li>▶ Ensure ACMA develops a nuanced program standard for digital radio &amp; remove the <i>temporary</i> exemption from the Commercial Radio Codes of Practice. Australia has a content standard for television. Radio should be no different.</li> </ul>
Music Australia.	<ul style="list-style-type: none"> <li>▶ Consideration given to the establishment of a Federal Government direct funding body for the Australian music industry sector informed by the Screen Australia precedent. This would be separate from the Australia Council.</li> </ul>