



Soundtrack Australia – Labor’s Music Policy

HIGHLIGHTS

A Shorten Labor Government will deliver the most comprehensive music policy of any Australian Government, delivering over \$28 million over three years in new spending, and making critical reforms.

We will:

- Invest in live music, music exports, youth music programs and music hubs in communities
- Crack down on ticket scalping, and ensuring Australian music fans have fair access to tickets
- Support mental health programs that help artists and crew

THE ISSUE

The music industry contributes nearly \$6 billion to the Australian economy each year. It’s an industry that is going to be worth \$100 billion globally within a decade according to ARIA.

Live music alone supports around 64,000 jobs in Australia.

More Australians attend live music than sport.

This is a thriving industry – and governments should provide smart, modest support to help industry grow.

Like we would with other important industries – manufacturing, or agriculture for example – we should work with industry to implement good policy to help support jobs.

Time and time again the Abbott/Turnbull/Morrison Government have demonstrated their lack of interest in an industry that has massive growth potential if we support it.

Under Labor this will change.

LABOR’S PLAN

A Shorten Labor Government will deliver the most comprehensive music policy of any Australian Government. When the whole package is announced, it will be a \$30 million investment in new Australian music. Today’s announcement includes nearly \$28 million in new spending.

We want to see more Australians making music, listening to music, and seeing music performed.

We want to see more Australians have stable jobs in a thriving music industry which is strong locally, and internationally renowned.

The policy aims to provide support across different aspects of the Australian contemporary music industry – from encouraging more Australian children to learn and play music, to assisting young bands reach overseas markets, to more support for live music, to committing to protect copyright, and to ensuring fans aren’t being ripped off when they buy tickets.

We have been consulting for months – with musicians, promoters, managers, and music fans – to deliver a policy which supports the growth of the Australian music industry.

The policies we are announcing today are aimed at boosting every aspect of Australian music. We want our music to be heard, artists to stay in the industry and the next generation to be inspired. And we want to make it easier for music fans to buy tickets to the bands they love.

The **new Sounds Australia** will receive over \$10 million support:

- **Music exports**, including in Asia. Sounds Australia have showcased over 1500 Australian groups at international events across 66 cities and 23 countries. Increasing funding for this work will mean Australian artists are being exported overseas and introduced to established markets like the US and EU but also emerging markets for Australian music like South America and Asia.
- The work of the **live music** office will continue in the new Sounds Australia. By working with State and local governments the live music office can reduce the barriers to live performance and also help build confidence in the sector by making sure the venues and artists understand each other.

New recordings

Labor will double the New Recordings Program which is run through the Australia Council. The program currently allocates \$100,000 per year to record ten albums and it has helped artists such as Courtney Barnett and Alex the Astronaut gain an audience.

So our policy will see more live music, we’ll make it easier for people to buy tickets to the bands they love, and we’re going to see more new Australian music recorded

Music Hubs

Labor will provide at least \$5 million to community centres, schools or local government to refurbish existing spaces to be sound proof music hubs. Many of our younger musicians may come from backgrounds where schools don’t necessarily provide this opportunity, and they can’t simply play in their parents’ garage.

Our policy will start off with around 5 of these hubs nationwide, and we’ll be willing to expand them if they prove popular.

Part of the hubs is to have a mid-career artist on site to help teach, mentor and train students. We expect the Hubs to be open after school and on weekends to give people as much chance as possible to practice and learn.

Youth Music

We’ve set aside \$7.6 million for youth music.

A part of this is APRA’s SongMakers program, which will provide funding to boost the number of teachers in the community hubs as well as helping in schools.

SongMaker’s gives kids access to mid-career artists who share their skills in song writing, playing music and often production.

There are a number of education programs that are already funded by the Department of Education. We are looking for ways to boost their funding and will make further announcements ahead of the election.

Mental health

A Shorten Labor Government will provide \$4.2 million for two charities working in music and mental health: Nordoff Robbins and Support Act.

Nordoff Robbins delivers thousands of music therapy sessions per year in (aged) care homes, community settings, hospitals, (special needs) schools, disability organisations and their own centres and have widespread community support; Support Act supports artists, support staff and crew. Additional funding would be allocated for Support Act to deliver a comprehensive mental health programs for people throughout the music industry.



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Copyright

We understand that the internet has provided opportunities for young musicians to be heard, but we also know it has placed enormous strain on artists’ rights to be paid properly for the work they create.

We know this is a hard issue.

That’s why Labor will consult on any changes to copyright reform, guided by our strong view that artists own what they create, and effective copyright laws must ensure artists are properly paid for the work they do.

Tickets

A Shorten Labor Government will impose a nationwide ban on the use of automated bots to buy tickets. And we’re going to impose a price limit on tickets that are sold in the resale market.

We’re going to ban bot software so professional ticket scalpers can’t rapidly purchase all the best tickets when an event goes on sale online. That means that when you log on to buy tickets, you’re only in the queue against other people – not sophisticated software.

We want to ensure there is fairness.

We’re also going to try to further put pressure on scalpers by limiting ticket resales to 110% of the cost price.

Scalpers and websites like ViaGoGo will be subject to a reformed Australian Consumer Law.

Music Managers

Funding of \$250,000 will be made available for the Association of Artists Managers to train new and emerging managers. This means the artists will get the support they need and the industry can continue to grow.

New Recordings

Labor will provide \$100,000 per year of funding to double the support for new and diverse recordings by Australian artists. Enhancing and expanding the existing grants program of the PPCA and the Australia Council will help local artists manage the costs associated with recording their music.

ARIA music teacher award

The current ARIA music teacher award is given to one teacher and the finalists / shortlisted teachers (usually 3 or 4) are provided mentoring. Labor will provide funding of \$600,000 to expand the music teacher ARIA award to four categories - primary; secondary; community; and remote music teachers. The new categories mean four times as many teachers are mentored and more teachers are recognised for their hard work.

Further announcements

Labor will make further announcements around Australian music in the lead up to the election.

Related policies already announced

Australian Investment Guarantee – an immediate 20 per cent deduction of the value of an asset worth more than \$20,000 in the first year, venues, cafes, pubs, clubs, universities, concert halls and stadiums will benefit from this.



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ABC – Labor will restore \$83.7 million to the public broadcaster over three years, guaranteeing stable funding over the next budget cycle so the ABC can get on with its job of serving the Australian public.

Australian Cultural Diplomacy Grants program – Labor has announced it will provide an additional \$4 million to expand the existing program. This will be available for musicians and artists.

Financial Implications

Labor’s more than \$30 million investment in Australian music will be announced in a Shorten Labor Government’s first budget and will be allocated from our first budget until 2021-22.

Outline of measures over three years

Sounds Australia – music exports and live music	\$10 million
Community music hubs	\$5 million
Youth music	\$7.6 million
Mental health and music	\$4.2 million
New recordings	\$300,000
Music manager support	\$750,000
Music teacher award	\$600,000
Total	\$28.45 million