



AUSTRALIAN MUSIC

FEDERAL ELECTION 2022

THE AUSTRALIAN MUSIC INDUSTRY HAS COME TOGETHER TO PUT FORWARD A THREE-POINT PLAN TO PROMOTE DURING THE 2022 FEDERAL ELECTION CAMPAIGN.

Music is at the core of how our nation comes together- whether at the local pub, club or our biggest stadiums, in a film, interactive game, broadcast or streamed. It is a key driver of many other sectors and the heart and soul of great night-time economy, hospitality, travel and tourism experiences.

The 2022 Federal Election provides a once-in-a-generation opportunity for Australian music to build back better. Our vision is for a more sustainable, innovative, and successful cultural asset at the forefront of community building and the next digital revolution, supporting the artists of today while fostering talent and driving the changes to global music consumption.

Australia has the potential to go from a music nation to a music powerhouse. A partnership approach with the Australian music industry will foster future job creation and build skills in one of the fastest growing global industries at the forefront of community, innovation and economic growth.

We urge the Federal Government and Federal Opposition to partner with the Australian music industry on the next chapter of our national story. With a pipeline of talent coming from across the nation and with the advent of the next digital revolution, Australia can fully realise the cultural, economic, and social benefits of an even healthier music industry accessible to all Australians and exported around the world.

1

SUPPORT REBUILD – SKILLS, MUSIC CREATION & EXPORT

- **Provide traineeships and skills retraining programs** to address critical skills shortages in metro and regional areas
- Wage support and additional **funding to Support Act** for ongoing crisis relief and to help the industry create sustainable cultural and behavioural change around mental health and wellbeing for artists and industry workers
- **Expand the Australian Music Industry program** to foster the growth of First Nations led music, Sounds Australia and music export, women in music mentors, touring and new programs for young people and diversity initiatives
- **Invest in new Australian music** through an annual Commonwealth Fellowship Program through living wage support of artists, songwriters & composers
- **Establish a national mentorship and industry development program** to help develop the skills of artists, songwriters, producers, managers, sound engineers and music industry workers

2

DRIVE INVESTMENT – LOCAL CONTENT & CERTAINTY FOR LOCAL AUDIENCES

- **Incentivise the visibility, use and discoverability of local content** across all screen and audio digital platforms as well as commercial and community broadcasters
- **Provide a tax offset for live music** to encourage new investment in activity across the country
- **Establish a Commonwealth-backed insurance scheme** to increase industry confidence to invest in the creation and presentation of music across the nation

3

ENSURE SUSTAINABILITY – STRENGTHEN INTELLECTUAL PROPERTY & POLICY REVIEW

- **Enhance tech innovation** by strengthening intellectual property protection for music in the digital economy to ensure artists get a return on their creations
- Partner with industry to support the recommendations of the **Music Industry Review** into sexual harm, sexual harassment and systemic discrimination
- **Undertake a ‘Green Paper’ Review** of the policy settings supporting the creation, investment and pathways to market for Australian music