



Australian Live Music Business Council

Submission to Parliamentary Inquiry into the Live Music Industry 2024

Introduction

The Australian Live Music Business Council (ALMBC) proudly represents a wide spectrum of business owners and industry professionals who are essential to getting live music on stage, on tour and seen by domestic and international audiences.

Our membership includes artist managers, booking agents, promoters, venue owners, and the extensive technical teams responsible for lighting, sound, and rigging, among others. We champion the interconnected nature of our industry and advocate for strategies that support all facets of the live music ecosystem.



Parliamentary Inquiry Submission

April 2024

Executive Summary

In advocating for a revised approach to government funding, ALMBC emphasises the interconnected and symbiotic nature of the live music industry. Current funding models tend to focus narrowly on individual segments, often overlooking the broader network that contributes to the industry's vibrancy and sustainability.

Our submission proposes a comprehensive funding strategy that supports robust commercial outcomes throughout the music ecosystem, benefiting both established talent and emerging artists and the regional and metro venues that are vital incubators of both artists and audiences.

This initiative is not only an investment in cultural enrichment but also a strategic economic move to unlock and expand the commercial potential of live music and artists both domestically and in international markets.

Arena Ticket Levy

We propose the introduction of an Arena Ticket Levy, inspired by successful models in the UK, specifically the Music Venue Trust's initiatives. This levy would involve collecting a small amount—projected at \$1—from each ticket sold for major events in large arenas.

The funds would be managed through a trust specifically established to support smaller, independent venues that are crucial to the nurturing and development of local talent.

Benefits of the Arena Ticket Levy include:

- **Sustainability:** Funds raised would directly support the maintenance and upgrading of small to medium-sized venues.
- **Community Support:** Provides financial resources to venues that are foundational to the music ecosystem, ensuring they can continue to host new and existing talent.
- **Industry Growth:** Encourages a healthier balance between large-scale events and grassroots music scenes, fostering a diverse and vibrant cultural offering.



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Australian Touring Artist Program (ATAP)

The ATAP is designed to mitigate the financial risks associated with national metro and regional touring, particularly for emerging artists. This program would function as a financial safety net, underwriting approved tours to ensure artists can perform across a range of venues without the prohibitive costs typically associated with travel and accommodation.

Key features of the ATAP include:

- **Venue Participation:** Venues will be categorised by size and frequency of live music events, with a preference for those focusing primarily on live music.
- **Comprehensive Support:** The program would provide negotiated rates for travel, accommodation, and professional services such as legal and accounting, reducing the overall cost for artists.
- **Flexible Application Process:** Artists can apply for support at any time, allowing for flexibility in tour planning and execution.
- **Risk Management:** Limits will be set on potential losses, calculated either as a percentage of total costs or a fixed dollar amount, ensuring financial viability for all parties involved.

Conclusion

Through the implementation of the Arena Ticket Levy and the Australian Touring Artist Program, ALMBC seeks to foster a more sustainable and economically vibrant live music industry.

These initiatives are designed to provide comprehensive support across the ecosystem, ensuring that live music in Australia not only survives but thrives.

We invite the government to collaborate with us in these strategic investments, which promise to enrich our cultural landscape and bolster economic growth within the sector.



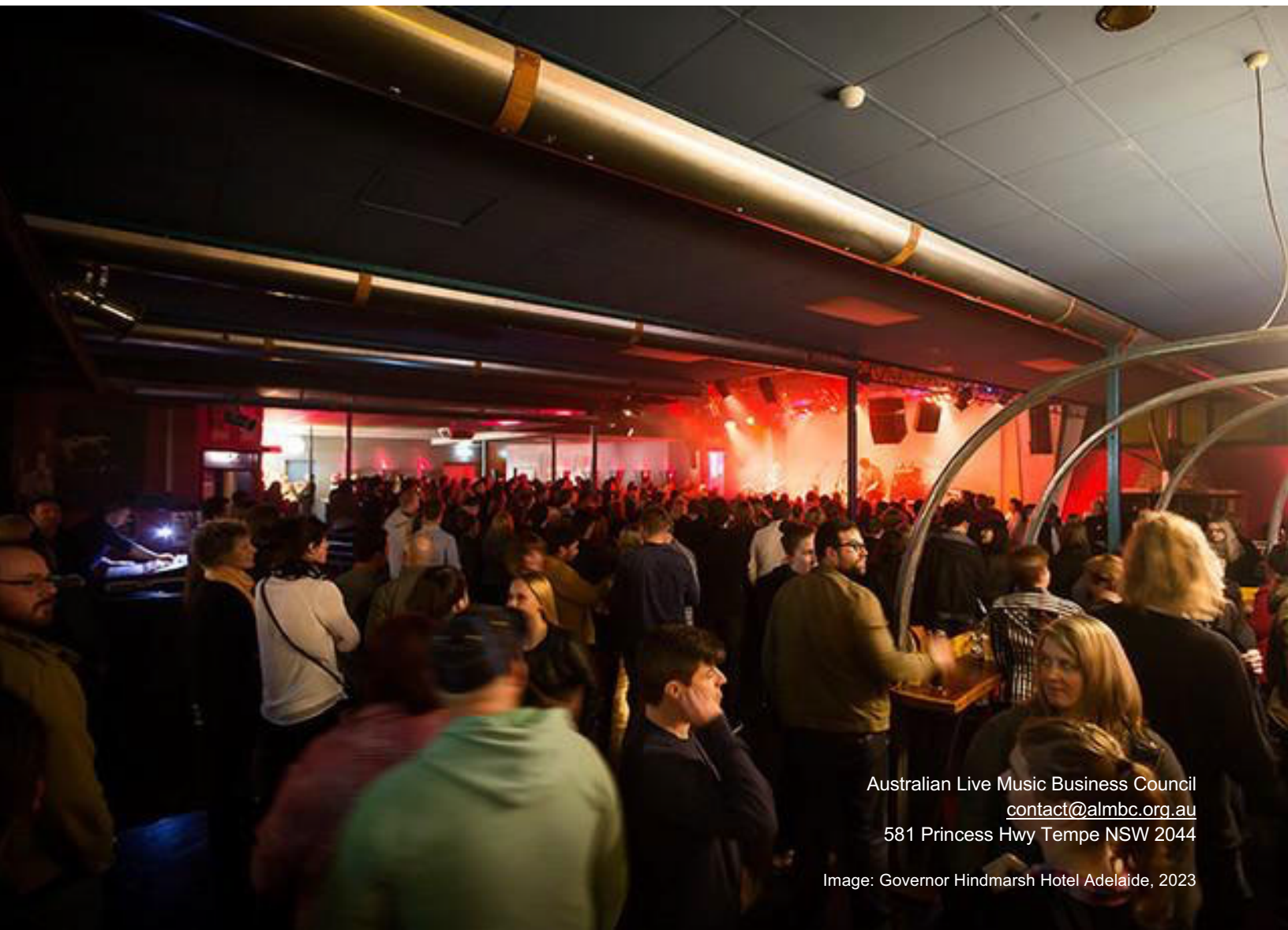
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ALMBC Board Members

Name	Board Role	Company	Sector
Howard Adams	Chair & Secretary	Corner Soul	Legal
Sharlene Harris	Deputy Chair	ALH Group	Venues
Kylie Thompson	Treasurer	Sorrento Strategic	Accounting
Brian Chladil	Director	Oztix	Ticketing & Promoters
Stephen Wade	Director	Select Music	Booking Agents
Angie Dunbavan	Director	Red Chair	Promoter
Jarrad Thessman	Director	Thessman Events	Events & Production
Blake Gilchrist	Director		Promoters
Ali Craze	Director	Festival HQ	Events
Andrew Bassingthwaight	Director	Xcelerate	Insurance & Risk
Melissa Tonkin	Director	Governor Hindmarsh Hotel	Venues
Deline Briscoe	Director	Gaba Musik	Artists & Promoters
Phil Brown	Director	Xact Accounting	Accounting



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Image: Governor Hindmarsh Hotel Adelaide, 2023