

To: [REDACTED] [Committee, Communications \(REPS\)](#)
Subject: J Muller MusicNSW Supp Sub 15.1 unprocessed - Comms and the Arts Committee - Public hearing on 25 July 2024
Date: Monday, 12 August 2024 3:54:57 PM

OFFICIAL

Hi all,

Please find attached, additional context on the Regional Music Coordinator roles engaged by MusicNSW as requested by the committee.

Many thanks

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JOE MULLER (He/Him)

MANAGING DIRECTOR

[musicnsw.com](#)

MUSICNSW

MusicNSW HQ is on the land of the Gadigal people. We pay respect to Elders past and present and extend those respects to the First Nations peoples of NSW and beyond. Always was and always will be Aboriginal land.

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REGIONAL NSW MUSIC INDUSTRY DEVELOPMENT

MusicNSW is the state body for contemporary music in NSW. We are a not-for-profit organisation that empowers and connects artists and industry. We do this through a range of programs and services focused on providing access to professional and skill development opportunities and best practice resources, facilitating strong industry networks, and bringing industry together for consultation. MusicNSW is funded by Create NSW and is part of the Australian Music Industry Network (AMIN), a network that represents the coalition of eight state and territory peak bodies supporting music industry development.

We have identified regional music development as a key priority to support a thriving NSW contemporary music industry, and focus on the positive impacts of having on-the-ground support to expand industry networks, grow opportunities and share knowledge across the state.

COORDINATORS BASED IN REGIONAL NSW

The regional NSW music industry is vast and varied. Embedding a team of on-the-ground music professionals spread across the state that are plugged into their local music scenes means they can nurture artists and industry to build careers and communities while working collaboratively as a team to address broader issues. In 2023, following a pilot program, MusicNSW established a team of five regionally-based local music professionals to increase contemporary music touring activity in regional NSW, gather local information and extend the impact of MusicNSW across the state. The team works to grow the knowledge and skills of artists and industry workers, and support access to professional development, funding support and music industry networks within and across regions. The success of this model to date has supported the expansion of the MusicNSW team to include Coordinators based in Western Sydney, Newcastle, Wollongong in 2024. This is undertaken with support from Create NSW and Sound NSW.

**“Regional Coordinators are so important to NSW.
Since its inception, the Mid North Coast has come together like never before.”**
- Tanuki Band (artist)

TAILORED SUPPORT AND INDUSTRY GATHERINGS

Our Coordinators meet annually with hundreds (2023: 300) of regional artists and industry workers one-on-one, providing tailored support and connecting them with professional development opportunities such as workshops, best practice guides, and grant application support. Coordinators also identify opportunities for development specific to their region to support local industries to thrive. As they travel throughout the state, the team hosts industry gatherings to get feedback on how they can best support the music industry and drive connections and collaboration within those communities.

PANELS, TALKS AND MASTERCLASSES ON REGIONAL TOURING

MusicNSW shares industry expertise on regional touring through six professional development workshops each year as part of our Sound Advice program. In 2023, 300 emerging artists and industry accessed insights from industry experts across a range of aspects of touring - from planning and budgeting, to working with venues, and promoting their tours. Presenters are industry professionals from across NSW. The series also produces resources

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such as templates for tour budgets and marketing plans. The number of registrations for this event series has more than doubled in 2024 (1000+).

“Insider knowledge & practical tips and tricks from experienced music industry people are very valuable to us here in the regional music world! Thanks to MusicNSW for this service.”

- Participant in 2024 Sound Advice: Local to Global - Social Media for Artists

“Superb way to network right across the state in just one evening - so many interesting contacts, professionals, new music and skilled people!”

- Participant in 2024 Sound Advice - The Mix online

TOURS ACROSS REGIONAL NSW

Through five regional tours each year, MusicNSW supports artists based in regional NSW to build knowledge, skills and networks, as well as promoting regional venues and new touring routes, and bringing contemporary music to regional audiences. In 2023, 16 regional acts (54 artists) took part in tours spanning Brunswick Heads to Bermagui, performing everything from hip hop to alt country, folk and soul. Participants indicated they would highly recommend the opportunity to others (NPS score: 85.7) and agreed or strongly agreed that it had expanded their networks, developed new audiences and equipped them to tour regional NSW in future. The touring initiative saw almost 130 regionally-based artists apply to participate in the five tours happening later in 2024 (one in each region), some of which are being delivered in partnership with regional music festivals.

“I've booked a follow-up gig at a venue I've been trying to get into all year, I've become aware of new venues and had further performance opportunities open up to me through that. Spending time with the other artists has been creatively inspiring and we have discussed many practical and creative things. I'm sure we will be supporting each other and sharing resources, networks and more fun adventures for a long time into the future.”

- Robyn Martin (artist)

“MusicNSW are doing a great job of helping up-and-coming artists learn valuable skills and knowledge to excel in the industry and to create more performance opportunities for regional artists.”

- Fitzroy Lee (artist)

REGIONAL TOURING NETWORK MAPPING TOOL

The Regional Touring Network (RTN) is a powerful, free map-based tool that spotlights almost 200 venues hosting live music across regional NSW. Artists, managers, booking agents and promoters use it to access detailed venue information, including contact and booking details, capacity and accessibility info, and technical specifications – everything needed to take the stress and guesswork out of touring to new locations. 16 new venues were added in 2023 and this expansion is ongoing. The site has had 10,000 users since its launch in 2022.

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MUSIC COMMUNITY FORUMS FOR REGIONAL ARTISTS AND INDUSTRY

Each region has its own Facebook Group, managed by the region's Coordinator, which provides the local music industry community the opportunity to connect, share information and receive updates on MusicNSW initiatives. In 2023, membership of these groups grew by 41%.

PROMOTING MUSIC BY REGIONAL ARTISTS

MusicNSW supports artists based in regional NSW by sharing their music through eight regional Spotify playlists. These showcased more than 123 new releases from regional NSW acts in 2023. MusicNSW also partners with other industry organisations to profile regional NSW, such as our ARIA YouTube playlist, which showcases 34 artists from regional NSW to a national audience.

COLLABORATING WITH REGIONAL ARTS ORGANISATIONS

MusicNSW operates in partnership with Regional Arts NSW and the 15 Regional Arts Development Organisations (RADOs) across the state. This allows both parties to amplify their work through each other's networks, share expertise and increase contemporary music industry development broadly.

PROVIDING ADVICE TO GOVERNMENT AND OTHERS

MusicNSW participates in a range of consultations and inquiries to share insights on the opportunities and challenges facing the regional music industry. Recent examples include: NSW Government Music Festival Roundtable, NSW Joint Select Committee on Arts and Music Education, Regional Arts NSW members' meeting, Great Southern Nights Advisory Committee (Destination NSW), Northern Rivers Creative Sector Research Project Working Group (Arts Northern Rivers) and Wollongong Night Time Economy forum (Office of the 24 Hour Night Time Economy Commissioner).

FUTURE INITIATIVES

REGIONAL AND REMOTE TOURING SUMMIT FOR NSW AND NATIONAL MUSIC INDUSTRY

In 2025, MusicNSW will host the Regional and Remote Touring Summit, following the inaugural event happening in August 2024 in Darwin. The event will bring together music experts, artists, policymakers, academics, and community leaders from NSW and beyond to explore opportunities to strengthen the regional music ecosystem. This is supported by Sound NSW and Music Australia.

OUTSET ALL AGES MUSIC INDUSTRY DEVELOPMENT INITIATIVE

In 2025, MusicNSW will pilot Outset, a professional development program created in response to an identified lack of performance and music industry skill development opportunities for young people (12 - 25 years) in the Mid North Coast region. The program will consist of mentorship and professional development for 20 young people to devise and deliver an all ages event. It will be driven by the MusicNSW Mid North Coast Regional Coordinator in partnership with local organisations and industries that are deeply connected and respected in their local communities. This program will support the next generation of music professionals in the region and has the potential to be rolled out across the state. It is supported by Sound NSW.

For further information on MusicNSW regional music development, see:

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- [Our Regional NSW website hub](#)
- [Our team](#)
- [Annual Review 2023](#)