To Luke Howarth,

I am writing to you today in regards to the parliamentary inquiry into the Australian music industry, with reference to *factors contributing to the growth and sustainability of the Australian music industry*.

I am a 27-year old individual who has worked in both commercial and not-for-profit media outlets, and my recommendations are primarily concerned with their operation. I can safely say that in order for the Australian music industry thrive, there are a number of implementations that must take place:

1) **Support for new, local music**
   This alone cannot keep falling on not-for-profit radio stations. I would argue there should be quota for the amount of new, local music that is to be played on commercial radio stations in Australia between 9am-6pm. Furthermore, have a strict definition of what defines 'new.' Australian TV producers should also be compelled to feature Australian music in their productions, as opposed to run-of-the-mill Top40 they pay thousands of dollars to license. Keep the money in the national economy!

2) **Give DJ's the ability to choose their own playlist**
   I cannot believe commercial stations in Australia prescribe what music DJs are to play. What a condescending attitude towards the profession. Furthermore, this playlist-culture has instilled in the consumer a gross sense of routine for each commercial station.

3) **Greater support for community stations**
   One of the biggest challenges facing not-for-profit community stations is sustaining their image as nurturers of local or niche scenes who cater to the communities needs while also ensuring they have enough income to continue operation. Income must be derived from ethical sources to avoid conflict of interest among stakeholders (members) of the organisation. Large media organisations that have undoubtedly benefitted from the talent nurtured at the grassroots level should be compelled to make donations to community media organisations.

Thank you for taking the time to consider my recommendations.

Kind regards