

From: Lacunae Glow
To: [Committee, Communications \(REPS\)](#)
Subject: Factors contributing to the growth and sustainability of the Australian music industry.
Date: Wednesday, 12 September 2018 11:11:02 PM
Attachments: [Screen Shot 2018-09-12 at 10.43.15 pm.png](#)

I have just seen an article which is asking for submissions regarding
Factors contributing to the growth and sustainability of the Australian music industry.

I am an Independent Artist/ Singer / Songwriter / Music producer.
My artist name is Lacunae Glow, I create Chill Pop Music inspired by the summer sea and sky.
I released my debut album in January this year after approximately 3 years of creation,
and coaching.

Here is a link to listen to my album and you're welcome to download as well if you like the music.

<https://lacunaeglow.bandcamp.com/album/cerulean-superus-2>

From my perspective, it has been a long road learning the ropes of the music industry,
of which I'm still navigating,
to independently create, produce and release the music.
The album itself took about 3 years to create.
I've been studying music since I was 7 years old (many years).

As someone who is creating a product,
it would be really helpful, if there was like a music mentorship type service,
where you could be helped and supported to thrive in a music career,
to develop income streams from the music,
and support with legal aspects in regards to royalties and publishing etc that these are set up correctly.

As a few ideas. I personally, have spent countless hours working things out independently.

There is a flourishing creative community here in Melbourne,
and I'm a member of different social media groups.

The main voiced concerns is that when you create the music,
you get paid about 1c per stream or less.
I've included a screenshot from my sales so you can see that sometimes these service pay \$0
per stream as well
(even itunes).

So its not too generous and I'm not sure who has worked out that kind of thing,
its kind of worth questioning around, as its a committed passionate person who walks into an
industry
where they get paid potentially \$0 per stream in my opinion and I take my hat off to all artists.
I wonder how much profits those companies take for themselves...

I do believe its important for exposure, but just wanted to point out the realities.
Admittedly, I am an emerging artist so its a bit harder for me as I'm still developing an
audience,
if you had millions of streams it may add up nicely as long as there is at least cents in it...
I am not sure of how to make that better...

So you put your heart and soul into the project, and money,
and thats the kind of return that you get from streaming services.... ???

Other concerns that get voiced are support and radio play for new and emerging artists.

So I personally have been exploring if there are other methods,
to try and work out how to market myself online,
so that I can potentially create more income from music...
Which I am still working on....to discover.

So in summary, if there was some kind of support for up and coming artists,
even like a hub, that gives information, support, marketing advice, industry professionals,
to encourage a smoother ride in the beginning of a career it may help.
Even for artists that are a bit further along, to further develop their careers?

I'd also like to make a mention of APRA of how fantastic they are,
Whenever I have called with queries etc they have always been super helpful and friendly

which is a credit to them.

I hope my input/suggestions may be of some help.

I love music and hope that the growth and sustainability of the Australian Music industry continues,
there is many talented people in this great country.

Warm regards,

Shelley Karutz
Lacunae Glow
Independent Australian Chillwave Pop Music Artist
Ambient Ethereal and Dreamy
www.lacunaeglow.space
<https://www.facebook.com/lacunaeglow/>
<https://lacunaeglow.bandcamp.com/>

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ACCOUNT TRANSACTIONS

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REPORT DATE	DESCRIPTION	AMOUNT	
Aug 07, 2018	Spotify Sale	\$0.02	details
Aug 03, 2018	Amazon AT Premium Service Sale	\$0.02	details
Aug 01, 2018	iTunes Match - Europe Sale	\$0.00	details
Aug 01, 2018	iTunes - Apple Music - Japan Sale	\$0.01	details
Jul 31, 2018	iTunes Match - Australia Sale	\$0.00	details
Jul 31, 2018	iTunes - Apple Music - Australia Sale	\$0.01	details
Jul 30, 2018	YouTube Music Sale	\$0.04	details
Jul 17, 2018	Spotify Sale	\$0.06	details
Jul 02, 2018	iTunes Apple -other territories Sale	\$0.00	details
Jul 02, 2018	iTunes Match - Australia Sale	\$0.00	details