

To: [Committee, Communications \(REPS\)](#)
Subject: Music industry
Date: Thursday, 13 September 2018 10:44:08 PM

To Whom it May Concern,

I've been playing and performing music since I was ten. I am now forty-six. I have been running, and playing in a band on the NSW North Coast since 2007 called Broadfoot.

In my opinion the music industry is sort of in massive turmoil. The whole internet thing has changed things, the ease of recording oneself, the ease of sharing one's music. Perhaps in the past publicity was everything in getting music to be known – maybe it is still the same. With radio and TV playing less of a role it is harder to reach a mass audience across all ages. However I still think if one looks to when Australian music was at its strongest it would be hard to go past the Countdown era. That programme, broadcast on a national level and shown at PRIME TIME on television let Australians of any age see Australian music – original Australian music. My point is that the music went out to all demographics, not just the teens, or the baby boomers etc. The government (via the ABC) funded this programme and I feel something similar would help original Australian music immensely. But, it has to cater to all tastes, not just one demographic, and it has to be about music, not how skimpy a girls clothing can be or how someone can gyrate their back side – that is not music, that is something else. It would have to show ORIGINAL AUSTRALIAN music, not cover bands or tribute shows and it must not glorify criminal culture (as often is the case with the modern hip hop era), drug taking or depict non-respectful treatment of woman by men. The music should be relevant to Australian culture, avoiding the copying of American (such as hip hop) or other 'pop mainstream cultures which seems to be done by many Australian artists – which is cringeworthy.

Musicians should perform live on the show – that is what real music is about – playing musical instruments – people communicating together with musical instruments creating something greater than the individual people involved. The industry has experimented with technology for so long and all it does is kill musicianship, it is time to bring back performance skills, to encourage real musicianship.

One might argue that RAGE already exists. The trouble with a programme like RAGE is that it is all about film clips – which often cost a mint to make – what does that have to do with music?? The film clips are more like a shot film with an incidental soundtrack – how did the so called 'music industry' evolve to this – a show which is probably considered by many to be the ultimate aim in terms of showcasing their 'music'.

Community radio is considered a valid place to showcase original Australian music. I believe that a certain percentage of the music is supposed to be original and Australian on community radio playlists? Although this may be the case why not make that a rule for all Australian radio stations? Surely community radio stations don't have the same sized audience as many mainstream stations? I believe that whatever music people are exposed to then they will start to embrace it – if it is not offensive. If one plays the latest songs from the US or the UK or

Korea on a radio station then people might get used to that – why not make it original Australian music from the start?

Finally in terms of musician remuneration live streaming is an insult to musicians and songwriters. The money earned for many live streams of individual songs adds up to very little. This to me is an exploitation of musicians. Admittedly any musician can choose not to have their music available to be streamed but if they don't then in the modern climate how can their music be heard? The streaming system (like spotify) is a listener friendly service – at the expense of musicians. To be a musician and create something of worth requires much investment of time and usually that means not earning money elsewhere which usually involves most musicians being generally poor – if they are serious about being a musician. If governments could somehow create a system whereby adequate rewards are granted for musicians music being heard or bought that would be immensely beneficial for many musicians.

At a grass roots level from my experience of being a casual primary school teacher (where I have visited many schools on the North Coast of NSW) I have found that music programmes are virtually non existent. The only time music seems to be studied at a primary school level is when a teacher who has an interest in music makes it possible by deciding to teach some music. Basically the curriculum is not set up to allow enough time for teachers to venture into teaching some music. It is supposed to be compulsory but I know that it is not being taught in many schools – simply because the available staff have not a clue about music. As an example there was no music curriculum being taught at all at Mullumbimby PS from about 2013 to 2015. Governments could help by providing a very simple across the board programme which makes it easier for teachers who have no music experience to teach something. The best way to learn how to play music is to actually PLAY MUSIC on an instrument. Something simple like the 'POPCORN and other Sweets' seemed to fit this bill in some way – at a very basic level. The easiest way for the government to ensure that music is being taught in schools is to employ specialist teachers (with dept' of education degrees/diplomas) who roam from school to school on a regular basis. One teacher to attend the same schools on a weekly basis. This would ensure that modern children are actually getting musical instrument skills – which surely is the future of music in Australia.

Serious musicians ultimately look for paths to follow which can improve their opportunity to perform their music on a regular basis with increasing levels of exposure to audiences (should they want that), and being able to pay their bills whilst doing it.

Thank you for the opportunity to write something on this matter.

Yours sincerely,

Trent Morgan