Inquiry into the challenges and opportunities within the Australian live music industry **PARLIAMENTARY INQUIRY IN POTHES** AUSTRALIAN LIVE MUSIC INDUSTRY

sustainability check list. Frank Lang

muso.

Adelaide muso

• sustainability and growth of the industry.

Professional artists should be prioritized, perhaps pubs and clubs should be encourages to use better bands for sustainability of venue, as for an industry: we have no industry to sustain until all venues charge a door fee, a large sector of this industry is made up of pubs clubs etc which draw from a pool of tribute, solo and duo acts.

• suitability and location of venues for organizers, participants, and attendees

This could be addressed by survey questions.

• artist development and career pathways

There seems to be a great deal of funding for youth who may only have a limited career. Effort might be well spent on mid career artists who have demonstrated a sustained work effort and wish to expand to lucrative interstate markets. An idea may be to fund mid career artists for fuel, accommodation, therefore bringing <u>cash back home to SA</u>.

Also the nurturing of a pool of Managers or music professionals around artists sound lights etc.

• capacity building in facilitation and promotion of events and festivals

the amount of money the fringe festival garners from tribute and cover acts is obscene, during the fringe month gigs are harder to get around Adelaide.

• local economic benefits

money into, not out of the state of S.A. by developing pathways for acts to play interstate.

• grant and support programs

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• audience development and consumer behaviors.

Rock wiz contestants almost wholly reply to question. 'first artist and venue' they were young and taken by big brother or sister to gig. Advertise, educate, facilitate.

• barriers to growing the Australian industry, both domestically and internationally, including those relating to export;

Adelaide is a long way from nearest venue and opportunities interstate help needed with touring and profile agendas.

• building sustainability in the industry, domestically and internationally.

Adelaide artists - Acts have often prospered home and overseas with little support from grants with some tweaking of funding priorities more success can be garnered for SA artists.