The economy of rock 'n' roll

SMALL LIVE GIGS WORTH $1.2 BILLION
A new report today has revealed some astonishing figures in relation to the value of the live music industry nationwide, hot on the heels of last month's report that showed the value of the live music industry in Victoria.

The report, called *The economic contribution of the venue-based live music industry in Australia* was commissioned by APRA|AMCOS in conjunction with the Australia Council for the Arts, Arts Victoria, Arts NSW and Live Performance Australia and conducted by Ernst & Young, who found that the national live music industry is worth over $1.2 billion.

It was estimated that 41.97 million patrons attended approximately 328,000 venue-based live music performances at 3,904 live music venues across Australia. 14,800 full-time jobs are created by this industry and $652 million in profits and wages are generated, figures that prove small venue live music is a legitimate industry.

Music Victoria's Patrick Donovan says the report is timely as the music industry readies itself to approach government for a fairer deal for contemporary musicians.

'The music industry around Australia is about to make a submission for the National Cultural Policy, which is the first policy that combines culture and arts since Paul Keating's Creative Nations Policy 20 years ago, so the timing is quite relevant,' he told *You Daily SPA* this afternoon.

There are numerous ways that the industry can be supported by government, Donovan explained.

'More arts funding should be allocated to contemporary music over heritage arts and there are other revenue streams that live performers should be entitled too, such as the alcohol excise.'

The report into live music's contribution in Victoria has already been valuable fodder for Music Victoria, Donovan says, and he's hoping much the same will be the case with this report.

'Ever since the Victorian live music report came out, any endorsement letter I write, grant I apply for or conversation I have, I just insert those very strong figures about the contribution of live music in Victoria and it's gone a long way.'

There were unfortunate figures as well, though, with the average musician taking home just $12,200 per year for live performances.

'And that's really skewed, most musicians are earning a hell of a lot less than that, there's a few dragging that figure up,' Donovan said. 'That's fine if it's your hobby, but it's not fine if you're a serious performer with fantastic skills, you should be earning a lot more than that, you should be on par with some of the other arts.'
Music Victoria have said they would like to bolster their regional touring circuit, but Donovan also said today that they’re planning on changing the perception of the worth of music, an important task given the apparent devaluing of it with the advent of the internet.

‘We’re looking at a few campaigns to change the perception of live music among music fans, so they don’t baulk at a ten dollar cover charge when they’re going to see three original bands

Source: Your Daily SPA, Street Press Australia.

Submission writing
Create a submission to the Ministry for the Arts arguing that the government should provide more financial support for musicians. In creating your response, think about the arguments and evidence that would appeal to government ministers.