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## Options for enhancing the performance of the contemporary music industry in Australia

The Australian contemporary music industry is comprised of those people and companies engaged in the creation, recording and/or performance of popular/contemporary music.

Between 2001 and 2003 the Australia Council for the Arts sponsored a series of roundtable meetings which brought much of the contemporary music industry together to debate the challenges and opportunities facing it.

A range of challenges facing the industry were identified — the majority of which originated from or were compounded by difficulties of integration or cooperation within the industry:

- *integrated communication within the industry;*
- *integrated and representational communication outside the industry* (to government and the community, both nationally and internationally);
- *integrated information* (particularly in terms of local industry statistics); and
- *integrated planning* (particularly in terms of setting industry goals and developing a vision).

In response to these challenges, four possible options were identified:

- an *industry based information service* — that coordinates information sharing and activity, and acts as a mechanism to explore the other options in more detail;
- an *Industry Action Agenda* — a formal process whereby the music industry and Commonwealth Government would work together to identify priority areas of change with the intention of lifting the growth potential of selected sectors within the industry;
- a *non-governmental representative organisation* — dedicated to developing Australian contemporary music which may include providing industry advice and views to government, centralising funding and information sharing, as well as providing a forum for greater industry cooperation (the Country Music Association is an example of this type of organisation); and
- a *statutory agency* — that may perform a music industry equivalent role as that played by the Australian Film Commission but more specifically, a federal government body dedicated to developing Australian contemporary music.

The most valuable of the options for development of the industry are those that address the challenges facing the industry.

Each option has varying degrees of government involvement and/or industry involvement. For example, the statutory agency model can only be achieved with government initiative and understanding, whereas the industry-based information service can be implemented without government involvement. As a consequence, there are associated benefits and challenges with each option.

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### **Seeking stakeholder comments**

1. *Are the options identified above representative of those that the industry would consider for implementation? Are there other options that have not been identified?*
2. *What are the likely benefits and costs associated with each of the options?*
3. *How would you rank overall attractiveness of the options?*
4. *How should the preferred options be implemented?*
5. *To what degree are the favoured options complements or alternatives? To what degree does this affect implementation approaches?*
6. *Given the importance of funding to develop industry wide initiatives, what suggestions would you have for how such funds might best be raised?*

Stakeholders are invited to respond to these questions, or to any related issues/concerns. This can be done:

- interactively at [http://www.allenconsult.com.au/contemporary\\_music](http://www.allenconsult.com.au/contemporary_music) or
- by emailing comments to [contemporary\\_music@allenconsult.com.au](mailto:contemporary_music@allenconsult.com.au)