

**Submission
No 377**

INQUIRY INTO THE MUSIC AND ARTS ECONOMY IN NEW SOUTH WALES

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Portfolio Committee 6
Upper House Committees | Legislative Council
Parliament House
Macquarie Street Sydney
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Dear Portfolio Committee 6

Review of The music and arts economy in New South Wales

Live Nation Entertainment (Live Nation Australasia and Ticketmaster Australia and New Zealand) is grateful to the NSW Legislative Council for its inquiry into the music and arts economy in New South Wales.

We note the NSW Government's response to the Night-Time Economy Roundtable Action Plan in December 2016 and applaud its aims to grow a night-time economy that has the flexibility to adapt and innovate without undermining public safety.

<https://www.liquorandgaming.nsw.gov.au/Documents/about-us/Night-time-economy-roundtable-actions-NSW-Government-Response-Dec-2016.pdf>

The first question of the NSW Legislative Council is **(a) progress on the implementation of the Government response to the New South Wales Night-Time Economy Roundtable Action Plan.**

Many of the recommendations in that response were to be enacted within six to twelve months. Those deadlines have now passed and we too would be interested to know the timetable for implementation.

In other cities which aspire to be growing music cities, and destinations for music tourism, political leadership is necessary. In London, UK Mayor Sadiq Khan and in Toronto, Canada Mayor John Tory took personal control over implementing a new approach to cultural regeneration in their cities. Without such leadership, progress will be difficult, slow and piecemeal. The day-to-day pressures of governing always take precedence over long-term policy vision. However, without that vision, the ambitions of the NSW Government on the nighttime economy will be difficult to deliver.

The second question **(b) policies that could support a diverse and vibrant music and arts culture across New South Wales** is utterly dependent on leadership else it will just be a wish list rather than committed policies to implement.



The existence of the New South Wales Night-Time Economy Roundtable is an important start. With political leadership, regular meetings and the representation of music professionals such a Roundtable could be a very effective policy vehicle responsive to current concerns.

In London, UK, the Mayor appointed a Night Czar (Nov 2016) and set up a London Music Development Board. The Mayor made culture a central economic plank in his leadership and since doing so the creative community in the UK has flocked to support him. The results are enormous.

Trade body UK Music showed the impact, reporting that:

- £1 billion generated by music tourism in London in 2016
- 3.6 million music tourists attending music events in the capital in 2016
- 8,615 full time jobs sustained by music tourism in 2016
- 40% of music audience made up of tourists.

Link: <https://www.ukmusic.org/research/music-tourism-wish-you-were-here-2017/london/>

The policies we believe are needed in NSW to boost and maintain the night-time economy include:

- Appoint a champion for the nighttime economy. Based on a model established in the Netherlands, appoint a night economy champion to bring together businesses, residents, local authorities, transport, police and emergency services to build positive relationships, review policies and maximise potential.
- Set up a Music Development Board, made up of representatives from the local music industry, venues, licensing authorities, police, planning departments and transport authorities, as well as cultural sector funders.
- Publish a Culture and Planning Guide, jargon-free advice for the music and culture sectors on how planning policy can protect music and cultural venues.
- Host a symposium bringing together developers, planners, architects, local authorities and cultural organisations to look at best practice and ensure that culture is at the forefront of decisions over planning and development.
- Monitor licensing legislation to ensure that the principle of promoting social or cultural benefits of licensed activities is considered as part of the license. There is never enough balance given to the value of licensed activities compared to the risk measured by the others.
- Monitor local rates and taxes to ensure that music venues and festivals are rated and taxed in a proportionate way with consideration for their cultural value.
- Introduce an Agent of Change principle as put forward by City of Sydney council in October 2017. The proposal suggests bringing the Agent of Change principle — which was implemented in Victoria in September 2014 — to Sydney, to help protect venues from noise complaints that might arise from new residential developments that pop up nearby.
- The success of the primary ticketing market in NSW is of utmost importance for the working of the cultural economy. A ticket gets a person entry to an event and as such is the doorway to culture. We want to work closely with the Government to provide a greater understanding of how the primary ticketing market works, including all ticketing providers and what the implications are when the sector is not serviced properly and how this can impact fans and the industry.

- Have a policy view of offshore secondary ticketing companies targeting NSW consumers and tourists to NSW. The NSW Government is advanced in considering policies to tackle offshore secondary ticketing services. This is a universal concern for Governments from NSW to the UK, Belgium and Switzerland. The success of reforms to secondary ticketing can only be measured by how effectively enforced they are across the whole market. Until the law is enforced against any and every party reselling tickets to the NSW consumers, wherever those parties are in the world, multi-layered problems will exist for the resale market in the NSW. NSW consumers will be unprotected and NSW businesses will be put at an increasing disadvantage. The NSW Government acknowledges that ensuring compliance will take additional public resource and will require an “offshore” solution. That solution is urgent for consumers and business.

Without policies designed for staging of music events in Sydney, the wider cultural economy will be harmed. The potential for getting it right is huge – tourism, investment, culture – and the downside is that without good policy in this area, Sydney will be at a cultural disadvantage to other cities that get it right.

CASE STUDIES – UK AND CANADA

UNITED KINGDOM London: Mayor Sadiq Khan placed culture at the heart of the London Plan November 2017 publishing a “London Plan” setting out support for new cultural hotspots, the protection of venues and promotion of London as a 24-hour city.

Culture helps drivetourism, generates £42bn for London’s economy annually and employs one in six people. It also plays a wider social role, bringing communities together and giving the city its distinctive character. The plan committed the Mayor of London to establish:

- New Creative Enterprise Zones – securing affordable workspace, supporting small businesses and boosting jobs and skills, create Creative Enterprise Zones and invite boroughs to bid for funding to develop their own zones.
- New Cultural Quarters – Local authorities will be asked to identify or enhance existing ‘Cultural Quarters’ helping to create attractive and vibrant areas for residents, workers and visitors.
- Policies to protect artists’ workspace - proposals will be encouraged to protect creative and artist workspace, especially in areas where there is an identified shortage of affordable space
- Introduce the Agent of Change principle - Developers will be responsible for soundproofing to protect nearby pubs, clubs and live music venues.
- Promote London as a 24-hour city
- Appoint a Night Czar – Khan appointed Amy Lamé as London’s first-ever Night Czar to champion the capital’s night-time economy and to develop a vision for London as a 24-hour city.
- Protect pubs - Push local authorities to recognise the heritage, economic, social and cultural value of pubs and ensure they are protected for local communities.
- Promote culture for all Londoners – consider cultural assets serve all Londoners, including young people, BAME groups and the LGBT+ community.



The Mayor of London, Sadiq Khan, said: "London is the world leader for culture and creativity, and I've made it clear that protecting and growing this vibrant industry is one of my core priorities. It is growing at a faster rate than any other area of the economy, and I want to ensure that we create an environment where artists and creatives can flourish."

"Culture also plays a vital role in bringing people from all backgrounds together and I want every Londoner to have the opportunity to access culture on their doorstep. Without culture, London would lose its spirit and soul, and I'm proud that my draft London plan is the most pro-culture yet."

CANADA Toronto: Mayor John H Tory on making Toronto the next music city May 2014 (+May 2016) 3-point plan to support the growth of the music industry in Toronto.

1. Create stand-alone Music Office: one stop-shop based on Austin, Texas, and the success of Toronto's own film office, a contemporary music office would have two main goals.

- Reduce red tape: eg with music festivals and live events – for everything from business licenses, to loading and unloading for musicians.
- Stimulate greater activity in the music community: identify opportunities for new events or partnerships, cross-sector collaboration, and improving info about a city's music scene.
- Create a Music Advisory Council so support the Music Office.
- Provide an annual budget in Toronto \$500,000 with targets measured over a 5yr term.

2. Work with the live music community to attract more music tourists to Toronto.

- The City of Toronto and Tourism Toronto to work with the music community.
- Build larger audiences will create more demand for live performances, therefore, generating more opportunities for artists to perform and create more jobs in the live music sector.

3. Work with the Music Community to Create a plan for a more active Outdoor Festival Schedule.

Outdoor spaces offer few options for festivals of various sizes in Toronto. Fort York has in recent years become a welcome venue for smaller festivals, but there are very few options available for organisers. Consequently, Toronto is without a large-scale international festival on the scale of Lollapalooza or Coachella or the Austin City Limits Festival. Festivals of this size can attract 75,000 people a day and generate millions of media impressions for their host cities. This is a missing critical component in Toronto's music infrastructure.

John Tory putting his case for Toronto as a music city at Canadian Music Week May 2016
Toronto is already a music city. Music and other creative arts make a city dynamic and innovative. Musicians and artists attract other musicians and artists. Taking a music city further (Austin Texas) attracts entrepreneurs and investors in the economy of the future/jobs for the future. Music creates jobs.

- Create a robust Music Advisory Committee – if you want to know how to put a focus on music in a music city ask people who know music – artists, venues, promoters etc.



- Develop a music strategy. Create an online directory of all music resources in Sydney – know who everyone is.
- Hold a root-and-branch review of laws and regulations solely as to how they support a music city.
- Make it international – host a Sydney Music Summit.

Mayor of Toronto says this: *"These measures, important as they may be, pale in comparison to the importance of an attitude and approach which says music is important. We're going to not only make room for it, we're going to embrace it and get the most for artists, industry tourism and the innovative economy"*

Link:

https://www.facebook.com/MusicCanada/videos/1466831033369735/http://exclaim.ca/music/article/mayor_john_tory_proclaims_international_clash_day_in_toronto

We would like to thank you for the opportunity to provide feedback as part of your review and hope that we remain engaged with you throughout the entire process.

Please don't hesitate to contact us should you have any further questions on the details below.

Yours sincerely,

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