



AWMA CULTURAL POLICY SUBMISSION AUGUST 2022
First Nations, A Place for Every Story, The Centrality of the Artist, Strong Institutions, Reaching the Audience.

In 2017, the *Skipping A Beat* research report interrogated the dynamics that have produced a contemporary music industry in which radio playlists, festival line-ups, industry awards, peak bodies and major industry boards are dominated by male contributions and voices.

The report demonstrated that male advantage is a pervasive feature of the Australian music industry. <https://womeninmusicawards.com.au/wp-content/uploads/2020/04/SKIPPING-A-BEAT.pdf>

In 2018, *Australian Women in Music Awards* (AWMA) and Conference program was established with government, community, industry and artist support to advance gender equality and recognize the value and contribution of women across all areas of industry. The inaugural AWMA was a watershed moment highlighting the achievements of women whilst igniting collaboration and generating support for First Nations and multi-cultural female artists, diverse female creatives and music practitioners across the country.

In just 4 years, AWMA has delivered programs which have driven systemic change to make visible First Nations and multi-cultural artists and music practitioners, female refugees and asylum seekers, women working in remote and regional communities, female producers, engineers & technicians, emerging artists, classical composers, students, leaders and elders across all genres of music. We have integrated community engagement as a priority to create an environment of creative, cultural and economic well-being and safety for women.

In April 2021, Dr Jeffrey Crabtree released his report into workplace and sexual harassment in the music industries of Australia and NZ. Disturbingly, Dr Crabtree's report confirmed, once again, that workplace and sexual harassment are both pervasive and normalised in the Australian music industry. <https://womeninmusicawards.com.au/wp-content/uploads/2021/06/WORKPLACE-AND-SEXUAL-HARASSMENT-REPORT-web-awma-reportv2.pdf>

'I note the 30-year history of unfunded advocacy for women in the Australian music industry on the part of the *Australian Women in Music Awards* (AWMA). Going forward, AWMA should be centrally involved in the development of the mandatory code of conduct referred to above. In the light of the serious situation facing women in the music industry I also recommend to both industry and to governments that AWMA be appropriated sufficient continuity of funding to strengthen and further the effectiveness of its advocacy and to enable it to sponsor additional research recommended not only by this report but also by the 2017 University of Sydney *Skipping A Beat* report into gender discrimination.' Dr Jeffrey Crabtree.



In 2021, AWMA founders and supporters called for change once again, with a new generation of female artists and music practitioners exposing unacceptable behaviour in Major Record labels and other areas of industry across the sector. They joined a chorus of individuals, Australia-wide, demanding an end to inappropriate racist, sexist, homophobic and misogynist behaviour responsible for stifling talent and preventing women, non-binary and female identified artists and music practitioners from succeeding. The need for change in the Australian Music Industry is well established and AWMA has been leading this shift with action and conviction.

CALL FOR ACTION.

We urgently call on the Federal Government to prioritize the important work of AWMA across the sector and to make provision for the following urgent recommendations:

1. To place Gender equality criteria at the core of ALL music industry policy recommendations in deciding public funding outcomes for all music industry organizations, associations, programs, projects, scholarships, music festivals and live events across all areas of the Australian music industry.
2. To provide AWMA with operational funding to continue to strengthen and further its' effectiveness through its annual award/conference, digital forums and intern student programs.
3. To provide AWMA with sufficient funding to strengthen its ongoing programs with First Nations and multi - cultural artists and music practitioners including marginalised female artists and musicians working in remote and regional Australia.
4. To provide AWMA with sufficient funding to sponsor additional research into the extreme gender inequality that exists within the Australian Music industry.

We support the 5 key recommendations from the *Skipping A Beat* research report to address the industry's chronic gender inequality:

1. Collect more and better data on the music industry on a gender disaggregated basis
2. Establish a well-resourced independent gender equality industry advocacy body
3. Use gender equality criteria in deciding public funding outcomes
4. Increase women's representation in decision-making structures



5. Address gender bias in the Australian music industry by prioritizing inclusivity and representation as core industry values (for example through funding and implementing training programs).

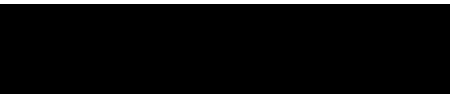
In conclusion: AWMA's female and female identified artists have repeatedly told us that their artistry is enhanced by being able to collaborate with other female and female identified music industry workers especially in areas which have been dominated by male employees. For this reason and because women have a human right to work in all areas for which they have the capacity and ambition to succeed, AWMA has prioritized the raising up of women in technical, production, sound and lighting design, back stage areas, management, photography and more. I urge you to consider that by supporting and funding AWMA you will be putting wind beneath the wings of an organization which has spectacularly set the ground work for success and established the support of it's community.

VICKI GORDON

Founding Executive Producer & Program Director

Australian Women in Music Awards

www.womeninmusicawards.com.au



Australian Women in Music Awards (AWMA) and Conference program is an initiative of the not for profit charity Cicada International Ltd. Cicada's mission is to develop a deeper understanding of culture and its importance to the fabric of Australian society through the creation of music, performing arts and cultural exchange programs.