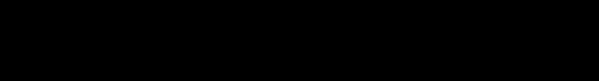


# National Cultural Policy Submission

**National Gig Guide:** for music, theatre, and other arts events

Please attribute this submission to:

Kimberley Wheeler



I am submitting as an artist: musician and songwriter

Permission to publish online: yes

## **What is it?**

A national gig guide would be a one stop shop to explore shows and arts events in Australia.

The backend (under the bonnet) would be a data warehouse for gigs in Australia. The Australian Tourism Data Warehouse (ATDW) which is the central repository for tourism information, is a similar model, whose output, using criteria filters, is fed to other mediums, sites and apps.

Events could be added and searched for within the database. It would have a phone app and a website that act as the user interface to the data.

The Gig Guide App or via the browser could be searchable (by genre, venue, artist, locality, date), have links to booking and ticketing, the ability to save and share an itinerary, and invite others.

## **Benefits?**

Improved attendance at arts events by making it easier for event-goers to find what they are interested in and to book, leading to a stronger arts economy.

Easing the administrative burden arts event makers and organisations and breaking the uneasy dependence on social media corporations and their algorithms. More time for arts practice and creation or to focus on other business areas. (Centrality of the Artist, Stronger Institutions)

Niche cultural genres and events will be searchable by interested fans. (A Place for Every Story)

Easier for fans and event-goers to find, plan and book events. (Reaching the Audience)

Easier for arts tourism to find, plan and book events. (Reaching the Audience)

## **Why this submission?**

As an independent artist and event creator, progressively more of my music work time is going into promoting shows rather than my creative practice. As a fan or follower of the arts, it is not easy to find what events are on, this is frustrating.

Over recent years the demise of mainstay local gig guides and radio play has changed the opportunities to source new audiences, and the type of audiences you can reach. The arts industry is increasing dependence on social media corporations for professional profile development and event promotion.

As an arts consumer, it is hard work to scour the various gig guides. I regularly find out about events after they have already been and gone.

There have been multiple start-ups trying to fill the gap but they never achieve adequate adoption rates to be useful. We need an industry and fan-supported system to encourage widespread usage and adoption. The government would be an ideal candidate to fund and instigate an initiative such as this.

