



Association of Australian Musicians (AM)
Australian Independent Musicians Association (AIMA)

ABOUT AM, AIMA and THE AUSTRALIAN MUSIC PLAN - updated 22 August 2022

The **Association of Australian Musicians (AM)** is a non-profit organisation focused on protecting and promoting the interests of all Australian musicians and Australian music culture.

AM's committee has some of Australia's most accomplished and respected musicians including musicians who are also specialists in law, accounting, marketing, music education, composition, production, touring, festivals, management, dispute resolution, publishing and more (page 2).

For the past 10 years, more than 12,000 members of AM's online musicians' forum **Australian Independent Musicians Association (AIMA)** have debated how to reform the music industry and we've developed a comprehensive plan called **The Australian Music Plan** (page 3).

We believe AM and AIMA are the most representative musicians' organisations in Australia with the most comprehensive and inclusive plan to revive our industry; and we have the most capable and experienced team of musicians to manage it.

AM is seeking funding to establish an office with appropriate resources to actively protect and promote the interests of all Australian musicians and Australian music culture.

The Australian Music Plan includes music education, community music programs, professional music venues, festivals, an industry-wide database connecting all elements of the music industry, extensive online resources, national and international promotions, and industry reforms, including local content regulations and royalty management.

Promoting the website nationally and internationally will benefit the entire Australian music industry past, present and future.

The plan will increase music literacy, appreciation and participation nationally, and enable a more connected, creative and diverse Australian music culture to develop naturally alongside the existing commercial mainstream.

The plan will generate more stable career paths for Australian musicians, with increased employment from music education and community music programs and a greater network of venues and festivals, encouraging greater performance and production values and increased engagement with the media and general public.

This plan will generate billions of dollars each year for the Australian economy, create tens of thousands of Australian jobs and benefit tens of thousands of Australian businesses, especially in the education, entertainment, hospitality and tourism industries.

We support Musicians Australia, Media Entertainment Arts Alliance, Australian Guild of Screen Composers, SLAM, the Live Music Office and other musicians' organisations, and our proposals align with the Creative Nation and Creative Australia arts policies.

AM COMMITTEE

Executive Directors

- **Adrian Keating** – former principal violinist with Australian Opera & Ballet Orchestra, Sydney Lyric Orchestra director, teacher, music manager at Street Market music venue
- **John Prior** – AM secretary, AIMA admin, APRA Dispute Resolution, Writer Members & Peer Review Committees, Matt Finish, teacher, multi-award winning musician, composer & producer
- **Tim Williams** - BA LLB GradDipLegPrac MAIES – musician, lawyer, teacher, National Medal

Non-Executive Directors

- **Peter Bayliss** – bassist, managing director of Into Tomorrow Accounting
- **Karin Griffin** – violinist, teacher, music management, organizational development, law, Musicians Australia/MEAA, Australian Strings Association
- **Malina Hamilton-Smith** – Super Massive, PR & promotions at 3D World, Prozaac/Shock Records, Screen NSW, Department of Family & Community Services, Department Industry Tourism & Resources
- **Grace Knight** – singer-songwriter Eurogliders, Come In Spinner, solo artist
- **David Redhill** – guitarist, former Deloitte Chief Marketing Officer, Australian Marketer of the Year
- **Bob Spencer** – Finch, Dragon, Angels, Skyhooks, Choirboys, Rose Tattoo, Weekend Warrior mentor
- **Joanne Volta** – singer-songwriter, The Sign, PPCA director, International Music Managers Forum
- **Sean Wayland** – jazz composer and bandleader based in NYC

PROPOSED AM MANAGEMENT TEAM

Executive Directors
 General Manager
 Secretary
 Solicitor
 Accountant
 PR Manager
 IT Manager
 Music Education Manager
 First Nations Music Services Manager
 Community Music Program Manager
 Festivals & Production Manager
 Musicians Placement Services Manager
 Booking Agent
 Content Monitor
 Casual staff

THE AUSTRALIAN MUSIC PLAN

• AM Website

The proposed AM Website varies from existing music websites by featuring all Australian music, and being wholly Australian owned and managed by a non-profit association of Australian musicians to promote and protect the rights of Australian musicians and enable the natural development of Australian music culture, with the stability of federal, state and local government support.

The website will include:

- **Australian Music Database** of all Australian music and related media currently and historically.
- AM proposes leading a joint project with the National Film And Sound Archive, ABC, SBS, libraries, labels and other sources to document all Australian music to include with the website, subject to copyright permissions.
- **Web pages for all Australian musicians, venues and music related businesses**, with info, photos, streaming, videos, independent sales links, gig guides and more.
 - **Interactive Charts** listing all Australian music; searchable by genre, date, location, composer, artist, producer, instrument, studio, label, publisher, distributor...
 - **National Music Playlists** derived from interactive charts for media and audiences to easily identify popular and active artists.
 - **National Touring Circuits** connecting music venues, community clubs, festivals, promoters and artists, with online booking facilities and experienced in-house staff.
 - **National Gig Guide** listing all music events.
 - **Musicians Placement Services** - creating and sourcing employment opportunities for Australian musicians, including AM Community Music Projects and AM Festivals.
 - **Music news, reviews, editorials, promotions, blogs, polls, chat...**
 - **Community Music Programs** – engaging experienced multi-skilled musicians, including First Nations musicians, singer/songwriters, composers, arrangers, producers, DJs, orchestral leaders and choirmasters to teach, mentor, record and organise performances for music students and emerging artists at participating local schools, council facilities, clubs and music venues.
 - **Australian Music Festivals** featuring 100% Australian music, with a range of large and small outdoor, indoor, televised and online events featuring a diversity of emerging and established artists, choirs and orchestras, in partnership with established festivals, event promoters, sponsors and media, to create a major international tourist attraction.
 - **National and international promotions for the Australian Music Plan** to attract local and international audiences to a thriving Australian music culture featuring the Australian Music Website, Community Music Programs and Australian Music Festivals.
 - **Legal Services** – policy development, copyright, contracts, advice and dispute resolution services for musicians.

• LEGISLATIVE AND INDUSTRY REFORMS

• **Australian content regulations** are vital to “developing and reflecting a sense of Australian identity, character and cultural diversity” according to the Federal Broadcasting Services Act 1992. More than 14,000 people have signed our ‘More Aussie Music’ petition on change.org.

Increased Australian music content in the media will revive Australian recording, publishing and live music industries, create more stable employment for thousands of Australian musicians, retain music copyright and royalties in Australia, and boost music exports and inbound music tourism.

The Broadcasting Services Act specifies a minimum 25% local content and the FTA specifies the minimum is not raised, while commercial media is self-regulated, currently averaging less than 10% considering different formats.

We propose a minimum of 25% local content in all formats, half being new music released in the past 5 years, featuring a balanced diversity of artists, calculated every hour for 24 hours each day, with exceptions for long-format shows. Review raising minimum to 35% within two years.

Define “Australian music” and “local content” considering up to eight categories - composers, singers, musicians, producers, studios, labels, publishers and distributors. This will ensure the regulations benefit each of these categories of Australian workers and businesses.

Apply the minimum in all professional music settings, including radio, television, movies, streaming (as a total of repertoire and playlists), orchestras, advertising, live shows, music reviews, everywhere.

AM proposes monitoring media and performing rights organisations to ensure minimum content requirements are met, with incentives for compliance and penalties for non-compliance.

• **Review royalty collection and distribution practices in Australia** considering the interests of Australian composers and musicians, including media playlist reporting, international reciprocal agreements, administration expenditure and voting procedures. Ensure royalty collections and distributions reflect local content requirements.

• **Extend life of copyright in perpetuity.** This will increase stability and long-term investment in our industry.

• **Employ at least one full time specialist music teacher in all primary and secondary schools.**

• **Regulate minimum streaming rates** paid directly to artists.

• **Review Fair Work Australia** and Musicians Australia minimum rates.

• **Incentives for venues** hiring Australian musicians at or above the minimum award rate.

• **Tax incentives** for clubs and music venues to invest in live music and AM community music programs; with additional incentives to match sport and arts ClubGrants funding.

• **Review agent licensing arrangements**

• **Review Triple J** considering the changing interests of the Australian music industry.

• **ABC TV** – more live and recorded music shows in a diversity of genres.

Summary

The Australian Music Plan is a comprehensive plan to reform the music industry developed by the Association of Australian Musicians with thousands of Australian musicians in our online forum over the past 10 years.

All elements of the plan are important and most effective implemented together.

Australian musicians are mostly independent of the major multinational labels and publishers that control local content in the media, the price of music licensing, royalty collection and distribution, copyright organisations, music charts, awards, grants and more, while existing musicians' organisations have limited resources to protect the interests of musicians.

Our plan will benefit Australian musicians, venues, schools, music related businesses, media and local and international audiences, and it aligns with the Broadcasting Services Act and ALP arts policies focused on developing Australian identity, culture and diversity.

We expect the plan will be largely self-sufficient within a few years considering potential income from website advertising, corporate sponsorship and festivals.

The plan involves local, state and federal governments and we would greatly appreciate your support.

Thank you for considering our submission.

Yours sincerely,

Adrian Keating, John Prior and Tim Williams

The Association of Australian Musicians

10 July 2022

Subject: Australian Music Plan Review

As a musician and sound engineer who has actively made a full-time living in the Australian music industry for the past 30+ years, I have witnessed firsthand the unfortunate downward trajectory of the industry. I have seen many talented colleagues leave the industry in desperation as the music business becomes more and more unsustainable and unviable due to a multitude of reasons. As a direct result, the music industry is not valued as it once was and is in desperate need of reform and much greater immediate Government action, Government focus, and Government support.

The Australian Music Plan is an excellent way forward to reform. Each of the reforms listed is valid, appropriate, intelligently thought out, and collectively providing reform to a completely broken industry. In particular, the proposed website with its many features mentioned would create an online community hub and sense of belonging for Australian musicians. Other reforms outlined such as the proposed content regulations and regulation of streaming rates would encourage more Australian content and add value back to original music. A Fair Work Australia review is also a great way to bring value back to musicians.

I congratulate whoever selected the executive directors as the committee listed reflects a wide range of actively working industry professionals and not just academics which is refreshing.

For the above reasons, I hope that the Australian Music Plan is implemented in its entirety and that value is once again reinstated to revive an industry that is in desperate need.



Justin Humphries
Director and Sound Engineer