

MCA AND THE CONTEMPORARY MUSIC INDUSTRY

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MODES OF ACTION

- Empowerment through provision of **information**
- **Research** to support advocacy
- **Advocacy** for policies and actions
- **Projects** that combine other modes

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SPHERES OF ACTION

- Contemporary music industry is a main sphere of action. 'Sub-spheres' include:
 - Maintaining cultural sovereignty in free trade agreements
 - Supporting local content requirements in the media
 - Beneficial regulation of various aspects of the industry
 - Acquiring statistical information to support planning
 - Support to career building.

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MODES OF ACTION

Information

- www.musiccareer.com.au
- Music in Australia Knowledge Base on the MCA main website
- Weekly/fortnightly eBulletins, including e.g. employment, news, financial sources...
- Research and advocacy papers on the main site
- Articles in Music Forum magazine
- Information delivered at the Annual Assembly

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MODES OF ACTION

Research

- Survey of music careers
- Relationship between Australian content quotas and record sales
- Statistical framework for the music sector
- Cultural economics
- Regulations relevant to presenting live music in licensed venues

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MODES OF ACTION

Advocacy

- Responsive
- Pro-active
- Representative

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MODES OF ACTION

Responsive advocacy. Submissions on:

- Convergence
- Role and potential of the NBN
- Digital dividend
- Alterations to local content regulations on radio
- Spectrum reallocation

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MODES OF ACTION

More submissions:

- Free trade agreements
 - USA, ASEAN, Korea, India
 - PACER, Trans-Pacific Partnership
 - Review of Bilateral Trade Agreements
- Regulatory burdens on business
- Performance benchmarking of Australian business regulation
- Review of Entertainment Act NSW

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MODES OF ACTION

Advocacy: Pro-active

- National Council of Tertiary Music Schools proposing career and business courses in all undergraduate degrees
- Arts Minister proposing policy that all Commonwealth events use Australian music
- Victorian government supporting live music venues
- Aussie Musicians Centre Stage (tours by foreigners must include Australian musicians)

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MODES OF ACTION

Advocacy: Representative (turning up)

- Department of Foreign Affairs and Trade
- Australia Council (convergence and copyright)

Partnerships

- Australian Service Industries Roundtable ASR
- Contemporary Music Working Group
- Film industry
- AMIN negotiation with Virgin on carrying musical instruments
- APRA on live music
- ARIA on radio quotas, royalties
- QUT and others on bid for Cooperative Research Centre for arts and entertainment

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MODES OF ACTION

Projects

- Digital Distribution Think Tanks 2009
- Investing in Emerging Artists (proposal to government)
- Construction of Music Careers website
- Commissioned papers and literature survey on best practice in digital marketing, other

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FUTURE ACTION

Devise MCA's overall strategy for this sector.

Spheres of action might include:

- Continuing current activity
- Digital marketing
- Monetising music on the internet
- Australian content on radio and the internet
- National Cultural Policy and the music industry
- Strategies to generate music sector statistics
- Exporting Australian music
- Musical tourism in Australia