

press ▶ play

Arts Queensland
Contemporary Music Strategy 2009–2012

Minister's foreword ▶

Contemporary music expresses the soundtrack of our lives, marking significant moments and celebrating the everyday. Musicians tell our stories and document our history. They entertain us and sustain us, stir our emotions and challenge our perceptions, reach across generations and connect families and communities.

Music gives us immense pleasure. It is also a \$2 billion national industry that generates thousands of jobs in the live, retail and recording sectors and contributes significantly to our economy.

Australians are great fans of our own music, with 36 homegrown entries in the top 100 selling albums in 2007, an increase from 26 in 2004. In Queensland, royalties to artists grew by more than 80 per cent from 2005 to 2007. Contemporary music is also a key driver of our state's creative industry export income which has generated more than \$6 million in 2008.

With Queensland's incredible wealth of creative talent and an industry being rapidly transformed by the digital age, we have a great opportunity at hand. Now is the time to position ourselves strongly for the future.

This is why Arts Queensland has developed a contemporary music strategy. Titled *Press Play*, it's a first for Queensland. Created in consultation with artists and key industry representatives, the strategy addresses our vision, pathways and investment in the talents of our artists.

Let's work together to foster a healthy live music scene, to maintain meaningful links with our local audiences and consolidate our position in the global industry.

I believe Queensland's contemporary music industry has a very strong future.



Rod Welford MP
Minister for Education and Training
Minister for the Arts



Our vision ▶

By 2012 Queensland's contemporary music sector will be renowned for:

- rich engagement by our communities and young people
- the demand for our artists and the music they create
- the strength and popularity of our live music scenes
- the innovation and tenacity of our music businesses
- the leadership and economic strength across industry and government.

The unique strengths of Indigenous cultures and cultural diversity within our communities are integral to our vision.

Our pathways ▶

This strategy builds on a rich musical history and considerable momentum in Queensland contemporary music. Our key pathways are:

- **Music for Life** – increase opportunities for Queenslanders to participate in contemporary music to enhance communities and enrich our lives.
- **Artists & Repertoire** – develop a diverse range of artists to strengthen the future of the independent music sector.
- **Go Live** – support vibrant live music scenes to build industry dynamism and inspire audiences.
- **Music Businesses** – focus on micro-business skills to improve business viability and embrace new opportunities.
- **Access All Areas** – create opportunities to increase Queensland artists' share of national and global music markets.



Doch performing at Queensland Multicultural Festival, 2008.
Photo: Tony Phillips, courtesy Department of Communities

- ▶ “It meant a lot that Arts Queensland showed faith in me during the early stages of my career and allowed me to record my second EP independently. The success of *Circular Breathing* helped me gain national recognition and interest from a record label and an agent.”

Kate Miller-Heidke



Queensland musician Kate Miller-Heidke.
Photo: Atmosphere Photography

For more detailed information
visit our website
www.arts.qld.gov.au



What is contemporary music?

Contemporary music can be described as blues, country, electronic/dance, experimental, folk, funk, hip hop, jazz, metal, pop, rock, roots and world music.



Cover photo:
Tyrone Noonan performing at the Cultural Centre, Brisbane. Photo: Tony Phillips

Photo this page:
Indigo of Danger Bunnies. Photo: Phil Hargreaves

Music for life

Active participation and engagement in all forms of contemporary music making strengthens communities and enriches lives.

How we will encourage greater participation:

- create opportunities for children and young people to experience and make music
- support community engagement programs across the state
- assist festivals to diversify music programming.

Ready to roll

A Venue

Skills development and industry entry opportunities for young people through regional partnerships.

Music in Schools

Increased focus on contemporary music-making.

In the pipeline

Young Gifted and Black

New opportunities for young Indigenous musicians to access songwriting, performance and recording workshops.

Streets of Your Town

Music workshops and master classes with leading practitioners supported by local organisations.

Musicians in Residence

Residency programs with leading musicians in state schools.

Plug-in

New ways for young people in schools and TAFEs to engage with and learn about the industry.

Artists & repertoire

At the core of a lively independent music sector is a diverse range of artists writing, creating, experimenting and embracing new technologies to make great music.

How we will support artists and creative music-making:

- provide timely and targeted grants for artists to develop and present new work
- recognise exceptional talent through fellowships and scholarships
- offer new skills development programs.

Ready to roll

Grants (A&R)

Funding, particularly for creative content and product development.

Fellowships & Scholarships

Grant McLennan Memorial Fellowship (\$20,000) and Billy Thorpe Scholarship (\$10,000).

In the pipeline

The Bridge

New pathways to professional practice for Aboriginal and Torres Strait Islander artists and artists from diverse backgrounds.

Write on

Expanded opportunities for artists across the state to collaborate and create new content.

On the Bill

Incentives for major festivals to engage a diverse range of local artists.

Go live

Dynamic live music scenes are the lifeblood of a strong music industry. This is where supply and demand meet face to face – the shared space where careers are forged and audiences are inspired.

How we will support the growth of live music in Queensland:

- provide responsive grants to help artists present their best creative work
- strengthen live music sector advocacy and networks
- help to develop more viable live music touring circuits
- create incentives for venues and presenters to program live original music.

Ready to roll

Presentation Grants

Support for live music concerts and tours.

Live Music Friendly

Continue our leadership role in creating music-friendly regulatory environments.

In the pipeline

Black Tracks

Touring circuits for contemporary Indigenous artists.

Live Music Council

A mechanism for government and industry agencies to strengthen live music.

Go Live: Live Music Grants Scheme

Grants for live music touring and events around the state to grow audiences for Queensland music artists.

Go Live: Music Incentive Scheme

A scheme for presenters to prioritise live original Queensland music to enliven suburbs, regions, and key music precincts.

Music business

Micro businesses are at the heart of the Queensland music industry. They provide entry opportunities, skills development and support to help consolidate business viability and grow sustainability.

How we will grow the Queensland contemporary music sector's capability:

- support professional development and mentoring for Queensland artists and their representatives
- increase access to quality local representation and professional services
- assist with research and development to foster innovation and best practice and take up of new industry opportunities.

Ready to roll

s2m Program

Support for key organisations to deliver programs that strengthen music businesses.

In the pipeline

Manage UP

Partnerships to deliver development programs for emerging music managers and self-managed artists.

Micro-Business Grants

Quick-response funds to assist micro-businesses capitalise on business, marketing and career opportunities in Australia.

Micro-Intel

Collaboration between researchers and industry to gather global industry intelligence.

Creative Production Hubs

Management and producer services to professional artists and support for career development.

Hatch

Collaboration with local government to provide facilities for emerging music micro-businesses.

Access all areas

In our small market it is vital for our artists to access national and international markets to achieve viable careers and employment.

How we will support the development of national and global markets for Queensland music:

- assist Queensland artists and representatives to develop their readiness and access new markets
- facilitate market entry and showcase opportunities for export-ready artists
- foster strategic initiatives to increase airplay and market exposure
- promote key contemporary music scenes as niche cultural precincts.

Ready to roll

Big Sound

Support to grow its reputation and effectiveness as a leading Australian music business event.

International Market Development

Work with Trade Queensland and other government and industry agencies to support participation in key music markets to grow international audiences and income.

Indigenous Music Market Development

Work with the Queensland Indigenous Arts Marketing and Export Agency and other government and industry agencies to support participation in key music markets to grow national and global audiences and income.

In the pipeline

Expanded International Market Development

Open up new markets for Queensland music, with a focus on Asia.

Air Time

Support for industry partnerships to improve the quality and quantity of original Queensland music on radio.

Local Scenes

Support for industry marketing partnerships to strengthen the profile of our music scenes including Cairns, Sunshine and Gold Coasts.

Measuring results

Arts Queensland will measure the impact of the strategy over the four years (2009–2012) to evaluate what has been achieved and to inform future directions.



The Dreaming Festival 2008. Photo: Jason Henry, Lime Photography