

Ms Lisa Bishop
General Manager
Music SA
200 Pulteney St
Adelaide SA 5000

Dear Ms Bishop

Thank you for your letter regarding your vision for contemporary music in South Australia.

South Australia is home to the best of the best artists, artisans, theatre-makers and more. This is where world-leading creativity and culture connect with future industries to shape a vibrant, innovative society.

Under a Labor Government, South Australia has enhanced its reputation as the “Festival State” with a year-round calendar of events spanning arts and culture, entertainment, sport, food and wine, and live music.

The South Australian Labor Government established the Music Development Office (MDO) in 2014. The MDO supports both creative and business development for musicians and helps them towards achieving a sustainable career in the music industry. The MDO has been instrumental in driving positive change in the music industry, including working across government on a series of regulatory reforms which have made it easier for live music to take place in venues and unconventional spaces.

Recent reports have shown over the past two years, there has been a 34 per cent increase in the number of venues hosting live music, and a 15 per cent increase in the number of gigs being held.

Adelaide was designated a UNESCO City of Music in 2015, a designation based on a commitment to place music at the core of our culture and celebrate it as the heartbeat of our city.

The South Australian Labor Government also created the \$1.35 million Live Music Events Fund, which has provided support to live music events and festivals such as Umbrella: Winter City Sounds, the AIR Awards and Indie-Con, and the Unsound Festival.

In 2017, we announced \$5.12 million over four years to improve the delivery of music education in public schools and provide greater pathways for students to pursue further study and careers in the music industry. Working in partnership with instrumental music and classroom teachers,

the University of Adelaide's Elder Conservatorium of Music, the Adelaide Symphony Orchestra and various state music bodies, the State Government is setting out a strategy to help public school students pursue careers in music-related fields.

We have revitalised our city with a redeveloped Adelaide Oval, Riverbank precinct, Adelaide Convention Centre, laneways and small bars. These venues have all played host to live music, contributing to the city's vibrancy and putting Adelaide and South Australia on the world map. These investments, along with our thriving cultural scene, have led to *Lonely Planet* naming South Australia one of the top five regions in the world to visit during 2017, as well as Australia's live music capital.

Live music is a key part of South Australia's identity: a creative and thriving sector that makes an important contribution to our economy. We will continue to foster and develop musical talent in South Australia. And we will keep investing in our creative sector, enabling people to pursue their practice across all stages of their careers.

Building on our proud record of innovation and progressive reform, we will create new jobs and industries, making South Australia an even better place to live, work, and visit. The contemporary music industry is very much a part of this vision.

A re-elected Labor Government will continue to value and support our music sector, and position our artistic industries as a key driver of economic prosperity and cultural vibrancy. We will share more about this as the election campaign progresses.

We look forward to working with you as we continue to build upon all that we have achieved, making South Australia more prosperous, harmonious and vibrant for the years to come.

Kind regards

Stakeholder Response Team
02/02/18

