



Steven Marshall MP
State Liberal Leader

22 January 2018

Lisa Bishop
Chair, Music Industry Council

Anne Wiberg
Chair, Music SA
PO Box 197
Rundle Mall, SA, 5000

Dear Lisa and Anne,

Thank you for your correspondence seeking a sense of the Liberal Party's policy directions in relation to live music. We share your optimism for the future of South Australia, and for the opportunities we have to develop our cultural sector in particular.

As I identified in the Liberal Party's manifesto for reform in SA, 2036, the Liberal Party believes strongly in celebrating South Australia's unique culture, and in strengthening our cultural industries so they have a sustainable future. Live music is a key part of that story and culture.

Achieving this will include supporting our communities to build capacity, it will involve investment in renewing our cultural infrastructure, and it will require government to work with communities to create a long term vision and strategic partnerships to grow our cultural sector. We also need government and all members of the community, wherever there is an opportunity, to champion the best of South Australia interstate and overseas.

A Marshall Liberal Government, if successful in March, will seek to actively work with Music SA and other stakeholders, to deliver the best outcomes in this area – both from the perspective of the performers, artists, and other South Australians working in the creative sector, for whom we would like to see enhanced artistic and career opportunities, and also from the perspective of the South Australian public who benefit from being able to be active or passive participants and consumers of their artistic endeavours.

In relation to the five particular areas on which you have sought information, at this stage I am happy to provide the following responses, although they by no means constitute the whole sum of the work we would seek to do in government. There will also be further policy announcements between now and March 17, including announcements of relevance to this sector.

International Action – We will work hard to leverage the opportunities created by Adelaide's recognition as a UNESCO City of Music in the years ahead. The Liberal Party has actively supported the redevelopment of the Festival Centre and Her Majesty's Theatre from Opposition and will continue to work in partnership with our institutions,

including the Adelaide Symphony Orchestra, and the private and philanthropic sector, to identify potential opportunities to deliver the purpose-built Concert Hall that has been sought for so long.

2. Regional Development – A Marshall Liberal Government has already committed to significantly increase support for regional development and will give positive consideration to applications for an economic development grant along the lines described by Music SA to support regional touring circuits.
3. Industry Development – The Liberal Party has no plans to alter existing arrangements with respect to supporting the St Paul’s Creative Centre, the Music Development Office or the Stigwood Fellowships. We will give further consideration to suggestions relating to the Building Code and noise attenuation.
4. Skills Development – The proposal for a roadshow throughout South Australian senior schools would fit with a Marshall Liberal Government’s support for music in schools. A Liberal Government will be keen to work with Music SA, Musica Viva, the Adelaide Symphony Orchestra and other non-government organisations to support the work done in schools by the Instrumental Music Service, Music Teachers and other instrumental music instructors to inspire young people with musical talent and interest to pursue their skills development. The study of an instrument is very useful for students’ broader academic development. It both encourages musically inclined students to engage more positively in their school environment and studies have shown that it encourages other students in their other academic work too.
As Premier, I will also take the Aboriginal Affairs portfolio. It is a long-standing passion of mine to ensure that Aboriginal South Australians have opportunity for economic development. In music, where cultural heritage is an asset, the goals of social wellbeing and economic development can work hand in hand.
5. Music Tourism - Live music events are an important aspect of Adelaide’s culture and I believe that there are several opportunities to explore where additional government funding could assist in developing music events to a greater level. There certainly needs to be a particular focus on developing events outside of the busy summer and Fringe periods. Umbrella is certainly an event which we would be pleased to continue as a State Liberal Government. Likewise, Scouted deserves close consideration, particularly given its potential role in delivering South Australian musicians to the national and global stage.

Thank you for your letter.

Yours sincerely,



Steven Marshall
State Liberal Leader