

Economic Contribution of the Music Industry to South Australia

Survey Information Sheet

Funded by: MusicSA in partnership with the Music Development Office, the City of Adelaide and Festival City ADL

This document provides information to individuals and businesses who have been asked to participate in the 'Economic Contribution of the Music Industry in South Australia' project. Your involvement in this project will help strengthen the music industry in South Australia and create opportunities by giving an insight into the structure of the industry and the people who work in it. Please keep this information sheet for future reference and call Lisa Carlin at BDO on 08 7324 6194 if you have any questions about the project.

What is the purpose of the study?

The South Australian music industry plays a very important role in our state's economy and vibrancy, but is often not as visible as other industries. Specific economic analysis on music in South Australia has not been undertaken for almost a decade. We know the economic benefit of the music industry in SA is different now than what it has been in the past.

Knowing more about the industry in a post-pandemic world helps us all to make better decisions and leverage opportunities. Music sits in the Creative Industries and is a powerful driver of live entertainment, employment, jobs, tourism, education and it supports many allied industries. It is important to understand our worth and the economic impact of this sector to the state's overall economy.

MusicSA, in partnership with the Music Development Office, the City of Adelaide and Festival City ADL, is commissioning BDO to research and report on the economic contribution of the music industry in South Australia.

To get the full picture, we need data from all live music audiences and consumers of music. This includes people who:

- Attend live music
- Consume music digitally
- Purchase music in the form of records, CDs or otherwise

Why have I been asked to participate in the study?

You have been asked to participate in the study because you live in South Australia, have visited South Australia to attend a music event, operate a music related business in South Australia or a combination of these. We appreciate your participation, regardless of your level of participation in music.



How did you obtain my contact details?

If we contacted you directly then we either obtained your contact details from publicly available sources or were referred to you personally by another business. If we were referred to you then you will already have been asked for permission for us to contact you.

What will I be asked to do if I participate in the study?

We invite you to complete an electronic questionnaire that will ask about your participation in the music industry as a consumer, a business or both.

Questions about your business will gather information about your business activities, employment and some financial details. Each question is voluntary to respond to but valuable to our analysis.

Exactly which questions you are asked will depend on your involvement in music which we will ask you about on the first page of the survey.

Is participation voluntary?

Participation in the project is voluntary, we appreciate your assistance.

How will privacy and confidentiality be treated?

Your individual response will remain confidential. It will also be anonymous unless you choose to provide your business name on the questionnaire. The data you provide will be aggregated when published so it will not be personally identifiable.

Contacts

If you have further questions about this project, please contact Lisa Carlin (Project Manager) or Anders Magnusson (Partner) at BDO EconSearch.