

Federal Government Takes Major Step in Supporting Live Australian Music Industry

Founder of a network of music teachers in Perth reveals how this news could change the music business in Australia as we know it.

Perth, March 08, 2013 - Recently, Simon Crean, Federal Arts Minister, has been very busy removing obstacles that have hurt the Australian music industry in the past. The new National Cultural Policy, which was established to create at least ten years' worth of support system for culture, creativity, and arts, is already creating a much better chance for Australian musicians and songwriters to reach the "next level." Crean made a rousing speech extolling the virtues of Australian music last year at the Music Connects India conference, and followed it up by announcing that the government was going to provide \$200,000 to help Australian musicians tour, both regionally and nationally. On 21st January, Crean "upped the ante" considerably, as he appointed Dr Ianto Ware, the National Live Music Coordinator of the Sounds Australia organisation. Dr Ware will serve as a consultant for the recently developed National Cultural Policy, but his main job will be to serve as an advocate for Australian live music. Dr Ware's main function will be to make it possible for more Australian original songwriters and musicians to make the transition from local to regional to national to international. Dr Ware has developed many connections in the music industry over the years, not only working with state governments, local governments, venues, and artists, but he is currently the CEO of Renew Adelaide, and is also the founding director of Format Adelaide. The appointment of Dr Ware to the newly-created position isn't the only thing being done, either. According to Crean, the Australian Government has earmarked \$3 million to boost the live music scene, with a focus on industry innovation, live music skills, and exporting the music of Australian artists to other countries. According to a study commissioned by Brett Cottle, who is the CEO of APRA/AMCOS, and plays a major, behind the scenes role in Sounds Australia, venue-based live music could produce a boost of as much as \$1.2 billion to the economy, putting Australian music in front of 42 million patrons, and creating as many as 15,000 full time jobs across Australia. According to Danny Achurch, founder of Monster Music, a network of music teachers based in Melbourne and Perth, with teachers across Australia, this appointment could have some far-reaching implications for Australian musicians: "We were among the first to criticise the Government for cutting funds for music in schools, so let us be among the first to congratulate the Government for really getting this one right." Achurch continued, "This is some of the best news I have heard for Australian music and the musicians who create it in a long time. Australian musicians have long had problems getting airplay, getting exposure in the business, and making a living on a local level, what alone making it worldwide. We have had so many talented musicians and bands here, but only a comparative few have made it out of Australia. Mr Crean and Dr Ware have been champions in the corner of Australian music for a long time, and they are finally getting a chance to make a real difference." Achurch concluded, "Everyone who ever picked up a musical instrument has dreamed of making it big someday. Thanks to these initiatives, it has just become more possible." Monster Music is a network of music teachers in Melbourne and Perth, with teachers available Australia-wide. They offer music lessons for just about every instrument - guitar, drums, violin, piano, and more. For more information, call 08 9335 8881 or visit their website: <http://www.monstermusic.com.au/>.

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