

# Victorian Economy Receives More Than \$1 Billion Every Year from Live Music

Provider of music lessons in Australia reveals why current and future musicians should be very excited about this report.

Perth, WA, April 23, 2013 - Music Victoria, the state's music body, recently conducted the Victorian Live Music Census, in partnership with NMIT and the City of Melbourne. In addition, over 100 student volunteers participated in gathering data for the census. The census was the largest of its kind ever conducted in Victoria, and Music Victoria's CEO called it, "the most accurate snapshot of what our world-renowned industry looks like." In the face of countless obstacles facing the Australian live music scene, such as encroaching residential development, noise complaints, and an uneven economy, the numbers from the census indicate that live music has nearly twice as many patrons now as it did during the previous generation. This is welcome news for an industry that has had a pessimistic outlook the last few years. According to the census, the average Saturday night sees 97,000 people attending live music shows and gigs, and spending an average of \$745,000 to get in the door. Those people are then spending \$3.7 million on merchandise, food, drinks, and transport. On any given Saturday night, an average of 900 musicians, 2,730 venue staff, 237 production crew, and 740 DJ's are getting paid for their work. Projected over a year, it works out to over 62,000 gigs, with 14.4 million patrons spending \$1.04 billion. This includes major concerts, Melbourne-based festivals, and small venues. Over a year's time, 18,200 musicians, 77,391 venue staff, 6437 production staff, and 14,150 DJ's are being paid for providing music. Dobe Newton, who managed the project, feels that these numbers prove that Melbourne is one of "the world's greatest music cities." Newton compares the music scene in Melbourne to cities such as New York, Tokyo, and Paris. Patrick Donovan, CEO of Music Victoria, feels that numbers uncovered by the census are extremely important as a verification of the relevance of the live music scene in Melbourne. Donovan noted that nearly three times as many people watch live music in Melbourne as those who watch the AFL. Donovan encourages those in the area to become members of Music Victoria during their "Jump on the Bandwagon" membership drive. Danny Achurch, teacher, musician, and owner of Monster Music, feels that the study vindicates the dedication of many fellow musicians in their efforts to provide a vibrant live music scene, not only in Melbourne, but all across Australia. According to Achurch, "I am very happy to see these numbers, but I'm not surprised. Even though it seems like there have been less opportunities for live musicians this decade, in reality, the opportunities are there; you just have to look for them. At this point in time, musicians have to work hard to create their own opportunities, but it is worth it." Achurch continued, "Look at all of the great things that have happened to Australian music in the last few months. We are seeing millions of dollars being spent on developing musicians and enabling them to play in live venues, and a lot of time and effort is being spent in growing Australian music. Now, finally, we get a great study like this one, justifying that time and effort." Achurch concluded, "The future of Australian music has never looked better." Monster Music provides many music lessons in most cities across Australia - violin, singing, guitar and keyboard lessons in Brisbane, Sydney, Adelaide, Melbourne, Perth and more. They specialise in getting great results while always remembering that music is supposed to be fun. To get started today, call 08 9335 8881 or visit their website: <http://www.monstermusic.com.au/>

## Contacts

Danny Achurch  
(08) 9335 8881  
mailto: [admin@monstermusic.com.au](mailto:admin@monstermusic.com.au)