



**Association of Australian Musicians (AM)**  
**Australian Independent Musicians Association (AIMA)**

## **ABOUT AM and AIMA / Revised April 2024**

The Association of Australian Musicians (AM) is a non-profit organisation focused on protecting and promoting the interests of Australian musicians and Australian music culture.

AM's committee has some of Australia's most accomplished and respected musicians including musicians who are also specialists in law, accounting, marketing, music education, composition, production, touring, festivals, management, dispute resolution, publishing and more.

For the past 10 years, more than 12,000 members of AM's online musicians' forum Australian Independent Musicians Association (AIMA) have debated how to reform the music industry and we've developed a comprehensive plan called The Australian Music Plan.

We believe AM and AIMA are the most representative musicians' organisations in Australia with the most comprehensive and inclusive plan to revive our industry; and we have the most capable and experienced team of musicians to manage it.

## **ABOUT THE AUSTRALIAN MUSIC PLAN**

**The Australian Music Plan** aims to coordinate a comprehensive range of interconnected initiatives nationally, covering music education, community music programs, venues, festivals, an industry-wide database connecting all elements of the music industry with extensive online resources, national and international promotions, and industry reforms including local content regulations and royalty management, benefiting the entire Australian music industry past, present and future.

The plan will increase music literacy, appreciation and participation nationally, and enable a more connected, creative and diverse Australian music culture to develop naturally alongside the existing commercial mainstream.

The plan will generate more stable career paths for Australian musicians, with increased employment from music education, community music programs and a greater network of venues and festivals, encouraging greater performance and production values and increased engagement with the media and general public.

The plan will generate billions of dollars each year for the Australian economy, create tens of thousands of Australian jobs, and benefit tens of thousands of Australian businesses, especially in the education, health, entertainment, hospitality and tourism industries.

## THE AUSTRALIAN MUSIC PLAN

### • Australian Musicians Office

AM proposes to establish the Australian Musicians Office in association with Musicians Australia, managed democratically by Australian musicians to protect and promote the interests of Australian musicians and enable the natural development of Australian music culture, with the stability of ongoing federal, state and local government support.

Musicians are increasingly marginalised as high-level decisions regarding music and musicians' livelihoods are generally made by people who aren't musicians, who have never worked as musicians or walked a mile in our shoes.

Political, business and media interests tend to view music as entertainment and marketing, personality competitions to attract consumers, and consequently the general public has developed a narrow view of music and musicians.

Subsequently, music education is in decline, local music content in the media is decreasing, emerging and established musicians struggle to survive, mostly without paid holidays or superannuation, and generally die younger than the rest of the population.

Musicians have a unique perspective to offer our industry and the wider community, with a focus on inclusiveness, diversity, understanding, creativity, intellect, memory, self-expression, empathy, design, mathematics, physics, health, education, language... music involves everything it is to be human.

And yet musicians are under-represented in the music industry.

An Australian Musicians Office will provide a voice for Australian musicians.

### • AM Website

The AM Website will feature all past, present and future elements of the Australian music industry with comprehensive online facilities to connect all Australian musicians and music related businesses.

The website will include:

- **Australian Music Database** of all Australian music and related media currently and historically. AM proposes leading a joint project with the National Film And Sound Archive, ABC, SBS, libraries, labels and other sources to document all Australian music to include with the website, subject to copyright permissions.
- **Web pages for all Australian musicians, venues and music related businesses**, with info, photos, streaming, videos, independent sales links, gig guides and more.
- **Interactive Charts** listing all Australian music; searchable by genre, date, location, composer, artist, producer, instrument, studio, label, publisher, distributor...
- **National Music Playlists** derived from interactive charts for media and audiences to easily identify popular and active artists.
- **National Touring Circuits** connecting music venues, community clubs, festivals, promoters and artists, with online booking facilities and experienced in-house staff.

- **National Gig Guide** listing all music events.
- **Musicians Placement Services** - creating and sourcing employment opportunities for Australian musicians, including AM Community Music Projects and AM Festivals.
- **Music news, reviews, editorials, promotions, blogs, polls, chat...**
- **Community Music Programs** – engaging experienced multi-skilled musicians, including First Nations musicians, singer/songwriters, composers, arrangers, producers, DJs, orchestral leaders and choirmasters to teach, mentor, record and organise performances for music students and emerging artists at participating local schools, council facilities, clubs and music venues.
- **Australian Music Festivals** featuring 100% Australian music, with a range of large and small outdoor, indoor, televised and online events featuring emerging and established artists, choirs and orchestras, in partnership with established festivals, event promoters, sponsors and media, to create a major international tourist attraction.
- **National and international promotions for the Australian Music Plan** to attract local and international audiences to a thriving Australian music culture featuring the Australian Music Website, Community Music Programs and Australian Music Festivals.
- **Legal Services** – policy development, copyright, contracts, advice and dispute resolution services for musicians.

## LEGISLATIVE AND INDUSTRY REFORMS

- **Australian content regulations** are vital to “developing and reflecting a sense of Australian identity, character and cultural diversity” according to the Federal Broadcasting Services Act 1992.

More than 15,000 people have signed our ‘More Aussie Music’ petition on [change.org](https://change.org).

Increased Australian music content in the media will revive Australian recording, publishing and live music industries, create more stable employment for thousands of Australian musicians, retain music copyright and royalties in Australia, and boost music exports and inbound music tourism.

- **Review royalty collection and distribution practices in Australia** considering the interests of Australian composers and musicians, including media playlist reporting, international reciprocal agreements, administration expenditure and voting procedures. Ensure royalty collections and distributions reflect local content requirements.
- **Extend life of copyright in perpetuity** to increase stability and long-term investment in our industry.
- **Employ at least one full time specialist music teacher in all primary and secondary schools.**
- **Regulate minimum streaming rates** paid directly to artists.
- **Review Fair Work Australia** minimum rates.
- **Incentives for venues** hiring Australian musicians at or above the minimum award rate.
- **Tax incentives** for clubs and music venues to invest in live music and AM community music programs; with additional incentives to match sport and arts ClubGrants funding.

- **Review agent licensing arrangements**
- **Review Triple J** considering the changing interests of the Australian music industry.
- **ABC TV** – more live and recorded music shows in a diversity of genres.

## **SUMMARY**

The Australian Music Plan is a comprehensive plan to reform the music industry that was developed by the Association of Australian Musicians with thousands of Australian musicians in our online forum over the past 12 years.

All elements of the plan are important and most effective implemented together.

Australian musicians are mostly independent of the major multinational labels and publishers that dominate music content in the media, the price of music licensing, royalty collection and distribution, copyright organisations, music charts, awards, grants and more, while existing musicians' organisations have limited resources to protect and promote the interests of musicians.

**Our plan will benefit Australian musicians, venues, schools, music related businesses, media and local and international audiences, and it aligns with the Broadcasting Services Act and ALP arts policies focused on developing Australian identity, culture and diversity.**

**We expect the plan will be largely self-sufficient within a few years considering potential income from website advertising, corporate sponsorship and events.**

The plan involves local, state and federal governments and we would greatly appreciate your support.

Thank you for considering our submission.

The Association of Australian Musicians