

**SUBMISSION TO STRENGTHEN AUSTRALIA'S LIVE MUSIC & FESTIVAL SECTOR**

NATIONAL CULTURAL POLICY REVIEW, MAY 2026

**The intro**

Untitled Group is an independent, Australian-owned promoter and music festival producer delivering major events, including Beyond The Valley, Wildlands, Pitch Music & Arts, and Ability Fest.

As the only solely Australian-owned business to make Billboard's 2025 Global Top 20 Promoters list (ranked #12), we welcome the opportunity to contribute to Australia's next National Cultural Policy.

**The context**

Australia has one of the most vibrant live music cultures in the world. Yet the sector is under increasing pressure that is not fully reflected in the current *Revive* policy.

Live music and festivals play a critical role in Australia's cultural expression, youth identity, social cohesion, and tourism and economic activity. This review is an important opportunity to ensure our live music culture continues to be consumed, created, owned, and sustained locally.

Independent Australian-owned businesses need to be front and centre of our cultural policies, because this refuels our creative sectors.

Without fully recognising locally-owned capabilities, Australia risks becoming a net importer of culture, rather than a sustained producer of it - and we hand control of an important piece of Australian culture to multi-faceted multinational companies.

**The asks**

We invite all initiatives that build a sustainable live music industry. Aligned with the *Centrality of the Artist*, *Strong Cultural Infrastructure* and *Engaging the Audience* pillars, this means we call to:

- **Expand *Revive Live* to underwrite the growth of our live music ecosystem, and include targeted, tangible help for music festivals like risk-sharing and insurance relief.**
- **Review competitive dynamics across touring, ticketing and venues to ensure a fair, sustainable and even environment for Australian-owned operators.**
- **Increase the R&D Tax Incentive for creative sectors, because independent music promoters need help to keep taking risks on booking new festivals and domestic tours.**
- **Investigate further what a ticket levy on large live music venues would mean for the affordability of live music for young consumers.**
- **Review planning requirements to reduce red tape on event infrastructures, including support for permitted festival sites and multi-year planning certainty.**

- **Recognise events and touring as a genuine workforce, and support mechanisms that provide safe and fair working and pay conditions, and income protection for musicians.**
- **Mandate Michael's Rule because multinational promoters must back Australian artists too, and strengthen incentives for those who book local talent for major events.**

We support the submissions from the following organisations:

- **The Push:** Implement their 10-year *National Plan for Young Australians and Music*, because it will help to future-proof the Australian music industry.
- **Support Act:** Secure their ongoing funding, because they are building infrastructure that improves wellbeing and safety for all music and arts workers.
- **Australian Festival Association:** Fund research into the impact of climate change on the future of Australia's music festival landscape.
- **Music Australia:** Increase their funding, because it's never been more important for Australian music to have a united voice.
- **Joint Contemporary Music Industry (JCMI):** Conduct deeper research on an industry-wide tax offset to guarantee a positive impact on our festivals and promoters.

**The authors** | Submitted by Untitled Group, co-signed by:

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## Supporting Information

### The stats

- Live music is the [single largest economic driver](#) in the Australian music industry, generating more than [\\$5.1 billion](#) last year.
- Live performance accounts for [47%](#) of music-related income for Australian artists.
- Live music supports an estimated [65,000 jobs](#), yet most of this workforce is largely invisible.
- [12 - 13.6 million](#) Australians attend live music events each year, making it our highest-reach cultural participation mechanism.
- Music festivals are the strongest career opportunity for Australian artists
- [535](#) music festivals take place each year in Australia
- [35% of Australian](#) festivals reported a financial deficit, averaging at [\\$470,000](#).
- The average Australian music festival costs [\\$3.9 million](#) to run.