

21st May 2026

To Whom It May Concern,

STRONGER BACKING FOR ARTIST MANAGERS & THE INDEPENDENT MUSIC SECTOR

The Australian music industry has always punched above its weight, and global demand for Australian talent continues to grow. Today, the independent music sector is driving this success and with stronger backing, the benefits will flow through the entire ecosystem.

Revive made a significant and impactful investment in local artists, diverse voices and live music, which must continue. But as the commercial landscape evolves, the responsibility to develop artist careers and grow music exports continues to shift.

We advocate for the next *National Cultural Policy* to further acknowledge the work of the independent music sector - especially artist managers - as essential to discovering, developing and exporting the Australian talent that the world wants to hear.

Policy should back artist managers with meaningful skills development, equipping them to navigate a fast-moving technological landscape, giving them the ability to champion the next crop of Australian artists and drive the growth of Australian music as both a cultural force and a major trade asset.

Aligned with the *Centrality of the Artist* and *Strong Cultural Infrastructure* pillars:

- We support increased funding for **Music Australia** as our industry's national peak body, because Australian music needs a united voice.
- We support the implementation of **The Push's National Plan for Young Australians and Music**, because it will improve youth wellbeing and fuel future music careers.
- We support a new stream of the **Record Label Development Scheme for Artist Managers** to develop talent, because their role has never been more important.
- We support an **expansion of the Export Development Fund to underwrite independent businesses** to build long-term trade pathways - this means more investment-style funding like the Four-Year Investment, not just project grants.
- We support **ARIA's advocacy for the protection of the Copyright Act**, because creators deserve to be fairly compensated for the use of their works.

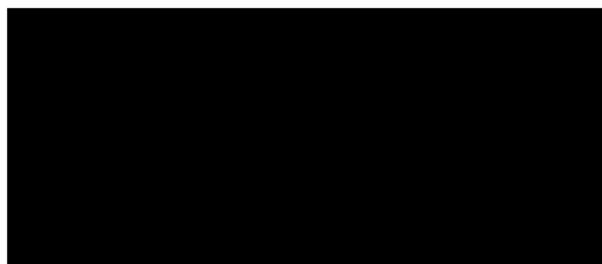
- We support a national approach to contemporary music **education in Australian schools**, because it fosters future creative talent and music consumers.
- We support increasing the **Research and Development Tax Incentive**, because independent music companies need help to keep backing local emerging artists.
- We support ongoing funding for **Support Act**, who are building infrastructure that improves the health, wellbeing and safety of music industry workers.

With the right policies in place, Australia's independent music infrastructure can thrive. Backing emerging local talent, deepening early engagement with music, and ensuring Australian artists remain the first choice for Australian audiences.

Support for individual artists and creative projects remains essential. But lasting growth also requires investment in the Australian-owned businesses and independent operators who make that work possible.

We're thankful for the opportunity to contribute to the Australian Government's review of our National Cultural Policy.

Sincerely,



Jaddan Comerford
CEO & Founder
UNIFIED Music Group

Supporting information:

About UNIFIED Music Group

- Australia's most diverse and globally active independent music company.
- Operates across recorded music, management, distribution, publishing and touring.
- Employs more than 45 full-time staff across 5 countries.
- Supports the careers of more than 250 Australian and International artists.
- Supports more than seven music companies, including managers, labels and bookers.

What we're doing

- Building [trade pathways](#) for Australian music with our independent counterparts in India, now the second-largest global consumer of music streaming.
- Deploying [\\$10 million](#) over three years to invest in the long-term career development of Australian artists.
- Backing not-for-profit organisations including Green Music Australia, The Push, One-of-One and Bush Music Fund to grow, diversify, and sustain our sector.

What the research says

- Australian music exports contributed \$975 million to the economy in 2023–24, a five-fold increase from previous estimates - [Creative Australia](#)
- The independent sector represents 85% of all Australian recorded music in volume (2024) and more than 30% of revenue (2017) - [AIR](#)
- Half of the \$330 million paid by Spotify to Australian music rightsholders goes to independent artists and labels - [Spotify](#)
- Spotify reported a 7% year-on-year increase and 223 million more streams of Australian music last year - [Spotify](#)
- At major labels, "...artist development is often rushed, if it happens at all." - [MIDia](#)
- The 'homegrown' advantage of Australian music is diminishing with economists suggesting the solution is investment in exports and development of 'middle-tier' artists - [Australian Institute](#)