

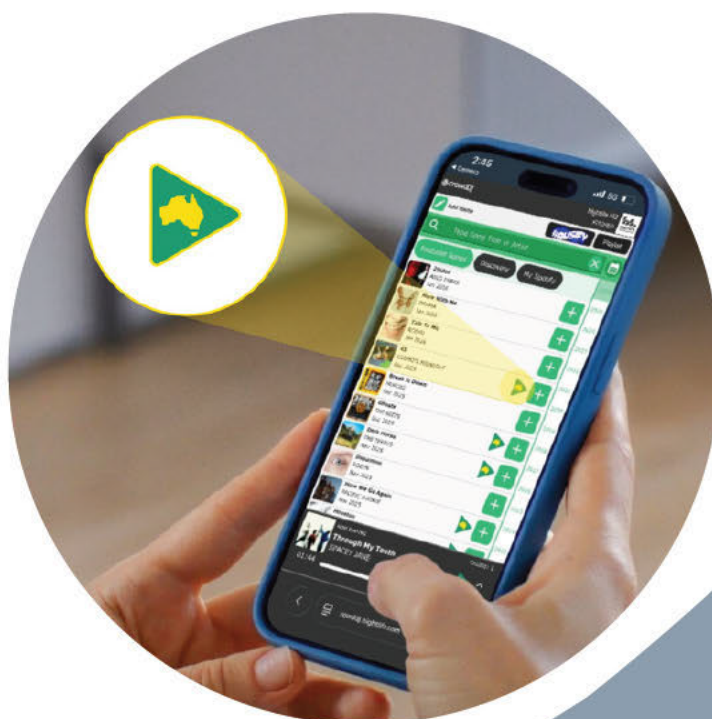
AUSTRALIAN GOVERNMENT

NATIONAL CULTURAL POLICY SUBMISSION

2026

NIGHTLIFE MUSIC

Building Australia's Cultural Future Through
Australian-Owned Technology



nightlife.com.au/contact

Submission to Australia's National Cultural Policy



Recommendation:

The Australian government should utilise Australian-owned licensed technology as the vessel to strengthen and distribute Australian music culture from public spaces into everyday life.

1. Executive Summary

Nightlife Music welcomes the opportunity to contribute to the development of Australia's next National Cultural Policy.

This submission recommends a clear policy direction: Australian culture in the form of music and visuals should be distributed through Australian-owned, licensed and professionally curated technology platforms, beginning in public performance environments and extending into everyday cultural life.

Public spaces like bars, gyms, restaurants, government-operated buildings and even international embassies—represent one of the largest cultural distribution networks. The music and audiovisual content experienced in these environments shapes daily cultural exposure for millions of Australians and international audiences.

However, in the absence of fit-for-purpose licensed platforms, many publicly funded environments default to consumer streaming platforms and algorithmic curation systems designed for personal use. These systems prioritise global catalogues, limiting the visibility, measurement and remuneration of Australian creative work. Importantly, this submission does not propose new regulatory frameworks.

Australia already has established copyright and public performance licensing laws governing music use in shared environments. The policy opportunity is to encourage government agencies and publicly funded institutions to consistently operate within existing legal and licensing frameworks, supported by Australian technology designed specifically for public performance.

Internationally, many governments and public bodies already restrict the use of consumer streaming platforms in institutional settings due to licensing, compliance and cultural accountability considerations. Within Australia, several local governments and public organisations have similarly moved away from consumer platforms in favour of licensed solutions that enable cultural control and reporting transparency.

Where licensed and curated systems are implemented, outcomes are measurable and visible. Initiatives such as [Australian Played](#) and [Ausify](#) demonstrate that when Australian artists are clearly spotlighted through on-screen identification and curated programming, audiences actively engage with and choose Australian music. Visibility drives cultural participation.

Technology therefore functions as the vessel of culture. The platform through which music is delivered determines what is heard, what is valued and ultimately what is sustained.

By embedding Australian-owned licensed technology within government and publicly funded environments, the National Cultural Policy can:

- strengthen the presence of Australian and First Nations artists in everyday life
- ensure fair remuneration through compliant licensing and reporting
- provide measurable cultural outcomes aligned with public investment
- reduce reliance on global algorithmic systems that dilute Australian music visibility
- support Australian audiences to encounter and connect with local creative work as part of daily experience

This approach positions cultural distribution platforms alongside artistic creation as a central pillar of Australia's cultural future.

2. About Nightlife Music

Nightlife Music is an Australian-owned music technology company providing licensed, curated music solutions for public performance environments across Australia and internationally.

For over 35 years, Nightlife has supported venues across hospitality, fitness, retail, education, and government with:

- Professionally curated, brand-aligned music programming
- Fully licensed public performance solutions
- Content controls including Australian music quotas, First Nations programming and suitability filters
- Transparent reporting and usage data for rights holders
- Large-scale distribution of Australian music into everyday public environments
- Interactive participation with venue music - primarily via consumer apps

3. Core Recommendation: National Policy Principle

We recommend the National Cultural Policy adopt the following principle:

Government-funded and government-operated public spaces should use licensed, Australian-owned music technology platforms for public performance music and audiovisual curation.

This should apply across:

- Government buildings and agencies
- Public venues and institutions
- Government-funded events and activations
- International-facing government spaces (including embassies)

4. Policy Alignment with Revive Pillars

Pillar 1: First Nations First

Technology is the only scalable mechanism to ensure consistent First Nations representation in public performance music environments.

Licensed curation systems enable:

- Guaranteed programming quotas across thousands of venues
- Identification and tagging of First Nations artists at scale
- Transparent reporting and auditability
- Consistent representation across government spaces, not just cultural events

Consumer platforms do not reliably support cultural tagging, quota enforcement or reporting integrity in public performance contexts.

With appropriate policy settings, First Nations music can be embedded into everyday public life, not limited to symbolic or live events.

Pillar 2: A Place for Every Story

Australian music should be embedded into daily public environments, not siloed into campaigns, special events or limited broadcast opportunities.

Licensed curated platforms enable:

- Increased Australian curation playing out in gyms, retail stores, restaurants, public spaces etc.
- Continuous exposure rather than episodic promotion
- Control over AI-generated or non-human content inclusion
- Defined Australian content quotas by environment type

Using music and vision in this way ensures Australian storytelling is present in the everyday moments of public life.

Pillar 3: Centrality of the Artist

Public performance spaces represent one of the largest untapped distribution channels for Australian artists.

A licensed technology ecosystem enables:

- Artist exposure across thousands of simultaneous venues
- Real-time, scalable national and international reach
- Integration of Australian artists into daily lived environments beyond stage performance
- Support for initiatives such as Ausify and similar exposure campaigns

This reframes public space as a continuous promotional and cultural distribution network for Australian artists. It ultimately provides a more scalable and cost-effective exposure method for artists that have previously relied on traditional live touring.

Pillar 4: Strong Cultural Infrastructure

Structured, licensed technology strengthens the cultural economy by improving:

- Transparency of what is played, where and when
- Alignment and partnership with royalty distribution systems
- Evidence-based reporting for agencies including Creative Australia and Music Australia
- Greater transparency in public performance around artist remuneration
- The pathway for emerging Australian artists to be heard through local curation—a goal not easily achievable via international streaming platforms and algorithms

This creates a more accountable and measurable cultural system—supporting artist, policy and rights-holder outcomes.

Pillar 5: Engaging the Audience

Australian audiences increasingly experience music through screens and public environments rather than traditional broadcast or live performance alone.

Nightlife's licensed technology enables:

- Clear identification of Australian artists in public playlists with the Australian Played icon next to each Australian artist
 - o Identification of Australia artists has been proven in our play data to increase track selection in Australian venues by over 30%.

- Tangible audience engagement through interactive tools like our consumer apps that allow users to add Australian songs to a venue playlist
- Scalable exposure across millions of daily interactions—via sound systems, in apps and on venue screens

With appropriate investment in Australian-owned cultural technology, Australia can also export these systems internationally, extending cultural influence even further.

5. Industry Examples



In-Venue Example & Demo

As shown below, venues across Australia are already showcasing Australia music culture through their screens, interactive consumer platforms and in-venue playlists.



6. Implementation Recommendations

In practice, we recommend:

- 1 Champion licensed Australian public performance suppliers in government spaces**
Replace consumer streaming platforms in publicly funded environments with licensed, Australian auditable alternatives as the preferred supplier.
- 2 Introducing Australian content and First Nations quotas at infrastructure level**
Require compliance to be embedded in the technology layer—not manually managed. This could involve a set quota of Australian or First Nations artists represented in daily playlists, set in the music schedule by the supplier.
- 3 Supporting Australian technology as part of arts and innovation funding**
Expand support for and encourage the use of platforms that distribute, measure and curate Australian content.
- 4 Requiring reporting standards for public performance music usage**
Ensure all government-funded music usage is traceable, reportable and connected to accurate royalty systems.
- 5 Treating cultural distribution systems as core cultural infrastructure**
The platforms that deliver music and audiovisual content now shape cultural exposure at national scale. Supporting Australian-controlled distribution technology ensures public investment in music culture and translates into real audience engagement.

7. Conclusion

Australia's cultural future will not be determined solely by what is created, but by how it is distributed, curated and embedded into everyday life.

If Australia is to meaningfully support its artists, strengthen First Nations representation, and ensure fair remuneration, then it must also ensure the infrastructure delivering culture is:

- Australian-owned or governed
- Licensed for public performance
- Capable of enforcing cultural policy outcomes
- Transparent in reporting and attribution

By aligning cultural policy with cultural infrastructure, Australia has an opportunity to ensure that Australian stories are not only created, but consistently heard, seen and valued across everyday life

Government environments set behavioural norms for the broader economy. By modelling the use of licensed, locally curated cultural technology, government can also lead a broader national shift—ensuring Australian culture is embedded at home and amplified globally.

Thank you for considering our submission.

Get in Contact



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