



Amplify Music Education

## **STRONGER & SMARTER NATIONAL INFRASTRUCTURE FOR MUSIC IN SCHOOLS**

NATIONAL CULTURAL POLICY REVIEW, MAY 2026

### **The context**

We're grateful for the chance to contribute to Australia's National Cultural Policy review, because as we all agree, culture is absolutely critical to our social and economic future.

The health of our creative industries depends on a skilled and engaged workforce, and passionate creators and consumers. But the system that fosters this — our music and performance programs in schools — remains inconsistent and grossly undervalued.

Before increasing the national arts curriculum benchmark, the system needs to be equipped to deliver it. So, we're calling for a rethink of the delivery infrastructure, co-funded by the States: a strong, consistent, scalable approach to music education across Australian schools.

The responsibility to ensure every Australian student has equal access to a high-quality music education must be a national policy priority. We advocate for the next National Cultural Policy to make bold moves that cement music and the arts at the heart of our national identity.

This means a significant change to the delivery of music education that:

- is proven, evidence-based pedagogy
- puts First Nations and diverse Australian voices, talents and stories to the forefront
- embraces Australian-owned innovation and capabilities
- is modern, scalable and cost-effective
- is not solely reliant on access to a music specialist
- is created by skilled humans, backed by tech
- is safe, customised and controllable
- offers career development and export opportunities for Australian artists
- that directly links music education with the contemporary music sector

### **The best news? We've already built the solution.**

Amplify Music Education is Australia's leading provider of contemporary music and performance education in schools, driven by a local team of over 30 educators, musicians, and software developers. We're in 1000 schools reaching 200,000 students.

Our infrastructure empowers every generalist school teacher with the confidence and

contextually relevant tools to deliver quality music education, providing every Australian student with equal access to quality Australian-produced lessons.

### **Sure, but what about policy recommendations?**

Aligned with the *Centrality of the Artist*, *Strong Cultural Infrastructure*, and *First Nations First* pillars, we're calling to

- **Establish a National Music Education Taskforce, because every student deserves access to arts education regardless of social, economic or cultural background.**
- **Increase the R&D Tax Incentive for EdTech and creative sectors, because innovative teaching methods are essential to engaging the next generation of learners.**
- **Expand the Export Development Fund for EdTech, because the export value of arts falls between the investment gaps of DFAT and Creative Australia.**
- **Modernise the music curriculum to include contemporary production and digital literacy, because the skills required for a modern music career have evolved.**
- **Provide instrument and technology subsidies for schools, because access should never be a barrier to creative expression (we're tipping our hat at you, Finland).**

We also strongly support the following submissions:

- **The implementation of The Push's *National Plan for Young Australians and Music*, because music shapes identity, builds community, and inspires creative careers.**
- **Sustainable long-term funding for Support Act, because they are independently building infrastructure to improve the health and wellbeing of our arts workforce.**
- **From Alberts, whose research and advocacy continues to champion the importance of music education across Australian schools.**

### **Why it matters**

Without significant change, we face a future where only the privileged can afford a music education, narrowing our cultural diversity, shrinking the domestic market for Australian music, and reducing our creative export opportunities for Australian talent.

Prioritising music and the arts education in Australian schools means:

- closing the gap in school attendance in remote and First Nations communities
- improved academic outcomes including in literacy and numeracy
- supporting the 'next crop' of Australian creative talent
- growing our creative outputs as a value export assets
- fueling domestic audiences, creators, and music and arts consumers

- puts First Nations and diverse Australian voices, talents and stories to the front
- backing Australian-owned innovation and capabilities
- keeping Australian jobs, data, IP, and revenue on-shore

### The bottom line

The value of music education is proven, but what's been missing is an affordable, scalable, sovereign-built solution. But it's here now.

Sincerely,



**Natalie Kradofer**

Co-Founder & Managing Director  
Amplify Music Education

**Ricky Kradofer**

Co-Founder & Music Educator  
Amplify Music Education

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## SUPPORTING INFORMATION

### The contribution of music education

Music Australia released their second annual report on the economic contribution of the Australian music industry - and with it, the accompanying [More Than Notes On A Page](#) report captured the importance of music education.

- Music education raised **\$1.79 billion** in revenue for the Australian economy.
- Instruction and delivery to students generated **\$1.53 billion** of this.
- The music education sector earned Australia **\$90 million** in export revenue.

### The impact of music education

- Music education makes people [56%](#) more likely to attend live music events as adults
- Music education makes people [52%](#) more likely to pursue a creative career
- Music education achieves an average increase of 15% in NAPLAN results
- For every \$1 invested in school music programs, there is a [\\$7 return](#) to the economy
- Music education makes people [40%](#) more likely to spend on local creative products
- Music education makes people [twice as likely](#) to make music as adults.

### The gaps in music education

- [23%](#) of Australian government primary schools have a specialised music teacher...
- ... compared to [88%](#) in independent schools.

- [63%](#) of music education happens in Victoria and NSW alone.
- Classroom teacher training has fallen from 17 hours in 2009 to [just 8 hours](#) by 2022.
- Most music teacher training is [delivered by providers](#) outside the education system.
- Senior secondary music enrolments have [declined 16%](#) between 2012 and 2022.
- More than [40](#) creative arts university courses have been discontinued since 2018.

### **What is Amplify Music Education?**

- We operate across curriculum design, teacher training, and digital learning platforms.
- We employ 30+ specialists, including educators, musicians, and software developers.
- Our programs reach more than 200,000 students across 1000 Australian schools
- We bridge the gap between education and industry.
- We put diverse Australian talent, voices and stories at the core of arts education
- We're winners:
  - Australian Financial Review Fast Starter winner 2025, 2024
  - Women in Digital (WiD) 2025 Founder of the Year