



Australian Music Centre

Connecting the world with Australian music

National Cultural Policy Submission

Who we are

The Australian Music Centre (AMC) is a national, serviced based, not for profit institution that exists to support, advocate, and celebrate the art music community, increasing visibility, viability and sustainability for independent creators and composers throughout contemporary classical, jazz/improvised, sound art and experimental music.

We have a culturally significant catalogue of over 40,000 Australian works and resources which are accessed by people around the world. The organisation is supported by the Australia Council for the Arts, APRA AMCOS and AMC members who identify as represented artists/creators at all levels of practice, educators, performers, and music lovers.

Our vision is to play a leading role in ensuring that Australian art music captures the spirit and nature of Australia: past, contemporary, and imagined. The Australian Music Centre ensures that art music is created, played, heard, broadcast, sold, studied, taught, discussed, and written about, shared, and valued – nationally and internationally.

Our central purpose is to professionalise creators, supporting them to become skilful, agile, and adaptable so they are armed to manage evolving modes of creative practice, participation, dissemination, and community engagement.

What we are responding to

Creative Australia, the nation's last Cultural Policy, launched in 2013 was based on the five pillars which we understand will form basis for the new Cultural Policy which will guide our nation into the future.

These are:

- **First Nations first:** recognising and respecting the crucial place of these stories at the centre of our arts and culture.
- **The centrality of the artist:** supporting the artist as worker and celebrating their role as the creators of culture.
- **A place for every story:** reflecting the diversity of our stories and the contribution of all Australians as the creators of culture.
- **Strong institutions:** providing support across the spectrum of institutions which sustain our arts and culture.
- **Reaching the audience:** ensuring our stories reach the right people at home and abroad.

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FOR CONTEMPORARY MUSIC



MEMBER OF THE INTERNATIONAL
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IAMC
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CORE SUPPORT FROM THE AUSTRALIA
COUNCIL FOR THE ARTS, UNDER
THE FOUR YEAR FUNDING FOR
ORGANISATIONS PROGRAM



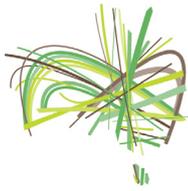
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The AMC are proud to participate and submit alongside our broad and diverse collection of community counterparts.

We are determined to support our musical creators to facilitate connections with audiences.

The more music that is heard, seen or documented increases our artists visibility and ability to have a long-term sustainable career.

First Nations First – increasing participation and visibility for First Nations creators and their works.

- Self-determination must be embedded in all programs and initiatives focussed on First Nations peoples, culture, and language. We support all our First Nations led organisations in the Arts and Creative Industries.
- We support the need for programs specific to the Art music community such as the Ngarra-Burria emerging composers' initiative (of which we partner with Moogahlin Arts, Ensemble Offspring and ANU School of Music). This program is designed to nurture First Nations creators and has been proven to be successful in creating networks.
- We propose the development of a nation-wide residency program for First Nations practitioners and workers with all major Creative organisations, available to all and designed to enable practical, on-the-job skills as well as a deep understanding of the sector at large.

Centrality of the Artist – professionalising composers and creators in the Art Music Community

- We call for Presenting organisations to provide programming of Australian works, featuring Australian performers. We propose a minimum of 40 percent Australian content across performances; through orchestras, choral groups, ensembles as a part of their season planning. We believe this will instil a sense of being valued for our musical creators and will also provide further pathways to financial sustainability. This is also key in increasing visibility and audience exposure to our stories.
- Support for clearly defined training programmes and initiatives such as the AMC's Surrounding Sound workshops and Momentum Commissioning program. We wish to enable virtual and in-person networking opportunities for creators to build their capacity to succeed in their craft. These programmes

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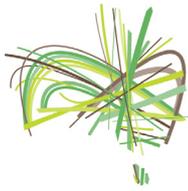
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should be connected to and mandatory for all commissioning programs and grants for the creation of new works.

- The development of a national residency programme for musical creators in secondary schools, connecting them with future audiences and building school age students understanding of the value of Australian stories and culture.

Increasing every story - supporting visibility and the diversity of our unique Australian stories and experiences

- By increasing access to elite independent creators through community practice, we are also creating a visibility for localised stories. The AMC want to create these unique connections, through supported community partnerships with our represented creators.
- By increasing support to enable our CALD and Deaf, disabled creators in the Art music space by ensuring there are opportunities for extended accessibility through technology upgrades, the employment of AUSLAN interpreters, closed captions and other automated advances that can increase participation.

Strong institutions - supporting organisations to connect with their communities

- Ongoing support for the AMC's unique service which only exists with the support of the Art music community. Our unparalleled catalogue of 45 years of independent Australian music composition needs an urgent upgrade to survive. With an additional \$150,000 contribution, we can increase the visibility, and viability of our service for the Art music community and our 900 represented creators.
- We are calling for the implementation of a national music curriculum with a requirement for Australian music to be taught in primary and secondary schools. We know the value of our music can be nurtured in people from an early age and encouraging life-long participation and engagement in music.
- We call for increased unity in our Cultural and Creative institutions with commonalities in advocacy and training across the sector. We want to work for key shared outcomes for all organisations in our music community.

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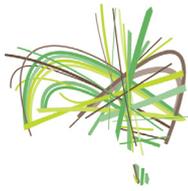
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Reaching the audience - ensuring our stories reach the right people at home and abroad.

- We support the work of Sounds Australia's export marketing development program, working in partnership with them to take our creators and performers to global markets through showcase events such as Jazzahead and ClassicalNEXT.
- We are asking for further support for AMC's ongoing digitisation project requesting an annual contribution of \$20,000; to convert our physical gems and culturally significant collections into digitally accessible resources available for all.

The AMC are expanding on productive partnerships with many different creative organisations to build our infrastructure to create national opportunities for musical creators that bring tangible outcomes. We will continue to work in association with other industry partners from APRA AMCOS to Sounds Australia to do this. We will invest in new developments increasing our reach while measuring the needs of our community as they evolve. We want to provide pathways and options for new revenue for Australian art music.

We will be a part of creating a new culture which promotes individual sustainability, with the creator as central to this, enabling them to build compelling narratives feeling empowered to build stronger avenues for their works to be played and heard in domestic and international contexts.

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