



MUSIC VICTORIA

NATIONAL CULTURAL POLICY SUBMISSION

ABOUT US

Contemporary Music Victoria Inc. (Music Victoria) is an independent, not-for-profit, membership-based organisation and the state peak body for contemporary music. We represent musicians, venues, music businesses and professionals, and music lovers across all genres in the contemporary Victorian music community. Music Victoria provides advocacy on behalf of the music sector, actively supports the development of the Victorian music community, and celebrates and promotes Victorian music. You can read more about Music Victoria at <https://www.musicvictoria.com.au/about/>

OUR SUBMISSION

Music Victoria commends the Australian Government on their commitment to the development of, and investment into, a new *National Cultural Policy* and welcome the opportunity to actively contribute to the shaping of a cultural policy alongside our members.

This document, and the associated **Priorities for the Victorian Music Industry** document attached, is founded on the ongoing consultation that we do at Music Victoria each and every day with our members. In addition to this submission, we'd also like to express our support of and endorsement for:

- the group industry submission **Australian Contemporary Music Industry Joint Submission**,
- the **Australian Music Industry (AMIN)** submission including the call for a Music Australia, a national music agency within government;
- **Arts Industry Council of Victoria (AICV)** submission for a Victorian cross artform perspective; and
- **Green Music Australia's** call for climate action.

Music Victoria acknowledges that the original 5 goals of the *2013 Creative Australia National Cultural Policy* remain relevant:

1. *Recognise, respect and celebrate the centrality of First Nations cultures to the uniqueness of Australian identity (First Nations)*
2. *Ensure that government support reflects the diversity of Australia (A Place for Every Story).*
3. *Support excellence and the special role of artists and their creative collaborators (Centrality of the Artist).*
4. *Strengthen the capacity of the cultural sector to contribute to national life, community wellbeing and the economy (Strong Institutions).*
5. *Ensure Australian creativity thrives here and abroad in the digitally enabled 21st century (Reaching the Audience).*



OUR OBSERVATIONS

We also believe, however, that the values and goals underpinning 'First Nations First (pillar 1) and 'diversity of Australia' (pillar 2) should be included within the other pillars, not just siloed within their own 'other' pillars.

Within the 5 articulated pillars, we have found alignment with our own strategic priorities for the Victorian music industry namely:

- Encouraging investment and innovation by reducing commercial risks and incentivising businesses to operate and invest in the music sector (with goal 5).
- Fostering fair and fulfilling careers and culture by advocating, adopting and enforcing minimum expectations for remuneration, conduct and diversity (with goal 2 and 3).
- Developing our skills and capacities by increasing access to sought after education, training and shared resources that enable businesses to adapt, innovate and thrive (with goal 4 and 5).
- Expanding and strengthen our value proposition by investing in research and advocacy to define and promote the value of our sector across markets and industries (with goal 4 and 5).

We also believe that there is a major critical gap in the current goals, namely, the omission of climate action as a key pillar. Not only is the climate crisis the most pressing challenge of our time, but it also presents an enormous opportunity to drive innovation and jobs.

OUR VISION

A future focused industry; recognised globally and valued locally for its talent, innovation, and as a key driver of economic, cultural, and social prosperity.

Music from Australia is some of the best in the world. The Albanese Labor Government has the potential to create a professional, rigorous and representative policy and investment framework to supercharge Australian music, leaving a legacy for generations.

The next ten years will be critical if Australia is to foster future job creation and build skills in one of the fastest growing global industries at the forefront of cultural expression, community building, innovation, and economic growth.

OTHER CONSIDERATIONS

We believe any Policy that is developed should then guide a more comprehensive development of a ten-year National Cultural Plan which will work cross-portfolio to leverage and invest in the civic benefits of arts and cultural programs. Using some of the ideas from A New Approach's work, to ensure that real mechanisms are designed to broker cross-portfolio connections, not just at a Ministerial level, but at a bureaucratic level, across peak organisations from different areas (lead by the creative industries), and across sector organisations and individuals.