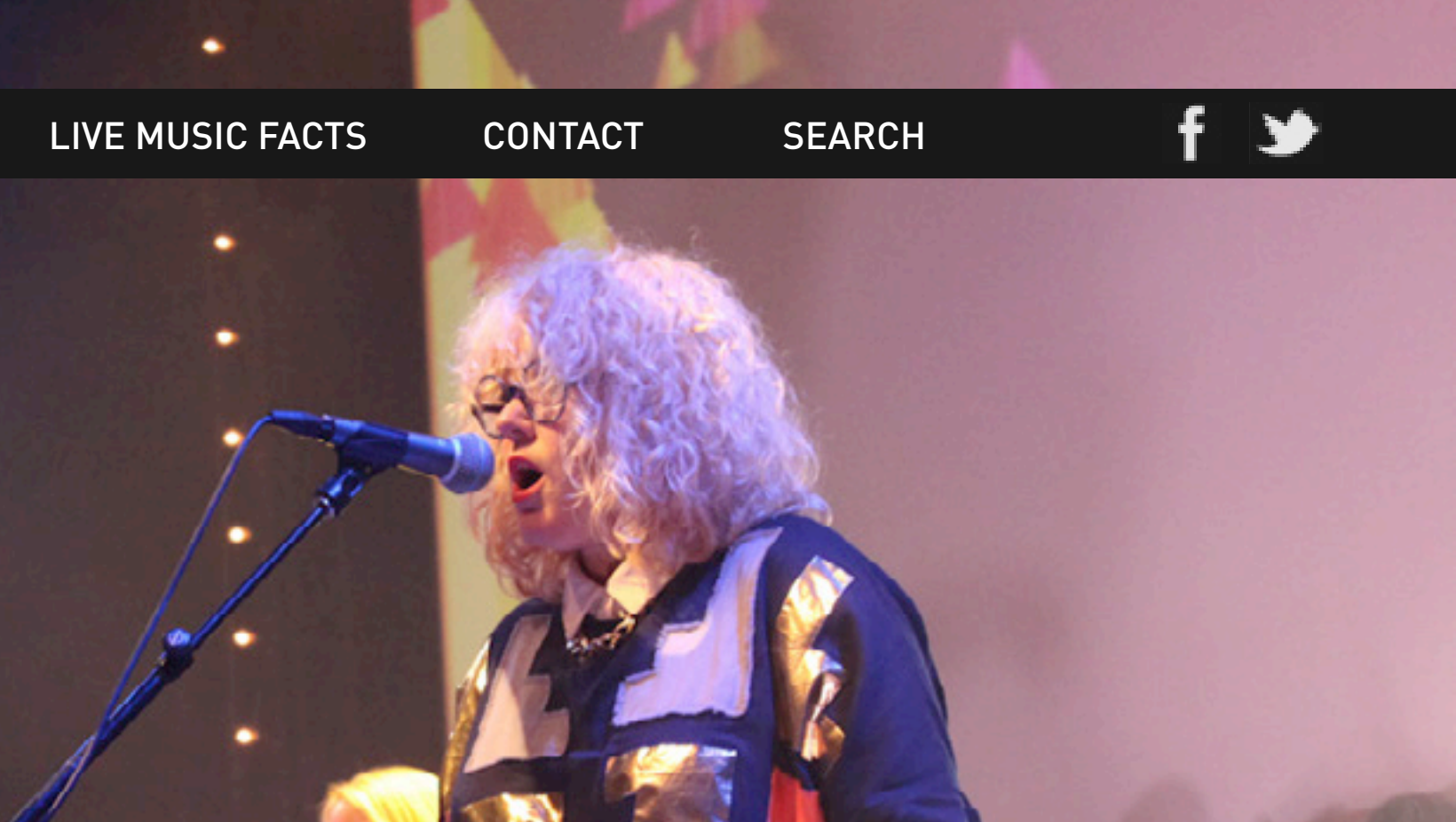




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The National Live Music Office works to increase opportunities for live music in Australia by identifying and advocating for better policy, regulation and strategy.

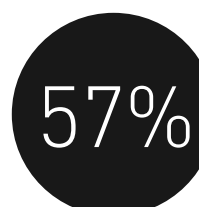
A 2011 report by Ernst and Young found live music contributes



&



Yet

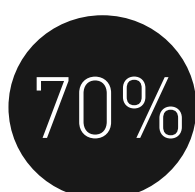


of practicing professional musicians



from their work

and almost



of venues listed regulation as a key inhibitor to hiring local performers.

Australia has a long and proud history of live music. Not only have we produced major international touring acts, but for many of us attending local shows is a fundamental part of our cultural and social lives. Indeed, a 2011 study in Victoria found more people attended live music annually than AFL games.

Like most forms of creative enterprise, the music sector has had to adapt in the face of digital platforms and changing audiences. Despite its ongoing popularity, strict regulation and convoluted policies have produced significant obstacles for musicians, venues, punters and the industry as a whole. As early as 2004, Chris Gibson and Shane Homan wrote, “the splintering of music communities, community resources and spatial ‘responsibilities’ awaits a co-ordinated policy response.” The Live Music Office was formed to address this concern.

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Ianto Ware was appointed to head Sounds Australia’s National Live Music Office in January 2013 and became Co-Director of the National Live Music Office with John Wardle in August 2013. Previously, Ianto was CEO of Renew Adelaide and founding director of the Format Collective, a not-for-profit production house and venue in South Australia. He also holds a PhD in Cultural Studies and has worked as a librarian, researcher, consultant, and policy advisor on urban renewal, regulatory reform, media and social inclusion. Moreover, he has been playing in bands since 1995.

John Wardle is a working musician and teacher with a background in live music policy across the three tiers of government. John has played a strategic role in liquor law reforms across a number of states, as well as in the changes to NSW Place of Public Entertainment (PoPE) laws and the associated NSW Building Code of Australia variation. In 2013 John was appointed Chair of the City of Sydney’s Live Music Taskforce in 2013 John has been an advisor to the NSW Parliament across a range of portfolios. John was a guitar teacher and program co-ordinator at the Sydney Conservatorium of Music from 2000-2006 as well as teaching at the Australian Institute of Music and the Guitar Factory at Gladesville in recent years, and tours regularly as a sideman on guitar at both a national and international level.



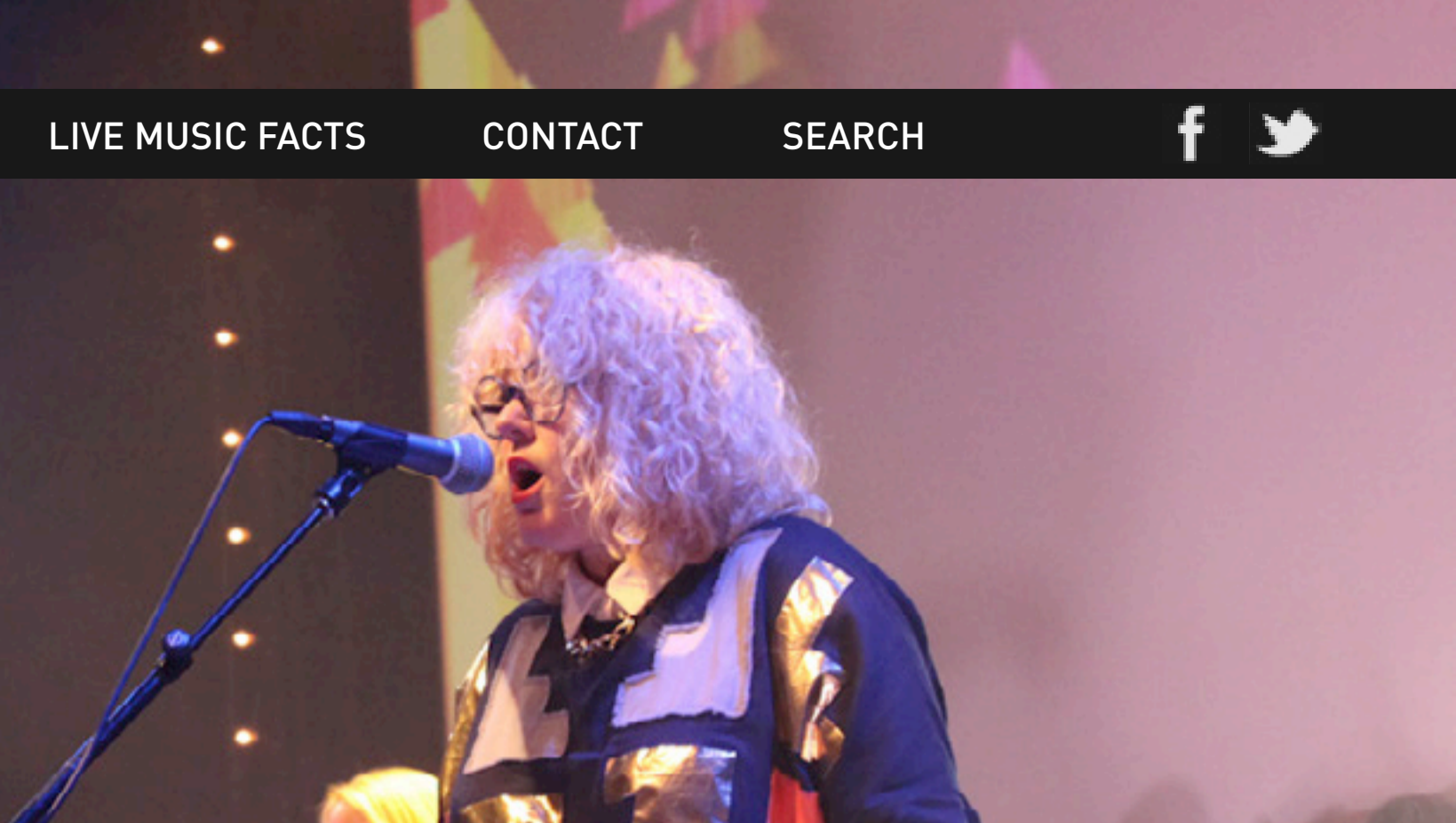
The Live Music Office Co-Directors: John Wardle (left) and Ianto Ware (right)

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The Goals of the National Live Music Office are:

- 1. To Increase live music performance opportunities;
- 2. To support live music audience and sector development

We seek to achieve these goals through the following strategies:

- Facilitate dialogue amongst stakeholders
- Collate and disseminate information relevant to the live music sector.
- Identify and promote best practice policy solutions.
- Work with local stakeholders to implement reform.

Our work is focused on policy, information and the development of strategy across the music sector. The kind of work we do includes:

- Regulatory and policy guidance.
- Best practice guides and templates.
- Methodologies for engagement and to progress reform.
- Position papers and summaries of policy areas.
- Dissemination of information related to the music sector.
- Support for local stakeholders engaged in policy reforms and sector development.
- Research direction, strategy and coordination
- Tools and initiatives related to sector mapping.

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The Live Music Office is supported through partnership by APRA|AMCOS, the Australia Council and the Federal Government. It is auspiced and supported by APRA|AMCOS.

APRA|AMCOS < <http://www.apra-amcos.com.au/>>

APRA|AMCOS work to ensure that composers, songwriters and publishers are rewarded whenever, and wherever, their musical works are played, performed or reproduced and we help Australian & New Zealand music consumers get access to the world's musical repertoire.

The Australia Council < <http://www.australiacouncil.gov.au/home>>

The Australia Council for the Arts is the Australian Government's arts funding and advisory body. It supports the creation, presentation and appreciation of distinctive cultural works by providing assistance to Australian artists and making their works accessible to the public.

The Federal Government's Ministry for the Arts < <http://arts.gov.au/about/what-we-do>>

The Ministry for the Arts develops and administers programs and policies that encourage excellence in art, support for cultural heritage and public access to arts and culture. The Ministry for the Arts believes all Australians, whether in regional areas or major cities, should have access to artistic and cultural activities, performances and exhibitions.

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