



# COVID-19: MUSIC SECTOR REQUEST TO GOVERNMENT

## IMPACT ON MUSIC INDUSTRY

**The impact of Covid-19 on the music industry has been devastating.**

The industry will suffer millions of dollars in revenue losses in 2020, impacting artists, composers, songwriters, and music businesses, as well as workers and businesses in the live performance sector.

## IMMEDIATE NEEDS

- Extend the wage subsidy scheme for affected workers until restrictions on mass gatherings are removed and the border is re-opened
- Improve government support for SMEs including meaningful rent relief and easier access to borrowed funds
- Assist music venues and businesses with other costs where possible, e.g. rates relief
- **\$2 million contribution** to MusicHelps to support workers in the music industry

## RECOVERY & RETURN TO PRODUCTIVITY

- Permanent PACE type scheme to financially support artists and emerging professionals to start or re-ignite a creative career
- **\$1.2 million:** Two-year PR campaign to encourage Kiwis to buy, play, stream and support NZ music
- **\$3 million:** Additional funding to NZ On Air and Te Manghai Paho to ensure Kiwis can continue to create and market new music
- **\$1.5 million per annum:** Additional funding to the NZ Music Commission to support domestic touring and work on sustainable careers for artists
- As alert levels allow, Government to work proactively with the live events and music industry, as well as local Councils and across government agencies, to problem-solve and get live music up and running again
- Government to provide appropriate support for those sectors that add value to their business through music, and pay licence fees, especially broadcasting, hospitality, retail