

# THE NZ MUSIC INDUSTRY MANIFESTO 2020

## TE PAE AHUMAHĪ PUORO O AOTEAROA

Aotearoa's music industry is a dynamic digital and creative business sector that contributed \$731 million to our GDP in 2018 and provided 3,000 FTE jobs.

Music is a weightless export and the rise of streaming services has meant that the market for New Zealand music is truly global. Artists like Lorde, Bennee and Jawsh 685 have sparked international interest in our music, demonstrating enormous export potential. 'Supalonely' by Bennee gathered more than 23.5 million streams in the week of July 27<sup>th</sup> alone. In 2018, NZ musicians' overseas earnings were estimated at \$37 million per year, up nearly 50% from an estimated \$25 million per year in 2016.

Along with many other industries, our future sustainability, growth and export potential has been significantly impacted by Covid-19. The Music Industry is estimating revenue losses of more than 30% compared to 2018, with our live music sector suffering particularly from ongoing border closures and universal uncertainty. We're working hard to adapt to life with a global pandemic, to anticipate the challenges ahead, and to ensure our continued growth.

### 1. PROTECTION / TE KAITIAKITANGA

The music industry is a complex ecosystem that relies on significant up-front investment in an environment where there's no certainty of a return. We depend on robust copyright protection to incentivise investment, and to ensure artists and creators can sustain creative careers and make choices about how their work is used by others. It's important to our sector that the Copyright Review started by MBIE in 2017 is prioritised to ensure that copyright continues to support investment, growth and the rights of our creators.

We recognise that the western framework of copyright law is not appropriate or sufficient to protect traditional Māori music, including waiata and haka. We support an all of government approach to the creation of a world-leading new regime to protect taonga works and Mātauranga Māori. This work requires cross-government coordination to enable and facilitate consultation with Māori. The current government has committed to this work as part of its response to the Wai 262 Tribunal claim, and it is essential the work is prioritised, properly resourced and expedited.

### 2. REGENERATION / TE WHAKAHOUTANGA

The live music sector accounts for over half of the employment contribution of the music industry to New Zealand's economy, however the impact of Covid-19 has been devastating and continues to resonate. Although live performances can take place at our current alert level, revenues are drastically reduced due to the lack of international tours. In addition, event promoters still face considerable uncertainty and financial risk with the possibility of further Covid outbreaks in the future and little support from private lenders and insurers. Now that the wage subsidy is ending, further tailored support for live music sector workers and companies is needed.

Music industry charity MusicHelps launched a fundraising initiative – MusicHelps Live – with support from across the industry to assist people in the music sector whose livelihoods had been affected by Covid-19. It has raised \$760,000, paid out hardship grants to affected workers, and continues to offer a wellbeing counselling service. A similar charity in Australia, Support Act, received \$10m in government support. We seek a government contribution to MusicHelps to support its important work.



### 3. INVESTMENT / TE HAUMĪTANGA

Music doesn't just happen – it takes an incredible amount of time, money and expertise to convert a spark of creative talent into a market-ready piece of music, and even more to sustain that spark over time. We need to ensure that the right conditions exist to attract talented people towards a music career, and to support and develop those people in the long term. This means a firm commitment to music education in schools along with investment in career support, professional development and upskilling programmes for music creators, and for the professionals who support them.

Similarly, investment is required to create music of a high professional standard and connect it to its greatest possible audience. In good conditions the music industry is enriched by private investment from record and publishing companies alongside smaller independent businesses and individual creators. Inevitably an economic downturn makes this investment more challenging and enhances the enormous importance of public funding via NZ On Air, Te Māngai Pāho, and public broadcasting.

Aotearoa's unique creative identity is interwoven with Te Ao Māori and music is a powerful tool for language revitalization. We aspire towards a bi-lingual music industry, and to work towards this we need partnership from government.

### 4. EXPORT / TE HOKOTANGA

In today's connected world, our music has huge potential for export success. Even in a pandemic, New Zealand music can continue to reach global audiences via online sales, broadcast platforms and streaming services. We have the potential to create a world class music creation and production environment which can lead to significant economic gains and the possibility for New Zealand to become a net exporter of music. As we send our taonga out into the world, our vision and strategy for its journey is crucial to its successful landing. Government policy and support can help us to fulfil our export potential.

### 5. EDUCATION / TE MĀTAURANGA

Music education complements all learning and enhances the potential of our young people through increasing their social, academic and creative skills. We believe it's vital that music is retained as one of the core curriculum subjects in our public education system so that all young people have access to its proven benefits. Ensuring that music educators are supported to deliver quality music education is crucial. Quality music education forges not only musicians, but also the creative professionals and audiences of the future. Access to music strengthens wellbeing, confidence and cultural identity. Investment in music education is an investment in the creativity and agility of our future workforce, and in our unique cultural identity.

### 6. PARTNERSHIP / TE WHAKAHOAHOATANGA

The wider creative sector in New Zealand is valued at \$13.5 billion. But even with this powerful economic contribution we still struggle to gain recognition and cross-government support as a key driver of growth in the knowledge economy.

We need a government-industry partnership and a powerful plan to grow the creative industries, as advocated by WeCreate. Focused partnership and planning would align industry and government and drive the growth and productivity of our sector.



# WHAT IS NEEDED / NGĀ Ā-PUTA HEI WHAKAKĪ

## 1. PROTECTION / TE KAITIAKITANGA

- Prioritise and commit appropriate resources to the review of the Copyright Act including (a) the use of specialist copyright advice (b) appropriate input from the creative sector and (c) a connected approach across government agencies – including a key role for the Ministry for Culture and Heritage – in the review
- In reviewing the Act, take steps to address the music industry's priorities as set out in its 2019 submission (summary here): <https://www.recordedmusic.co.nz/wp-content/uploads/2019/04/Setting-The-Scene.pdf>
- Address the music industry priorities for copyright in the context of free trade discussions, including those with the EU and UK
- Prioritise and expedite work to create a new regime for protecting taonga works and Mātauranga Māori, including facilitating and enabling consultation with Māori.

## 2. REGENERATION / TE WHAKAHOUTANGA

- Support workers and businesses in the live music sector by creating a tailored support scheme to assist with wages and other fixed costs until the borders are open and New Zealand is back in business
- Create an ongoing fund or under-writing mechanism to assist event promoters to manage the financial risk of putting on shows during the pandemic.
- Contribute to MusicHelps (the music industry's charity) for its work supporting those in the music industry affected by Covid-19
- Prioritise work to develop policies on international travel, including possible exemptions and mechanisms to enable international producers and artists to travel to and from NZ, as health advice allows
- Develop an ongoing program of support and assistance for music venues, including a coordinated approach at local government level
- Consider investing in domestic touring on an ongoing basis to enable New Zealand artists to use high quality production and to reach regions and diverse communities across New Zealand

## 3. INVESTMENT / TE HAUMĪTANGA

- Follow through with the current government's commitment to implement a career support scheme for creative people, similar to the previous PACE scheme
- Invest in long term funding for professional development and upskilling programs for artists and music professionals
- Maintain funding for music via NZ On Air
- Commit to maintain and support a strong local broadcast sector, including Covid recovery measures for local broadcasters
- Increase funding for music in te reo Māori via Te Māngai Pāho

# RECOGNISING AND CELEBRATING THE ECONOMIC CULTURAL AND CREATIVE POWER OF MUSIC

## KO TE WHAKATAIRANGA ME TE WHAKAMANA I TE AHUREA, TE ŌHANGA ME TE AUHATANGA O TE PUORO

### INVESTMENT / TE HAUMĪTANGA...

- Boost the funding and resources directed to Māori music including mentoring programmes for emerging artists, the recording of waiata reo Māori, support for performing, touring and marketing Māori music, and professional development for Māori songwriters, artists, musicians, managers, producers, and engineers

## 4. EXPORT / TE HOKOTANGA

- Maintain government focus on the international potential of NZ music
- Boost the capacity of NZ artists to reach export markets, both digitally and through touring once health advice allows, via the Music Commission
- Bring NZ copyright laws into line with those of our major trading partners via trade agreements, in particular the EU and UK
- Work with major trading partners to maintain ease of border access for New Zealand touring artists and musicians
- Create mechanisms for the music industry to effectively collaborate with MFAT and NZTE to grow music exports, and strengthen understanding of the role music plays in trade (especially digital) and cultural diplomacy

## 5. EDUCATION / TE MĀTAURANGA

- Retain music as a core curriculum subject
- Enhance teacher capacity to meaningfully deliver the music curriculum throughout the country
- Appoint a Music Specialist within the Ministry of Education
- Create a national mandate for the arts in schools
- Ensure the provision of free music education to all primary schools in NZ
- Boost the funding for teaching of te reo Māori and kapa haka in schools, and the development of waiata and haka resources for schools and early childhood centres

## 6. PARTNERSHIP / TE WHAKAHOAHOATANGA

- Commit to a government-industry partnership and plan to grow the creative sector, as advocated by WeCreate
- Create a role/responsibility within MBIE to advocate for the music industry with an economic development focus

## ABOUT THIS DOCUMENT / NGĀ TINO KŌRERO O TĒNEI PĀNUITANGA

This manifesto sets out what is needed from government to help sustain and grow a thriving music industry for the benefit of Aotearoa New Zealand. It is presented by the New Zealand Music Industry, represented by APRA AMCOS, Independent Music NZ, Music Managers Forum of NZ, OneMusic, NZ Promoters Association and Recorded Music New Zealand