

AOTEAROA MUSIC INDUSTRY TE PAE AHUMAHU PUORO O AOTEAROA MANIFESTO 2023

Our music makes a unique contribution to Aotearoa.

Music is a driver of economic growth. In 2022, the New Zealand music industry contributed \$720 million to GDP (both direct and indirect) and directly employed around 2,250 full time equivalent roles.

Music is the soundtrack to our lives. From the latest trending video to the nostalgia of an old record, diverse audiences across the country connect with music and turn to it for community, comfort and enjoyment.

Music from Aotearoa reflects our unique culture and national identity and is a source of pride and inspiration for New Zealanders young and old.

OUR STORY

The music industry in New Zealand is vibrant, diverse and resilient. Over the past three years, industry organisations have collaborated to support artists, songwriters, composers, musicians, and other industry workers through COVID lockdowns and border closures.

Despite the global challenges presented by COVID, in 2022 the music industry recorded \$43 million in overseas earnings.

As an industry we recognise the power of music to develop our national identity, and to revitalise, promote and share te reo Māori with Aotearoa and the world by investing in the creation of waiata and a range of initiatives supporting those waiata, in the development of a bilingual music industry.

We have also taken steps to address the safety and wellbeing of artists and workers with our own industry-driven initiatives MusicHelps and SoundCheck Aotearoa.

We have achieved all of this with modest government investment. Less than 5% of the funding allocated to the screen sector is provided to support contemporary music each year: \$212.5 million to screen vs \$9.5 million for music creation, export and development via NZ On Air, NZ Music Commission and Te Māngai Pāho.

Although we have built a strong foundation, there are challenges to overcome. Music from Aotearoa can more easily reach a global audience via streaming and video services, however there is intense competition for audience and it is challenging for music to break through. Our limited market size means artists need to export to grow a sustainable career – and we need the right market settings to ensure that, when our artists take their music to the world, Aotearoa remains their home base. Domestic audiences are discovering and enjoying music via global platforms that have a limited physical presence in New Zealand and that remain outside mainstream regulation. Music continues to be at the forefront of tech innovation but also disruption – with generative AI challenging our concept of human artistry and how our creators' rights should be protected.

The landscape has never been more complex for artists and music from Aotearoa.

Continued overleaf

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THE POTENTIAL

Despite the challenges, there is huge potential for New Zealand music to grow and enhance its international presence and economic potential, and to increase its revenue contribution to the local economy.

We aspire to continue to establish Aotearoa as a “net exporter” of music: a world class music creation hub that can serve as both a base for established professionals to conduct international work, and a springboard from which our talent can succeed overseas.

WHAT WE ARE SEEKING FROM THE NEXT GOVERNMENT

We are calling on the next government to partner with us in a multi-year, appropriately resourced strategy to grow the industry and strengthen pathways for export and international success for our artists, and with an ongoing commitment to safe and equitable workplaces. To do this we are focused on three key areas:

DEVELOPMENT

INVESTING IN THE TALENT

PIPELINE. To foster the next generation of musical talent, and to support current artists to reach their potential, we need investment in creative and professional development all along the pipeline, from music education through to career pathways

MARKET SETTINGS

CREATING THE CONDITIONS

FOR MUSIC TO THRIVE: It is critical that New Zealand prioritises robust copyright law that recognises the value of human artistry. Government also has a role in setting policy around funding, and encouraging global platforms to actively invest in New Zealand’s culture and economy

EXPORT

GROWING AND STRENGTHENING

THE PATHWAYS FOR INTERNATIONAL

SUCCESS: There are numerous examples of talented New Zealand artists succeeding internationally. From Lorde, Bence and Jawsh 685 to The Beths and lilbubbegum, their pathways may not all be the same, but there is huge potential to grow the global audience for New Zealand music – and therefore export earnings – through a coordinated partnership with government

Australia has recently embedded a four-year coordinated strategy to grow the music industry alongside increased investment in contemporary music at both the federal and state level. A new entity, Music Australia has been created to support the Australian music industry to grow, including through strategic initiatives and industry partnerships, research, skills development and export promotion.

It is crucial for the New Zealand government to act now to ensure New Zealand’s music industry remains competitive, by creating the conditions that will enable our country’s music and talent to thrive on the world stage.

The music industry stands ready to work with the next government to achieve these goals.

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