

Live Music: hospitality + music = a good mix

Live Music Survey results

Simpler planning and licensing regulations and more guidance on how to put on live music would make it make it easier for venues to host more live music in Australia.

This was a key finding of the recent Live Music survey of the hospitality industry conducted by Music Council of Australia (MCA) and APRA|AMCOS, as part of their Live Music (R)evolution campaign.

69 hotels, clubs and restaurants responded to the survey which was distributed through the various industry associations. The largest group of respondents were Clubs (49%) followed by Restaurants (27%) and Hotels (24%).

Over 70% of respondents said they present live music in some format in their venues throughout the year. Of these, 44% presented at least three live performances a week. 17% presented less than 10 performances a year and about 7% presented more than four a week.

Venues that did host live music were re enthusiastic about the benefits of providing live music. The benefits cited most frequently included:

- more traffic,
- a more enjoyable ambience/atmosphere in the venue,
- drawing new clientele,
- music providing a critical point of difference in a competitive market-place,
- creation of customer loyalty and return business
- contributing to the cultural life of the community, and
- supporting local talent.

As the manager of Adelaide's Crown and Anchor Hotel, Rehannan Poplanska commented, "Live music is what has and will continue to keep our venue alive and happening."

Venues that didn't host live music (29% of respondents) said that the key obstacles were overhead costs, government regulations, noise regulations and concerns about security. They also cited difficulties with sourcing artists and promoting gigs and were concerned about generating support from patrons and about ensuring a decent return on investment.

When asked what would make it easier to host live music, they said simpler

regulation (46%) would be helpful, along with more encouragement from Government. Just over 41% agreed that a guide to hosting live music would be welcome, along with more education on the topic generally for venue owners.

The findings support the strategy proposed by the Music Council of Australia and APRA|AMCOS who will now focus on the next stage of the Live Music (R)evolution campaign:

- a **Live Music 2010 Summit** to keep the music and hospitality industries talking about concrete strategies to bring live music back into venues
- developing a **user manual on government regulations** that apply to live music venues, and
- a detailed **“how-to” guide/resource to support venues** that wish to host live music.

Check apra.com.au/revolution for more information.