

# ROSEMOUNT

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## **Introduction**

The Australian live music industry is not merely an entertainment sector but a dynamic force that significantly shapes the fabric of our society. From iconic rock bands to emerging indie artists, live music venues are always the first to provide stages for Australian talent to showcase their creativity and connect with audiences to help build their careers.

Economically, the live music industry contributes substantially to our nation's prosperity. Beyond ticket sales, live events stimulate spending in surrounding businesses such as restaurants, bars, and hotels. They attract tourists, both domestic and international, who seek out unique cultural experiences. Additionally, the industry generates employment opportunities across various sectors, from musicians and venue staff to event organizers and sound technicians, thereby bolstering economic growth and vitality.

## **Audience Development and Consumer Behaviors**

Amidst a cost-of-living crisis and an oversaturated market dominated by international tours, we're witnessing a concerning trend: concertgoers are increasingly opting to spend their money on international acts rather than supporting homegrown talent. At Rosemount Hotel, this disparity is evident, with international artists consistently selling out while Australian acts struggle to break even. Moreover, festivals predominantly featuring Australian artists have faced cancellations due to low ticket sales, contrasting with those boasting strong international headliners like Stormzy at Laneway Festival, which have survived. It's imperative that Australians are given the opportunity to support local music, especially amid economic challenges.

## **Sustainability and Growth of the Industry**

In the past year alone, Perth has bid farewell to three live music venues permanently - Badlands Bar, The Sewing Room, and Convenients - due to the inability to cope with rising operational costs. These costs, including skyrocketing public liability insurances and specialized licensing requirements, have created significant financial burdens for venues. Addressing these financial barriers is paramount to ensuring long term survival and growth of the live music industry.

## **Capacity Building in Facilitation and Promotion of Events and Festivals**

To alleviate financial burdens on venues, regulatory challenges such as liquor licensing issues and noise restrictions must be addressed. Exploring alternatives to stringent security guard requirements and considering amendments to square meterage and noise reduction rules could make hosting live performances more financially feasible for venues, encouraging a thriving live music scene.

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## **Local Economic Benefits**

Rosemount Hotel, like many other live music venues, serves as a cultural hub within its local community, benefiting surrounding businesses and residents alike. Collaborative efforts with local organizations such as North Perth Local have historically enriched the community through events like Halloween on Angove Street Festival and Carpark Markets. However, rising operational costs exacerbated by the aftermath of COVID-19 have hindered the hotel's ability to host such large-scale events, impacting both its sustainability and its contributions to the local economy.

## **Grant and Support Programs**

While the Live Music Australia Grant Program provided crucial support to venues like Rosemount Hotel during challenging times, its cessation underscores the ongoing need for sustained support. The Parliament must develop a comprehensive strategy to continue supporting live music venues and festivals, ensuring their long-term viability and contribution to our cultural landscape.

## **Building Sustainability in the Industry, Domestically and Internationally**

Grassroots venues are the lifeblood of the music industry, nurturing emerging talent and paving the way for internationally renowned artists. Without a thriving culture centred around smaller live music venues who are passionate and actively invest in the industry, we risk jeopardizing the sustainability of the entire live music entertainment sector, both domestically and internationally. Supporting these venues is essential for the long-term health and vitality of the industry worldwide.

## **Conclusion**

We urge the Australian Parliament to address the key concerns above and provide ongoing support through grant programs or innovative schemes. The Parliament's proactive support is vital for the Australian music industry's future, ensuring its resilience as a pillar of our cultural identity and economic vitality. Through collaborative efforts and targeted strategies, we can build a thriving live music ecosystem that benefits artists, venues, communities, and the nation as a whole.