

### **The Challenges and Opportunities within the Australian Live Music Industry**

My name is Michiel de Ruyter, owner of Lyric's Underground a purpose-built live music venue in Perth. We opened just prior to the covid pandemic so we understand tough times, the need for resilience, and what has made a difference to us.

Live original music in Australia is tough business. High capital costs, very modest utilisation rates, ever increasing costs and an income stream that is far from certain. No wonder the industry has sustainability issues.

We rely on food and alcohol sales to survive, and that's even without sustainable profits. The public simply will not pay the cost of providing this service directly. The post covid era has seen pre purchasing tickets become very soft and the sales of liquor reduce per patron in line with our changing health focused community and RSA implementation.

As such, the only way for venue such as ours to remain viable is to increase patron numbers which is a difficult task with our increasing cost of living pressures and increasing competition from touring acts.

Without live music venues we won't have a local live music industry. Artists need an audience to hone their skills and achieve their true potential.

We request Government to consider a mechanism or campaign that promotes local live original music to the public. This could highlight the many great successes historically and those we have at present. Basically, a call to get out and support our talented musicians of the future.