



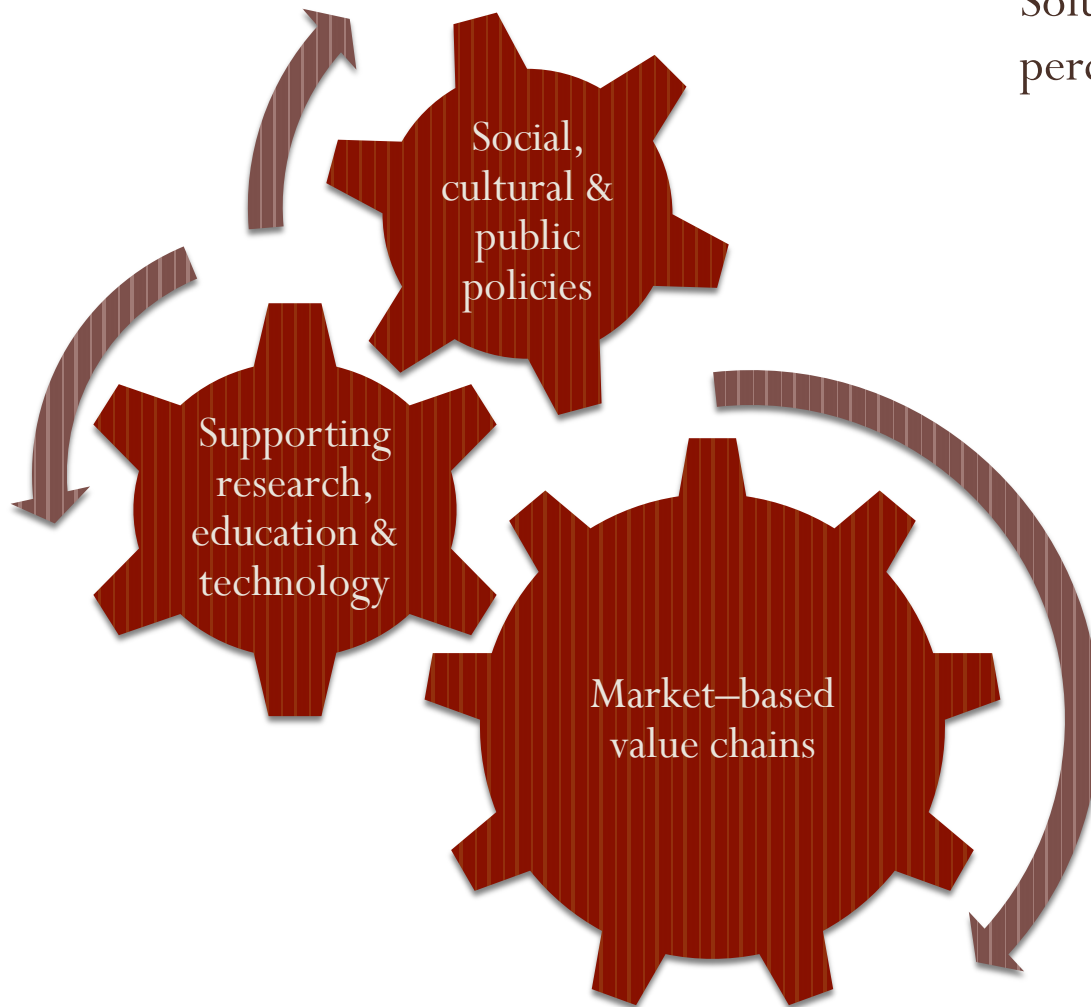
THE UNIVERSITY
of ADELAIDE

SSI: Contemporary Music Industry

June 2016

Dr Susan Nelle

SSI: Sectoral System of Innovation



Solution-seeking process in response to perceived opportunities or constraints

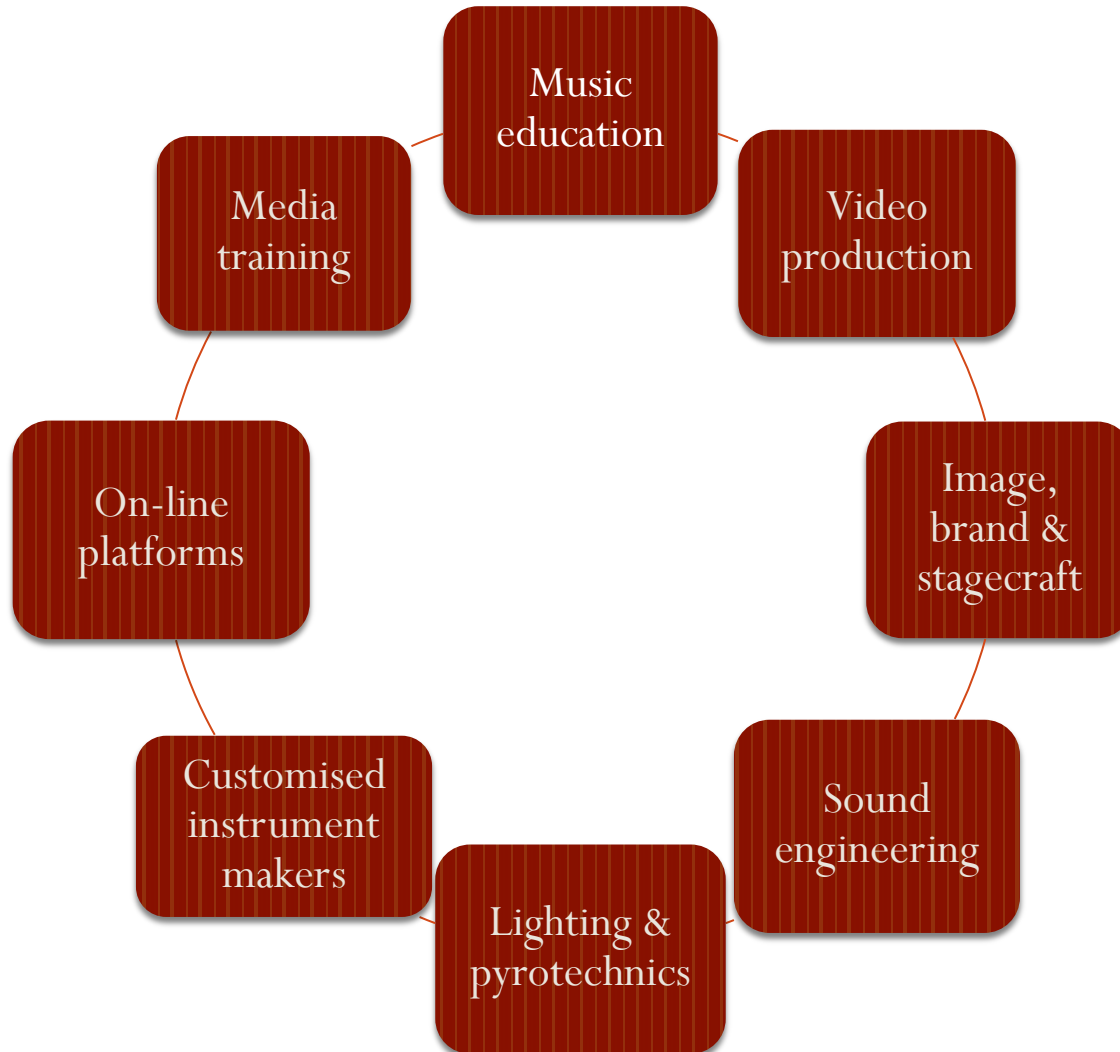
- **Actors** (their interaction within & across boundaries)
- **Knowledge Base** (generation & appropriability)
- **Institutions** (formal & informal 'rules')

Underpinned by collaboration & co-innovation

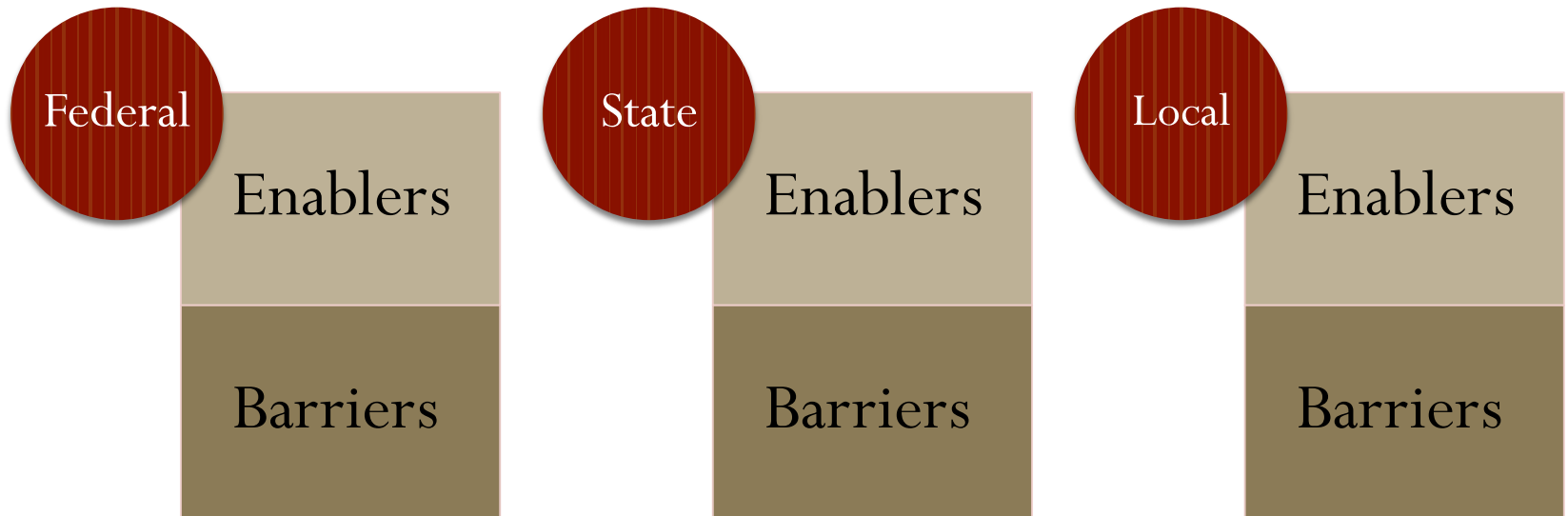
Contemporary Music Industry



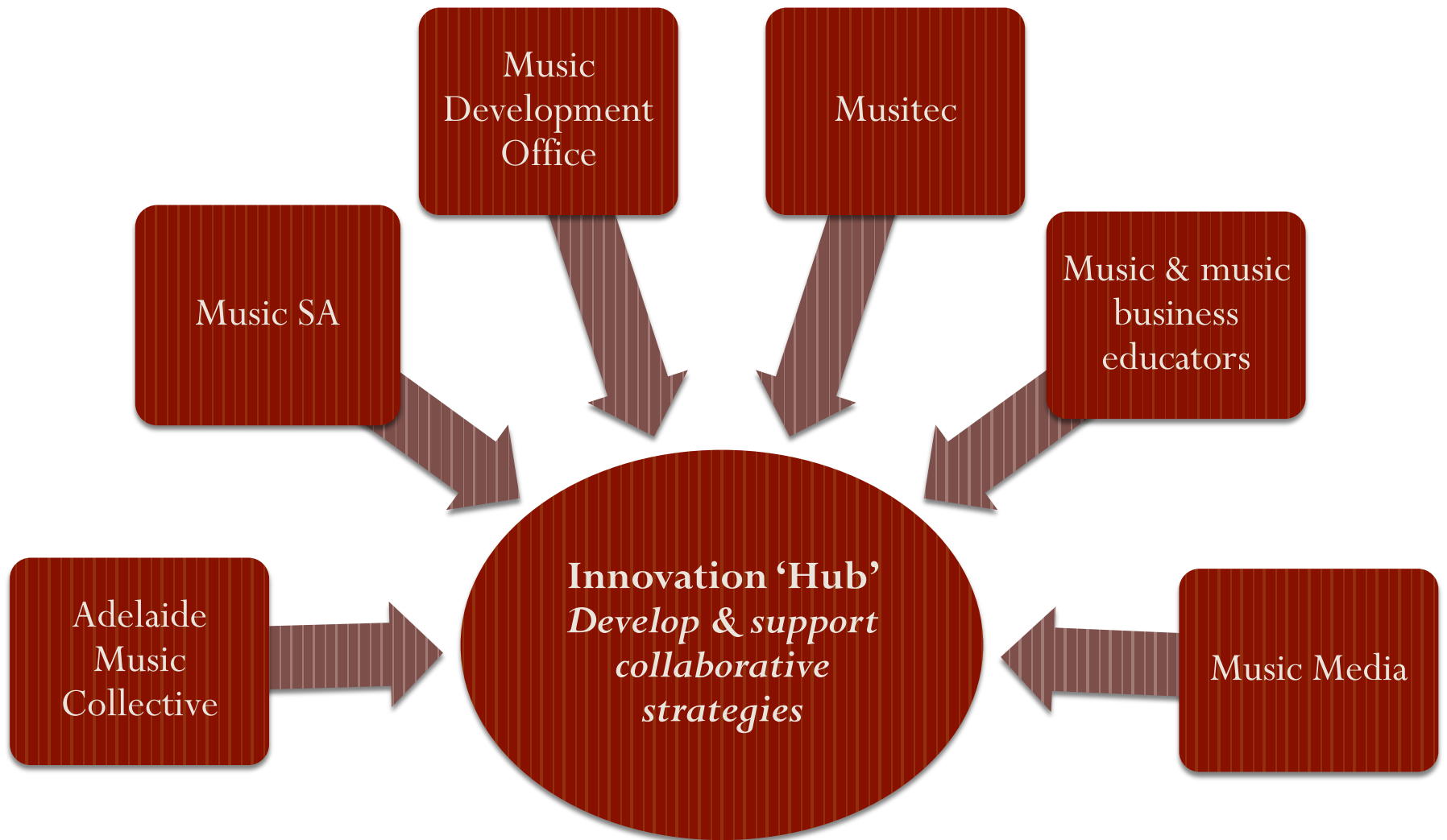
Supporting research, education & technology



Regulatory Enablers/Barriers



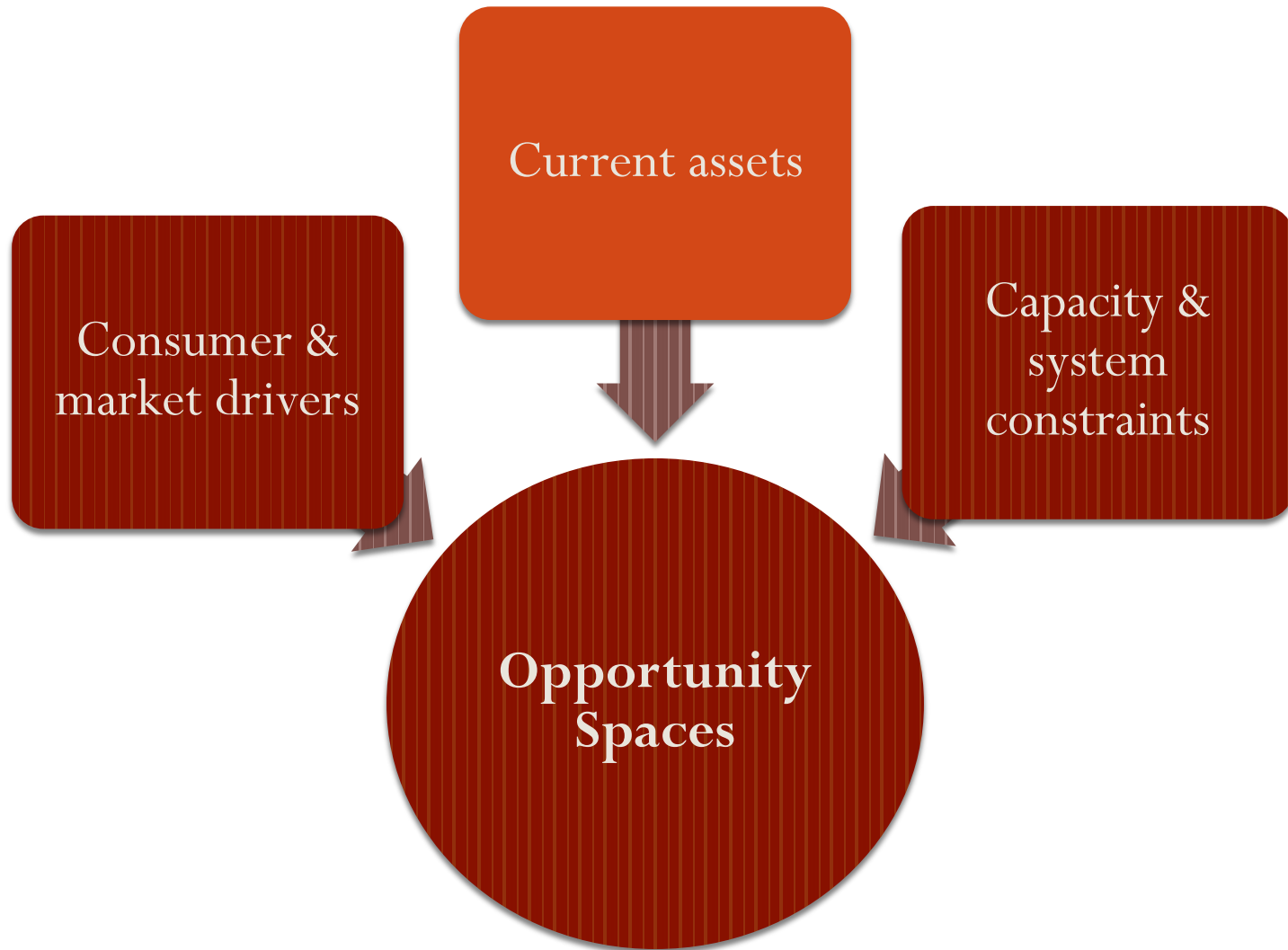
Music Industry Architecture



Insights to Industry Development through Innovation: Methodology



Collaborative Opportunity Spaces



Assets

- Internationally successful artists and songwriters – Sia, Hilltop Hoods, Tkay Maidza etc
- **Supportive government and the Music Development Office** – dedicated Government resources to support both creative and business outcomes for the music industry
- **St Paul’s Creative Centre** – central hub for the music industry to base itself, learn new skills, collaborate and network
- **Small scale and connected** – easy to trial new opportunities and easy to connect with each other
- **Capacity building programs** – Robert Stigwood Fellowships, Contemporary Music Grants, Music education
- Industry representative bodies – **Music SA**, Music Industry Council, Australian Hotels Association
- Music cluster - Musitec
- Good live music venues – Gov, Grace Emily, Exeter, Wheatsheaf
- ‘Ambassadors’ and tastemakers – Ricky Kradofer, 5/4 Entertainment, Fresh 92.7
- Successful events – Womadelaide
- **Designation as a UNESCO Music City**
- Niche industry – cymbal maker, custom guitar maker

Potential Opportunity Spaces

Drivers

- **New platforms and formats** (streaming / growth of importance of vinyl for example)
- New technologies – virtual reality, 360
- Specialist local players drive loyal fanbases and sense of community (Fresh 92.7, Australian Rock & Metal Institute)
- New funding models (crowd-funding, peer to peer equity etc)
- Regulatory changes that make it easier for non-traditional venues to host live music

Constraints

- **Small local audiences (small population)**
- **Lack of professional industry in SA** (managers, labels, publishers, promoters etc). 'SA is a DIY industry'.
- Geographical distance from big players in the industry
- Lack of local music media (Audience tuned in to national shows-eg Voice.
- **Over-complicated regulatory framework**, too many agencies involved (councils, Liquor Licensing, DPTI, EPA)
- Lack of rehearsal spaces
- Lack of education pathways

Potential Opportunity Spaces

Bring 'City of Music' to life!

