



**Government
of South Australia**



CreateSA

A Sound Future

**South Australian Music Development
Strategy**

2026–2028



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A Sound Future – Easy Read

About this document



The **Music Development Office (MDO)** is part of **CreateSA**.



CreateSA wrote this booklet.

It explains information about the **Music Development Strategy**.



When you see the word we, it means **CreateSA**.



This booklet is written in a way that is easy to understand.

We use pictures to explain some ideas.

A Sound Future – Easy Read

Bold
Not Bold

We have written some words in **bold**.

Bold means the letters are thicker and darker.

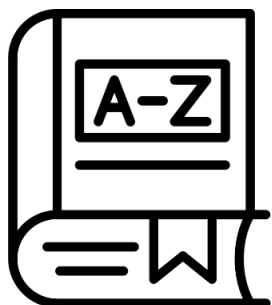
These words might be:



- New.



- Hard to understand.



We explain what these words mean in the Word List at the end of the booklet.

A Sound Future – Easy Read



You can find more information on our website.

<https://create.sa.gov.au/>



You can ask someone to help you read and understand this booklet.



Contact information is at the end of this booklet.

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A Sound Future



South Australian



Music Development Strategy
2026-2028



We recognise **Aboriginal** peoples
as the traditional owners of our
land – South Australia.



They were the first peoples to live
on and use the Australian land,
sky and waters.

A Sound Future – Easy Read

Where we are now



People in South Australia care about music.



- 9 out of 10 South Australians listen to recorded music.



- Music is the most popular art form in South Australia.



- Nearly half of all people in South Australia go to live music events.

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About 1 in 6 people make music by singing, playing instruments, or writing songs.

Aboriginal music is important.



Aboriginal people have the oldest living music traditions in the world.

- Stories and knowledge have been shared through songs for many generations.
- Aboriginal musicians are an important part of South Australia's music community.
- Many Aboriginal artists are recognised around the world.



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South Australia has produced successful artists.



- South Australia has helped many famous musicians and songwriters build their careers.

Adelaide is a **UNESCO City of Music**.



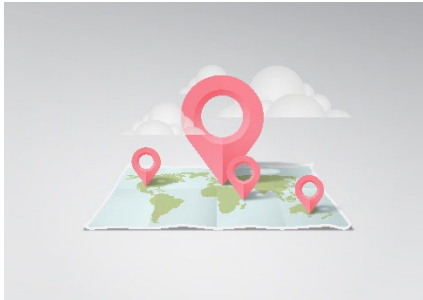
In 2025, Adelaide celebrated 10 years as a **UNESCO City of Music**.



- Adelaide was the first **UNESCO City of Music** in Australia.
- Adelaide is still the only **UNESCO City of Music** in Australia.

A Sound Future – Easy Read

We have strong music venues and festivals.



South Australia has many places where people can enjoy live music.



These venues allow local, national and international artists to perform.



South Australia is also known for its music festivals.

A Sound Future – Easy Read

We have a strong music community.



South Australia has a diverse music scene.



People create and enjoy many different styles of music.

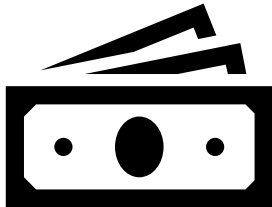
Music helps the economy.



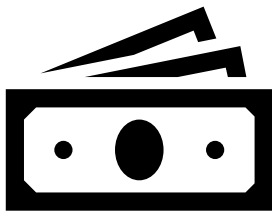
The music industry is important for jobs and the economy.

A Sound Future – Easy Read

Recent research found that:



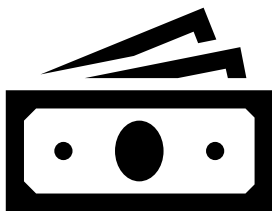
- Australia's music industry earned more than \$10 billion in revenue in 2024–25.



- The industry contributed more than \$4 billion to the Australian economy.



- Australian music is popular overseas.

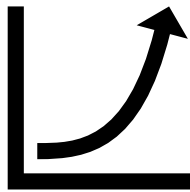


- Music exports also add income to the industry.

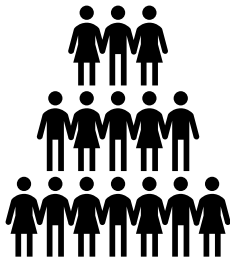
A Sound Future – Easy Read

The music industry faces challenges.

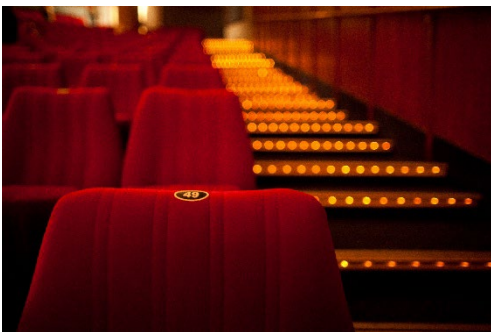
Artists and music businesses are dealing with:



- Rising costs.



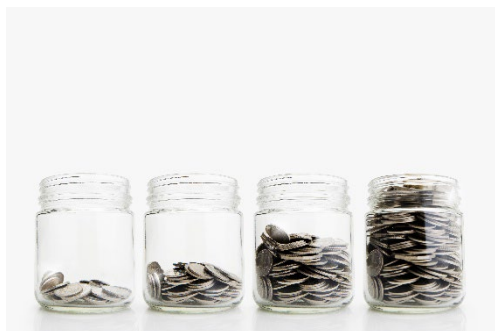
- More competition.



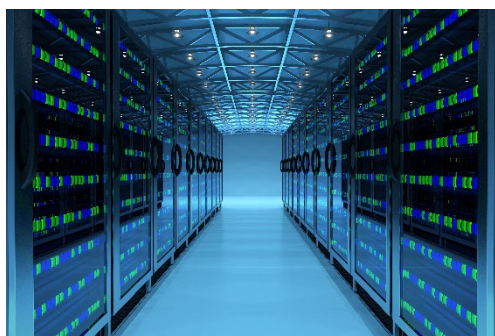
- Lower attendance at some live music events.

A Sound Future – Easy Read

Research shows that:



- Almost half of Australian musicians earn less than \$15,000 a year from their music.



- **AI-generated** content may make it harder for musicians to earn income in the future.

A Sound Future – Easy Read

What this means



South Australia has a strong and successful music sector.



But artists, musicians and music businesses need support to help them grow, succeed and continue sharing music with the community.

A Sound Future – Easy Read

What we heard



The **Music Development Office (MDO)** listened to many people and organisations while developing **A Sound Future**.



These groups help the government understand the needs of the music sector.

The MDO spoke with many people.

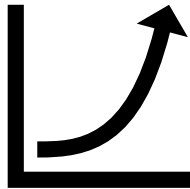


In late 2025, the MDO held meetings and interviews with people from the music industry.

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People told us about challenges.

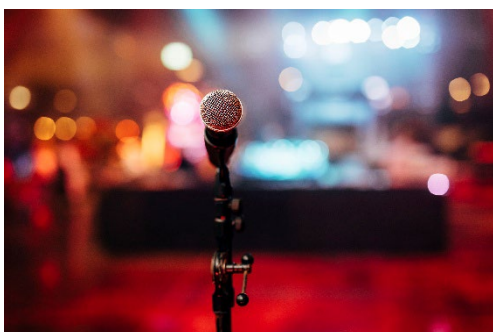
Participants said that:



- Rising living costs are making it harder for people to attend music events.
- Music may be getting less attention in schools.
- This could mean fewer young people take part in music in the future.



- Small music venues are struggling to survive.

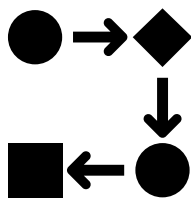


- These venues are important because they help artists start and grow their careers.

A Sound Future – Easy Read



- South Australian artists can find it hard to get noticed.



- There are not enough clear career pathways in the music industry.



- South Australian artists can find it difficult to reach national and international audiences.

A Sound Future – Easy Read

People's Vision for the Future:



People want a music sector where artists, venues, communities and businesses work together.



With the right support, South Australia can build a strong music industry that helps local artists succeed both in Australia and around the world.

A Sound Future – Easy Read

About A Sound Future



We have made a **plan** for music in South Australia.



The plan is called '**A Sound Future**' – sometimes we will call this 'The Plan'.



There is also a Delivery Plan which says all the things we will do to make the plan work.



A Sound Future is a new plan for the next 2 years.

A Sound Future – Easy Read

The plan will help:



- Artists create and share music.



- Music businesses grow and succeed.



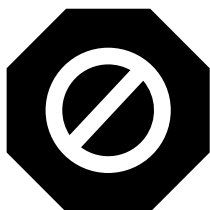
- More people enjoy music across South Australia.



The plan builds on the Music Development Office's previous strategy, Supporting Revival 2023–2025.

A Sound Future – Easy Read

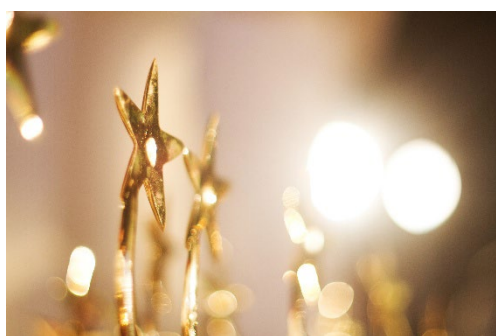
It recognises:



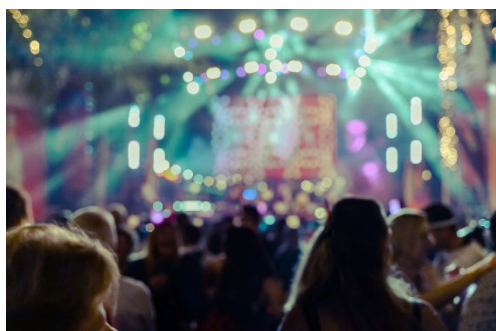
- The challenges facing the music industry.



- New opportunities for growth.



- The strengths and achievements of South Australia's music community.



The plan celebrates the important role music plays in our state.

A Sound Future – Easy Read

Our Vision



We want South Australia to be a place where:



- Artists can build successful careers.



- Music businesses can grow and thrive.

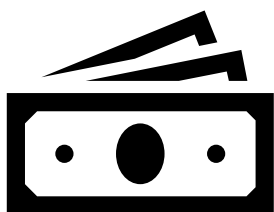


- People and organisations in the music sector work together.

A Sound Future – Easy Read



- Music strengthens communities.



- Music contributes to the economy.



- Music celebrates our culture and identity.

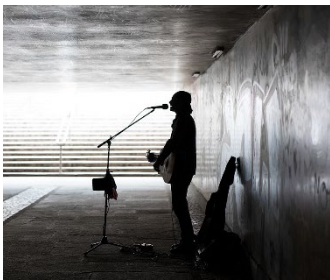
A Sound Future – Easy Read

Ambitions

We want this plan to:



Help **Aboriginal** people to be involved and be leaders in music.



Help artists to have what they need for good careers.



Make sure young people are valued in music.

A Sound Future – Easy Read



Remove barriers for access so places are accessible and everyone is included.



Make sure everyone can enjoy music across South Australia.

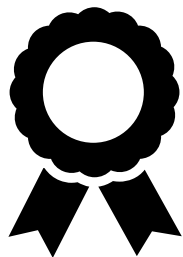


Create good information about education and training for people to have jobs in music.



South Australian music is listened to by people all over the world.

A Sound Future – Easy Read



There is lots of live music in Adelaide, which is a **UNESCO City of Music**.



Music businesses and government will work together to make things better.

A Sound Future – Easy Read

Strategies



The ways we will achieve our goals:



Put **Aboriginal** culture, leadership and knowledge first.



Improve funding so it meets the needs of artists and music businesses.



Support young people to enjoy music and build music careers.

A Sound Future – Easy Read



Help live music venues and festivals.



Make music easier to access across South Australia.



Help people build skills and careers in music.



Connect South Australian music with the world.

A Sound Future – Easy Read



Promote South Australia's music sector.



Work together to achieve better results.

A Sound Future – Easy Read

Delivery Plan

Getting more people involved in music by:



- Working with different organisations and councils to run the **2026 Regional and Remote Music Summit**.



- Looking at travel support to help people from regional areas attend music industry events.



- Helping more people take part in music, including people who face barriers.



- Providing information to help venues become more accessible.

A Sound Future – Easy Read

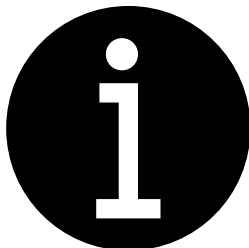
Supporting young people by:



- Creating a Youth Reference Group so young people can share their ideas and help shape decisions.



- Promoting music careers and training opportunities for young people.



- Running a yearly Music Careers Expo.

A Sound Future – Easy Read

Supporting live music venues and festivals by:



- Creating a program to help venues present original live music.



- Working with the Australian Festivals Association to hold discussions about attracting music tours and festivals to South Australia.



- Working with the Australian Music Venue Foundation to find ways to support live music venues.

A Sound Future – Easy Read

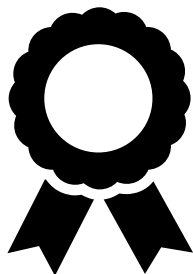
Promoting South Australia's music sector by:



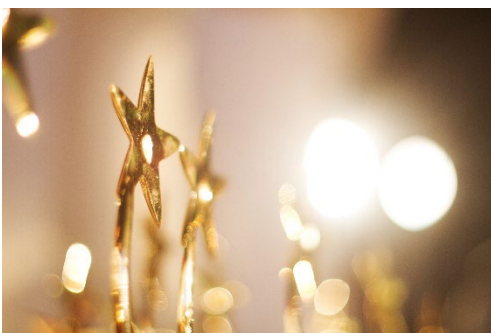
- Supporting marketing programs such as MusicSA's Good Music Month.



- Encouraging people to attend live music events.



- Building on Adelaide's role as a **UNESCO City of Music**.



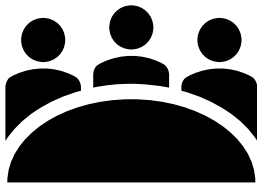
- Celebrating local music talent and success through a major event.

A Sound Future – Easy Read

Putting Aboriginal leadership and knowledge first by:



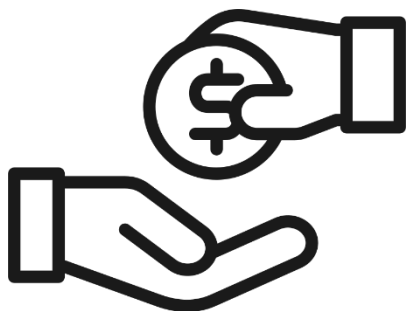
- Supporting music projects led by Aboriginal people.



- Working with CreateSA's Aboriginal and Torres Strait Islander Advisory Panel.
- Sharing cultural knowledge and supporting Aboriginal music development.

A Sound Future – Easy Read

Improving funding programs by:



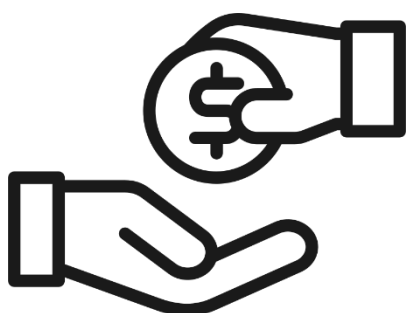
- Providing more funding through Project Support **Grants**.



- Helping artists develop their work.



- Supporting music businesses in South Australia.



- Creating quick response **grants** for opportunities that need fast support.



- Making sure grants stay relevant and useful through CreateSA's Grants Review recommendations.

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Helping people build skills and careers in music by:



- Supporting training, workshops and professional development.



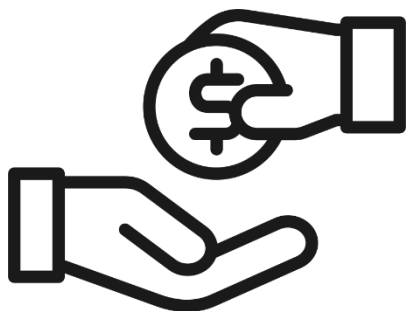
- Focusing on emerging artists and small music businesses.



- Working with **AIR** and industry partners to provide learning opportunities through Indie-Con and Indie Week.



- Supporting people to attend conferences and professional development events.



- Expanding the Robert Stigwood Fellowship Program.

A Sound Future – Easy Read

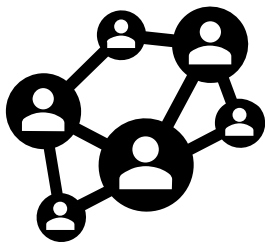
Working together to create positive change by:



- Expanding the Creative Spaces Guide to include music spaces such as recording studios.



- Helping musicians and businesses find places to work, create and collaborate.



- Creating an ongoing music reference group to support communication and teamwork across the sector.



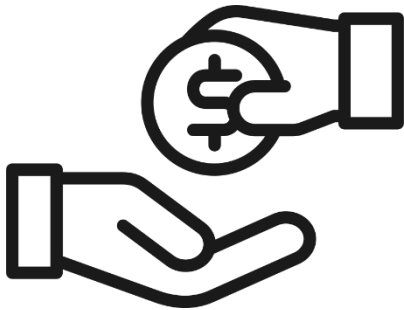
- Measuring progress and learning what works.

A Sound Future – Easy Read

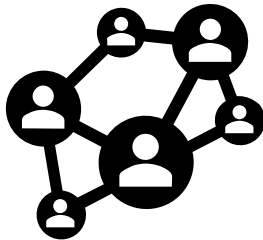
Connecting South Australian music to the world by:



- Helping **artists and music industry workers** attend international events.



- Working with Sounds Australia through the Export Contribution Fund.



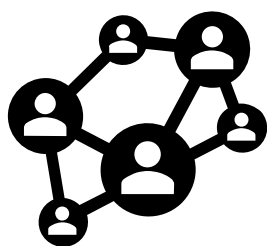
- Running showcase events that connect South Australian artists with international music industry representatives.

A Sound Future – Easy Read

How A Sound Future works with other plans



A Sound Future is a plan that will need people and organisations to work together.



Connections with local, national and international music organisations are important.



The **Music Development Office (MDO)** will work closely with many different people and organisations.



By working together, they can better support artists, music businesses and communities.

The role of the Music Development Office



The **South Australian Government** supports the music industry through the **Music Development Office (MDO)**.



The MDO is part of CreateSA and helps create a strong and sustainable music industry.



Its work supports artists, businesses and venues so they can continue creating and sharing music with the community.

A Sound Future – Easy Read

Word List

Bold
Not Bold

This list explains what the **bold** words in this booklet mean.

Bold means the letters are thicker and darker.



The **South Australian Government** is the group who run the state.

It is their job to make decisions to help keep Australia **safe, fair, and working well**.



Aboriginal and Torres Strait Islander peoples were the first people to live on and with this continent's land, skies and waters.



Artists and arts workers are people who make art or support the creation of art, even if they do not make the art themselves.

A Sound Future – Easy Read



Arts can be painting, drawing, music, dance, theatre, festivals and lots of other things.



CreateSA is part of the South Australian Government. It supports the arts.



The Music Development Office (MDO) is a part of CreateSA made to support our music industry.



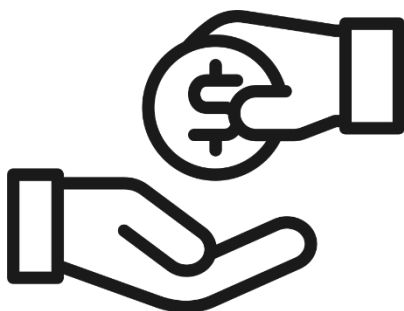
Easy Read is a way to present information to make it easier to understand.

It uses simple words, short sentences, clear layouts, and images or photos to help describe the information.

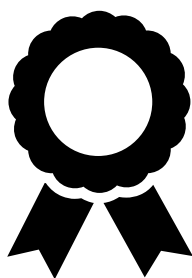
A Sound Future – Easy Read



First Nations is another way of saying **Aboriginal and Torres Strait Islander** people.



A **Grant** is money given to you to do a project or activity.



A **UNESCO City of Music** is a label given by the United Nations. Cities with this label put lots of effort into building up their music industry.



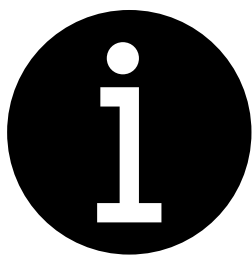
A **Sound Future** is **CreateSA's** plan for the music industry.



AIR is the Australian Independent Record Labels Association. It is an organisation that supports independent record labels.

A Sound Future – Easy Read

Contact



If you are not sure about anything,
you can call or email us for help.



You can call the **Music
Development Office**

on 08 8429 3555

Or call the **National Relay Service**
1300 555 727



Email us: mdo@sa.gov.au



Visit our website:

<https://create.sa.gov.au/>

A Sound Future – Easy Read

Produced by



Making disability and art work

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