



**AUSTRALIAN
LIVE
MUSIC
BUSINESS
COUNCIL**

Annual Report 2024.25

Building Grass Roots Live Music Industry in Australia



From The Chair

Whilst there continues to be plenty of white water in the Australian live music scene at grassroots level, I am delighted and proud that the ALMBC has once again stuck to its stated constitutional purpose and fought hard to protect the thousands of small businesses that make their living in the sector.

Over the past year, we have worked closely with stakeholders to improve access to insurance, made submissions to governments on key issues including tax incentives and entertainment precincts, and appeared before the cross-party inquiry into live music. Throughout, our commitment has remained firm - building a better working environment for all our members, from managers and venue owners to agents and promoters.

At the ALMBC, we have tried not to dwell on the challenges but to focus on reasons for optimism. Encouragingly, Federal and State Governments are showing strong interest in, and support for, our industry. Music Australia's valuable work and assistance reflects this momentum. The findings of the cross-party inquiry into live music, released in March 2025, clearly acknowledged the issues facing the sector and delivered several important recommendations, including support for the growing call, both here and overseas, for an arena ticket levy.

It was also great to see that festivals are staging something of a comeback and that the flagship Australian music conference Bigsound, is in rude health. Highlights for me were Big Noter taking the roof off the Oztix Party and the warmth that the industry on full display at Select Music's 20th Birthday Party. I must also give a loud shout out to our EGM Ant Mc Kenna who did such an excellent job of curating the ALMBC Bigsound live stage at the Royal George – we'll be back next year!

Across the country, from Cairns to Perth, via Adelaide and Canberra, we've delivered a full program of member-focused events. There are many more to come, and as always, if any member wishes to raise an issue, we will do everything we can to help find a solution.

Thank you to all our supporters, professional partners, and foundation members. This organisation means a great deal to us, and it could not exist without your commitment. My thanks also go to every board member for their time and dedication, with a particularly heartfelt thank you to Mel Tonkin (The Gov, Adelaide), who is stepping down from the board. Mel's calm guidance, friendship and enthusiasm have been invaluable.

See you at the show.

Howard



About The ALMBC

The ALMBC receives funding from financial members from across the continent as well as Creative Australia / Music Australia for Servicing and Supporting Grass Roots Live Music Industry Businesses by:

- Providing a voice to government and within the music industry for the small to medium Australian businesses that make up the grass roots, live music supply chain
- Helping Australian live music businesses improve their commercial operations and ability to compete in a global market
- Bring about positive reforms and best practice across the Australian live music supply chain

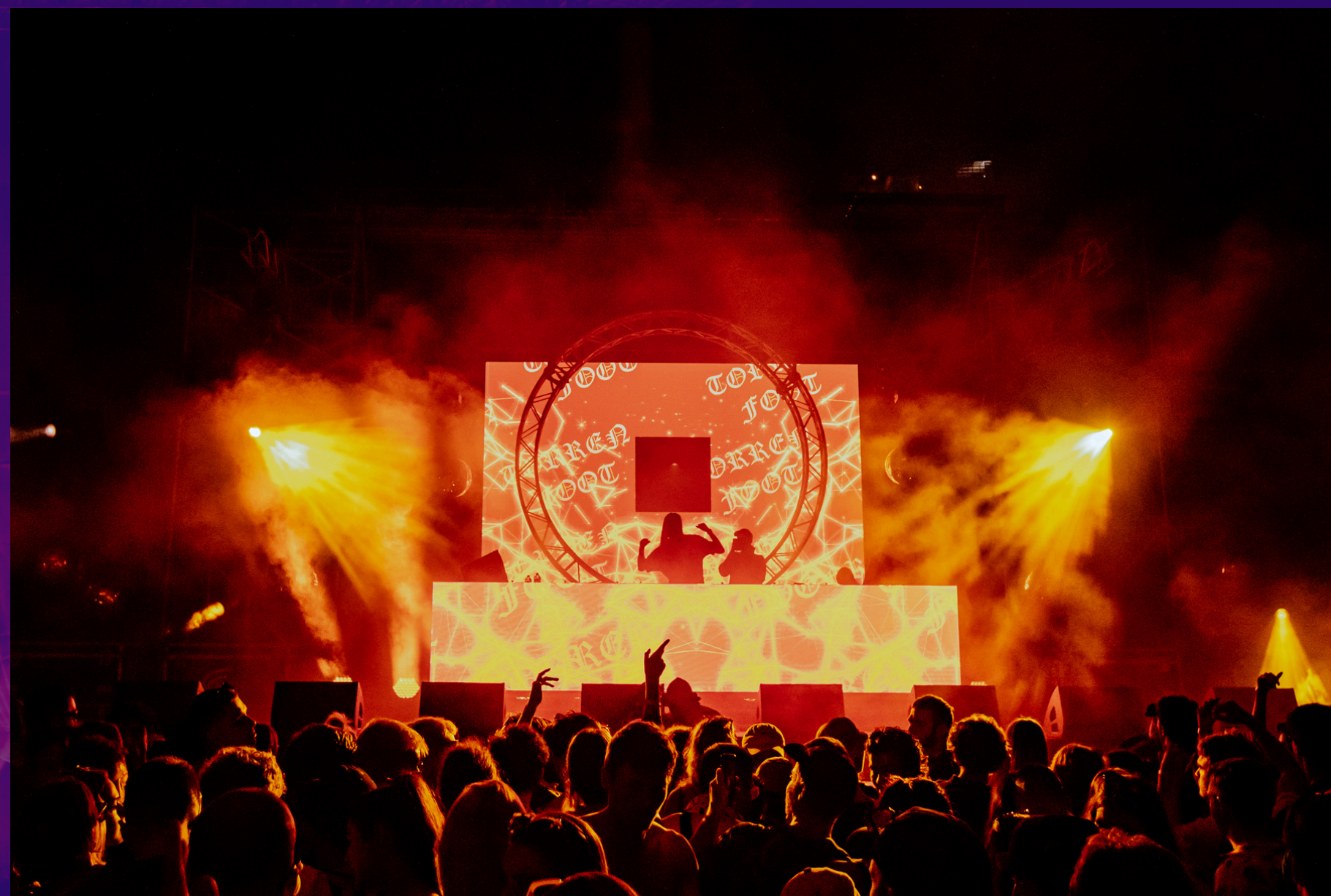




About The ALMBC

There is no other organisation that provides these services to agents, promoters, venues bookers, venue owners, logistics, festival curators, and more. Before the ALMBC, these sectors simply had no voice or representation in the industry and the ALMBC has proudly provided these services in an ongoing professional capacity, thanks to the funding support from Creative Australia / Music Australia.

The organisation continues to drive key industry pressure points including insurance reform, superannuation, regional touring development and more.





About the ALMBC

Music Australia Funding and increased member fees, has enabled ALMBC operations and staffing to build stability and capacity in the Australian live music grass roots music industry, with the following goals:

- Provide a voice to government and within the music industry for the small to medium Australian businesses that make up the grass roots, live music supply chain.
- Help Australian live music businesses improve their commercial operations and ability to compete in a global market.
- Bring about positive reforms and best practice across the Australian live music supply chain.



QMUSIC

National Forum - Tues 28 May Are young people into live music?

Discussing the change in how young people experience music culture



Kriza Canzon
GYROstream



Ixaras
Anti-Dismal



Claire Qian
Media Arts Lawyers



Lucy Sugerman
MusicACT

About the ALMBC

Key Operational Changes that have been enabled in the 2024.25 calendar year

- Build staffing from one person 1.5 days each week to 2.5 days each week
- Maintain and build Professional Partners
- Maintain the number of First Nations Board members
- Initiate a substantial number of in-person member engagement sessions
- Build the representation from each state and territory on the Board (although currently NT and ACT are not represented)



Key 2024.25 Projects

Key Projects that have been delivered in the 2024.25 financial Year:

- **Development of the Australian Music Venues Foundation, working towards the launch of the Arena Ticket Levy for grass roots live music venue support**
- **Initiate in-person and online professional development sessions**
- **Maintain leadership in driving insurance reform federally**
- **Engaging with key national music industry events**
- **New International Conference Support Program to send a 19 bookers, programmers and agents, to overseas conferences, funded by Music Australia**
- **Building an international reputation**

ALMBC **Dynamic Ticketing Keeping Gigs Out Of Reach**

Dynamic ticket pricing is adding further concern to a destabilised live music industry.

Despite the claims from companies undertaking these kinds of practices that dynamic pricing stops scalpers, the reality is that this adds an extra level of complexity and concern for ticket buyers to live music events.

The key question for the ALMBC is whether the surge income is passed on through the value chain to our members in the micro & small businesses that make up the building blocks of the industry? Does the extra income go to productions companies, security companies, logistics specialists, agents, venues, or support artists? I think we can be very clear that the answer is no.

The ALMBC is aware of many examples of ticket purchasers believing they have one price, only to get to the check out to find their price is greatly inflated. This leaves ticket purchasers with a bitter taste in their mouth and our members less likely to stay involved in



Published September 22, 2024 © ALMBC



Key 2024.25 Projects

The ALMBC is leading the national conversation on important topics such as:

- ticketing transparency
- support for grass roots venues and festivals
- implications of global ownership
- precinct development
- superannuation and more.

These issues impact our members most intensively but are also the main issues impacting the whole industry.

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The Future Of Ticketing

Unpacking dynamic ticketing, scalping, global ownership, block chain and more with industry experts



Ellie Rennie
Blockchain Specialist
RMIT

4 June 2025 12pm
Registrations Essential



2024.25 Outcomes

At the end of June 2025, the ALMBC has:

- Built to 2140 members with 181 financial members
- Led sixteen in-person forums / sessions, including six in regional locations, across four states with 351 attendees, including major live music companies and grass roots regional businesses.
- We have also led three online forums on important industry topics.
- The ALMBC partnered with fifty six partners in the development and delivery of these activities.



2024.25 Outcomes

16 in-person forums including
6 in regional locations
3 online forums
56 industry partners engaged



2024.25 Outcomes

Key outcomes include:

- Gained Music Australia Core Funding
- Setting up of successful Professional Partners program bringing significant new member cash and in-kind support
- Successful in person and online sessions across the country
- Partnered with almost every national and state music industry association on various activities
- Delivered two successful rounds of the Music Australia International Conference Contribution program sending 19 key industry professionals to international conferences
- Delivered the first national Vote Music Campaign Website





2024.25 Outcomes

As well as these projects, the ALMBC began the successful Music Australia International Conference support program, with rounds closing in March 2025, with further round closing in July & October 2025.

This project connects the ALMBC with the most successful bookers, agents, festival bookers and publicists across the continent.

The Australian Live Music Business Council (ALMBC)
in partnership with Sounds Australia presents

Music Australia International Conference Contribution - Agents, Programmers & Bookers



2024.25 Outcomes

The ALMBC supported many dozens of regional and remote venues, festivals and businesses with issues ranging from insurance, financial management, superannuation, professional development, business structure support, funding stream development and much more.



Save Elixir Music House Cairns

The Elixir Music House Cairns have played a vital role in the Cairns region for over a decade, providing a grass roots live music venue opportunity for emerging artists and touring artists.

The owners of the building are looking to sell the premises and so the Elixir crew are trying to purchase the property – you can help save this important venue!

Get involved!

Support the campaign in 2 locations

Tax Deductable: [ACF/saveelixir](#)

GoFundMe: [GFM/saveelixir](#)

For more information, collaborations, fundraising events or media opportunities, contact:

Sky Rixon

Managing Owner, Elixir Music House

elixirmusicbar@gmail.com

0497 119 956



Published

April 9, 2025



ALMBC Activities 2024.25

- **July Yarra Council ALMBC Panel**
 - **As part of the leaps & Bounds festival, Yarra Council hosted a panel specifically to support venues and live music workers, led by ALMBC Chair Howard Adams.**
 - **30 attendees**

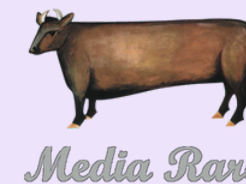


ALMBC Activities 2024.25

- Aug - Launched Professional partners program
 - The program has brought in an extra \$28K cash and similar amount in-kind support for the organisation.



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the
gild
group



ALMBC Activities 2024.25

- **Sept - BIGSOUND ALMBC sessions**
 - **ALMBC Members & Friends meet up & Mark Davyd (Music Venues Trust UK) round table**
 - **BIGSOUND Panel - Venue Viability - featuring Mark Davyd. 30 attendees**
 - **ALMBC members meet up & drinks - Brightside Outdoors. 20 attendees**
 - **Board members also featured on a number of BIGSOUND panels and made themselves available for 30 minute chats to members about legal, finance, insurance needs**



ALMBC Activities 2024.25

- **Sept - Warrnambool More Than Just A One Night Stand**
 - ALMBC EGM attended supporting the ABC, Music Australia, Warrnambool Regional Council, Music Victoria, Live & Local and a host of seventeen other organisations
 - Ant McKenna introduced important new directions such as insurance reform, arena ticket levy and more. 60 attendees
 - Ant McKenna also provided mentoring to a number of participants



ALMBC Activities 2024.25

- **Oct - Venue Viability Panel - Music ACT & the ALMBC**
 - Panel included - Howard Adams ALMBC Chair, Ant McKenna ALMBC EGM & Emma Reilly from Moray & Agnew / MusicACT Committee
 - 20 attendees

MusicACT and ALMBC present

Future proofing music venues Preserving our spaces



Emma Reilly
Lawyer
Moray & Agnew

Howard Adams
Corner Soul
Australian Live Music
Business Council

Helen Bullock
Gow Gates
Insurance Brokers

Ant McKenna
Australian Live Music
Business Council

Sunday 27th Oct, 4pm
Squeaky Clean Bar

PROFESSIONAL DEVELOPMENT || NETWORKING || BAR TAB || Q&A

APRA AMCOS | MOLONGLO | ACT | capital | MusicACT | ALMBC AUSTRALIAN LIVE MUSIC BUSINESS COUNCIL

ALMBC Activities 2024.25

- **Nov - ALMBC & WAM Mixer - Perth**
 - Informal gathering to meet the new WAM CEO, introduce WAM members & ALMBC Members based in Perth to key updates
 - Attended by Treasurer Kylie Thompson, Board Member Andrew Bassingthwaighte and EGM Ant McKenna. 20 attendees



ALMBC Activities 2024.25

- **Dec - ALMBC & Music Vic Superannuation Session- Online**
 - Online session unpacking recent changes in Superannuation with ALMBC Treasurer Kylie Thompson and Music Victoria Financial Controller Danielle Siers
 - **8 attendees**



**Music Industry
Superannuation**

 Kylie Thompson CPA
Director
Sorrento Strategic Accounting

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 MUSIC
VICTORIA

 sorrento
strategic
accounting

ALMBC Activities 2024.25

- **March - Vote Music Campaign**
 - In the lead up to the federal election, the ALMBC worked closely with APRA AMCOS and all peak bodies
 - EGM Ant McKenna, partnered with Crewcare's Tony Moran to lead the development of the Vote Music campaign and website
 - Enabled a clear, focussed, national stance and simple request from all federal candidates and parties

**VOTE
MUSIC**

The logo for the Vote Music campaign features the word "VOTE" in a large, bold, sans-serif font. The letter "O" is replaced by a circular icon containing a white checkmark. Below "VOTE" is the word "MUSIC" in a similar bold, sans-serif font. The entire logo is set against a dark blue background with a faint, glowing grid pattern.

ALMBC Activities 2024.25

- **April - ALMBC & Save Our Arts led a forum on music and the impact of new technology, Brisbane.**
 - **Attended by key local politicians, music leaders. 30 attendees**



**Can Australian
music survive in the
age of Spotify?**

Wednesday 16 April, 6:30

Live & online event is bought to you by



QMUSIC WAREHOUSE 

ALMBC Activities 2024.25

- **May 1 - Melbourne ALMBC Members Mixer - Corner Hotel 12pm - Board members Larissa Hume and Jarrad Thessman & EGM Ant McKenna attended. 15 Attendees. Photos [here](#). Outcomes include:**
 - **Attended by key Melbourne venues and major national ticketing companies**
 - **Moshtix Harley Evans spoke about AMVF and Arena Ticket levy**
- **May 1 - Geelong ALMBC Members Mixer - Geelong Arts Centre - Board members Larissa Hume and Jarrad Thessman & EGM Ant McKenna attended. 12 attendees. Photos on link above. Outcomes include:**
 - **Attended by Grid Series Leader Arik Bloom and mentors Tani Webb (First Nations Focus – Perth) and N’Fa Forster-Jones (1200 Techniques) as well as local artists and creative workers, alongside Geelong Council Creative staff**



ALMBC Activities 2024.25

- **May 2 - Warrnambool ALMBC Members Mixer – EGM Ant McKenna attended. 18 attendees. Photos on link above. Outcomes include:**
 - **Attended by Regional Arts Victoria, Warrnambool Council staff, local venue owners, local bookers and artists**
- **May 8 - Sydney ALMBC Member Mixer - Crow Bar – Treasurer Kylie Thompson, Exec Stephen Wade & EGM Ant McKenna attended. 12 attendees. Photos on link above**
 - **Attended by Tayla Dombroski (Crow Bar / Live Music Venue Alliance NSW), Sam Nardo (Century Venues), Naz Erin (Music Australia) and others**
- **May 9 - Wollongong ALMBC Member Mixer - La La La's – Treasurer Kylie Thompson & EGM Ant McKenna attended. 8 attendees.**
 - **Attended by Ben Tillman, Adam Smith & Brooke Taylor from Yours & Owls / Night Eats Day, local venues, local council employees, Sound expert John Wardell**





ALMBC Activities 2024.25

- **June 4 – Future Of Ticketing – online panel**
 - featuring Seth Clancy(Oztix), Ellie Rennie (RMIT), Ben Green (RMIT), EGM Ant McKenna facilitated. Zac Leigh (Tixel) was also confirmed but pulled out. 15 attendees

When it comes to live music, ticketing has long been a battleground for fans, artists, and venues. Hidden fees, industry monopolies, and reselling at inflated prices have created an ecosystem where fans often feel exploited. The ALMBC has been advocating strongly for ticketing transparency and government intervention to stop punters and artists feeling ripped off by current practices. The ALMBC gathers a panel of industry experts to discuss how we can fix this long term problems and to give us the goss about new technology and what it might mean for the future of ticketing.

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The Future Of Ticketing

Unpacking dynamic ticketing, scalping, global ownership, block chain and more with industry experts



Ben Green
RMIT

4 June 2025 12pm
Registrations Essential



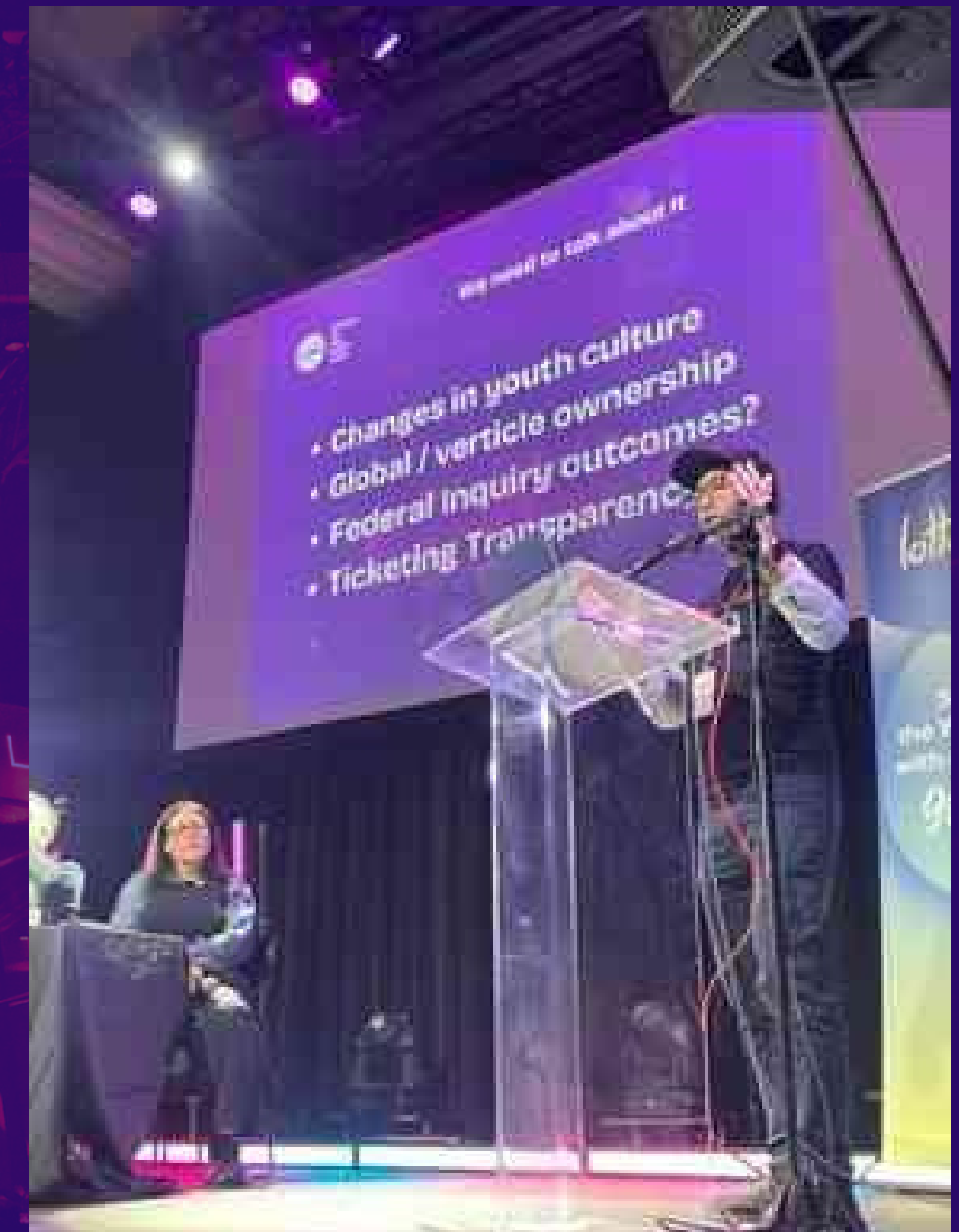
ALMBC Activities 2024.25

- **June 5 – ALMBC Mixer – Townsville 12pm – EGM Ant McKenna attended. 25 attendees**
 - **Attended by QMusic, Qld Music Festival, Northern Australian Festival of the Arts, local venues, bookers, agents, festivals, promoters, merchandising companies and more**
- **June 23 – Cairns ALMBC Mixer - EGM Ant McKenna speaker & Board member Andrew Bassingthwaighte attended. 8 Attendees**



ALMBC Other Activities

- April 22 - Port Hedland ALMBC Networking Session for live music workers - Ant McKenna attended
- May 5-8 - JB Seed Managers Workshop – Treasurer Kylie Thompson & EGM Ant McKenna engaged as speakers.
- May 22-25 – Triple J & WAM – Busselton WA – More Than Just A One Night Stand – Treasurer Kylie Thompson & EGM Ant McKenna attended
- June 6 – QMusic Industry Connect Townsville – EGM Ant McKenna engaged as speaker.
- June 22 – Cairns QMusic Industry Connect – EGM Ant McKenna engaged as a speaker & Board member Andrew Bassingthwaighte attended





ALMBC 2024.25 Advocacy

The ALMBC has engaged deeply and successfully with federal and state governments across important themes including:

- Federal Treasury submission on unfair trading, including surge pricing, unfair contracting arrangements and more
- Federal Pre-Budget submission
- Following a submission and two in-person appearances at the Parliamentary Inquiry into Live Music, the report was released including the ALMBC's key recommendations all being in the first four overall recommendations, that is:
 - the development of an Arena Ticket Levy
 - Insurance reform including a partnership between the ALMBC and Music Australia to support risk mitigation for live music businesses
 - Expansion of the Revive Live funding program
 - Training and support for regional live music venues



Australian Government

The Treasury

PRE-BUDGET SUBMISSION

ALMBC 2024.5 Advocacy

- **Following significant advocacy led by the ALMBC, the federal Office Of The Arts updated the new Revive Live funding to remove globally owned businesses, which has led to a major increase in regional and remote independent venues and festivals gaining funding**
- **Commercial Radio Code of Practice review submission**
- **Victorian Places of Public Entertainment review Submission**
- **NSW Tax Reform conference submission in partnership with NSW Live Music Venues Alliance**





ALMBC 2024.25 Board & Staff



Howard Adams
Corner Soul
Chair & Secretary



Sharlene Harris
ALH Group
Deputy Chair



Kylie Thompson
Sorrento Strategic
Treasurer



Hayley-Jane Ayres
360 Artist Logistics



Larissa Jane Ryan
Hutch Collective



Andrew Bassingthwaight
Xcelerate



Ben Tillman
Yours & Ours



Stephen Wade
Select Music
Executive



Angie Dunbavan
Red Chair



Jarrad Thessman
Thessman Events



Brian 'Smash' Chladil
Oztix
Executive



Melissa Tonkin
Governor Hindmarsh Hotel



Rod Smith
Corner Hotel Group



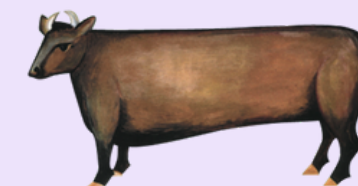
Ant McKenna
Executive General Manager



ALMBC 2024.25 Partners



scenestr



Media Rare



studio legal^{SL}

CENTURY
EVENTS • VENUES • ARTISTS



NEXUS

Corner Soul
LEGAL MANAGEMENT ADVISORY



wemarketu
affordable marketing solutions



the music

Australian
Venue Co.

HOT Giggity



ALMBC 2024.25 Finances

Annual Finances - currently bring audited. This page will be updated with audited figures

	2025	2024
Trading Income		
Founding Member Fees	29,090.91	50,000.00
Member Fees via Stripe	37,661.66	36,253.95
Sponsorship	17,500.00	7,000.00
Small Business Member Fee	6,500.00	3,500.00
Other Revenue	445.05	2,619.68
Total Trading Income	91,197.62	99,373.63
Grants Outcome		
Grants Received	145,000.00	-
Less: Grant Funds C/F - Music Australia	(29,392.54)	-
Payments to Grant Recipients	(93,213.28)	-
Advertising & PR	(1,393.05)	(602.31)
Event/Mixer Expenses	(2,023.20)	-
Travel - National	(8,977.93)	(1,442.61)
Total Grants Outcome	10,000.00	(2,044.92)
Gross Profit	101,197.62	97,328.71

Operating Expenses		
Accounting/Audit Fees	177.16	-
ASIC fees	378.00	2,058.00
Bank Fees	22.01	19.72
Consulting Fees	65,600.00	91,384.00
Insurance	836.18	1,479.69
Stripe Fees	545.26	-
Subscriptions	3,199.85	2,920.32
Superannuation	-	110.00
Travel - International	1,500.00	-
Website and Socials Development	184.91	2,536.34
Total Operating Expenses	72,443.37	100,508.07
Net Profit	28,754.25	(3,179.36)



ALMBC 2024.25 Feedback

“Was great to have you at the IMVA summit this year representing ALMBC. It was valuable to be able to compare notes on the various issues impacting the live sector in Aotearoa and Australia. We really benefited from your experience advocating for venues and your wisdom in building and navigating the cross-sector relationships needed for effective change. I reckon the venue owners came away encouraged that their experiences were reflected in Australia and that the way things are now isn’t the way they always have to be.”

Dave Carter, Massey UNiversity NZ

“Ant organised a site visit to both hotels I book, Barwon Heads Hotel and Torquay Hotel. I was very pleased to show Ant our spaces and how things work. It's rare we have music industry professionals visit from Melbourne, let alone QLD. Ant was particularly interested in our marketing, our community and show operations being a multi purpose band room. Ant had excellent insight to offer and followed up with several emails including one connecting me with other music industry professionals.”

Luke Hindson, Taylor Group

“I would like to extend my sincere gratitude to ALMBC for their support in enabling my attendance at ADE, the largest electronic music market and conference globally...I am especially encouraged by the support for the Australian music industry in pursuing further development opportunities.”

Marguerite Bowman - Illicit Sounds



ALMBC 2024.25 Feedback

“Having ALMBC involved provided incredible support to the program and offered valuable insights into the inner workings of the live music sector as a whole. Their contribution was particularly impactful for participants of Industry Connect who run venues, festivals, and live events, giving them a deeper understanding of the challenges and opportunities within the industry.”

Ed Foster Lustre / QMusic Industry Connect

“The International Conference Contribution, facilitated by the Australian Live Music Business Council and Music Australia, was critical in my attendance and productivity at WOMEX in Manchester in 2024. I thank all involved for this essential opportunity, their ongoing hard work and support of our Australian industry in international settings and hope to be involved in this project again in future.”

Justin Rudge – Port Fairy Folk Festival

“A huge thank you to Music Australia, Sounds Australia and the ALMBC. ‘Ive worked in music for almost a decade now, always being AUS focused. Attending my first ADE was career changing and foundation building for an endless and incredible load of work to come.”

Bassia Dinnen



ALMBC thanks



Australian Government

**Music
Australia**