



**AUSTRALIAN
LIVE
MUSIC
BUSINESS
COUNCIL**

2025 Project Reporting

Building Grass Roots Live Music Industry in Australia



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

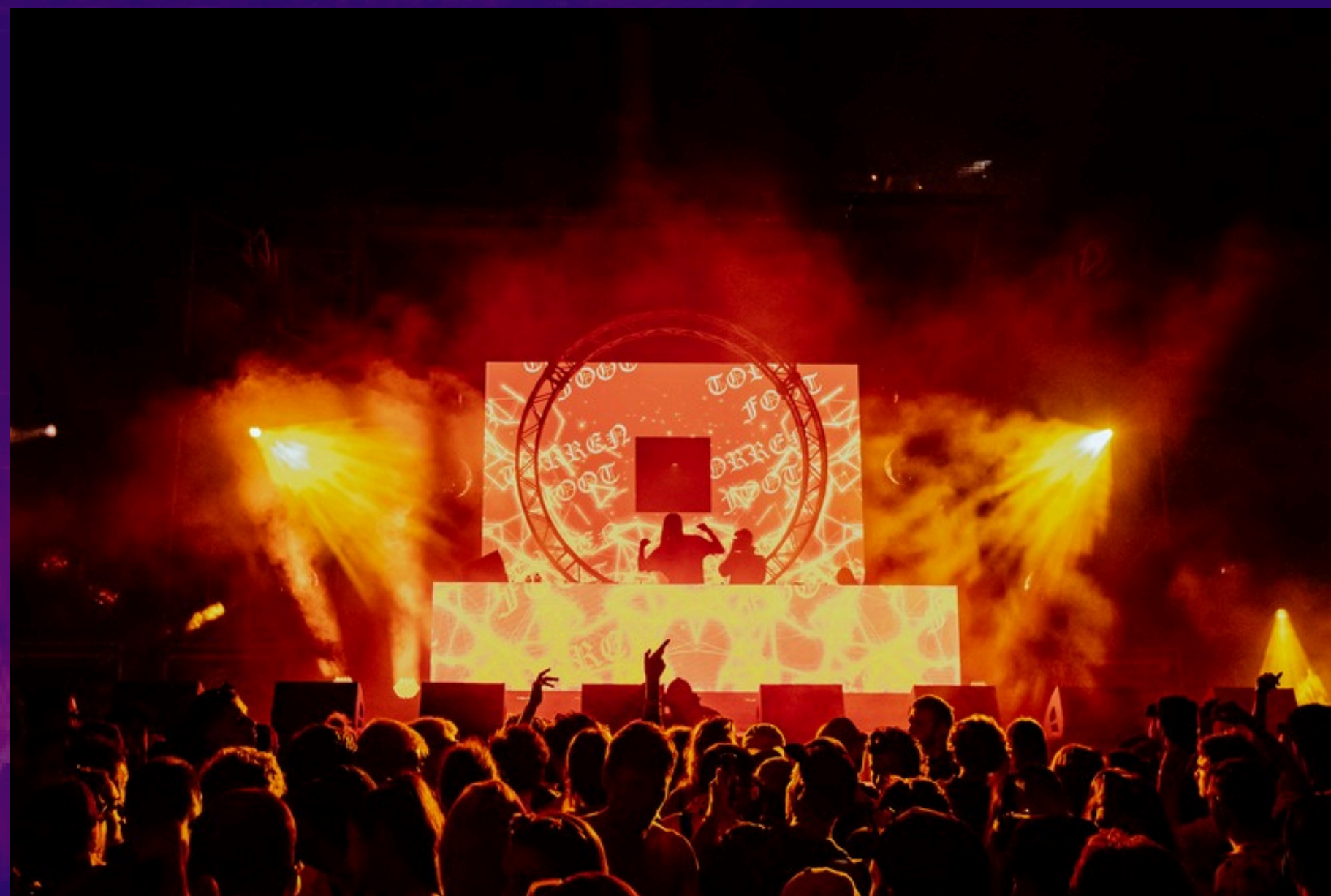




About The ALMBC

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 in 2025 that have been enabled in 2025 calendar year

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



Key 2025 Projects

Key Projects for the ALMBC 2025 that have been delivered and continue to be undertaken in the 2025 Calendar Year:

- **Establish the Australian Music Venues Foundation, working towards the launch of the Arena Ticket Levy for grass roots live music venue support**
- **Maintain in-person and online professional development sessions**
- **Drive insurance reform federally**
- **Engage with key national music industry events**
- **Maintain International Conference Support Program to send a further 20 bookers, programmers and agents, to overseas conferences**
- **Build an international reputation**

Successful Applicants Announced ROUND 1

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

Music Australia International Conference Contribution - Agents, Programmers & Bookers

Key 2025 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.

Successful Applicants
Announced
ROUND 1

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

**Music Australia
International Conference
Contribution - Agents,
Programmers & Bookers**



2025 Outcomes

At the end of December 2025, the ALMBC has led fifteen in-person forums / sessions, including eight in regional locations, across five states with 650 attendees, including major live music companies and grass roots regional businesses.

We have also led three online forums on important industry topics with 51 attendees.

The ALMBC partnered with 41 industry partners in the development and delivery of these activities, including State music organisations, national music organisations and dozens of small businesses.

As well as the above, the ALMBC has supported other industry bodies in supporting the development of and attending 28 other activities including three international events as well as major conferences such as WAMCon and IndieCon.

ALMBC AUSTRALIAN LIVE MUSIC BUSINESS COUNCIL



Info / Register

Future Of Live Music Insurance

Join us live to discuss the latest momentum to keep grass roots live music venues alive
Preview a soon-to-be-released report from Insurance Council of Australia

			
Howard Adams ALMBC / AMVF / Corner Soul	Andrew Bassingthwaite ALMBC / Xelerate	Tyla Dombroski Crow Bar / AMVF / LMVA	Matt Jones Insurance Council Of Australia

The Rose Hotel Wed 15 October 2pm

52-54 Cleveland St, Chippendale NSW

2025 Outcomes

15 in-person forums including 8 in regional locations
3 online forums with 51 attendees
41 industry partners engaged
3 Countries visited

ALMBC AUSTRALIAN LIVE MUSIC BUSINESS COUNCIL

post
MAMAS Breaky
3 December 8.30am

Including short discussion on successfully running regional shows & festivals, with

Gang Gang
Shop4/2 Frencham Pl, Downer ACT 2602

You're invited to an informal breaky following the Mamas. Finger foods & Coffee provided

 Howard Adams
Chair ALMBC
Corner Soul

 Ben Tillman
Yours & Owls
ALMBC Board Member

Australian Government | Music Australia

2025 Outcomes

Key outcomes include:

- EGM Ant McKenna invited to speak at the Aotearoa Independent Venues Summit & Going Global NZ conferences in Auckland, August 2025 as well as the WAMCon Conference in September.
- Chair Howard Adams invited to attend the All About Music Conference in Mumbai India.
- Very successful ALMBC sessions:
 - ALMBC lunch mixer session at WAMcon
 - ALMBC breakfast at Indie-con Adelaide
 - BIGSOUND sessions including supporting a large number of high quality live original artists to perform at a venue usually utilised for covers.
 - Launch of Insurance Council of Australia report in Sydney during SXSW & ongoing partnership delivering change
 - ALMBC sponsoring Music ACT Awards
- EGM Ant McKenna undertook a very successful regional engagement trip between Melbourne and Adelaide (in the lead up to Indie-Con) to raise awareness of the opportunities of regional road touring between the two cities, to meet bookers, venues festivals and agents and to enable better connections between regional leaders.



2025 Outcomes

As well as these projects, the ALMBC also continued the successful Music Australia International Conference support program, with rounds closing in March, July and October 2025, with a further round closing in October 2025. This project connects the ALMBC with the most successful bookers, agents, festival bookers and publicists across the continent.



Can Australian music survive in the age of Spotify?

Wednesday 16 April, 6:30

Live & online event is bought to you by



#saveourarts ALMBC AUSTRALIAN LIVE MUSIC BUSINESS COUNCIL QMUSIC WAREHOUSE

2025 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.

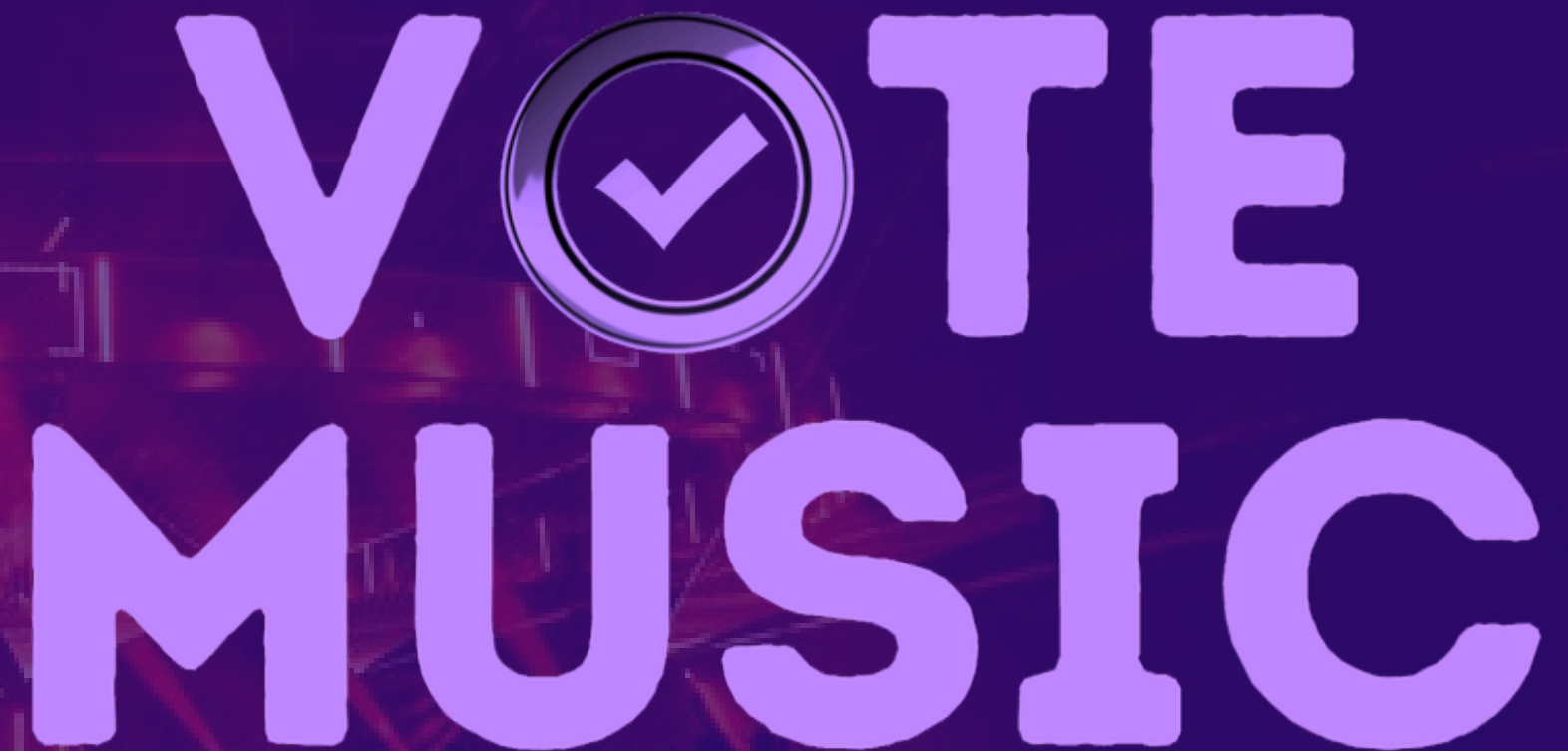


ALMBC April 2025

- **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 features the words "VOTE" and "MUSIC" in a bold, white, sans-serif font. The letter "O" in "VOTE" is replaced by a circular icon containing a white checkmark. The background of the logo is a dark blue with a faint, glowing grid pattern.

ALMBC May 2025

- **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 May 2025

- **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 June 2025

- **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 June 2025

- **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 July 2025

- Regional Victoria & SA venue & booker engagement – 28 – 30 July. EGM undertook regional venue & booker engagement journey from Melbourne to Adelaide in the lead up with meetings in Yarraville, Geelong, Warrnambool, Portland and Mount Gambier.
- Meetings with:
 - Yarraville – Kindred Studios
 - Barwon Heads – Barwon Heads Hotel, Queenscliff Music fest
 - Torquay – Torquay Hotel, Dave Batty, Collective Artists
 - Warrnambool – Whalers, Frolic & Co, Dart & Marlin, Goom Fest
 - Portland – Casa de la Bodega, Arts Centre, Royal, Mac's
 - Mount Gambier – Globe
 - Port Elliot / Victor Harbour – Yeo Haus
 - Adelaide – Grace Emily Hotel, The Gov, Jive Bar





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ALMBC July 2025



ALMBC August 2025

- 1 Aug - ALMBC Indie-Con Breakfast – Jive Bar
8.30am - Chair Hoaward Adams, EGM Ant McKenna and board member Mel Tonkin attended
 - Attended by approx. 30 people including Music Australia, Unified and many others



ALMBC August 2025

- **Online Forum – Hearing Health in the music industry**
- 7 August In partnership with Crew Care, Support Act, Macquarie University, Hemisphere Group. 10 attendees
 - **Facilitated by Crewcare’s Tony Moran**

Hearing Health for Live Music Workers

Online Forum - 12pm AEST Thursday 7th August **VIA>> ZOOM**

Discussing the significant issue of long term hearing damage in the music sector and it's impact on Mental Health, with a Prevention and Cure focus.



Tony Moran
CrewCare Co-founder



Ian (Hamo) Hamilton
Production Manager



Angela Doolan
Support Act Crisis Relief



Paul McCarthy
PBM Safety



Mo Helou
Audiologist

ALMBC September 2025

- **BIGSOUND 2-4 Sept - ALMBC Live Music Discovery Sessions - Royal George Outdoor Stage - Tuesday 2, Wednesday 3 & Thursday 4 Sept 12-4pm with 4 acts each day. 300 attendees**
 - Sorrento Strategic covered \$4,500 of artist fees
 - Remote WA sound engineer / coordinator - Tom Caughey engaged



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Live Sessions BIGSOUND 2025

TUESDAY 2 SEPT

12-12.45pm	Riley Zischke & Tane Rua
1.05-1.50pm	Saint Victoire
2.10-2.55pm	Velvet Bloom (duo)
3.15-4pm	Grace - Joan & The Giants - solo



Royal George Outdoor Stage
Thanks to Sorrento Strategic Accounting



ALMBC September 2025



Live Sessions BIGSOUND 2025

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- | | |
|-------------|----------------------------------|
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Royal George Outdoor Stage
Thanks to Sorrento Strategic Accounting

ALMBC September 2025

BIGSOUND 2-4 Sept

- **ALMBC Venues & Insurance Round Table -
Chattahoochee's Thursday 4 September 10.30-
11.30am**
 - **Speakers included Insurance Council Of
Australia, QTIC, Andrew Bassingthwaite,
Venue Owner Tam Boakes (Jive Bar Adelaide) ,
AHA Qld & Victoria. 15 attendees**
- **ALMBC Members & Friends Mixer -
Chattahoochee's Thursday 4 September 11.30-
12.30pm. 25 attendees**
 - **Sponsored by Black Flag Brewing**



ALMBC September 2025





ALMBC September 2025

WAMCON 18-21 Sept - Perth

- ALMBC Boots, Bookers & Bau networking session – Friday 19 September. 85 attendees
 - Featuring Dulce Blue (solo) & Line Dancing demo and lesson



has been very proud to support

WAMCON

ALMBC September 2025



ALMBC October 2025

- **ALMBC & ICA Law Reform Report Launch Wed 15 Oct**
 - Chair Howard Adams, Board Member Andrew Bassingthwaite and EGM Ant McKenna attended
 - ALMBC partnered with Insurance Council of Australia to launch a new report calling on State and Federal governments to work together to undertake the first major review of insurance Law in 25 years.
 - 15 attendees including major venues, insurance brokers, underwriters, major ticketing companies and more
 - media outcomes included:
 - <https://www.insurancenews.com.au/daily/industry-pushes-for-liability-law-overhaul-as-costs-spiral>
 - <https://themusic.com.au/industry/insurance-council-of-australia-calls-for-public-liability-reforms-in-new-report/3Vdj8fDz8vU/16-10-25>
 - <https://www.insurancebusinessmag.com/au/news/breaking-news/ica-calls-for-overhaul-of-civil-liability-laws-553147.aspx>



ALMBC October 2025

Futures Summit / Blak Rising & Dream Aloud

- Cairns Thursday 16 - Sunday 19 Oct
- ALMBC worked alongside other national organisations including Music Australia, The Push, AFA, APRA-AMCOS and the Live Music Office, as well as Qld Music Festival and Cairns Regional Council, to support a First Nations' led professional development and showcasing project.
- Board member Larissa Ryan and EGM Ant McKenna attended.



ALMBC November 2025

ALMBC Superannuation Information Session

- **Speakers:**
- **Kylie Thompson – Sorrento Strategic**
- **Ned Walker – Hot Giggity / Hotlinks**
- **31 attendees**

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Understanding Music Industry Superannuation

Get the facts about your responsibilities as an agent, booker, music worker, band manager and more

25 November
12pm AEDT

FREE ONLINE FORUM

Hot Giggity

sorrento strategic accounting

Kylie Thompson CPA
Director
Sorrento Strategic Accounting

Ned Walker
Hot Giggity / Hotlinks / Wemarketu

ALMBC ALMBC Superannuation Session Nov 2025

WHAT WE ALL KNOW

Watch Later Share

All Australian employers are required to make compulsory superannuation payments to their employees, in accordance with the Superannuation Guarantee (Administration) Act 1992 ("the Act").

Superannuation Guarantee was 12% from 1 July 2025

aware that super is there for retirement and you can't access it till you're

3:33 / 1:05:31

YouTube



ALMBC December 2025

ALMBC Sponsors Music ACT Awards & Informal Breakfast

- **Speakers:**
- **Howard Adams – ALMBC Chair / Corner Soul**
- **Ben Tillman– ALMBC Board / Yours & Owls**
- **10 attendees at the breakfast**



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post

MAMAS Breaky

3 December 8.30am

Gang Gang

Shop4/2 Frencham Pl, Downer ACT 2602

Including short discussion on successfully running regional shows & festivals, with



Howard Adams
Chair ALMBC
Corner Soul



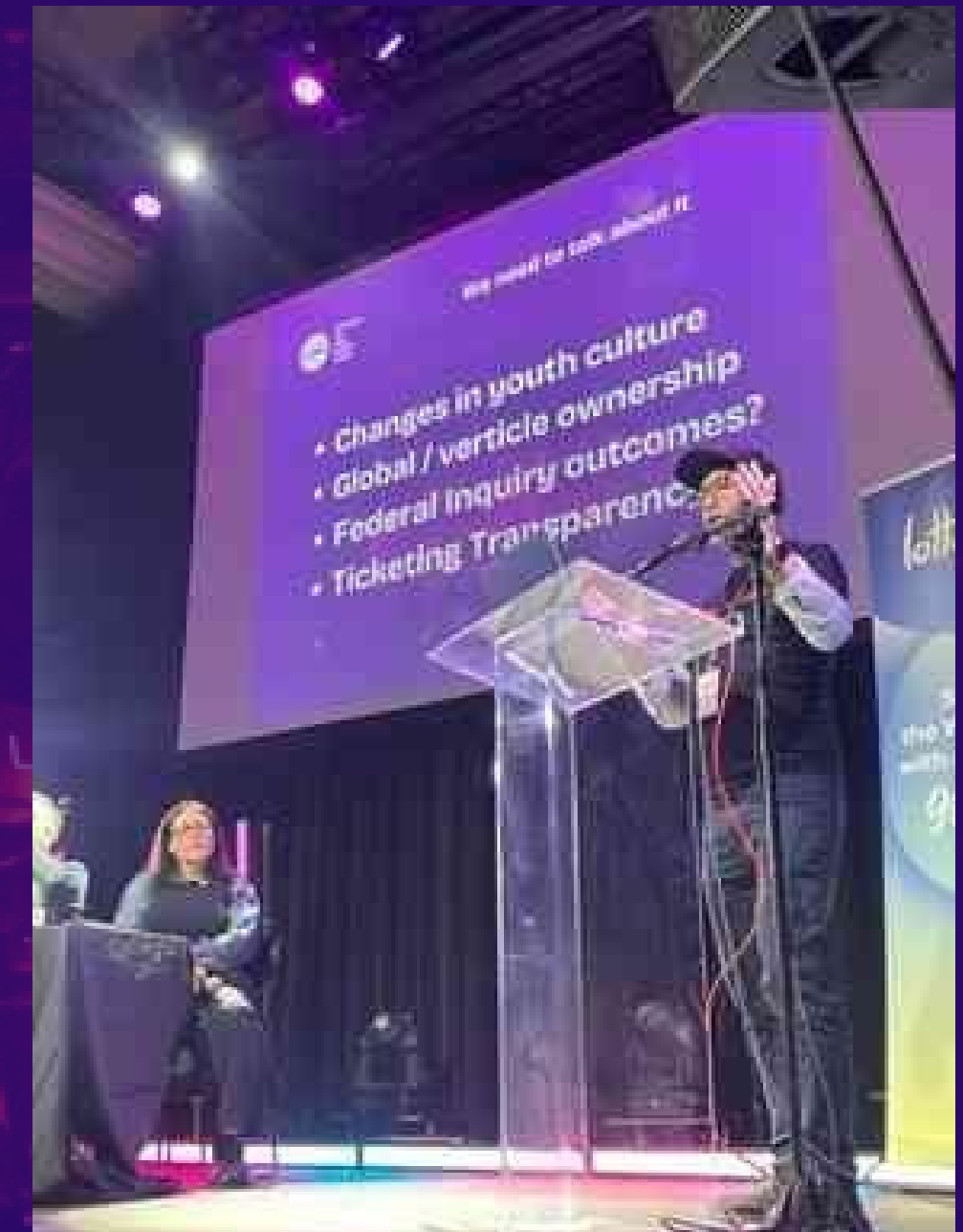
Ben Tillman
Yours & Owls
ALMBC Board Member

You're invited to an informal breaky following the Mamas. Finger foods & Coffee provided



ALMBC 2025 Other Activities

- April 16 – Save Our Arts – Music session – Brisbane – EGM Ant McKenna facilitated.
- 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
- July 29 - The Push – Careers Expo – Adelaide - Board Member Mel Tonkin engaged as speaker
- 1 Aug - Sound States professional Development program. Treasurer Kylie Thompson and Board Member Larissa Hume engaged as speakers. EGM Ant McKenna attended



ALMBC 2025 Other Activities

- Aug - Mumbai India visit with Sounds Australia - Chair Howard Adams represented ALMBC
- 26 & 27 Aug - NZ Independent Venues Summit - Independent Music Venues Aotearoa – EGM Ant McKenna invited to present
- 28 & 29 Aug - Going Global NZ - EGM Ant McKenna invited to speak on the 'Going Global – Australia' panel alongside Cathy Oates (BIGSOUND Programmer), Maria Amato (AIR), Ash Hills (Unified), Alyse Newman (Aanthologies), Lorrae McKenna (Our Golden Friend).



ALMBC 2025 Other Activities

- 18-21 Sept - WAMCON - Perth - Regional & Remote Round Table – EGM Ant McKenna attended. EGM Ant McKenna spoke on 5 on 5 panel
- 16-18 Oct Dream Aloud & Blak Rising - Cairns 16-18 October. Board member Larissa Ryan and EGM Ant McKenna attended. QMusic covered flights for Larissa Ryan.
- 7-9 Nov Cairns Music Industry Gathering. EGM Ant McKenna led a panel in local leadership development and spoke on a panel on live music worker careers. Cairns Council covered \$1,000 of costs.



ALMBC 2025 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 2025 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 2025 Advocacy

- **Following the launch of the Insurance Council of Australia report into Insurance Reform for Small Business, in partnership with the ALMBC at SXSW Sydney in October, the Federal Government announced a Parliamentary Inquiry into Insurance for Small Business**
- **Following some years of engagement and support from the ALMBC, Yarra Council announced new Entertainment Precincts, placing further pressure on the Victorian Government to follow best practice in other states and implement a Special Entertainment Precinct model**



**Insurance Council
of Australia**

ALMBC 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 Bassingthwaite
Xcelerate



Ben Tillman
Yours & Owis



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

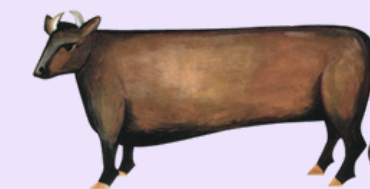


Ant McKenna
Executive General Manager

ALMBC 2025 Partners



scenestr



Media Rare



Australian
Venue Co.

studio
legal^{SL}

CENTURY
EVENTS • VENUES • ARTISTS



Corner Soul
LEGAL MANAGEMENT ADVISORY



wemarketu
affordable marketing solutions



the
music

HOT Giggity

Note that ROSTR & BEM finished end of June 2025



ALMBC 2025 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

"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 2025 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





ALMBC thanks



Australian Government

