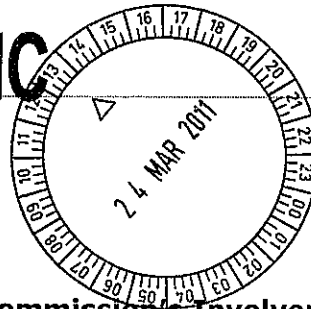


Malouf, Carolyna

PUBLIC

SUB005

From: Carolyn Bailey |
Sent: Thursday, 24 March 2011 10:31 AM
To: Malouf, Carolyna
Subject: One Movement for Music 2011



**Inquiry Inquiry into Western Australian Tourism Commission's Involvement
Name: in Major Tourism Events**

Date

Commenced: 23/02/2011

f) any other relevant matter regarding government funding for One Movement for Music

I was consultant to the Austin Texas Chamber of Commerce, Visitor's Bureau, and contributed to providing background and resources towards the event that is now SXSW.

sxsxw.com/business_at_sxsxw/demograph

This event is said to be the biggest gathering of global creative industries on earth, however at the very beginning the aims were simple: promote Texas music while attracting visitors.

At the time (mid-80's) another Australian, Joel Webber, was co-founder of the New York New Music Seminar. As consultant, I invited Joel to share his expertise with the Texans, in much the same way Sunset Events as the most successful producers of music events in Western Australia use the same practice and know the best way forward towards building a global calendar event is to partner in expertise.

Anyone with any experience in audience building will advise a global event takes time to build however there are those who would prefer the money currently invested in One Movement be passed to 'not for profit' arts organisations.

While the 'not for profit' arts sector provides valuable local and national audience context for emerging artists via various partnerships, these organisations do not have existing and practising business expertise, nor existing and continuing business relationships required to build a major global audience event.

One Movement for Music is an international event created by the most successful Western Australian music promoters Sunset Events in international partnership with MUSEXPO who continue to successfully produce this event in Europe and the US, enjoying continued partnering with Michael Chugg, winner of various international promoter awards. This event benefits from a global perspective and if given continued support of the Western Australian Government will evolve in the same way SXSW now benefits many industries, including tourism.

Yours sincerely

Carolyn Bailey

Producer major market commercial radio Perth and Sydney; co-producer Countdown Australian Music Awards as an ARIA / ABC-TV collaboration; market researcher, script writer, host wrangler Countdown; as consultant to Austin Texas Chamber of Commerce

24/03/2011

provided 'first steps' towards the creation of SXSW event; as consultant to Austrade New York and as representative of Export Music Australia, coordinated Australian presentation at New York New Music Seminar, as sound track consultant to producer Jan Chapman for 'Sweet and Sour' drama series ABC-TV achieved 5 top ten hits and a top 10 album including no favoured nations agreement which provided excellent income for years to all the artists involved; lectured in Music Business and Technology New York University, produced for College Satellite Network into 400 campuses across the USA including live coverage of the Hoodoo Gurus and Midnight Oil, and produced Saturday Morning Live (Network 7) Various other credits include producer DIY GLOBAL REVOLUTION music business conference for the Western Australian Music Industry Association, publicity and media Tommy Emmanuel Tour, artist registration South Bound.

[Main](#) [Exhibition](#) [Custom Opportunities](#) [Sponsorship](#) [FAQ](#) [Downloads](#)

SXSW 2010 Demographics

Total conference registrants: **36,771**

Ages:

Under 21.....1%
 21-30.....28%
 31-40.....35%
 41-50.....24%
 50+.....12%

Income:

Under \$25,000...7%
 \$25-50,000.....14%
 \$50-75,000.....17%
 \$75-100,000.....18%
 \$100,000+.....44%

Top 10 Types of Business of Music Registrants



- Event/Convention
- Indie Label
- Radio
- Media Electronic
- Artist/Performer
- Media Print
- Management
- Marketing
- Promoter/Talent Buyer
- Music Publishing

Showcasing Acts: **1,978** (545 were international)

Music Showcase Stages Participating: **89**

Music Conference Participants: **13,020**

Approximate Number of Music Media in Attendance: **2,310**

Approximate Number of Music Trade Show Attendees: **19,400**

Number of Music Trade Show Exhibit Spaces: **181**

Number of Foreign Countries Represented: **49**

Geographic Breakdown by Percentage of Total Music Registrants:

- Southwest 20%
- West 25%
- Northeast 19%
- International 23%
- Southeast 7%
- Midwest 6%

[Shopping](#)

Top 10 Types of Business of Film Registrants

- Film Director
- Media Electronic
- Student
- Production
- Producer
- Actor/Actress



- Distributor
- Media Print
- Non-Profit
- Event/Convention

Number of Films Screened: **277**

Film Conference Participants: **9,500**

Approximate Number of Film Media in Attendance: **1,069**

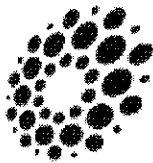
Approximate Number of Film + Interactive Trade Show Attendees: **33,200**

Number of Film + Interactive Trade Show Exhibit Spaces: **296**

Geographic Breakdown by Percentage of Total Film Registrants:

- Southwest 24%
- Southeast 5%
- West 37%
- International 11%
- Northeast 19%
- Midwest 4%

Top 10 Types of Business of Interactive Registrants



- Marketing
- Web Developer
- Software Development
- Social Media
- Media Electronic
- Consultant
- Non-Profit
- E-Commerce
- Educator
- Interface Design

Interactive Conference Participants: **14,251**

Approximate Number of Interactive Media in Attendance: **1,540**

Approximate Number of Film/Interactive Trade Show Attendees: **33,200**

Number of Film/Interactive Trade Show Exhibit Spaces: **296**

ScreenBurn Information:

ScreenBurn Arcade: **30,950 sq ft**

ScreenBurn Speakers: **102**

ScreenBurn Panels: **43**

Geographic Breakdown by Percentage of Total Interactive Registrants:

- Southwest 23%
- International 12%
- West 28%
- Southeast 9%
- Northeast 20%
- Midwest 8%

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