

Night Time Industries Association
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Submission on behalf of a not-for-profit organisation with arts-components

About the Night Time Industries Association

The Night Time Industries Association's (NTIA) mission is to rebuild, protect and grow night time experiences and industries - encompassing providers and supporters of hospitality, arts and culture, events, and performance. We represent these industries collectively - we advocate, we educate, and we collaborate to support growth and innovation in the night time economy. We embrace the voice of our younger audiences. We cover the entire night out.

The NTIA membership comprises stakeholders in the night time economy from multiple sectors, including hospitality, entertainment venues, festivals, arts, music, culture, precincts, comedy and the visitor economy.

Context

The night time industries make a huge contribution to the economy. According to research undertaken by Deloitte¹, the value of the night time economy in greater Sydney alone in 2017 was \$27.2 billion, supporting 234,000 jobs, and with an estimated \$16 billion in potential economic uplift and associated jobs creation. However, after more than two years of shut downs, restrictions, major adverse weather events and an increasingly unstable economic environment, the night time industries face great challenges.

Community expectations and consumer patterns have radically changed in response to cancellations, restrictions, closures, staffing issues, reduced public transport and rising cost of living pressures. In 2022, people are more wary of spending money on big events that they may not be able to attend. Bookings are being made closer to the event, leaving businesses less able to plan. The night time

¹ Imagine Sydney (Play)- Deloitte, 2019

industries face greater than ever competition from 'at home' entertainment' and the problem of how to entice out an audience that is now used to staying in for the night.

Industry is now at a critical point and operating in a less stable, rapidly changing environment. Not only have consumer expectations and behaviour patterns changed, many businesses cannot find suitable staff, have much higher operating costs and problems with supply chains.

Changes to consumer demands have led to many patrons looking for more than just food and beverage service. Increasingly, people want a 'value-added' cultural experience, something unique and different from their at home entertainment. However, frequently the true cost of presenting a cultural event is not reflected in its price as artists heavily subsidise their productions with free labour. Post COVID-19 and with increasing economic pressures, the margin for businesses and creative workers has shrunk even more. Feedback from industry indicates there are practical barriers to presenting, hosting and commissioning creative content. Expensive and complex regulations for live performances, financial risk, limited connections to creatives, lack of appropriate technology and staff inexperience can all stand in the way of increasing revenue with creative content.

Despite the challenging headwinds there are significant opportunities for reform.

Opportunities

1. Better and more creative infrastructure as well as better facilitation of culture in venues.

- a. More spaces that can host a diverse range of informal and formal cultural activities, hospitality and entertainment, including ones that are affordable and cater to new and younger audiences.
- b. Night time industries must be embedded in large scale government and private developments; residential zoning should accommodate multifunctional spaces for culture, hospitality and entertainment. The cultural and economic value of night time life and its contribution to the unique characteristics of a neighbourhood must be reflected in planning decisions.

2. A consistent national night time economy that allows Australia to be seen as the place to host world premieres.

- a. Australian artists should be encouraged and incentivised to host world premieres of their work in Australia instead of taking the work abroad for its launch.
- b. Agreement across all vested stakeholders to activate government and private spaces that are dormant at night, such as warehouses, factories, shops, and public sites to host events.

- c. Venues should be more affordable, accessible and night time operators should be empowered to host creative content.

- 3. Increase and diversify authentic creative content in venues.**
 - a. Support night time industry venues to include artist designed spaces, activating a site through public art performances, curated programs and festivals, comedy, placing small theatre spaces in pubs, visual arts exhibitions and classes, and innovative pop-up events.
 - b. Partner and collaborate with the cultural and creative industry leaders to enhance programming opportunities.

- 4. Recognising the importance of young people to night time industries, arts and a city's vibrancy.**
 - a. Recognition of the concerns of young people through industry led initiatives and forums.
 - b. A framework that supports venues to deliver a diverse range of experiences that place accessibility and affordability front and centre.
 - c. Industry support and career pathways for young night time economy workers, artists and performers to pursue a career in the sector.

- 5. Promotion of Australia's artistic endeavours must be locally relevant and targeted.**
 - a. Implementation of government supported, industry led campaigns to promote city nightlife to local residents in a manner that is authentic and appealing.
 - b. Adoption of more media formats and platforms to appeal to a younger and more diverse audience.
 - c. Recognition of Australia's diverse communities focusing on and promoting the wide array of night time activities that do and do not involve alcohol.
 - d. Greater collaboration between major events and night time operators to provide cross-promotional support.

The NTIA appreciates the opportunity to provide a submission to this critical policy.

Yours sincerely,



Mick Gibb
Chief Executive Officer